

PROGRAM PETAK / 22.9.2023.

	DVORANA VIKEND WEEKEND STAGE	DVORANA PRODUŽENI VIKEND LONG WEEKEND STAGE	DVORANA VIKENDICA SUMMER HOUSE STAGE	COWORKING SPACE	PEPERMINT LOUNGE	DVORANA HR.WEEKEND HR.WEEKEND STAGE	DVORANA MEET.UP MEET.UP STAGE
10:15 - 10:30	NESCAFÉ WARM WELCOME					COFFEE BREAK	
10:30 - 11:00	TV SURVIVAL KIT Kako TV danas privlači publiku? TV SURVIVAL KIT How does TV attract audience today? 	CRACKING THE CODE Unravelling business impact through advanced attention measurements and optimizations 	ŠTO MOŽETE NAUČITI OD NAJUSPJEŠNIJIH WEB TRGOVINA? LEARNING FROM THE BEST: KEY INSIGHTS FROM SUCCESSFUL ONLINE STORES 			CRAFT AKADEMIJA: DEFICITARNI STE S KADROVIMA? STVORITE VLASTITE! CRAFT ACADEMY: SHORT ON STAFF? CREATE YOUR OWN!	
11:00 - 11:30	LOVE IS IN THE EAR 	DEEP DIVE U PROGRAMMATIC SVIJET Najbolje prakse i trendovi globalno dominantnog oglašavanja Red View Media & partneri DEEP DIVE INTO THE PROGRAMMATIC WORLD Best practices and trends of globally dominant advertising Red View Media & partneri 	JE LI ODRŽIVOST ODRŽIVA? IS SUSTAINABILITY SUSTAINABLE?			IT'S A GREAT TIME TO BE IN HR	
11:30 - 11:45	NESCAFÉ COFFEE BREAK					COFFEE BREAK	
11:45 - 12:15	KAKO OSTATI NEOVISAN? HOW TO REMAIN INDEPENDENT?	ŠTO PILE RADI NA WEEKENDU? WHAT'S A CHICKEN DOING HERE? 	TURIZAM OSIM SUNCA I MORA Kako događanja definiraju destinaciju TOURISM BEYOND SUN AND SEA How events define a destination 		1000 KILOMETARA POVRATKA SEBI 1000 KILOMETERS OF SELF-DISCOVERY	SKALIRANJE HR-A: 0-100 KM/H U 3 SEK HR SCALING: 0-100 KM/H IN 3 SEC 	REMOTE VS HYBRID WORK - IMA LI RAZLIKE? REMOTE VS HYBRID WORK - IS THERE A DIFFERENCE?
12:15 - 13:00	FENOMEN SIMPSONA O kultnoj TV seriji iz prve ruke THE SIMPSONS PHENOMENON All about cult TV series from it's producer 	POŠTO KILA KULTURE? HOW MUCH FOR SOME CULTURE?	MOŽE LI DANAS NOVINARSTVO BITI NEOVISNO? IS INDEPENDENT JOURNALISM POSSIBLE IN TODAY'S WORLD?	FROM IDEA TO GOING VIRAL Mastering Vertical Content Production on TikTok, Reels, and Shorts	MEDIA 2.0: TEHNOLOŠKA PARADIGMA PLANIRANJA MEDIJSKIH INVESTICIJA BY IAB CROATIA MEDIA 2.0: TECHNOLOGICAL PARADIGM OF MEDIA INVESTMENT PLANNING BY IAB CROATIA 	RE-IMAGINING HR - 'BACK TO HUMAN' IN A WORLD OF GENERATIVE AI	
13:00 - 15:00	LUNCH BREAK					LUNCH BREAK	
15:00 - 15:30	I'M GONNA MAKE HIM AN OFFER HE CAN'T REFUSE Using power with purpose when negotiating	LOKALNI MEDIJI I GLOBALNE PLATFORME Suradnja i sukob u vrijeme tranzicije prema novom digitalnom tržištu GLOBAL PLATFORMS AND LOCAL MEDIA Navigating tensions and partnerships in the shift toward a dynamic digital marketplace	SREĆU, MOLIM SEEKING HAPPINESS	INOVATIVNA SNAGA: KAKO PLATFORMA BEEY UNAPREĐUJE DOSTUPNOST VIDEO I AUDIO SADRŽAJA POWERING INNOVATION: THE BEEY PLATFORM REDEFINES ACCESSIBILITY OF AUDIO AND VIDEO CONTENT	TAJNA USPJEHA ISTARSKIH MASLINARA I predstavljamo festivala ISTRAVIRGIN - Dani mladog maslinovog ulja, Vodnjan. 24.-26.11.2023.	TKO ĆE NEGO JA.... GRADITI MOJU EB PRIČU? WHO ELSE BUT ME... TO BUILD MY EB STORY?	HR TECH FOR NON-TECH HR
15:30 - 16:00	PROJEKT INTELLIGIANT 20 Analiza 20 velikih priča o uspjehu mladih ljudi iz Hrvatske PROJECT INTELLIGIANT 20 Unveiling Croatia's Top 20 Youth Success Stories 	NATIVNI OGLASI: KLJUČAN SASTOJAK ZA EFIKASAN I SKALABILAN CONTENT MARKETING Primjeri iz prakse i inovacije pri korištenju nativnog oglašavanja NATIVE ADS: THE KEY COMPONENT FOR EFFICIENT AND SCALABLE CONTENT MARKETING Examples from practice and innovations in the use of native advertising 	POWERED BY UNICEF: CHANGING THE GAME Kako industrija videoigara može stvoriti dodatnu vrijednost za djecu, mlade i društvo POWERED BY UNICEF: CHANGING THE GAME How the video game industry can create added value for children, youth, and society			HOW TO KILL YOUR EB?	
16:00 - 16:15	KONCAR COFFEE BREAK					COFFEE BREAK	
16:15 - 16:45	PRAVILA LUKSUZNE MODE Michael Kors, Jimmy Choo, Mackage... Kako stvoriti i voditi luksuzni brand? RULES OF THE LUXURY MARKET Michael Kors, Jimmy Choo, Mackage... How to create and manage a luxury brand? 	KAKO VRATITI INTERES ZA NEWS? HOW TO REGAIN INTEREST IN NEWS?	MOŽE LI SOCIAL MEDIA IZGRADITI DESTINACIJU? Preko influencera i društvenih mreža do željenog odredišta DESTINATION TRENDS ACROSS SOCIAL MEDIA 	BRIEFLY IGNORED Why that certain +1 idea can sometimes save your life?	THE GOOD, THE BAD AND THE WOLF LIVE FROM: Jordan Belfort, stručnjak za poduzetništvo i prodaju i prvi Vuk s Wall Streets 	KAKVU FIRMU LJUDI NEĆE NAPUSTITI? - ŠTO KAŽE ZNANOST? WHAT KIND OF ORGANIZATION WILL PEOPLE NOT LEAVE? - WHAT DOES SCIENCE SAY?	REMOTE VS HYBRID WORK - IMA LI RAZLIKE? REMOTE VS HYBRID WORK - IS THERE A DIFFERENCE?
16:45 - 17:15	PODUZETNIČKI MINDSET: PODUZETNIK SE RAĐA ILI POSTAJE? UNLEASHING THE ENTREPRENEURIAL MINDSET: ARE ENTREPRENEURS BORN OR MADE? 	DRUŠTVO ZA ISTRAŽIVANJE RUDA I CUBLJENJE VREMENA - SOUNDS ODD, BUT FAMILIAR? Razgovor s Primožem Puserjem, CEO Pristop Group SOCIETY FOR MINERAL RESEARCH AND WASTING TIME - SOUNDS ODD, BUT FAMILIAR? Conversation with Primož Puser, CEO of Pristop Group	KAKO PODACI I UMJETNA INTELIGENCIJA OBLIKUJU DANAŠNJI DOOH? HOW DATA AND ARTIFICIAL INTELLIGENCE SHAPE TODAY'S DOOH? 	KOJA JE TAJNA U SPOJU VRHUNSKOG ZVUKA I LUKSUZNOG DIZAJNA? BANG & OLUFSEN 	VELIKA PRIČA O VELIKIM PRIČAMA Je li moguć regionalni portal na kojem se piše jezikom koji svi razumijemo? A BIG STORY ABOUT BIG STORIES Is it possible to have a regional portal written in a language that everyone understands?	KAKVU FIRMU LJUDI NEĆE NAPUSTITI? - ŠTO KAŽE PRAKSA? WHAT KIND OF ORGANIZATION WILL PEOPLE NOT LEAVE? - WHAT DOES PRACTICE SAY? 	
17:15 - 17:30	HYUNDAI BBQ BREAK					COFFEE BREAK	
17:30 - 18:15	BALCANNES #MOSAICOFCREATIVITY: VLADA LI KREATIVNI NERED U REGIJI? BALCANNES #MOSAICOFCREATIVITY: DOES CREATIVE CHAOS RULE IN THE REGION?	FOTOGRAFIJA - NAJSNAŽNIJA PRIČA S druge strane objektiva PHOTOGRAPHY: THE MOST POWERFUL STORYTELLER Behind the lens	DEUS MACHINA	POSTAVLJANJE NOVIH STANDARDA U DOOH SETTING NEW STANDARDS IN DOOH	KAKO JE MALI PERICA POSTAO VELIKI? 	IT'S NOT YOU, IT'S YOUR BRAIN	
18:15 - 18:30	KORLAT SPIRIT BREAK					COFFEE BREAK	


PROGRAM SUBOTA / 23.9.2023.

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10:15 - 10:30	NESCAFÉ WARM WELCOME					COFFEE BREAK	
10:30 - 11:00	FINTECH - FUTURE OF BANKING	FROM GENERATION Z TO GENERATION SKI The Future of Sports in Your Hands 	IF STREAMING IS THE PRESENT, WHAT IS THE FUTURE? 	KAJ TE BRIGA? Understanding the Changing Landscape: Why It Matters for Entrepreneurs	FOODTECH STARTUP COMPETITION I predstavlanje Weekend Food Festivala 2024. 	KAKO TRENDOVI DIKTIRAJU HR STRATEGIJU? HOW DO TRENDS DICTATE HR STRATEGY? UMJETNOST M&A PROCESA IZ PERSPEKTIVE HR-A THE ART OF M&A PROCESS FROM THE HR PERSPECTIVE KONZUM	BREAKTHROUGH IN STRATEGIC HUMAN RESOURCE MANAGEMENT: INTEGRATION INTO BUSINESS STRATEGY AND ALIGNMENT WITH ESG DIRECTIVE GUIDELINES
11:00 - 11:30	BUDI KORISTAN Koriste li influenceri svoj utjecaj za pozitivne promjene? BE USEFUL Are Social Media Influencers Driving Positive Change?	AI ERA: INOVIRAJ, IMPLEMENTIRAJ, DOMINIRAJ Transformira li umjetna inteligencija medijski prostor THE ERA OF AI: INNOVATE, TRANSFORM, CONQUER Is artificial intelligence transforming the media space? 	STORY OF RESISTANCE From agency founder to citizen soldier 			KONZUM	
11:30 - 11:45	NESCAFÉ COFFEE BREAK					COFFEE BREAK	
11:45 - 12:15	GDJE PR-OVCI GRIJEŠE? WHERE ARE PR PROFESSIONALS FALLING SHORT?	WHY IS AMAZON THE THIRD LARGEST AND FASTEST GROWING ADVERTISING PLATFORM IN THE WORLD?	NEMOJ SCROLLATI, ZAOKRUŽI... Kako aktivirati (mlade) glasače? DON'T JUST SCROLL, SHAPE THE FUTURE Mobilizing (Young) Voters! 	NA DOBROM KOLOSIJEKU! Kako smo modernizirali Srbija voz i vratili tvrtku na pravi kolosijek ON THE RIGHT TRACK! How we modernized 'Srbija voz' and got the company back on the right track 	S ALEKSANDROM STANKOVIĆEM O NOVOJ KNJIZI DEPRA	ŠTO ZNAČI BURNOUT I KAKO SE RAZLIKUJE/PREPOZNAJE PO RAZLIČITIM GENERACIJAMA? WHAT DOES BURNOUT MEAN AND HOW DOES IT DIFFER AMONG DIFFERENT GENERATIONS?	
12:15 - 13:00	JE LI (SE) ZAPAD IZGUBIO? HAS THE WEST LOST – ITSELF?	NEŠTO STARO, NEŠTO NOVO Društvene mreže kao produžena ruka medija BLENDING THE OLD WITH THE NEW Social Networks as the Media's New Frontier 	KONTROVERZNI PODUZETNIK Medijska percepcija poduzetništva THE CONTROVERSIAL ENTREPRENEUR Shaping Media Perceptions of Entrepreneurship 	PRILIKA ZA KREATIVU JE U EU FONDOVIMA HGK Zajednica kreativne i kulturne industrije OPPORTUNITY FOR CREATIVITY LIES IN EU FUNDS Croatian Chamber of Commerce (HGK) Community of Creative and Cultural Industries	MEETING S GENERACIJOM Z – TUTORIAL ZA USPJEH Kako smo ponašali i organski dosegнули teško dohvatljivu publiku, čiji su pregledi na TikToku prelazili 1.6 milijuna MEETING WITH GENERATION Z: A TUTORIAL FOR SUCCESS - How we found and organically reached the elusive audience whose TikTok views surpassed 1.6 million	GENERACIJA KOJA MIJENJA SVE - TRAŽE LI PREVIŠE ILI PODIŽU STANDARDE? THE GENERATION THAT CHANGES EVERYTHING – ARE THEY DEMANDING TOO MUCH OR RAISING THE BAR?	
13:00 - 15:00	LUNCH BREAK					LUNCH BREAK	
15:00 - 15:30	ŠTO JE TU SMIJEŠNO? Humor u regiji WHAT MAKES US LAUGH? Exploring Humor Across the Region 	'BIT ĆE SKORO PROPAST SVETA' Mogu li odrastanje, mladost i obrazovanje preživjeti umjetnu inteligenciju i Tik-Tok? Can growing up, youth, and education survive artificial intelligence and TikTok? 	POSLEDNJI MASOVNI MEDIJ THE ULTIMATE MASS MEDIUM: DOOH ADVERTISING UNVEILED 	SUSTAINABLE IS THE NEW SEXY	SVI MI PRIČAJU O RIJECI - NOVA RIJE(Ć)KA PERSPEKTIVA I predstavlanje Women's Weekenda 2024.	HOĆE LI NAS INKLUZIJA STRANIH RADNIKA PROMIJENITI? WILL THE INCLUSION OF FOREIGN WORKERS CHANGE US?	ISTRAŽIVANJE ZADOVOLJSTVA I ANGAŽIRANOSTI ZAPOSLENIKA – TIPS&TRICKS EMPLOYEE SATISFACTION AND ENGAGEMENT RESEARCH – TIPS & TRICKS
15:30 - 16:00	DJECA I MLADI KAO POKRETAČI BUDUĆNOSTI CHILDREN AND YOUTH: SHAPING THE FUTURE 	CYBER SIGURNOST: KAKO NE POSTATI DIGITALNI DORUČAK ZA HAKERE CYBERSECURITY: HOW TO AVOID BECOMING DIGITAL PREY FOR HACKERS 	TAPPING INTO VERTICAL GOLD Unleashing the power of TikTok, Reels, and Shorts		 	SLOU U SOBI - UNDERPERFORMERS MANAGEMENT THE ELEPHANT IN THE ROOM – UNDERPERFORMERS MANAGEMENT	Let your career beGIN
16:00 - 16:15	SNACK BREAK					COFFEE BREAK	
16:15 - 16:45	TRAP OD VARDARA PA DO TRIGLAVA Fenomen koji je ujedinio regiju DECODING TRAP The Gen Z's Rock'n'Roll 	TRANSFORMACIJA MEDIJA THE REVOLUTION OF MEDIA	ART OF BRANDS Suradnja između brandova i umjetnika koja ima smisla ART OF BRANDS A Meaningful Collaboration Between Brands and Artists 	MUSEUM OF ILLUSIONS: THE STORY OF A SMALL CROATIAN BUSINESS THAT UNEXPECTEDLY TOOK OVER THE WORLD 	KAKO AMERIKANCIMA PRODATI NOGOMET (I DESTINACIJU) I najava SUNSET Sports Media Festivala 2024. 	KADA JE MRAČNA TRIJADA PRIJETNJA ORGANIZACIJI? THE DARK SIDE OF PERSONALITY AS A THREAT TO THE ORGANISATION	
16:45 - 17:15	AI - TKO, ŠTO, KADA, ZAŠTO? AI - WHO, WHAT, WHEN, WHY? 	BUILDING A NEW PLAYBOOK FOR DIGITAL MEDIA	2024. GODINA SPORTA 2024. THE YEAR OF SPORT 	KOJA JE TAJNA U SPOJU VRHUNSKOG ZVUKA I LUKSUZNOG DIZAJNA? BANG & OLUFSEN LOEWE.		NIJE SVE ISPALO KAKO SMO HTJELI NOT EVERYTHING TURNED OUT AS WE WANTED	FINAL COUNTDOWN: HR I ESG
17:15 - 17:30	BUBBLE BREAK					COFFEE BREAK	
17:30 - 18:15	PUŠIONA 2.0				APERITIVO OPEN BALKAN by Tomaž Kavčič i Igor Luković 	CH-CH-CHANGES – OD SELEKCIJE PREMA RECRUITMENTU I NATRAG CH-CH-CHANGES – FROM SELECTION TO RECRUITMENT AND BACK Joberty	



WEEKEND.16



WEEKEND.OFF

IZLOŽBE	Expo stage i Open Air Stage	Izložba Slobodne Dalmacije: 80 godina u objektivu 
	Pepermint Lounge	Izložba: „Art Singularity: When AI Meets Creation“




PETAK 22.9.		
11:45 - 12:15	Pepermint Lounge	Promocija i prodaja knjige: 1000 KILOMETARA POVRATKA SEBI Boris Trupčević
15:00 - 15:30	Vikendica	Promocija i prodaja knjige: SREĆU, MOLIM Aljoša Bagola
18:30 - 19:30	Produženi vikend	VIKEND KINO – SRETNI GRADOVI: KOPENHAGEN Prikazivanje dokumentarnog serijala "Sretni gradovi: Kopenhagen"

SUBOTA 23.9.		
10:45 - 12:15	Pepermint Lounge	S ALEKSANDROM STANKOVIĆEM O NOVOJ KNJIZI "DEPRA"
12:15 - 13:00	Vikend	Promocija i prodaja knjige: JE LI (SE) ZAPAD IZGUBIO? Kishore Mahbubani
18:30 - 20:00	Produženi vikend	VIKEND KINO : Something sweet / Nešto slatko Romantična komedija

WEEKEND.FUN

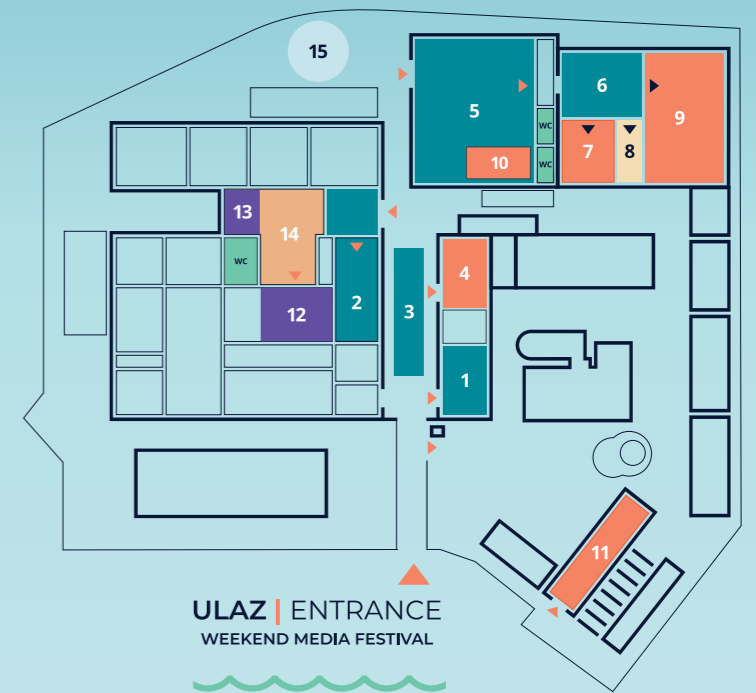
ČETVRTAK 21.9.			
22:00 - 04:00	Open Air Stage/Make it Count Bar	GREG WILSON, IAN POOLEY, ANTONIO ZUZA  	
00:00 - 04:00	Pepermint Lounge	WEEKEND PROMJENE, OPET SVIRA BONDŽA	

PETAK 22.9.			
18:15 - 20:00	HR.WEEKEND	SD Worx Afterworx party 	
18:30 - 20:00	Open Air Stage	LA MARE VITA DJ Maestro 	
22:00 - 00:00	Open Air Stage	TULUM VELIKOG PERICE Dino Antonić i DVP band i DJ Robert Mareković" 	
00:00 - 02:00	Expo Stage	MAMMA MIA, WEEKEND PRIJA Koncert Grše 	
00:00 - 04:00	Make It Count Bar	OPET, OPET BONDŽA	

SUBOTA 23.9.			
17:30 - 19:00	Open Air Stage	Masterchef BITE 	
23:00 - 02:00	Expo Stage	LIVE: My Baby 	
22:00 - 02:00	Pepermint Lounge	DJ Maestro presents Sunset Jazz 	
00:00 - 04:00	Make It Count Bar	20 GODINA RNB CONFUSION DJ'S: MEDO / TURK LIVE: ZEMBO LATIFA & SPECIAL GUEST 	

MAPA PROSTORA

- 1 | Akreditacijski ured
- 2 | Make it Count klub
- 3 | Open Air
- 4 | Pepermint Lounge
- 5 | Expo dvorana
- 6 | Weekend Expo Lounge
- 7 | Dvorana Produženi Vikend
- 8 | Press Office
- 9 | Dvorana Vikend
- 10 | Coworking space
- 11 | Dvorana Vikendica
- 12 | HR.WEEKEND
- 13 | HR.MeetUp
- 14 | HR Expo
- 15 | Food Court



RASPORED BUSEVA



21.09. ČETVRTAK

A RESORT AMARIN > HOTEL AMARIN > TDR
18:30 | 20:00 | 21:30 | 23:00 | 00:00 | 1:00 | 2:00 | 3:00 | 4:00

B TDR > HOTEL AMARIN > RESORT AMARIN
19:00 | 20:30 | 22:00 | 23:30 | 00:30 | 1:30 | 2:30 | 3:30 | 4:30

22.09. PETAK

A RESORT AMARIN > HOTEL AMARIN > TDR
9:30 | 10:30 | 11:30 | 13:15 | 14:30 | 15:45 | 17:00 | 18:15 | 19:30 | 21:00 | 22:00 | 23:00 | 1:00 | 2:00 | 3:00 | 4:00

B TDR > HOTEL AMARIN > RESORT AMARIN
10:00 | 11:00 | 12:00 | 13:45 | 15:00 | 16:15 | 17:30 | 18:45 | 20:00 | 21:30 | 22:30 | 23:30 | 1:30 | 2:30 | 3:30 | 4:30

23.09. SUBOTA

A RESORT AMARIN > HOTEL AMARIN > TDR
9:30 | 10:30 | 11:30 | 13:15 | 14:30 | 15:45 | 17:00 | 18:15 | 19:30 | 21:00 | 22:00 | 23:00 | 1:00 | 2:00 | 3:00 | 4:00

B TDR > HOTEL AMARIN > RESORT AMARIN
10:00 | 11:00 | 12:00 | 13:45 | 15:00 | 16:15 | 17:30 | 18:45 | 20:00 | 21:30 | 22:30 | 23:30 | 1:30 | 2:30 | 3:30 | 4:30