

# 8th June

12:30 - 15:30h

**1** Introduction & agenda - Marta García **5 mins**

**2** SP 2023-2025 - James + All **30 mins**

**3** EverGreen Transformation Agenda

**3a** Innovation - Diederik Vos **30 mins**

**3b** FoCP + Cannes - Ilsa, René & Connor **30 mins**

**B R E A K** **20 mins**

**3c** New Media and Digital agenda and organisation - René & Rob **20 mins**

**3d** Transform Brand Building (JTBD, BIAB & Revised Brief) - Sarah Agha **30 mins**

**4** Commerce Week + Marketing & Sales Council + Commerce Awards - Sarah Agha & Friederike Offermanns **30 mins**

**5** Closing - James **10 mins**