



CONFERENCE SCHEDULE

MONDAY, SEPTEMBER 30TH | DAY ONE | VISION

TIME	THEME	SPEAKERS	TOPIC
09:00 - 9:10	Opening Adress	TBA*	Opening Address
09:10 - 9:40	Keynote	Nils Liedtke - Mckinsey	The business value of creativity
09:40 - 9:47	Icebreaker	Ingrid Warner - Leidar	
09.40 - 09:50	Break		
BRANDING	Building Blocks	Julien Tchernia - CEO & Founder - ekWateur	Building a Brand Community
		Jo Kearins - GM Cultural Revolution - Contact Energy	EX = CX - Your culture is your brand
		David Haigh - CEO - Brand Finance	Brand Attributes
		Sven Rudloff - VP of Brand and Channel Management - Uniper	Building a new B2B brand
		Panel Discussion - Moderated by: TBA	
11:00 - 11:10	Break		
11:10 - 11:40	Power Legends	Peter Terium - fmr. CEO Innogy / RWE Andy Vesey - fmr. CEO AGL Energy TBA* Moderated by: TBA*	
INNOVATION	Blue Lagoon & HS Orka	Ásgeir Margeirsson - CEO - HS Orka Grímur Sæmundsson - CEO - Blue Lagoon Moderated by: Janine Finnell	
12:10 - 12:20	CHARGE Awards Nominees Acknowledged		
12:20 - 13:00	Lunch Break		
GREEN	Green Chair Dialogue	Lucy Craig - VP - DNV GL Energy	Keynote address
		Guðmundur I. Guðbrandsson - Min. for the Envir. and Natural Resources	How to accelerate the energy transition
		TBA*	TBA*
		Moderated by: Caroline Kamerbeek	
14:00 - 14:10	Break		
INNOVATION	Communicating Innovation	Andrew Sabados - Cornerstone Energy Solutions	Green in Buildings
		Patrick Caiger-Smith - CEO - GEO	Brand experience through technology
		Lawrence Jones - VP - Edison Electric Institute	The customer language
		Emily Highmore-Talbot - Centrica Business	Building customer relationships
		Panel Discussion Moderated by: Mads Thomsen	
BRANDING	Brand Strategy and Changes	Rana Brightman - Group Director, Strategy - Siegel+Gale	How brand can win the minds of tomorrow
		Dr. Rashid Alleem - CEO - SEWA	Turnaround of the SEWA Brand
		Lars Bonderup Bjørn - CEO - EWII	Restoring reputation
		Esa Muuka - CEO - Niivos	Old fashioned to a cutting edge brand
		Panel Discussion Moderated by: Colin Mangham	
17:00 - 18:00	VIP reception for speakers and sponsors - hosted by the Mayor of Reykjavík at Reykjavík City Hall		
19:00 - 22:30	CHARGE awards ceremony and dinner Location - Ingólfsskáli Viking Restaurant		



TUESDAY, OCTOBER 1ST | DAY TWO | IN PRACTICE

HALL A

HALL B

TIME	APPLYING KNOWLEDGE & INNOVATION	TIME	brandr WORKSHOP	brandr®	
INNOVATION 08:30 - 12:00	Keynote	Charlotte Eisner - DEFA	08:30 - 9:30	Audio Branding	Ella Duda
	Workshop: Smart tech and clever branding	Hosted by: GEO	09:30 - 10:30	Human Marketing	Thom Kennon
	Navigating the future of energy to create new customer values	Irina Radzikhovskaya - Alpiq	10.30 - 11:30	Brand Archetypes	Margaret Hartwell
	Future growth for energy	Nils Liedtke - McKinsey	11:30 - 12:00	Design Thinking	Margaret Hartwell
	Knowledge branding chat: Applying research and knowledge in the field	Brynhildur Davíðsdóttir Joao Dutarte - Enel Foundation			
	CHARGE Awards Winners: Q&A Session	Moderated by Dr. Fridrik Larsen			

12:00 - 12:50	Lunch
12:00 - 12:50	Icebreaker by Ingrid H. Warner - Leidar

TIME	SPEAKER	TOPIC
BRANDING 12:50 - 14:10	Thomas Hillig - Director - THEnergy	PPA and ingredient branding
	Ashley Vigor - Head of marketing of Haven Power	Providing value
	TBA*	TBA*
	Maik Neubauer - CEO - TSCNE	Branding for infrastructure
	Espen Fjeld - CEO of Energi Salg Norge	Brand growth from zero to billions without marketing
	Panel Discussion Moderated by: Robert D.B. Leinders-Krog.	

14:10 - 14:20	Break
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TIME	SPEAKER	TOPIC
GREEN 14:20 - 15:40	TBA	TBA
	Kevin O'Donovan Tech Evangelist	Technology in the Energy Industry Hype, Trust & Reality in the 2020's
	Margit Unander CEO - LOS Energi	Applying design-thinking to energy
	Christine Göhler Global head of brand - Axpo	The Lifestyle Energy Brand
	Panel Discussion Moderated by: Koen Noens	

15:30 - 15:40	Concluding Remarks - TBA*
16:00 - 22:00	Aurora Excursion