



PROGRAM



Please make sure you always have your badge as it will be controlled at the entrance of every conference, awards ceremony and lunch / dinner

TUESDAY 21 APRIL 2009

Timing	Place	Topic
1.00pm / 2.30pm	Sofitel Pudong	LUNCH: Lunch organized with the members of the jury of the China Cristal Awards
7.30pm	L'Enoteca Restaurant	DINNER: Dinner organized with the members of the jury of the China Cristal Awards

WEDNESDAY 22 APRIL 2009

Timing	Place	Topic
9.00am / 1.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Film Cristal Europe, Middle East & North Africa
9.00am / 1.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Outdoor and Magazine Cristal Europe, Middle East & North Africa
9.00am / 1.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Cyber Cristal Europe, Middle East & North Africa
1.00pm / 2.30pm	Sofitel Pudong	LUNCH: Lunch organized with the members of the jury of the China Cristal Awards
2.30pm / 4.30pm	Sofitel Pudong	COMPETITIONS SCREENINGS Film Cristal Europe, Middle East & North Africa
2.30pm / 6.00pm	Sofitel Pudong	COMPETITIONS SCREENINGS Production Cristal China, Europe, Middle East & North Africa
2.30pm / 6.30pm	Sofitel Pudong	COMPETITIONS SCREENINGS Cyber Cristal Europe, Middle East & North Africa
2.30pm / 6.30pm	Sofitel Pudong	COMPETITIONS SCREENINGS Magazine Cristal Europe, Middle East & North Africa
7.30pm	Sofitel Pudong	DINNER: Dinner organized with the members of the jury of the China Cristal Awards



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THURSDAY 23 APRIL 2009

Timing	Place	Topic
9.00am / 10.00am	Sofitel Pudong	YOUNG DIRECTOR'S FORUM 7 young directors who never shot ads are selected among more than 400 candidates from all over the world as the future star directors of tomorrow's advertising world by a jury of renowned professionals of the production and post-production business. Screening of the films of the 7 winners
10.00am / 10.45am	Sofitel Pudong	SHOWCASE - CONFERENCE: "Analysis of the European Meribel Cristal Festival and MENA Cristal Awards Production Cristal Prize-list and presentation of the International Production Cristal" Christian CAPPE, CEO - Cristal Festivals Network
11.00am / 12.00pm	Sofitel Pudong	MAGISTER CONFERENCE: "The Future of the China Advertising landscape: emergence of local brands, impact of the financial crisis, digital universe, key multinational client challenges and evolving consumer psychology" Tom DOCTOROFF, Greater China & Japan CEO & North Asia Area Director - JWT Followed by a question & answer session with Lisa MOVIUS, Journalist
12.00pm / 12.15pm	Sofitel Pudong	CONFERENCE: The Blenders Enrico MONTANGERO, President - The Blenders
1.45 pm / 2.45 pm	Sofitel Pudong	CONFERENCE: "Presentation of the 2008 Gunn Report" Emma WILKIE, Managing Director – Gunn Report
2.45pm / 3.00pm	Sofitel Pudong	SHOWCASE - CONFERENCE: "The best of international advertising production" Florence JACOB, Executive Producer - Wanda Productions
3.00pm / 3.45pm	Sofitel Pudong	DEBATE: "China is on the verge of becoming the first commercial power in the world and the advertising business is following the same path. How can the Chinese production business become a worldwide reference as well?" Moderated by Edmond TAO, Executive Director - Eagle Communication Speakers: - Ric DILANNI, Executive Producer - House Films Shanghai - Anita LEUNG, Head of TV Production - Leo Burnett Greater China - George OOI, Executive Producer - DDB China - Pearl TAN, Executive Producer - Gwantsi - Alexandre TREFI, Producer - The Gang Films Hong-Kong
3.45 pm / 4.30 pm	Sofitel Pudong	MAGISTER CONFERENCE: "The changes of communication trend during the financial crisis" Pully CHAU, CEO - Saatchi & Saatchi China
4.30 pm / 5.15 pm	Sofitel Pudong	CONFERENCE: "Beyond advertising in China, a new era of integrated marketing communication" Zhang HUI XIN, Chief Editor - China Advertising Magazine
5.15 pm / 6.15 pm	Sofitel Pudong	MAGISTER CONFERENCE: "Brand innovation and how Pepsi do it" Carol POTTER, Chief Executive Officer - BBDO China Harry HUI, Chief Marketing Officer - Pepsico China
7.00 pm	Sofitel Pudong	AWARDS CEREMONY & TRIBUTE TO WONG KAR WAI "Visionary Cristal" - WONG Kar Wai, Director