



CO-SOCIETY#33

IMAGES ARE THE NEW CONVERSATIONS

Using images to create new
dialogs with the markets

LUNES, 26 DE NOVIEMBRE DE 2018

FIRMA CARRER DE PUJADES, 48,
08005 BARCELONA



INSTITUTE
OF NEXT
BY INFONOMIA

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FIRMA CARRER DE PUJADES 48
08005 BARCELONA

EN COLABORACIÓN CON:

lavinia; firma

ORGANIZA:



INSTITUTE
OF NEXT
BY INFONOMIA

9:30 WELCOME

WELCOME MÓNICA ALONSO

9:35 INTRO

IMAGES ARE THE NEW CONVERSATIONS

State of the Art

ALFONS CORNELLA, FOUNDER INSTITUTE OF NEXT

IMAGES TO ENJOY

Claves de la transformación audiovisual

JORDI CASTELLS, DIRECTOR VIDNEO. GRUPO LAVINIA

10:00 ENJOY

10:30 UNDERSTAND

IMAGES TO MEAN

Images for communication

MARIONA OMEDES I KARIN DU CRO, COFOUNDERS NUEVEOJOS

11:00 COFFEE BREAK

11:30 WORKSHOP

12:15 BRAND

IMAGES TO BRAND

Branding in the digital era MARC LITE, COFOUNDER FIRMA

12:30 LIES

IMAGES TO LIE

True or False? FERNANDO LÓPEZ-MOMPÓ, INSTITUTE OF NEXT

13:00 IDENTIFY

IMAGES TO RECOGNIZE

HI-Tech Facial Recognition tomorrow

JAVIER RODRIGUEZ SAETA, CEO HERTA SECURITY

13:30 FLASH WORKSHOP

BEYOND TRANSMEDIA

14:00 LUNCH

15:00 FIND

IMAGES TO FIND

PIM & Digital HELENA PLA, ITEC*

15:30 UNDERSTAND

IMAGES TO UNDERSTAND

Unlimited reality CARLES BALLABRIGA, FOUNDER VIRTUAGE

16:00 SUMMING-UP

IMAGES ARE THE NEW CONVERSATIONS

Debate ALFONS CORNELLA, FOUNDER INSTITUTE OF NEXT

16:30 CLOSED

OUR CONVERSATIONS IN IMAGES, DANI SALA, E2S