



Fb Start Minsk

In Partnership with Hi-Tech Park Facebook is excited to invite you to [FbStart](#) in the afternoon of April 22, 2015.

Agenda April 22, 2015

<https://www.ticketbase.com/events/fb-start-minsk>

FbStart Minsk has been designed to help mobile and web developers to build, grow and monetize their cross-platform applications with the Facebook Platform

This event is a unique opportunity to learn Facebook Platform, our latest product announcements from [F8](#) and the best practices from industry leaders.

This event has been tailored for CEO's CTO's, Founders and Investors.

- 14:00 - 14:30 - Arrival
- 14:30 - 14:45 - The power of the Facebook Platform. A welcome
Julien Codorniou, Director of Development of partnerships Facebook Platform
- 14:44 - 14:50 - Becoming the next Tech Hub
Clive Ryan, Regional Director of Northern, CEE
- 14:50 - 15:40 - Back from F8, a download of the latest platform product announcements
Julien Lessachaire, Regional Account Manager with strategic partners
- 15:40 - 16:15 - Messenger, redefining everyday communication
Julien Lessachaire, Regional Account Manager with strategic partners
- 16:15 - 16:30 - Break
- 16:30 - 17:00 - Reaching all the people that matter to you
Anna - Maria Treneva, Head of Sales, CEE
- 17:00 - 17:45 - Success Stories Deconstructed.
An insightful panel moderated by Facebook
- 17:45 - 18:00 - Q&A with the Facebook team
- 18:00 - 19:30 - Networking drinks

Facebook Marketing Summit

This event is a unique opportunity to learn about the best marketing solutions as well as to connect with the Facebook team and colleagues in the industry.

Agenda April 23, 2015

<https://www.ticketbase.com/events/fb-marketing-summit-minsk>

We have organized Facebook Marketing Summit for companies that are looking to scale their businesses globally. We will focus on key global marketing trends and solutions and deliver you strategic vision from Facebook's leaders including Director of Sales and Client Solutions, Clive Ryan. Our global experts will share the most effective marketing strategies and bring insights on most innovative marketing solutions.

The day's content has been developed for CEOs, CMOs and user acquisition teams.

- 10:00 - 10:30 - Guest arrival & registration (coffee + cookies)
- 10:30 - 10:40 - Welcome
Robert Marian Bednarski, Head of CEE
- 10:40 - 11:10 - Title tbc
Clive Ryan, Regional Director of Northern, CEE
- 11:10 - 11:30 - Reaching people that matter to you (overview of FB marketing solutions)
Anna – Maria Treneva, Head of Sales, CEE
- 11:30 - 12:00 - Instagram creative canvas
Silke Baeuerle, Client solutions Manager
- 12:00 - 12:30 - Get creative: secrets of creative success
Orlina Miller, Client Partner
- 12:30 - 12:45 - Q&A
Silke Baeuerle, Orlina Miller, Anna-Maria Treneva & Clive Ryan
- 12:45 - 13:30 - Lunch break
- 13:30 - 14:00 - How to be successful on mobile: Apalon + Facebook
Karol Karpinski, Aleks Lapitski (Apalon)
- 14:00 - 14:30 - Real cases: best practices of direct response advertising on Facebook
Jason Waters, Regional Manager Customer
- 14:30 - 15:00 - How Facebook algorithm works. TBC
Viktor Schonning, Manager, Nordics
- 15:00 - 15:30 - Keynote: Direct response – key aspects of successful customer acquisition on Facebook
Kai Herzberger, Industry Lead eCommerce
- 15:30 - 16:00 - Measurement: how to measure impact of your campaign cross-device
Sandra Hughes, Measurement Lead, EMEA
- 16:00 - 16:15 - Q&A with key clients - Apalon, Maps.Me and IQ Option
- 16:15 - 16:35 - Coffee break
- 16:35- 17:20 - Marketing Partners: How to scale your business globally
 - Overview of Facebook Partner Program
 - Marketing Partner Panel – A discussion on innovation and DR strategy with Social Moov, AiTarget and others
- 17:20-17:30 - Closing remarks
Robert Marian Bednarski, Head of CEE