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09:30-11:00	  Florian Nottorf Optimizing by entities instead of keywords	  Lars Maat How Messenger Bots can change your strategy & increase	  Ada Luo Optimizing Advertising on Key Platforms in Asia (Baidu, Yahoo Japan and Wechat)	  Matteo Zambon Usare Google Tag Manager per la CRO
11:00-11:30	Coffee Break			
11:30-13:00		  Enrico Marchetto Campagne Facebook senza veli revenue	  Ale Agostini Vendere i brand su Amazon	  Tim Ash Neuromarketing masterclass
13:00-14:00	Lunch Break			
14:00-15:30	  Fabio Sutto	  Depesh Mandalia Setting Highly Profitable Multimillion Dollar Facebook Ad Campaigns	  Brandon Doyle Using "fringe" social to scale your brand	  Deborah O'Malley Creating ad copy that converts
15:30-16:00	Coffee Break			
16:00-17:30	  Navah Hopkins Using Audiences & Creative To Own Your Prospects' Desire	  Michael Vittori	  Purna Virji Advanced Audience Expansion Strategies	  Lucia Carriero Eyetracking & Neuroscienze per una UX ottimizzata
19:30	Networking Party			

	Italian Market	International Market
09:30-10:00	  Enrico Ferretti Paid Advertising Cross Channel	  Byron Tassoni Resch PPC Virtual Neighbourhoods
10:00-10:30	Kenia Gonzalez Strategia Search + Social vincente	Tim Ash Using Neuromarketing to drive Conversion
10:30-11:00	Ale Agostini -	Beth Quigley & Roisin Linnie Making GAds profitable in retail
11:00-11:30	Coffee Break	
11:30-12:00	Enrico Marchetto FB & IG Attribution	Navah Hopkins Local PPC to Conquer Bad Reviews
12:00-12:30	Michael Vittori -	Lars Maat Messengerbot leads for a gym
12:30-13:00	Valerio Celletti & Massimiliano Pavesio Segmenti personalizzati per migliorare il CPA	Ingo Kamps & Christian Schmidt Premium Native Advertising
13:00-14:00	Lunch Break	
14:00-14:30	Sveva Coltellacci Conversioni off/on line integrate	Florian Nottorf -
14:30-15:00	Matteo Zambon Tag Manager & campagne PPC	Deborah O'malley CRO case studies for your Ad Framework
15:00-15:30	Fabio Antichi Servizi di Shopping Comparativo	Nils Rooijmans Manage Multiple GAds accounts with Scripts
15:30-16:00	Coffee Break	
16:00-16:30	Fabio Sutto -	Brandon Doyle Scaling an eCommerce brand on paid social
16:30-17:00	Stefano Zago Ottimizzare le Smart Shopping	Ada Luo Doing PPC in Asia
17:00-17:30	- -	Depesh Mandalia Scaling ecommerce with FBAds

