



# PROGRAMME

WEDNESDAY 7 MARCH 2007

- Subject to modification -

## The place for networking

*Clients, agencies, producers & media*

- From 3.00 pm** Reception of the delegates
- 5.00 pm - 6.30 pm** SCREENINGS - THE BEST OF CREATIVITY! - *Introduced by Karolina Blonska, Journalist - BRIEF*
- Screening of the Film Prize List of the 6<sup>th</sup> Méribel Ad Festival
  - Screening of the Film Prize List of the MENA Cristal Awards
- Following the success of the Méribel Ad Festival, the MENA Cristal Awards have been created in 2005 with the objective to celebrate the best of creativity in the Middle East and North Africa.*
- Copy Review of the Central Europe Cristal Short List
- "The Creative Evolution in Central & Eastern Europe"  
A brief journey of observations from the 1989 ads for bulldozers and cockroach killers through to campaigns which are now exported to the world.
- With Jason Romeyko, Member of the Jury and Regional creative Director Central & Eastern Europe of Saatchi & Saatchi.*
- 6.30 pm - 7.00 pm** WORKSHOP - *Introduced by Karolina Blonska, Journalist - BRIEF*
- Showcase of samples of creative work from the Central Europe market.
- Eugene Radewych, member of the Jury and Creative Director of Publicis United (Russia) will focus on the current state of Russian creative.*
- 7.00 pm** Cocktail
- 8.00 pm** AWARDS CEREMONY
- Opening of the Ceremony by Christian Cappe, CEO of the Méribel Ad Festival
  - Speech of Son Excellence l'Ambassadeur de France en Pologne, Monsieur Pierre Ménat
  - Presentation of the Jury
  - "Best Of" of the 6<sup>th</sup> Méribel Ad Festival
  - Rewards of the finalists
  - Rewards of the « Cristal »
  - Closing of the Ceremony by Jarek Ziebinski, President of the Jury - Chairman & CEO Central and Eastern Europe, Leo Burnett
- 9.30 pm** DINNER

*In collaboration with*

