

Brandtech expert David Jones joins speakers at TFWA World Conference 2019

David Jones, founder and CEO of You & Mr Jones and former CEO of advertising and public relations firm Havas, has been confirmed as a keynote speaker at this year's TFWA World Conference in Cannes.

He joins The Rt. Hon. Tony Blair, Prime Minister, Great Britain and Northern Ireland (1997-2007) at the event.

Marketing expert David Jones founded You & Mr Jones in 2015 after leaving Havas. The world's first brandtech group, You & Mr Jones helps companies to improve their marketing capabilities by harnessing the power of technology. He is also the co-founder of One Young World, a global forum that identifies, promotes and connects young leaders from across the world.

This year's conference will be moderated by Stephen Sackur, journalist and presenter of HARDtalk on BBC World News.

The Cannes event will also feature themed workshops. The Innovation in Action Workshop, taking place at 08:00 on Tuesday, October 1 at the Salon Croisette, Hotel Majestic, will explore innovations from leading companies and how these are shaping the future of retail. Speaking at the workshop will be Dominik Schwarzenberger, Lead Travel & Transport Google Cloud, Google Germany; Julie Menville, Head of France, Amazon Pay; and Chris Morriss, Director of Concourse Display Management. TFWA Conference Manager Michele Miranda will moderate the session.

The Inflight Focus Workshop will discuss new ways to increase inflight sales and drive the market forward, with input from three specialists - Aldric Chau, Head of Retail and eCommerce, Cathay Pacific Airways; Elina Jamaluddin, Group Head of Buying, Duty Free for AirAsia; and Valéry Méary, Co-Founder, airfree. It will be held at 08:00 on Wednesday, October 2 at the Salon Croisette, Hotel Majestic, and moderated by TRBusiness Managing Editor Charlotte Turner.

Alain Maingreud, TFWA President, said: "We're delighted to welcome such a strong line-up of speakers to the TFWA World Conference and workshops this year. As always, the events will look to explore the geopolitical and economic context along with the aviation and consumer trends that help to shape our industry. We are confident that the Conference and workshops will provide a thought-provoking start to the week in Cannes."

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<https://www.tfw.com/tfw-world-exhibition-conference>.

<https://www.tfwapressphotoservice.com/gallery-list>