

100 YIL MARKA 2023

2ND DAY / 3 NOVEMBER 2023

8.30

MARKA 2023 REGISTRATION AND EXPRESS BREAKFAST



9.15

DOORS OPEN
MARKA 2023 Begins...



9.35

MARKA 2023 WELCOME



B.J. Cunningham - All time Moderator of MARKA Conference

9.45

CALL FROM THE YOUNG ACTIVISTS TO THE BRANDS



Ela Naz Birdal
Seren Anacoglu
Atlas Sarrafoglu

10.00

MANIPULATING SOCIAL SENSITIVITIES AS A BRAND STRATEGY



Ahmet Akın - Brand & Communication Consultant
Trend Analyst - Facilitator

10.20

FUTURE TECHNOLOGIES



Prof. Dr. Larissa Suzuki - AI & Space Engineer

10.40

I WILL ALWAYS LOVE YOU



Selen Beytekin - Musician



Şirin Sever - Journalist

10.50

FROM LOCAL TO GLOBAL, FROM ONE DISCIPLINE TO MULTIDISCIPLINARY



Bünyamin Aydın - Founder and Creative Director - Les Benjamins



Fethi Sabancı Kamışlı - Founder of Esas Ventures
Partner and Executive Board Member - Les Benjamins



Can Remzi Ergen - Actor and Communication Specialist

11.10

BUILDING BRANDS FOR GOOD



Priya Ahluwalia - Founder of Ahluwalia
Designer & Film Director



David Pemsel - British Fashion Council Chair

11.25 - 11.55

COFFEE BREAK



11.55

BEING "THE OTHER" AND SOCIAL EMPATHY



Prof. Dr. M. Kemal Sayar - Psychiatrist - Writer
Head of Department of Psychiatry Faculty of
Medicine at Marmara University



Kübra Par - Journalist

12.10

BEING A GAME CHANGER AND INFORMATION ORIENTED MEDIA



Nüket Mutlu - Executive Chairman - Oksijen Newspaper



Elif Ergu Demiral - Journalist - Author

12.30

REMBETIKO



Cafe Aman Istanbul - Music Group



Şirin Sever - Journalist

12.40

SHARING THE WORLD WITH FAIRNESS



Doruk Malhan - Deputy Chairman of the Executive Board - Koleksiyon



Koray Malhan - Brand and Design Director - Koleksiyon



Aysun Öz - Journalist - Author & Culture and Arts Director

13.00

BRAND IDENTITY AND UNIQUE DESIGN



Henry Holland - Founder and Designer - Henry Holland Studio



B.J. Cunningham - All time Moderator of MARKA Conference

13.15 - 14.00

LUNCH



14.00

TOPICS WORTH PAYING ATTENTION TO



Celal Şengür - Scientist - Geologist



Mehmet Akif Ersoy - Journalist and Habertürk Anchor

14.20

MINORITIES OF THE REPUBLIC OF TÜRKİYE IN THE NEW CENTURY:
ARE WE READY TO CHANGE THE NARRATIVE?



Laki Vingas - 1st and 2nd Term Non Muslim Minorities Foundation
Representative & RUMVADER Founding President



Mehmet Akif Ersoy - Journalist and Habertürk Anchor

14.40

THE VISUAL LANGUAGE OF GLOBAL COMMUNICATION:
CONTEMPORARY ART



Beral Madra - Art Critic and Curator



Can Akgümüş - Artist and Independent Curator

15.00

BREXIT, EU AND TÜRKİYE'S POSITIONING



Rachel Johnson - Journalist and Broadcaster



B.J. Cunningham - All time Moderator of MARKA Conference

15.15

BELIEVING IN BRAND TÜRKİYE WHILE NARRATING OUR NEW CENTURY



MARKA 2023 Guest of Honor
Mehmet Şimşek - Republic of Türkiye Minister of Treasury and Finance



Songül Hatusaru - Journalist

15.35 - 16.00

COFFEE BREAK



16.00

AN ANALYSIS OF TÜRKİYE AND FRANCE THROUGH ISLAMOPHOBIA,
SECULARISM AND THE REFUGEE CRISIS



Dr. Deniz Bağrıaçık - Sociologist - Author & Independent Producer



Mehmet Akif Ersoy - Journalist and Habertürk Anchor

16.20

A LAUNCH CAMPAIGN IN 15 MINUTES
CREATED ENTIRELY BY AI APPLICATIONS



Ahmet Göker - Markakod CEO
Technology & Communication Consultant

16.35

GÖNÜL DAĞI - YALAN DÜNYA



Eylül Ergül - Musician



Şirin Sever - Journalist

16.45

DID YOU BOOK YOUR TICKET FOR YOUR FIRST SPACE TRAVEL?



Dr. Umut Yıldız - NASA / JPL Astrophysicist
Plan S - Chief Scientific Officer



Merva Ulusoy Bilginer - TV Producer & Presenter

17.00

WORLD CHAMPIONSHIP OF WOMEN'S VOLLEYBALL



Pelin Çelik - Turkey Women's National Volleyball Team - Team Manager
Fenerbahçe Opet Women's Volleyball Team - Team Manager



Songül Hatusaru - Journalist

17.20

THE CENTENNIAL ANTHEM - PARLA



Norm Ender - Artist



Ayşe Arman - Journalist

17.40

CELEBRATION OF THE NEW CENTURY
OF THE REPUBLIC

