

**EUROPE'S DEFINING MOMENT: SOVEREIGNTY,  
STRATEGY & INSIGHTS FROM DAVOS +**

**→ 26/02**

**This lunch is organised jointly  
by BAM and BMMA.**

**LUNCH TALK  
12:00 to 14:00  
DROHME PARK**

# CONFÉRENCE

BMMA

BELGIAN MANAGEMENT  
**BMMA**  
& MARKETING ASSOCIATION

BRUSSELS  
**DROHME**  
BUSINESS CLUB



**BART BECKS**  
Founder & CEO, Genisys



**ALAIN HEUREUX**  
Host and moderator of the talk  
(IAB Belgium powered by BAM).