

GENERATION P

A new Paradigm for Marketing

From consumption society to participative society



You are invited to join our seminar where Thierry Maillet, author of the book "**Génération Participation**", will explain his vision on the next generation.

3rd October 2007
13h45 - 18h00

Diamond Building (room Einstein BC)
Avenue A. Reyerslaan 80
1030 Brussels

13h15-13h45
Reception coffee

13h45-14h00
Welcome & Introduction

Vincent de Clippele
Chairman BABM
Managing Director Nestlé Benelux

14h-14h45
The Participative Generation:
a paradigm shift in the relationship between brands and consumers

Thierry Maillet
Director of TMVH and "l'Observatoire de la Participation"

14h45-15h15
Consumer to Consumer:
from Communication to Conversation power

Denis Ghys
Managing Director 10 advertising
Brand & Retail Comms Strategist

15h15-15h45
Coffee Break

15h45-16h15
Television... You ain't seen nothing yet.

Freddy Tacheny
Directeur Général TVI

16h15-16h45
Dove campaign for real beauty:
a new approach to interacting with consumers
Grand Prix Cannes 2007

Mélanie Meskers
Managing Director Unilever Belgium Home & Personal Care

16h45-17h00
Your Vision
Feed-back from the BABM participative survey Vox Populi Blog®

Corinne Rosinski
Managing Director JPCR

17h-17h45
The participative debate

All speakers/audience

17h45-18h
Conclusions, followed by cocktail

Vincent de Clippele
Chairman BABM
Managing Director Nestlé Benelux

Join our BLOG on <https://www.vox-populi.be> to participate to our BABM survey (from 10th until 30th of September).

All participants to the blog will receive a free copy of the book of Thierry Maillet.



Join the seminar?

Please fill out the registration form on page 2 of this PDF.

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REGISTRATION FORM - Fax back 02 736 12 76

Name & Surname:
Function:
Company:
Email:

Invoicing Address:
.....
.....

VAT number:

Will attend and will be accompanied by:

Name & Surname	Function
.....
.....
.....
.....
.....

Signature

Please return before 18th of September to:

v.z.w. BABM a.s.b.l
Rue François Bossaertsstraat 53
B-1030 BRUSSELS

Fax: 02 736 12 76
Email: babm@vidac.be

Cost of participation:

135 Euro (21%VAT incl.) per person
Cancellation is possible only in writing and before 18th of September 2007.
After this date you will be invoiced for the entire participation fee.
It is possible for a colleague to attend in your place.



Vos Marques Favorites - Uw Favoriete Merken®



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