

AGENDA

DAY 1 – 19 MAY

WELCOMING LIGHT LUNCH	12:00 - 13:15
I. OPENING SPEECH BY HOST & INTRODUCTION TO DNA	13:15 - 13:30
Peter Trap	&
II. OVERVIEW OF EU DATA LEGISLATION	13:30 - 14:45
Gerrit Vandendriessche <i>Partner IT&TMT</i> <i>Altius Law Firm</i>	
III. CONSUMERS' ATTITUDE TOWARDS DATA PRIVACY	14:45 - 15:30
Robin de Wouters <i>Communication & Commercial Director</i> <i>FEDMA</i>	
COFFEE BREAK	15:30 - 16:00
IV. THE AI STORY IS EVOLVING	16:00 - 16:45
James Gill	
V. HOW CAN AI HELP US WITH BETTER MARKETING DATA PERFORMANCE	16:45 - 17:30
Bill Spruil <i>Entrepreneur</i>	
NETWORKING EVENT & DINNER ON THE LAKE	17:30 - 23:00

AGENDA

DAY 2 – 20 MAY

WELCOMING & AGENDA OF THE DAY

08:45 - 09:00

I. T.B.C.

09:00 - 09:45

II. T.B.C.

09:45 - 10:30

COFFEE BREAK

10:30 - 11:00

III. CLOSING KEYNOTE

11:00 - 12:00

Sasha Parmar

Global Consumer Data Management

Mondelez

CLOSING SPEECH

12:00 - 12:15