



**Spring
Conference 2016**

4-6 May- Amsterdam

Mövenpick Hotel
Amsterdam City Centre



WEDNESDAY 4 MAY	TIME	ROOM
BOOT CAMP WELCOME COFFEE	12:30 - 13:00	ATRIUM FOYER
SEO BOOT CAMP (ADDITIONAL COST SESSION, FOR PRE-PAID ATTENDEES ONLY)	13:00 - 17:00	MATTERHORN 3
CONFERENCE REGISTRATION DESK OPEN	18:30 - 19:00	ATRIUM FOYER
WELCOME RECEPTION DRINKS & BUFFET	19:00 - 22:00	ATRIUM FOYER
THURSDAY 5 MAY	TIME	ROOM
CONFERENCE REGISTRATION DESK RE-OPENS	08:00 - 08:30	ATRIUM FOYER
WELCOME COFFEE FOR ALL ATTENDEES	08:15 - 08:45	ATRIUM FOYER
CHAIRMAN'S WELCOME	08:45 - 09:00	MATTERHORN 1&2
TODAY'S MARKETPLACES: HOW SILICON VALLEY HAS CHANGED THE GAME	09:00 - 09:30	MATTERHORN 1&2
MARKETPLACES AS MOBILE APPS	09:30 - 10:00	MATTERHORN 1&2
FINANCIAL STATE OF LEADING INTERNET, AD-TECH & CLASSIFIEDS BUSINESSES	10:00 - 10:30	MATTERHORN 1&2
COFFEE BREAK	10:30 - 11:00	ATRIUM FOYER
SCALING INTO NUMBERS, VOLUME AND NEW OPPORTUNITIES	11:00 - 11:30	MATTERHORN 1&2
CLASSIFIEDS PRESENTATIONS SESSION (5 INDUSTRY SPEAKERS)	11:30 - 12:20	MATTERHORN 1&2
BRAIN SNACK	12:20 - 12:30	MATTERHORN 1&2
LUNCH BREAK	12:30 - 14:00	MAIN RESTAURANT
BRAIN SNACK	14:00 - 14:15	MAIN RESTAURANT
SHARING BEST PRACTICE	14:20 - 17:00	MATTERHORN 1&2
COFFEE BREAK	15:00 - 15:30	ATRIUM FOYER
MEMBERS MEETING	17:00 - 18:00	MATTERHORN 1&2
GROUP DINNER SPONSORED BY MITULA GROUP – MEET IN HOTEL LOBBY 19:15	19:30 - 22:30	OUTSIDE HOTEL
FRIDAY 6 MAY	TIME	ROOM
WELCOME COFFEE FOR ALL ATTENDEES	08:30 - 09:00	ATRIUM FOYER
BUSINESS LEADERS FORUM	09:00 - 12:30	ZÜRICH 1
SALES MANAGERS WORKSHOP	09:00 - 12:30	MATTERHORN 3
BUSINESS OPERATIONS FORUM	09:00 - 12:30	ZÜRICH 2
COFFEE BREAK	10:30 - 11:00	ATRIUM FOYER
LUNCH BREAK	12:30 - 14:00	MAIN RESTAURANT
BRAIN SNACK	14:00 - 14:15	MATTERHORN 1&2
DOES SOCIAL BEAT SEARCH FOR LEAD GENERATION?	14:15 - 14:45	MATTERHORN 1&2
A STORY OF DAVID AND GOLIATH – TAKING ON THE MARKET LEADER	14:45 - 15:15	MATTERHORN 1&2
COFFEE BREAK	15:15 - 15:45	MATTERHORN 1&2
STARTUP STORIES (3 SPEAKERS)	15:45 - 16:45	MATTERHORN 1&2
CHAIRMAN'S OFFICIAL CONFERENCE CLOSE	16:45 - 17:00	MATTERHORN 1&2
FRIDAY NIGHT OUT - MEET IN HOTEL LOBBY 19:00	19:00 - 00:00	OUTSIDE HOTEL

