

## THE PROGRAM OF THE Vth INTERNATIONAL ADVERTISING FESTIVAL "WHITE SQUARE" IS DECLARED



**WHITE  
SQUARE**  
5TH INTERNATIONAL  
ADVERTISING FESTIVAL

"White Square" is the Festival-cocktail, based on professional excitement, passion and inspiration of advertisement makers of various countries. The Educational Program is the main link of the Festival which unites as a customers of advertizing, and those who creates it. Annually representatives of CIS countries and Europe gather at "White Square" to receive a powerful impulse for the professional growth, an exchange of experience, increase of efficiency of marketing and competitiveness of the company. Modern marketing technologies are those tools which allow to move forward confidently. One of key positions of this process is occupied by a creative which allows not only to create unique identity of a brand, but also promptly to lift business on new height – to make it PRITTIER, HARDER, STRONGER! Under this slogan this year will pass the Festival. We invite all to active participation and we will be glad to see you at the V International Advertising Festival "White Square".

*APRIL 18*

9.15 – accreditation of participants of the Festival, welcoming coffee

10.00 – 10.20 **OPENING OF THE FESTIVAL.** Welcoming remarks by the Deputy Minister of Trade of the Republic of Belarus **Irina Narkevich**

### CONGRESS-HALL

10.30 – 12.00 **Andrey Dligach**, CEO of the group of companies **Advanter Group**, Ukraine  
Theme: **Technologies of strategic marketing management – the answer to the challenges of the new economy**

12.15 – 13.15 **Oleg Chanov**, managing Partner of the consulting company **EnterInvest**, Belarus  
Theme: **How to estimate new projects from the point of view of strategic marketing**

13.30 – 14.30 **Ksenia Kasyanova**, vice-president **Contact-Expert**, the only certified coach on the "Strategic Marketing" program by Trusov, Russia  
Theme: **Consumer 2.0: Look in the face to the consumer.**

Don't trying to stop the world – it's change, and in previous future will be continue to change. It's time to get rid of neurosis, to remove dependence on convulsive generating of a creative content, which is instantly dissolved in the advertising sea. Content is still dominate, but it is appear a lot of people who make a content for you, and, what is important, absolutely free. The quantity turns into quality. It isn't necessary to be frightened competition, simply there came a time of a creative of the highest level: to initiate, to judge and to encourage actions of those whom trust. If the consumer demands truthful communications - give it to him! The master class will Show You: It isn't important WHAT you speak, it is important HOW You do it. How to advertize in order to believed? How to do the PR in order to be heard? How the model of communications changes around the world now?

14.45 – 15.45 **Evgeny Primachenko**, copywriter **Wieden+Kennedy Amsterdam**, Netherlands  
Theme: **Not seminar**

16.00 – 17.00 **Dmitry Peryshkov**, creative director and co-owner **DDVB (Direct Design Visual Branding)**, Russia  
Theme: **Dream as brand engine**

17.15 – 18.15 **Stefan Schmidt**, director and founder **Dieckerschmidt**, Germany  
Theme: **Don't make the difference between direct advertising and broadcast. Every advertising should be direct. Directly into your heart.**

I will lead through examples of work that is moving, inspiring and entertaining - no matter whether it is a TV ad, a poster, a social media idea or a stunt. This keynote will be all about "how your brand belief defines your brand behaviour. no matter which media"

### CONFERENCE-HALL

10.30 – 12.00 **Vitaly Bykov**, CEO **Red Keds**, Russia  
Theme: **How to make the strategy of Internet communications, how to build the plan of activities**

What the surprising can be in planning of advertizing campaigns?  
What skills the specialist strategist has to possess?  
Than the digital-strategist differs from the normal person?

12.15 – 13.15 **Master class.** The theme is coordinated

13.30 – 14.30 **Nikolai Syusko**, New Business Director in digital-agency **Affect**, Russia  
Theme: **In advertising client & agency are partners in crime. So what could client do to make perfect ads?**

14.45 – 15.45 **Nadezhda Rasina**, director **GETBOB Digital Agency**, Belarus  
Theme: is coordinated

- 16.00 – 17.00 **Nadia Zelenkova**, director of a network of interactive agencies **Red Graphic**, Belarus  
Theme: **Brief and debrief on digital-campaign**
- 17.15 – 18.15 **Christo Kaftandjiev**, professor of the Sofia university, Bulgaria  
Theme: **Digital-marketing: integration of marketing communications.**  
Unique author's seminar with the analysis of integration of digital-communications: ATL, PR, EVENT, etc.

#### RED HALL

- 11.15 – 12.00 **Press-conference with Organizers of the Festival**
- 12.15 – 13.15 **Olga Kravtsova**, Deputy head of department of protection of the rights of consumers and control of advertizing of the **Ministry of Trade of Republic of Belarus**  
Theme: **New approaches in regulation of advertizing activity in RB**
- 13.30 – 14.30 **Darya Katkovskaya** law firm "Stepanovsky, Papakul and partners", Belarus  
Theme: **Changes in the Law on advertizing of Republic of Belarus: fight for an uncertain circle of people**
- 14.45 – 15.45 **Veronica Pisarenko**, Director **Forte Grey**, Belarus  
Theme: **Advertizing. Happiness sides**
- 16.00 – 17.00 **Panel discussion.** Group of companies of **Satio**, Belarus  
Theme: **Open discussion for professionals and mass media "Brand-building of Minsk"**

#### WHITE HALL

- 10.30 – 14.30 **Open protection of projects of competition of marketing services/ more than 50 successful btl, dm, pr-projects 2012 in the CIS**
- 14.45 – 18.45 **Open protection of projects of competition of media projects/ more than 50 projects 2012 in the CIS**

20.00 – 24.00 – **OPENING-PARTY**

#### APRIL 19

C 9.15 – accreditation of participants of the Festival

#### CONGRESS-HALL

- 10.00 – 12.00 **Ted Persson**, partner, creative director **Great Works**, Sweden  
Theme: **The perfect storm**  
The Perfect Storm is a two-hour presentation about the changing media landscape and what it means to us as marketers. In order to look ahead, the presentation kicks off with a brief look in the rear view mirror. The presentation then moves on to break down what is happening right now with technology, fragmentation and social media rendering the old truths of marketing obsolete. The last chapter offers five concrete pieces of advice in how to success in the new marketing world. The presentation is packed with concrete examples and case studies.
- 12.15 – 13.15 **Dmitry Pribysh, Sergey Filazapovich**, **TDI Group**, Belarus  
Theme: **Love without love - money for a wind**  
For marketing specialists under 18 the entrance is forbidden
- 13.30 – 14.30 **Alexander Parkhomenko**, copywriter of the agency of **Creative Decisions VOSKHOD**, Russia  
Theme: **Easy steps of madness**  
How and what for advertizing enters the person into a condition of the changed understanding and why the "shifted" creative advances. The most mad cases - loud and not so, global and local.
- 14.45 – 15.45 **Vitaly Kokoshko**, founder and creative director of **AA Kinograf**, Ukraine  
Theme: **Be simpler, and to you will stretch money! Force of exact advertizing messages**  
How to develop the key advertizing message at a brief stage? How to transform the key message to a bright creative? How the key message influences on results of the campaign? Detailed analysis of cases.
- 16.00 – 17.30 **Juny Davidov**, CEO in **R&I Group**, Russia  
Show-lecture **"Judgment Hour"**  
There are three main Evils in the world: nuclear bomb, mortgage and feminism.  
The last evil – the most terrible, against feminism doesn't exist antidotes!  
This infection arose only about hundred years ago, but look back and shudder – the world badly changed, our civilization was enslaved by the Female!  
The man studies according to ladies' textbooks, lives under girlish laws, makes female acts and creates girlish advertizing.  
This earth was ours. It is time to return this earth to itself, and to return to advertizing eggs.  
It is impossible to pass!
- 17.45 – 18.45 **Vadim Shiryaev**, center of business innovations of **ABS, SOMAR**, Russia  
Theme: **Closer to people**  
Innovative H.E.A.R.T technology. - management for effective marketing decisions and campaigns of new level

#### CONFERENCE-HALL

- 10.00 – 11.00 **Vasily Andreev**, company **495Design**, Belarus  
The theme is coordinated

- 11.15 – 12.00 **Olga Oleynik**, creative head and director of **AVC**, Belarus  
Theme: **Make a big eyes**  
Design as an instrument of business. Evolution of the visual message. Time of emotional design. Ways of capture of attention.
- 12.15 – 13.15 **Anton Melnikov**, Chief Creative Officer **e:mg**, Russia  
Theme: **History of the history**  
How to create the HISTORY which will inspire the agency, the client and the consumer
- 13.30 – 14.30 **Mario Mandacaru**, creative director in the sphere of brand-design **Brandia Central**, Portugal  
Theme: **Brands. It is all about people**  
Basically brands used to be just marks applied to goods in order to distinguish one from the other, but the world is in constant change and so is the role of branding. Nowadays brands became synonym of lifestyle, they help people to get distinguish from each other and at the same time costumers are the ones who define the brands, acting like fans, devotes or ambassadors. At the end, branding is about people.
- 14.45 – 15.45 **Katerina Kukso**, director of company development **Jay Lab Media**, Belarus  
Theme: **Synchronization complete! Or, in brief, how values can increase efficiency of systems of communication and management**  
Often investments of heads and owners of business into creation of business systems and processes don't come true. The company, despite all diligence, works discordantly and inefficiently. Frequently synchronization of processes and business systems on the basis of corporate values can become a solution. It will be a question of what instruments of introduction of values are and as they work in our widths.
- 16.00 – 17.00 **Ekaterina Vinokurtseva**, executive director of group of agencies **TWIGA TOUCH**, Russia  
Theme: **7 ways of the cheap solution of communication tasks**
- 17.15 – 18.15 **Natalia Rumyantseva**, creative director of **Leo Burnett Moscow**, Russia  
Theme: **If there is a hero in advertizing - only like a Super-Man**  
Whether it is possible to apply the scenario theory concerning heroes at cinema, to advertizing heroes? Let's try it to find out, having considered the basic rules of "forming" of images of heroes in movies and possibility of their application for heroes in advertizing. Probably, to become clear that advertizing heroes much in common with cinema, but nevertheless have also their own features.

#### RED HALL

- 10.00 – 10.30 **PRKVADRAT**, Belarus  
Presentation of the section of **Marketing Involvement..**
- 10.30 – 11.00 **Mikhail Simonov**, President of **RAMY**, Chairman of the board of directors of **Russia Direct**, vice-president of **ACAR**, Russia  
Theme: **What chromosome distinguishes BTL-man from ATL-man?**  
Essentially different approach to development of communication strategy. ROI vs GRP on examples of the best projects of Silver Mercury
- 11.00 – 11.40 **Ivetta Delikatnaya**, director of the international development of **AGL Group**, Board member of **All-Ukrainian advertizing coalition** and **IAMI** educational committee, Ukraine  
Theme: **Carefully, involvement! Entrance only for the courageous.**  
It is possible to hide infinitely behind a faceless sign "positive brands for active audience" while courageous brands come to people with sincere emotions and... achieve success.
- 11.40 – 13.00 **Evgeny Kadushin**, Current Marketing Partners **Jack Trout&Partners**, Russia  
Theme: **Love. Knowledge. Glory.**  
What should be waiting and what shouldn't be waiting of brand from involvement? Everything is logical, everything is simple, all not as you have thought.
- 13.00 – 13.30 **Kristians Rozenvalds**, owner of **RKT Holding**, PR guru, publicist, Latvia  
Theme: **The lost meaning of PR.**  
How to cease to use only 13% from Public Relations opportunities?
- 13.30 – 14.30 **Pavel Dedkov**, creative director of **PRKVADRAT**, member of advisory council of **m-Cloud**, **Ivan Ponomarev**, creative group head **PRKVADRAT**, **Vladimir Mogilevets**, digital creative director of **PRKVADRAT**, Belarus  
Theme: **"Marketing Involvement". Why marketing services appeared in a trend?**
- 14.45 – 16.00 **Pablo Alzugaray**, **CEO Sheckelton**, Spain/Madrid  
The Head of the Agency which three years in a row had been entitled Cannes Lions Direct Agency of the Year  
Theme: **How to Engage a Lion?**

#### WHITE HALL

- 10.30 – 12.00 **Competition of young creators of TM "REN"**. Open protection of works-finalists.
- 12.15 – 13.15 **Alexander Shevelevich**, strategic creative director of **SMG** Belarus  
**Presentation of the Festival Golden Drum/Slovenia /**

APRIL 20

C 9.15 – accreditation of participants of the Festival

#### CONGRESS-HALL

- 10.00 – 11.00 **Master class**. The Theme is coordinated

- 11.00 – 12.00 **Tobias Wacker**, creative director **Hasan&Partners**, Finland  
Theme: **The Power of Surprise – Journey to the unexpected**
- 12.15 – 15.15 **Igor Ganzha**, director of **LMH consulting**, Russia  
The Theme is coordinated
- 18.00 – 20.00 **THE AWARD CEREMONY**

#### CONFERENCE-HALL

- 10.30 – 11.00 **Oleg Besarab**, media-director of **Air**, Russia  
Theme: **Media - a ray of light in a dark kingdom. What guide to choose.**
- 11.15 – 12.15 **Alexander Kapelevich**, Creative partner of **SUP Creative Kitchen**, Belarus  
The Theme is coordinated
- 12.30 – 13.30 **Sergio Spaccavento**, Associate Creative Director **BCUBE Publicis**, Italy  
Theme: **Humor in advertising**  
How humour could help to sell products and some types of humor with some examples.
- 13.45 – 14.30 **Open press conference with judges of the Festival. Assessment of the level of the Festival without the announcement of winners.**
- 14.45 – 15.45 **Vlad Savelyev**, senior copywriter of **NEF/TBWA**, Belarus  
The Theme is coordinated
- 16.00 – 17.00 **Natalia Krashevskaya**, general director of the news agency **Interfax-West**, Belarus  
Theme: **Digital or whether is life in social media**
- 17.15 – 17.50 **Master class**. The Theme is coordinated

#### RED HALL

- 10.00 – 12.00 **Ministry of Trade. Section of social advertising.**  
Plenary session with participation of Departments, the Ministries. Questions of quality and efficiency of social advertising in Republic of Belarus.
- 12.15 – 13.15 **Association of the Advertising Organizations. Panel discussion.** The Theme is coordinated.

#### WHITE HALL

- 10.00 – 11.00 **Olga Soroko**, director of **AA Penguin**, Belarus  
Theme: **Creative! But ... All of us are creators a little of something and somehow. Advertising on radio – to sing or not to sing, be or not to be.**
- 12.15 – 14.15 **Rui Vieira**, creative director **AKQA**, Netherlands  
**Speed portfolio dating**. 2 hours of interactive communication! Everyone can receive a fast assessment of a portfolio and the recommendation.
- 15.45 – 16.15 **Presentation of the Festival POPOK**

#### 20.00 – PARTY

\* changes and additions in the Program are possible

Due to the intense educational and business program the International Advertising Festival "White Square" delegates to several members of companies. The cost of participation is very democratic: 340 USD + the VAT till March, 15, and 375 USD + the VAT after March, 15. For constant participants discounts are provided.

ACCREDITATION gives the possibility of visiting of all events of the Festival, which can be purchased by downloading an [application-form](#). The completed form-application needs to be sent to the address [info@adfest.by](mailto:info@adfest.by). You also can receive more detailed information at the Festival Management – AA "[Belaya Karona](#)": +375 17 2174171; +375 17 2174161; +375 29 397 41 71.

Hospitable Minsk is waiting for you! [\(movie about Minsk\)](#)

[Here](#) you can see Festivals' events of the last years.