

Rethink! MAD Minds Europe 2016

June 20 – 21, 2016 | Millennium Hotel Mayfair London, UK

<http://www.mad-minds.com/>

The **Rethink! MAD Minds Europe 2016** conference is an international knowledge and project exchange platform, which will bring together more than 150 CMOs and Marketing decision makers to network and to discuss key industry topics.

In 20 best-practice case studies, live sessions and round tables, 35+ speakers and moderators will share their knowledge. Key topics include the consequences of the digital transformation and the new role of the CMO, marketing ROI & innovation strategies, brand management and an omni-channel customer experience.

Here are some of the MAD Minds 2016 speakers who will be presenting their insights this June in London:

- **Golden Krishna**, Experience Designer, **Google**
- **Monika Schulze**, Global Head of Marketing, **Zurich Insurance Company**
- **Mat Braddy**, Board Brand Advisor, **JustEat**
- **Andrea Airoidi**, Global Media Director, **Unilever**
- **Ottokar Rosenberger**, CMO, **Hostelworld Group**
- **Paul Thomas**, Head Of Marketing, **BT Group**
- **Filippo Catalano**, Chief Digital Officer, **Nestlé**
- **Sandeep Sangwan**, Marketing Director Europe & Africa, **BP Lubricants**

Why should you attend?

- **Network** with more than 150+ Marketing decision makers and exchange views
- **Learn** about new technologies, new practices and trends, as well as emerging standards
- **Hear** how others cope with some of your most challenging problems
- **Discuss** your ideas and issues with peers from the industry
- **Impress** your boss and colleagues with new ideas to improve performance

i.CONNECT 360° offers exclusive access to Marketing decision makers, their projects, and the challenges they face. Participants at Rethink! MAD Minds Europe will also get the chance to discuss about the current trends, future technologies, as well as the latest innovations in the Marketing sector.

To stay up-to-date, download the conference [brochure](#) or refer to the event [website](#).

For more information about the event, get in touch with:

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