



CONFERENCE SCHEDULE

MONDAY, SEPTEMBER 28TH | DAY ONE

08:30	Welcoming Address:		Name, title of speaker
09:00	Keynote: Sustainable business		Name, title of speaker
09:30	Keynote: Storytelling		Name, title of speaker
09:40	Networking Coffee Break		
10:40	Panel Discussions:	Speaker	Topic
GREEN	A better world through marketing The push for renewables is coming. But the communication can often become confusing. The discussion will focus on how marketing and communication can achieve great results for sustainability.	Name Title and company	Name of topic
		Name Title and company	Name of topic
		Name Title and company	Name of topic
		Name Title and company	Name of topic
		Name Title and company	Name of topic
		Moderator: Name and title	
11:50	Awards finalists acknowledged:		
12:00	Networking Lunch		
13:00	Break-out sessions:		
	Engagement and knowledge top-up Following a quick survey, the audience will be divided into 6 workgroups that will dive deeper into a subjects catered to their interest. After 50 minutes, the groups will get a new topic to explore.	1. Sci-fi thinking Name Title and company Name Title and company	2. Brand activism Name Title and company Name Title and company
		3. Making sense of customer data Name Title and company Name Title and company	4. Energy as a branded ingredient Name Title and company Name Title and company
		5. Brand building on Social Media Name Title and company Name Title and company	6. Sending a clean message Name Title and company Name Title and company
		Networking Break	
		Keynote	
		16:00	Panel Discussions:
INNOVATION	Transportation 2030 This decade will see changes in how the global transport system is powered. Take a peak 10 years ahead and see what the future holds and what is possible for maritime, land and air transport.	Name Title and company	Name of topic
		Name Title and company	Name of topic
		Name Title and company	Name of topic
		Name Title and company	Name of topic
		Name Title and company	Name of topic
		Moderator: Name and title	
17:00	VIP reception for speakers and sponsors - hosted by the Mayor of Reykjavik at Reykjavik City Hall		
18:00	Buses depart from Harpa and City Hall		
19:00	CHARGE awards ceremony and dinner		

08:30		HALL A	HALL B
BRANDING	Branding and communication takeaways from energy and other sectors See how other brands go about and define their brand strategy, both within the energy sector as well as other sectors		CHARGE Academic
	Name Title and company Topics		
	Name Title and company Topics		
	Name Title and company Topics		

09:40	Networking Break		
10:00		HALL A	HALL B

GREEN	Panel: Solutions from the 100% Sustainable country Learn how Iceland has become the greatest country in the world in terms of renewable energy. Get key takeaways in harnessing sustainable resources.		CHARGE Academic
	Name Title and company Topics		
	Name Title and company Topics		
	Name Title and company Topics		

11:20	Awards Winners Q&A		
12:00	Networking Lunch		

13:00		HALL A	HALL B	HALL C
GREEN	Workshop	INNOVATION	Workshop	BRANDING

14:30	POW - Prepare for being amazed in the crazed onstage fanfare - mesmerised, hypnotized and surprised.		
15:00	Networking Break		
15:20	Keynote		

15:40		Panel Discussions:	Speaker	Topic
BRANDING	The Fight for talent The best brands attract the best people. There is a talent war going on and your brand is both your defense and offense tactic. Brands are not only to help consumers decide between different service offerings but help talent to choose their career path.		Name Title and company	Name of topic
			Name Title and company	Name of topic
			Name Title and company	Name of topic
			Name Title and company	Name of topic
			Name Title and company	Name of topic
			Moderator: Name and title	

16:20	Closing address		
16:30	Excursion		
20:00	CHARGE Lounge		
22:00	Official unofficial afterparty		