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08:00		08:15 - 09:00 Registration and Welcome Coffee					
09:00		09:00 – 09:15 Opening remarks 	09:30 – 11:45 edcom Members Meeting Ad Venture Brief Discussion	Effie World Wide 	09:00 – 11:00 Effie Europe Steering Committee		
		09:15 – 10:45 Tim Williams "New Revenue Models For Agencies" 					
10:00		BREAK					
11:00		11:00 – 12:00 Public Affairs Meeting 	11:00 – 12:45 edcom Research Committee Meeting 	LUNCH BREAK			
		BREAK					
12:00	Networking Lunch 	12:15 – 12:45 AGM Meeting 	12:00 – 13:00 edcom Strategy Day 	Effie Worldwide	12:00 – 17:00 IMC Board Meeting		
13:00		Networking Lunch 				12:45 – 14:15 Exclusive MAC & IAC Lunch with Tim Williams	Networking Lunch
14:00		13:30 – 17:00 Effie Forum					13:30 – 15:30 edcom Strategy Day 
15:00	14:00 – 17:00 NAC Meeting 	13:30 – Key Note	14:30 – 16:30 MAC Meeting 	15:50-16:30 edcom Board Meeting 			
16:00		14:00 – Panel Discussion					
17:00		14:45 – Case Studies 	BREAK				
18:00							
19:00	NAC Members' Dinner 	 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.



acc belgium Rue Saint-Hubert 17, 1150 Brussels.



Alliance Rue des Deux Églises 26, 1000 Brussels.



Al Barmaki, Rue des Éperonniers 67, 1000 Brussels.