

BankMark 2019 - Marketing in Banks

27 September 2019, Falkensteiner Hotel Belgrade

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BankMark 2019

Marketing in Banks

The Conference is taking place at Falkensteiner Hotel Belgrade (first-floor conference room).

Friday, 27 September 2019

09:15 - 09:45 Participants registration

09:45 - 09:50 **Opening of the Conference**

Vladimir Vasić, Secretary General, Association of Serbian Banks

09:50 - 10:00 **Introductory Remarks**

Zlata Lukić, PhD, Special Advisor for Marketing and PR, Association of Serbian Banks

10:00 - 11:00 **The Power of Self-Regulation in Communication – the National Association for Ethical Standards in Advertising (NAESO)**

*Vanda Kučera, Director of Corporate Affairs, I&F McCann Group
Representative of a law firm (TBA)*

11:00 - 12:00 **Panel: Challenges that the New Law on the Protection of Personal Data Brings to Digital Marketing**

Moderator:

Danijel Stojimirović, Independent Legal Advisor, Erste Bank a.d. Novi Sad

Participants:

Milana Popović, Head of Central Compliance Department, Erste Bank a.d. Novi Sad

Aleksandar Ugljevarić, Lawyer, LMS Digital

Dubravka Dolenc, GDPR Expert & CEO, Info House d.o.o. Zagreb

Nataša Rađenović Živanović, CRM Department Manager, Societe Generale Bank Serbia a.d. Belgrade

12:00 - 12:30 Coffee break

12:30 - 13:30 **Panel: The Agency – Client Relationship? Is the Client Always Right?**

1. Building up relations from scratch: **new CLIENT** (mutual recognition and setting up the relation),
2. The banking product and creative spark: **new APPROACH** (how to make a seemingly dull financial product appear lively and relevant),
3. Changes in the way of operation: **new ERA** (new global position and the need to reconfigure the agency – client relationship, a more significant role of the global when reaching the final solution, how to harmonise creativity with the global standards for bank communications)

Moderator:

Sandra Lazarević, Head of PR and Marketing Communications Department, Banca Intesa a.d. Belgrade

Participants:

Marko Pešić, Executive Director, Ovation BBDO

Jovana Petrović, Head of Digital, Universal Media

Bojana Stević, Head of Brand Management and Digital Communication Team, UniCredit Bank a.d. Belgrade

Milena Mićanović, Marketing and PR Director, Vojvođanska banka a.d. Novi Sad, OTP Group

13:30 - 14:00 **Banks and MasterCard: Through Partnership to Invaluable Client Experiences**

Ivana Kozličić, Marketing Director for the Balkan Market, MasterCard

14:00 - 15:00 Lunch break

15:00 - 16:00 **Neuromarketing in Banking and Finance**

Dr Nikolaos Dimitriadis, CEO, Trizma Neuro

16:00 - 16:30 **Public Opinion on Banks**

Snežana Savić, Business Development Director, Ipsos

16:30 - 17:00 **Banks in the Media – Annual Report**

Ivana Milošević, Head of Media Analysis & Research, Kliping d.o.o.



ASSOCIATION OF SERBIAN BANKS b.a.

11000 Belgrade, 86 Kralja Aleksandra Blvd.

tel: +381 11 30 20 760, fax: +381 11 33 70 179

e mail: ubs@ubs-asb.com

www.ubs-asb.com

Conference moderator: Zlata Lukić, PhD, Special Advisor for Marketing and PR, Association of Serbian Banks