



B2B

▶ **MARKETING.KPI**

April 30, 2026

WITH THE SUPPORT OF

Bolt

EVENT PROGRAM

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10:00–10:10

Forum Opening

Anatolii Melnychenko, Rector of Igor Sikorsky Kyiv Polytechnic Institute

10:10–10:20

Maryna Kravchenko, Dean of the Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute

10:20–10:30

Liudmyla Hanushchak-Yefimenko, Vice-Rector for Research and International Activities, Kyiv National University of Technologies and Design

10:30–10:40

Serhii Kostia, Regional Marketing Director at Bolt in Central and Eastern Europe and Asia

Serhii Stirenko, Vice-Rector for Research, Igor Sikorsky Kyiv Polytechnic Institute

Zhanna Zhyhalkevych, Acting Head of the Department of Industrial Marketing, Igor Sikorsky Kyiv Polytechnic Institute

10:40–11:00

How Local Marketing Creates Cultural Value (Not Just Companies)

Dmytro Yermolenko, Marketing Specialist at Bolt in Ukraine

11:00–11:20

Long Game: How Businesses Can Get Into and Stay in the Media

Alina Smyshliak-Boroda, Director of Reputation Management and CSR at Kormotech

11:20–11:35

Features of Interaction with International Corporate Clients in Project Management (Professional Office Real Estate)

Vadym Livshyts, Managing Partner at Integrated Real Estate Services LLC

11:35–11:55

8 Case Studies Where AI Actually Saves Time in a Performance Marketing Agency

Roman Rybalchenko, Founder of the Performance Marketing Agency Roman.ua

11:55–12:15

How Marketing Is Changing Through AI and What It Means for Media

Alona Diachenko, Marketing Analyst at the Agricultural Media Holding Latifundist Media



12:15–12:35

Simulation of Results on Social Media: Where Effectiveness Is Lost

Mykhailo Movchan, Chief Marketing Officer (CMO) at ACONCERT

12:55–13:10

Catch Me If You Can: Touchpoints and the Hunt for Attention

Lidiia Sapeha, Specialist in Economic Media Development at “KOSHT” and “Skilky-Skilky?”

12:35–12:55

When Advertising Stops Being Advertising, or How to Create Impact Instead of Just a Video

Hryhorii Shevchenko, Producer at the “Mamakhokhotala” Studio, Company Producer «Manifest production»

13:10–14:00

Coffee Break

14:00–14:10

Team Presentations Case Competition “Raising Industrial Marketing Stars”

16:10–16:40

Jury Deliberation

17:00

Forum Closing

14:10–16:10

Finalists’ Presentations

16:40–17:00

Нагородження переможців

Serhii Kostia, Regional Marketing Director at Bolt in Central and Eastern Europe and Asia

Venue: Igor Sikorsky Kyiv Polytechnic Institute
Kyiv, 37 Beresteyskyi Avenue, Building 1,
Academic Council Hall