



Embassy of the
Argentine Republic
United Kingdom of Great Britain and Northern Ireland



Connecting Creativity

Advertising and Marketing Business Opportunities between Argentina and UK

Official Residence of the Argentine Ambassador 49 Belgrave Square London SW1X 8QZ

June 13 2017

Programme

8:30 Registration

9:00 Welcome speech by Ambassador of Argentina

R. Carlos Sersale di Cerisano

Business opportunities & the Market

Introduction by **Matías Tejero** Hugo Tejero y Asociados
and **Mandy Merron** Kingston Smith

9:40 **Advertising Business in Argentina: Ongoing Experiences with UK**

Germán Yunes Chairman Argentine Advertising Association
CEO Geometry

Michael Burns Head of Global Business Development
Institute of Practitioners in Advertising

Carlos Bayala Co-Founder and Creative Director at New London

10:30 **Coffee Break**



10:45 **Production - Case Studies**

Paula Vaccaro Pinball London

Ivan Entel Partner of Red Creek

Martin Sosa Palermo Films London

Steve Davies Chief Executive Advertising Producers Association

11:30 **Digital Production - Case Studies**

Matias Dell'Anno Social Relevance.

Nadia Chelache and **Victor Zambon** QM Digital Agency

12:00 Event Closure: **Guest Speaker**

Buffet