

18TH EDITION
THE ALTERNATIVE SCHOOL
CREATIVE SCHEDULE

OCT 25TH - INTEGRATED COMMUNICATION & EXPERIENCE

7:00 – 7:45

DEMETRIUS & TANASE, YACHT DESIGNER & OWNER @EXPLEODESIGN

7:45 – 8:15

DAN-MIHAI TOADER, HEAD OF CRAFT AT BARLOG @URSUS BREWERY
INTEGRATED COMMUNICATION & COMMERCIAL SUCCESS

8:15 – 9:15

ROBERT KATAI, PRODUCT MARKETER @CREATOPY & CONTENT STRATEGIST
BUILD A BRAND BY HAVING A MEDIA COMPANY MINDSET

OCT 26TH: INTEGRATED COMMUNICATION & DESIGN

7 – 8

NIKITA PETRUSEV, RUSSIA, CREATIVE DIRECTOR @ ACTIVE MOSCOW
INTEGRATED COMMUNICATION VS FUSION COMMUNICATION

8 – 8:30

CRISTIAN COSTEA, FOUNDER @ FONT BRIEF BERLIN
INTEGRATED COMMUNICATION VS TYPOGRAPHY- 3 LESSONS FOR 2022

NOV 1ST - INTEGRATED COMMUNICATION & NEW MEDIA

7 – 8

SAMI BASUT, INTERNATIONALLY AWARDED CREATIVE DIRECTOR & JUROR
INTEGRATED COMMUNICATION & VIDEO BEYOND CLASSICAL FORMAT

8 - 8:30

DIANA POPESCU, CONTENT CREATOR & FOUNDER @CRONICARII DIGITALI
AN INFLUENCER'S JOURNEY TO SUCCES

8:30 – 9

MAGED FARRAG, CREATIVE AND MANAGING DIRECTOR, 5DVR
HE NEW TECHNOLOGIES VERSUS INTEGRATED COMMUNICATION

NOV 2ND - INTEGRATED COMMUNICATION & CREATIVE PR

7 – 7:45

SILVIA URSU, FOUNDER AT SOCIAL LEMONS
PARETO LAW: 20% EFFORT, 80% IMPACT – USING CONTEMPORARY PR TOOLS

7:45 – 8:15

OZA, CREATIVE DIRECTOR & HEAD OF SOCIAL MEDIA GMP PR
TRENDS IN CREATIVE PR – ANALYSIS OF AWARD-WINNING CASE STUDIES

8:15 – 9

ANDA DOBRE & ALEXANDRA ANTOFI, WEBVENTURES
THE ART OF CONVERSATION IN A DIGITAL WORLD

NOV 8TH - INTEGRATED COMMUNICATION & VISUAL LANGUAGES

7 - 8

IOANA MISCHIE, DIRECTOR, SCREENWRITER & TRANSMEDIA ARTIST

8- 9

TAMMY, VISUAL ARTIST & NFT DESIGNER
VERSATILE DIGITAL ART EXPERIENCES

NOV 9TH - INTEGRATED COMMUNICATION & EQ STANDARD

7 - 8

INAYEH KALID, FOUNDER MBQ
ON INTEGRATED HUMAN COMMUNICATION

8 - 9

BOGDANA GHEORGHE, MANAGING DIRECTOR @ZOOM RETAIL & GUEST,
INTEGRATED COMMUNICATION VIA RETAIL STRATEGIES

NOV 12TH - FINAL BRIEF RELEASED

NOV 15TH - FINAL BRIEF DEADLINE

NOV 17TH - WINNERS ANNOUNCEMENT

APPLY TODAY: WIN@CANNESLIONS.RO

THE ALTERNATIVE SCHOOL
FOR CREATIVE THINKING
