

6 - 7
OCTOBER
2016



ID CRISTAL CONGRESS
MAURITIUS

idcristalcongress.com/mauritiu



OFFICIAL PARTNERS



MEDIA PARTNERS



SUPPORTING ORGANIZATION





SMART DIGITAL


JOIN US TO MAP KEY DIGITAL MARKETING TRENDS.

We are witnessing an explosive consumer growth in volume and duration of time spent online! But what about the growing cynicism of consumers?

The depth of data also creates fears!

How to achieve true personalisation and build trust with your consumers simultaneously?

Our event will offer tech-savvy insights and analysis to catch up with the Media & Advertising industry.





GRAND LEADERSHIP COUNCIL



REG LASCARIS
Regional President MEA
TBWA/HUNT/LASCARIS
South Africa



FABRICE BOUTIN
CEO & Group Creative Director
FACTO-SAATCHI&SAATCHI
President
AACC OUTRE-MER
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KING JAMES GROUP
South Africa



FRASER LAMB
Executive Chairman, Africa
MCCANN WORLDGROUP
South Africa



KEITH ROSE
Founding Partner & Director
VELOCITY FILMS
South Africa

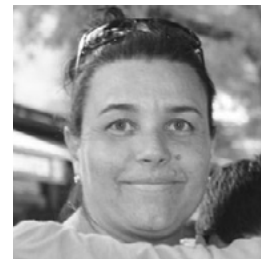
MAURITIAN LEADERS



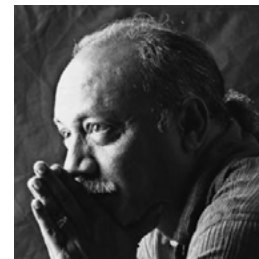
HELDER DE OLIVEIRA FILIPE
Director
REDHOUSE MCCANN
Mauritius



VINCENT MONTOCCHIO
Managing Director
CIRCUS ADVERTISING
Executive Creative Director
PUBLICIS AFRICA GROUP
Mauritius



GERALDINE NEUBERT
Managing Director
MAURICE PUBLICITÉ
OGILVY & MATHER
Mauritius



VINO SOOKLOLL
CEO & Executive Creative Director
CREAD+FCB
Vice President
ACA
Mauritius



PRIA THACOOR
Owner
P&P LINK SAATCHI & SAATCHI
Mauritius



**STEPHANE CHASTEAU
DE BALYON**
managing director
CAP GRAPH
Mauritius



LAURENT MONTAIGNE
CEO
EXTENSION INTERACTIVE
Mauritius



6 OCTOBER

9.30AM • 12AM • LEADERSHIP COUNCIL AND ADVERTISERS GRAND JURY DELIBERATIONS

Chaired by **Reg Lascaris**, Regional President MEA - TBWA/HUNT/LASCARIS, South Africa

9.30AM • 12AM • CREATIVE WORKSHOPS - REGISTRATION NEEDED

› CRACKING THE CODE OF CONSUMER PSYCHOLOGY

› STIMULATE YOUR CREATIVITY

› ENTREPRENEURSHIP : SURVIVAL TIPS FOR START-UPS

› PUBLIC SPEAKING SKILLS & LEADERSHIP

- **Mick Blore**, Chief Creative Officer South & Sub-Saharan Africa - McCann Worldgroup, South Africa

› HOW TO PRODUCE AWARD WINNING MEDIA CASE STUDIES?

- **Isabelle Musnik**, Publisher - Gunn Report for Media, France

› THRIVING IN AN ONLINE ECONOMY

- **Anouk Pappers**, Brand Anthropologist & co-founder - CoolBrands People

> The relevance of your online personal reputation is growing in relevance.

But why should you, as creative leaders, care? And how can your business benefit?

› HOW TO ACHIEVE BETTER RESULTS THROUGH STORYTELLING

- **Maarten Schafer**, Storytelling architect & co-founder - CoolBrands peoplePeople

> Information can change your attitude but effective storytelling has the power to change behaviour.

This is a simple truth, based on the way our brain works.



PANEL • KEYNOTE • SESSION • START-UP CONTEST • INTERVIEW

1PM • LUNCH

2PM - 6.30PM • CONFERENCES / PANEL SESSIONS / WORKSHOPS

WILL DIGITAL MEDIA SPEND ECLIPSE ALL TRADITIONAL MEDIA?

Digital media spend is increasing (search, display and native advertising)
Versus traditional media (print, TV, cinema, radio, and out-of-home combined)
Understanding the millennial converged consumer is necessary.

COLLABORATIVE, REAL, VISUAL STORYTELLING: THE GOLDFISH SYNDROME

How to capture the attention of consumers today?

MOBILE SUPREMACY: IS MOBILE REALLY EVERYTHING? HOW TO MEET THE CHALLENGE OF SMALL SCREENS?

The role & point of view of Publishers, ad networks, creatives & media agencies.

THE POWER OF AUDIENCES: WILL TARGETING PREVAIL AS THE MAINSTREAM PRACTICE

Targeting based on location, interests, browsing history, purchase history, demographic group, interests and even social circle. The rise of programmatic buying is reshaping media planning and buying : Publishers, advertisers and intermediaries will bid for digital ads in an automated way.

7PM • COCKTAIL RECEPTION & NETWORKING

8PM • DINNER



7 OCTOBER

9.30AM • 12AM • CONFERENCES

DATA, PRIVACY ISSUES & PERSONALIZATION

How can brand build trust with their customers?
The need of transparent / ethical policies.

AD BLOCKING

Ad blockers have done significant damage to the advertising industry and publishers.
What is the next step? Can we find a solution to this growing issue? What about great storytelling?

CONTENT DRIVEN MARKETING

Content: curation and creation: how to create "content moments"
which are shareable?

THE STATE OF ONLINE VIDEO MARKETING

Growth in video consumption & user-generated content.
Rise of new video driven platforms like Periscope and Snapchat.

HOW TO MAKE YOUR CONTENT EXPLODE WITH PAID SOCIAL MEDIA ADVERTISING?

1PM • LUNCH

2PM • 6.30PM • CONFERENCES

ENTREPRENEURSHIP

10 SHORTLISTED START-UPS WILL PITCH 5 MINUTES ON STAGE

THE TECHNOLOGICAL TSUNAMI & CREATIVITY

How to use Virtual reality, Artificial Intelligence, Internet of things (IOT) ...
for business, design and advertising?

THE DIGITAL DIVIDE, SUSTAINABLE DEVELOPMENT & GOODVERTISING

Devising campaigns taking into account social responsibility towards customers

THE PHENOMENON OF CONSUMER ACTIVISM: THE HASHTAG REVOLUTION

THE DIGITAL REVOLUTION; A NEW PARADIGM FORM EMERGING COUNTRIES

> Gilles Babinet, President - Captain Dash & Digital Champion for France - European Commission

SMART CITIES & SMART MAURITIUS

CULTURE & MARKETING: MASS COMMUNICATION & DIVERSITY CHALLENGES

7PM • COCKTAIL RECEPTION AND NETWORKING

8PM • WINNERS' DINNER INDIAN OCEAN, SOUTH AFRICA & KENYA

Categories: Film, Radio, Outdoor, Press, Media, Digital, Mobile, Integration, Promo & Direct



START-UP CONTEST

STEP - 1 -

Send a short video of your concept to penelope@crystal-events.com

No need to be a professionally-made video/case study.

(2 minutes max)

A video recorded with an iPhone/Android will be accepted if clearly understandable.

STEP - 2 -

A jury composed of brands, media agencies and tech companies

will select the start-ups that will pitch on stage on **October 7th**
during the ID Cristal Congress MAuritius in front of a big assembly!

STEP - 3 -

The jury will vote for the **BEST START-UP** pitch on **October 7th**

The winner will be rewarded with XXXX \$ on **October 7th**

You have until **September 28th** to send your video to penelope@crystal-events.com





HOW TO PARTICIPATE?

•
BOOK YOUR PASS ONLINE

DAY PASS – October 6th:

- "MQA Approved": 430€EU (± 17 030 MUR)
- "Classic Pass": 295€EU

DAY PASS – October 7th:

- "MQA Approved": 590€EU (± 23 355 MUR)
- "Classic Pass": 390 EU

2-DAY PASS – October 6th & 7th:

- "MQA Approved": 890€EU (± 35 235 MUR)
- "Classic Pass": 640€EU

If you register via our website,
you can get a refund of 60% of the Mauritius Government.
(Funds dedicated to the "MQA Approved" training program)

•
ORGANIZE & SPONSOR YOUR PROPER WORKSHOP

•
BECOME PARTNER

•
BE A SPEAKER





AMBIANCE

•
BREAKFAST, LUNCHES, DINNERS: THE BEST WAY TO NETWORK

•
BEAUTIFUL AND PEACEFUL AREA FOR CASUAL CHIC ATMOSPHERE

•
INCENTIVE ACTIVITIES ON OCTOBER 8TH
FOR PEOPLE NOT COMING FROM MAURITIUS



FOUNDER & CEO - CRISTAL EVENTS

CHRISTIAN CAPPE
christian@cristal-events.com
+33 (0)1 49 12 07 10
Skype : chcappe



HEAD OF EVENTS - ASIA, MENA, OCEANIA

PENELOPE BOEUF
penelope@cristal-events.com
T. +33 (0)1 49 12 07 17
Skype : penelopeboeuf



HEAD OF CONTENT

CAROLINE CIRCLAEYS
caroline@cristal-events.com
+33 (0)1 49 12 07 29
Skype : caroline-cristalevents



HEAD OF AGENCIES BUSINESS & AWARDS

JULIEN MORALES
julien@cristal-events.com
T. +33 (0)1 49 12 07 24
Skype : juliencristal



**ADVERTISERS GRAND JURY
& GRAND LEADERSHIP COUNCIL**

RITA JAMAÏ
rita@cristal-events.com
T. +33 (0)1 49 12 07 10