











| Time | Monday – 14 th | Tuesday – 15 th | Wednesday – 16 th |
|-------|----------------------------------|---|--|
| 08:00 | | 08:15 - 09:00 Registration and Welcome Coffee | |
| 09:00 | | 09:00 – 09:15 Opening remarks  | 09:00 – 11:45 edcom AGM Ad Venture Brief Discussion |
| 10:00 | | 09:15 – 10:45 Tim Williams "New Revenue Models For Agencies"  | Effie World Wide  |
| | | BREAK | |
| 11:00 | | 11:00 – 12:00 Public Affairs Meeting  | 11:00 – 12:45 edcom Research Committee Meeting |
| | | BREAK | TBC |
| 12:00 | | 12:15 – 12:45 AGM Meeting  | 12:00 – 13:00 edcom Strategy Day |
| | Networking Lunch | Networking Lunch  | TBC |
| 13:00 | | 13:30 – 17:00 Effie Forum 13:30 – Key Note | Networking Lunch |
| | | 12:45 – 14:15 Exclusive MAC & IAC Lunch with Tim Williams | 13:30 – 15:30 edcom Strategy Day |
| 14:00 | 14:00 – 17:00 NAC Meeting | 14:00 – 14:45 Panel Discussion 14:45 – 16:30 MAC Meeting  | Effie World Wide |
| 15:00 | | BREAK | |
| 16:00 | |  | 15:50-16:30 edcom Board Meeting  |
| 17:00 | | | TBC |
| 18:00 | | | |
| 19:00 | NAC Members' Dinner |  effie Effie Gala | |



Hilton Grand Place: Place Carrefour de l'Europe 3, 1000 Brussels.



La Madeleine: Rue Duquesnoy 14, 1000 Brussels.



Ogilvy: Cantersteen 47, 1000 Brussels.