

MARKHACK 1.0 EVENT AGENDA

S/N b	ACTIVITY	ACTORS	FOCUS AREA	TIME
1	Registration			9:00am - 10:00am
2	National Anthem	Compere		10:00am - 10:05am
3	Why MarkHack?	Victor Afolabi Founder, Eko Innovation Centre & Curator, Art of Technology Lagos.	An Overview	10:05am - 10:15am
4	The Future of Marketing		Video	10:15am - 10:20am
5	Good Will Message	Segun Fafore The Executive Assistant To The Governor on New Media		10:20am – 10:25am
6	First Keynote Session	David Raab Founder, Customer Data Platform Institute	Tech Disruption in Marketing: The key to Redefining Consumer Recruitment and Interaction	10:25am - 10:55am
7	The Future of Marketing		Video	10:55am - 11:00am
8	Fireside chat	Kayode Oladapo Zone AOA Asst. Regional Manager (Sub Saharan Africa) Nestlé	Experiences in the Marketing Ecosystem; Responding to Modern Consumer and Retail Audiences	11:00am - 11:10am
		Tayo Oyedeji Chief Executive Officer at Publicis Groupe Nigeria	Increasing Marketing and Media ROI with Analytics Framework	11:10am - 11:20am
9	Q&A/ Interactions	Compere		11:20am - 11:30am
10	Second Keynote Session	Dr. Rotimi Olaniyan Principal Partner Apex Marketing UK & Full-time MBA Programme lead at Nottingham Business School, UK	Rapid Brand Innovation Playbooks	11:30am - 11:50am
11	Vote of Thanks	Victor Afolabi Founder, Eko Innovation Centre & Curator, Art of Technology Lagos.		11:50am - 12:00pm