



Fedor Rocco

Druga međunarodna
znanstveno-stručna konferencija
iz područja marketinga i
komunikacija

TEMA: Život u digitalnom dobu:
DRUŠTVENI ASPEKTI

ORGANIZATOR:
Visoka poslovna škola Zagreb
Zagreb, 18. ožujka 2016.

Second International
Scientific and
Professional Conference
Marketing & Communications
THEME: Living in a Digital Age:
SOCIAL ASPECTS
ORGANIZER:
Zagreb School of Business
Zagreb, March 18, 2016

2nd International Scientific and Professional Conference in Marketing and Communications

LIVING IN A DIGITAL AGE: SOCIAL ASPECTS

Organizer: Zagreb School of Business

Partner: Istanbul Aydin University, Turkey

Hotel International, Zagreb, March 18, 2016

Endorsed by the City of Zagreb

PRELIMINARY PROGRAMME

8.30 – 9.15 **Registration**

Introductory part

with simultaneous translation – Grand Salon

09.15 – 10.00 Start of the conference and opening speeches

Keynote speakers:

10.00 – 10.30 **Kevin Warwick**, PhD, University of Coventry, England / Topic: Cyborg experiments and robots with brains

10.30 – 11.00 **Coffee break**

11.00 – 11.30 Mag. **Gerhard Günther**, DigitalSunray Media, Austria / Topic: User- engagement, gamification, interaction – best practices in mobile advertising

11.30 – 12.00 **Ricardo Altimira**, PhD, IE Business School, Madrid, Spain / Topic: Design thinking method for small and medium enterprises in a digital age

12.00 – 12.15 **Coffee break**

12.15 – 12.30 Prof. Emer. **Igor Čatić**, University of Zagreb, Faculty of Mechanical Engineering and Naval Architecture / Topic: Transhuman being surrounded by robots and avatars

12.30 – 12.45 **Ivan Tanić**, Strategic Planner, Bruketa&Žinić OM Agency / Topic: How a content distribution can emphasize the effect of creativeness

12.45 – 13.00 **Silvija Londero**, Director and Chief Editor of Media Servis / Topic: Media servis -Trends in auto industry by virtue of development in modern technology

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13.00 – 13.30 Moderated discussion – round table (moderator: Petar Pereža)

13.30 – 15.00 **Lunch**





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Afternoon programme

- 15.00 – 16.30 Modul 1 - Marketing
Modul 2 - Communications
Modul 3 - Contemporary economic topics
Workshop 1 - communications: "Future of media – from Internet to drones"
- 16.30 – 16.45 **Coffee break**
- 16.45 – 18.00 Modul 1 - Marketing
Modul 2 - Communications
Modul 3 - Contemporary economic topics
Workshop 2 - marketing: „Entering the world of digital campaigns"

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-  **Workshop 1** - COMMUNICATIONS: " Future of media – from Internet to drones " - moderator:
Nenad Vertovšek, PhD, University of Zadar, Department for Croatian and Slavic Studies /
registration by email: konferencija@vpsz.hr
-  **Workshop 2** - MARKETING: „Entering the world of digital campaigns" – moderator: Davor
Debrecin, univ. mag. oec., Director of svinaweb d.o.o. / registration by email:
konferencija@vpsz.hr

Media sponsorship:

