

Global Marketer Week

16-20th March 2015
Marrakech, Morocco

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Global Marketer Week 2014 - Sydney

WEEK OVERVIEW

Marrakech is the venue for Global Marketer Week 2015. Co-hosted with the Moroccan Association of Advertisers (GAM), it will bring together marketing professionals from the global marketing industry as well as the world's biggest brands.

All the week's events, including the showpiece WFA/GAM Global Marketer Conference, are free of charge to WFA members.

	AM	PM	EVENING
MON MAR 16		Workshop on International Self-Regulation	
TUE MAR 17	Executive Committee *	Annual General Meeting ** Global Public Affairs Briefings ***	GAM Welcome Cocktail and Dinner
WED MAR 18	WFA & GAM Global Marketer Conference		WFA Cocktail and Gala Dinner **
THU MAR 19	African Accelerator Contagious Inspiration	Project Reconnect	
FRI MAR 20	National Association Council ****		WFA Closing Party **

- * WFA Exec members only
- ** WFA members only
- *** WFA members & WFA National Advertiser Association members only
- **** WFA National Association members only



**WEEK
DETAILS**

Monday
MARCH 16

WORKSHOP ON INTERNATIONAL SELF REGULATION *(open to all)*

We will open our week with a dialogue on international best practice in the field of advertising standards. The session will look into the trade and economic benefits of industry-led advertising standards, what best practice might look like and actions that can be taken to foster a better understanding and accelerated adoption of effective advertising standards globally – but with a particular focus on Africa.

Where: Palmeraie Conference Centre (Diamant meeting room), Circuit de la Palmeraie, Marrakech 4000.
Time: 15.00-17.00

Tuesday
MARCH 17

EXECUTIVE COMMITTEE *(for Executive Committee members only)*

WFA's Executive Committee is made up of senior corporate and National Association representatives and meets quarterly to discuss WFA priorities and guide WFA strategy.

Where: Palmeraie Conference Centre (Diamant meeting room), Circuit de la Palmeraie, Marrakech 4000.
Time: 09.00-12.30

WFA LUNCH *(for WFA members only)*

Where: Palmeraie Conference Centre, Circuit de la Palmeraie, Marrakech 4000.
Time: 12.30-13.30

ANNUAL GENERAL MEETING *(for WFA members only)*

The WFA AGM will give WFA members a review of the past year's activities, challenges and major achievements. It is also the time when WFA officers, including all members of the WFA's Executive Committee, are elected. New faces, whether new members or members of staff, are also introduced at the WFA AGM.

Where: Palmeraie Conference Centre (Diamant meeting room), Circuit de la Palmeraie, Marrakech 4000.
Time: 13.30-14.30

GLOBAL PUBLIC AFFAIRS BRIEFING *(for WFA members and WFA national advertiser associations members only)*

WFA will lead two briefing sessions tailored to give members the global perspective on policy debates around food and non-alcoholic beverage and alcohol marketing. Two WFA experts will go into the global drivers behind the debates, the key trends and regulatory developments around the world and learnings drawn from successful (as well as less successful) industry efforts to address the challenges. Both sessions will allow for plenty of time for Q&As.

Where: Palmeraie Conference Centre (Diamant meeting room), Circuit de la Palmeraie, Marrakech 4000.
Time: 15.00-17.00

GAM OPENING COCKTAIL PARTY *(open to all)*

The opening cocktail party will take place at the Beldi, a traditional Moroccan Riad.

Where: Beldi Country Club, KM6 route du Barrage, BP 210, Marrakech 40000.
Time: 18.00



Wed
MARCH 18

WFA & GAM GLOBAL MARKETER CONFERENCE *(open to all)*

The Global Marketer Conference is the centre piece of the week, bringing together some of the biggest names in marketing to share insights into how they have built their brands, what has worked, what hasn't and how and where they have found their inspiration.

Where: Palmeraie Conference Center, Espace Atlas, Circuit de la Palmeraie, Marrakech 4000.
Time: 09.00-17.00. Registrations will open at 8.00.



WFA COCKTAIL AND GALA DINNER *(for WFA members or by invitation only)*

The Palais Souleiman was once the place from the lords of Marrakesh: the Caïd Layadi. The restaurant offers an extraordinary architectural example of preservation: ceilings carved and painted wood, antique zellij and majestic spaces.



Where: Palais Souleiman, Bd 11 Janvier | Kaa el Machraa, Marrakech 40000

Time: 19.00.

Thursday
MARCH 19

AFRICAN ACCELERATOR *(open to all)*

Africa is experiencing the world's fastest growth rate in terms of advertising investment. Join us to hear from some of the most innovative marketers as they share on the challenges and opportunities they face in this exciting part of the world.

Where: Fellah Hotel, Km 13, Route de l'Ourika, Tassoultante - Canal Zarraba, Marrakech 40000.

Time: 09.00-10.30

CONTAGIOUS INSPIRATION *(open to all)*

Join WFA partner Contagious as they present the most important topics at the intersection of communications, technology and culture, including standout global executions in subject areas including living data, frictionless commerce platforms and augmented content.

Where: Fellah Hotel, Km 13, Route de l'Ourika, Tassoultante - Canal Zarraba, Marrakech 40000.

Time: 10.45-12.15

WFA LUNCH *(open to all)*

Where: Fellah Hotel, Km 13, Route de l'Ourika, Tassoultante - Canal Zarraba, Marrakech 40000.

Time: 12.30-13.30.

PROJECT RECONNECT *(open to all)*

The good, the bad and the ugly of marketing today.

Jon Wilkins, founder of Naked Communications and current Chairman at Karmarama, will take a provocative look at where the global industry is succeeding and failing and what the implications might be for brand owners in the future. Building on Jon's observations, a group of African marketing students will present their views, including specifically in relation to marketing in Africa. We're expecting plenty of juicy content for a panel of senior marketers and the audience to get their teeth into as part of a lively and absorbing Q&A. A must-attend for anyone concerned for the future of our industry!

Where: Fellah Hotel, Km 13, Route de l'Ourika, Tassoultante - Canal Zarraba, Marrakech 40000.

Time: 14.00-16.00

Friday
MARCH 20

NATIONAL ASSOCIATIONS COUNCIL *(for National Advertiser Associations only)*

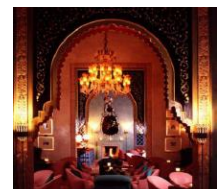
WFA's National Associations Council is the forum for the heads of national advertiser associations in WFA membership and offers a great opportunity for national industry associations to be exposed to the best new ideas and most successful programmes launched by their peers over the course of the past year.

Where: Palmeraie Conference Centre (Diamant meeting room), Circuit de la Palmeraie, Marrakech 4000.

Time: 09.00-13.00.

WFA CLOSING PARTY *(for WFA members or by invitation only)*

To polish off the week, join us at one of Marrakech's hippest nightspots, the Indian-tinged Jad Mahal, where you will enjoy a nice dinner mixing Moroccan, Thai and Western influences. The dinner will be followed by the So Lounge for those wanting to stay until dawn.



Where: Jad Mahal, 10 Rue Haroune Erracid, Hivernage, 40000.

Time: 19.00



HOTEL

We have secured a special rate for WFA delegates staying at the Palmeraie Resorts in Marrakech. Please contact [Theresa](#) for more information.



VISA

Please contact [Theresa](#) if you need a letter of invitation in order to obtain a travel visa. Visa applications should be made with your local embassy. More information here:

<http://www.moroccanconsulate.com/visa.cfm>