

09:00 AM | Gathering

09:30 AM | Welcoming



09:45 AM | Michael Schiebl, eye square
Context and Creation - Augmented Reality Presentation



10:30 AM | Betsy Fitzgibbons, Mars Wrigley & Chrissy Love, eye square
Unlocking Impulse Online

11:00 AM | Break



11:30 AM | Ryan Huff, Snap
Authenticity Sells: Creators Enhance Brand Reputation and Commerce



12:00 PM | John Abreu, SPIQE
Unlocking the True Value of Sports Sponsorship



12:30 PM | Tracy Adams & Horst Stipp, The ARF
Unlocking the Power of Attention: Key Insights from the ARF Attention Measurement Validation Initiative

01:00 PM | Lunch



02:00 PM | Sarah Lydick, Nielsen
Creators Drive Emotions and Outcomes



02:30 PM | Heather O'Shea, Alter Agents
Advanced Applications of In-Context Testing: Case Studies with TikTok, Snap, and Netflix



03:00 PM | Dirk Ziems & Steffen Schmidt, concept m AI
Trained to Go Deeper: Using AI Twins to Assess Marketing Effectiveness

03:30 PM | Break



04:00 PM | Maria Elizabeth Samaniego Huber
eye square Launch in Latin America



04:10 PM | Jeff Bander & Friedrich Jacobi, eye square
From Meaningful Attention to Actions: Combining Sandbox environments with Attention Measurement (SEAL)

04:40 PM | Closing

05:00 PM | Networking & Socializing