

## COPYRIGHT SERIES

9.30

### WELCOME

Christophe Dickès  
FIBEP Vice President & Global Content  
Copyright Director, Onclusive

9.35 – 10.05

### EUROPEAN COPYRIGHT LAW: UPDATE AND PERSPECTIVES

Florence Gaullier  
Vercken & Gaullier Law Firm

10.05 - 10.35

### IMPLEMENTATION OF THE COPYRIGHT DIRECTIVE IN THE BENELUX

Marie Keup  
Taylor Wessing Law Firm

10.35 – 11.05

### TRANSPOSITION OF THE EU DIRECTIVE ON COPYRIGHT IN THE NORDICS

H. C. Nordahl Thomsen  
Head of Media Management, Infomedia

11.05 – 11.20

### NETWORKING BREAK

11.20 - 11.50

### FRENCH MM FEDERATION & THE TRANSPOSITION: A LONG STORY TO SUCCESS?

Christophe Dickès  
FIBEP Vice President & Global Content  
Copyright Director, Onclusive

11.50 – 12.20

### COPYRIGHT: EVOLVING SITUATION IN ITALY

Marina Bonomi  
CEO, Mimesi

12.20 - 12.50

### COPYRIGHT IN LATIN AMERICA: AN UPDATE

Carlos Alfredo Diaz  
Director, GlobalNews Group

12.50 – 13.00

### Q&A

13.00 – 14.00

### LUNCH

## TECH SERIES

14.00 – 14.45

### KEYNOTE PRESENTATION

Elina Halonen  
Founder & Behavioural Insights Strategist, Square Peg Insight  
Moderated by Sophia Karakeva  
FIBEP Vice President & Chief Marketing Officer, DataScouting

14.45 – 15.30

### TECH TRENDS WITH STAYING POWER:

A dialogue between MMO and Tech providers discussing which new technologies will stick with the media intelligence industry and should be adopted by all MMOs.

Moderated by Florian Laszlo

CEO, Observer

- Dominique Lebreton  
International Global Account Manager, Cision (MMO)
- Klemens Ganner  
CEO, APA-Defacto (MMO)
- Brian Merron  
Global Sourcing and Monitoring Director, Carma (MMO)
- Stavros Vologiannidis  
CEO, DataScouting (Tech)
- Simon Ernst-Sunne  
CEO, Opoint (Tech)
- Vladimir Petkov  
CEO, identric (Tech)

15.30 – 16.00

### NETWORKING BREAK

16.00 – 17.45

### MARKET EXTENSION:

This is going to be a panel of distinguished speakers outlining industry areas and perspectives that affect the media intelligence industry.

Moderated by Alessandro Cederle

TVEyes Europe & Chair of the FIBEP Tech Advisory Commission

- The Metaverse: Opportunities, Risks, & Regulation  
Louis Rosenberg, PhD  
CEO & Chief Scientist Unanimous AI
- OSINT: Sensemaking in a Hybrid Environment  
Alessandro Politi  
Director of the NATO Defense College Foundation
- Media Intelligence in Times of War,  
Disinformation and Human Rights Abuses  
Martin Mycielski  
Vice-President, Director of Public Affairs, Open Dialogue  
Foundation

# TUESDAY

# FIBEP SPRING SUMMIT 2022

## SALES SERIES

**9.30 – 10.15**

### SALES IN POST-PANDEMIC TIMES

**Anil Gupta**

Sales Specialist, VMware

**10.15 – 11.00**

### TIPS FOR WINNING

#### TENDER PROPOSALS

**Eric Karstens**

Freelance Grant and  
Tender Development Consultant

**11.00 – 11.30**

### NETWORKING BREAK

**11.30 – 11.50**

### HOW TO ORGANIZE SALES IN MMOS

**Manuel Mörbach**

Global CEO, Onclusive

**11.50 – 12.30**

### FIRESIDE CHAT

**Manuel Mörbach**

Global CEO, Onclusive

**Lucie Geislerova**

Chief Business Development  
Officer,

Newton Media **Lisa von Beust**

Marketing and Communication  
Manager,

Auxipress

**Moderated by Steffen Egelund**

CEO, Media Track

**12.30 – 13.00**

### A CLIENT-CENTRIC APPROACH TO MEDIA ANALYSIS

**Jacob Lund Nielsen**

Chairman, Media Track

**Konstantinos Maragakis**

CEO EEA, Pay Safe Group

**13.00 – 14.00**

### LUNCH BREAK

## NETWORKING SERIES

**14.00 – 14.45**

### THE VALUE OF THE MEDIA INTELLIGENCE

#### BUSINESS ECOSYSTEM

**Katerina Kechagia**

VP Media Intelligence & Marketing, Clip News

**14:45 – 15.30**

### FIBEP 2022 "THE LIGHTNING ROUND!"

**Moderated by Todd Murphy**

FIBEP Vice President

**15.30 – 16.00**

### NETWORKING BREAK

**16.00 – 17.00**

### TELL US WHAT YOU WANT, WHAT YOU REALLY, REALLY WANT!

**Moderated by**

**Todd Murphy**

FIBEP Vice President

**Carlos Diaz**

FIBEP Vice President

headline sponsor

# DATASCOUTING

Actionable Information

