Beat: Business

COM' AND START UP - WHEN TECH MEETS ADVERTISING

AT STATION F IN PARIS

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USPA NEWS - Technology is Everywhere. As a Result, it is shaping Advertising in Ways that are Creating New Expectations not just for Brands, but also for Consumers. Brands seek Insight and Intelligence to develop and deliver the Right Message at the Right Time. On the Other Hand, Consumers expect Great Entertainment and Value, but are becoming more and more Cautious as to What Information they are providing. They are Increasingly Seeking a Return on Their Engagement.

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The World of Tech Startups is a Highly Competitive Space. Many Entrepreneurs still prefer Traditional Marketing Methods over Modern Tech Startup Marketing Techniques. The Biggest Problem that Tech Entrepreneurs face with Modern Marketing is that it gets Too Overwhelming for them To Handle.

Marketing for Startups is Critical to their Short and Long-Term Success, but with a Mushrooming Number of Communications Channels to choose from, it is Tricky to know Which Ones to Pick. Poor Marketing is One of the Main Reasons for Startups Failing. However, when it comes to Marketing for Startups, it is Vital Not To Overpromise.

Event on April 13, 2023 @ Station F in Paris.
"Com' And Start-Up - When Tech Meets Advertising"
Animated By:
* Frédéric Roy (Editor In Chief, CB News)
* Anthony Ravau (Président, Heroiks)

Programme:

* Com’s Contribution In The Development Of A Start-Up
* Being Effective In Your Communication Requires A Methodology
* What Visibility For Start-Ups?
--- Consumer Vision: Knowledge, Perception, Expectations
--- Media Investments and Best Practices
* Advertising Boosts Growth Of Start-Ups
* Golden Rules For An Effective Com'
--- Do/Don't In Creation
--- The King Media is Not Necessarily Where You Expect It
* Media Model For Equity
* Remove The Brakes, Seize Opportunities

The Guests & Companies:

* Patrick Asdaghi (Fondateur, Carbon Maps,
ex-CEO et co-Fondateur, FoodChéri/Seazon)

* Serge Njimefo (DG, Heroiks Media)

* Vinted (Kestutis Tyla - Senior Director, Reach Marketing)

* Vincent Georget (co-Director TMTE Departement , Toluna Harris Interactive)

* Magalie Delmas (General Director Trading, Heroiks Media)

* Emmanuel Jacquet (General Director, Heroiks Media)

* Back Market (Quentin Vandegucht, Head of media strategy)

* Swile (Anne-Carole Coen, Chief Marketing Officer)

* Qonto (Marion de Robillard, Global Marketing & Comms Director)

* Louise Bousquet & Emmanuel Gillibert (co-General Director Of Creation, Heroiks)

* Paul Maher (General Director, Coudac)

* Mathieu Chapon (Innovation Director, Heroiks)

* David Guenoun (Founder & CEO, MiumLab) & Henri de Fontaines (Board Member Groupe M6)

* Benoit Lion (General Director, France Toner/Black Idol)

* Virginie Boudet (VP Brand Marketing, SeLoger/MeilleursAgents)

* Aude du Colombier (co-Founder, Tediber)

* Eric Larchevêque (co-Founder, Ledger)

* Marc Ménasé (Founding Partner, Founders Future)

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