

Beat: Automobiles

## In PARIS - AUTOMOTIVE SUMMIT - Marketing Meeting at PARIS MOTOR SHOW

Porte de Versailles October 06, 2016

PARIS, 11.10.2016, 08:28 Time

**USPA NEWS** - At Portes de Versailles, during the 2016 Paris motor show, was held the 'Automotive Summit' on October 06. The presentation was under the responsibility of Jean-Louis MONCET (Mondadori France). An introduction was given by Olivier CHAPUIS (President of CB Media) and Hervé BROSSARD...

At Portes de Versailles, during the 2016 Paris motor show, was held the 'Automotive Summit' on October 06. The presentation was under the responsibility of Jean-Louis MONCET (Mondadori France). An introduction was given by Olivier CHAPUIS (President of CB Media) and Hervé BROSSARD (President of Omnicom Media Group Paris). It represents the N°1 Marketing Meeting at the PARIS MOTOR SHOW in Porte de Versailles - PARIS

- SOCIETAL SEQUENCE : 'From the society of cars to the cars of society'

\* Keynote : Guilhem FOUETILOU (Founder of Linkfluence)

- TECHNOLOGY SEQUENCE : 'Digital : engine of the modernity ?'

\* Discussion with Serge AMABILLE (Blue-Solutions - BOLLORE Group)

\* Round Table animated by Laurent CHIAPELLO (Mandadori France) with : Guillaume DEVAUCHELLE (Valeo), Pierre JALADY (BMW), Gilles MABIRE (Continental), Jérôme MARTY (Waze), Jean-Bernard PIRON (Audit)

\* Keynote : Smart City & digilization of mobility with Albert ASSERAF (JCDecaux)

- BRAND SEQUENCE : 'Rebirth of an Icon', animated by Jean-Louis MONCET (Mandadori France)

\* Discussion between Valérie PLANCHEZ (Havas Worldwide Paris) and Michael Van Der SANDE (Alpine)

- TRANSFORMATION SEQUENCE : 'From steel to data'

\* Keynote Gilles BABINET (Multi-Entrepreneur & Digital Champion of FRANCE to the European Commission)

- CREATIVITY SEQUENCE : 'Where does go the Automotive dream ?', animated by Hervé BROSSARD (Omnicom Media Group)

\* Keynote : Emotion at the core of TV advertising, by Marianne SIPROUDHIS (FranceTVPub)

\* Debate : Jean Paul BRUNIER (Léo Burnett), Stéphane LERAY (DDB), Georges Mohammad-Cherif (Buzzman)

\* Keynote : Automotive, video & creativity, with Hicham BERRADA (Teads), Agnès GILBERT (Ipsos) and Caroline HUGONENC (Teads)

- MEDIA SEQUENCE : 'Use or possession : from discussion to conversion', animated by Frédéric ROY (CB News)

\* Round Table : Séphane DESCLOUDS (Mondadori), W+Xavier MARTINET (Renault), Gilles QUETEL (Toyota), Sandrine PLASSERAUD (We Are Social) and Renaud ROUBAUDI (POA)

\* Keynote : #DRIVE : What place for the selling point to buying journey' : Xavier MARTINET (Renault) & Bruno RICARD (366)

- LAST KEYNOTE : 'Digital challenges for the Car manufacturers'

Source: Automotive Summit

Photo

Hervé BROSSARD, OmnicomMediaGroup  
Olivier CHAPUIS, CB News  
Jean-Louis MONCET  
Guilhem FOUETILLOU, Linkfluence  
Serge AMABILE, Blue Solutions  
Laurent CHIAPELLO, Mondadori

R. BIRD  
<http://www.portfolio.uspa24.com/>  
Y. BEDDOU  
<http://www.yasmina-beddou.uspa24.com/>

**Article online:**

<https://www.uspa24.com/bericht-9470/in-paris-automotive-summit-marketing-meeting-at-paris-motor-show.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Exemption from liability:**

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)