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?

Tayo Ademolu
CEO
Alexander Freeland
Gerd Janiszewski
CEO & Owner
Tommaso Rossi

16:45 - 17:15
Recap and Closing