

Focus on Executives 2026

14-15 May / Chania, Greece

Day 1, Wednesday, 13th May

19:30 - 23:00

Welcome Dinner at Thalassa Restaurant (venue)

Day 2, Thursday, 14th May

Track 1: When Localisation Works - by Tommaso Rossi

9:00 - 9:30

Open Registration & Welcome Coffee

9:30 - 9:45

Event Opening

9:45 - 11:00

How Clients are Redesigning the Future of Localisation

Tommaso Rossi
Director of Localization

11:00 - 11:30

Coffee Break

11:30 - 12:45

How Buyers Decide Today: What Really Drives Decisions

12:45 - 14:15

Lunch

14:15 - 15:30

The AI Moment: Choosing Curiosity over Fear

15:30 - 16:00

Coffee Break

16:00 - 17:15

The Partnership Reset: Beyond the RFP

20:00 - 0:00

Networking Dinner at Sapel Hall

Day 3, Friday, 15th May

Track 2: Influencing Value and Choice - by Alexander Freeland

9:30 - 10:00

Morning Coffee

10:00 - 11:15

From Credibility to Choice: How Decisions are Shaped under Uncertainty

Alexander Freeland

Scotwork, Consultant

11:15 - 11:45

Coffee Break

11:45 - 13:00

Executive World Café: Reframing Value and Choice in Complex Decisions

13:00 - 14:15

Lunch

14:15 - 15:30

As Hard as it Gets: From Good Practices to Specific Situations

15:30 - 16:00

Coffee Break

16:00 - 16:45

Panel Session: Clash of the Titans: Who Shapes the Decision—Seller or Buyer?

16:45 - 17:15

Recap and Closing