Beat: Business

THE CULTURAL POWER OF BRANDS IN A WORLD SATURATED WITH CONTENT

THE CULTURE & COM SUMMIT 2026

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USPA NEWS - Brands are no longer content to simply associate Themselves with Culture: they produce it. Content, Experiences, Events, Collaborations... they are becoming True Players in Creation....

Brands are no longer content to simply associate Themselves with Culture: they produce it. Content, Experiences, Events, Collaborations... they are becoming True Players in Creation.

The Culture & Com Summit 2026 explores this Transformation and its Challenges: what Formats are they inventing?

How do they work with Artists and Institutions? What Impact do they have on Audiences and Society? In a World saturated with Content, Culture is becoming a Strategic Lever for Expression, Differentiation, and Engagement, where Brands contribute to nurturing Ecosystems and Social Connections.

PROGRAM
Presented by Jessica JOLI
Introduction & Moderator

- Keynote: Long Live Culture!
Rémi BABINET, Founder, BETC

- Study: The French And Art: A Crazy Love
Jean-Baptiste COSTA DE BEAUREGARD, Deputy Managing Director, BeauxArts & Cie

- Round Table: What Is The Cultural Power Of Brands?
Moderator: Jessica JOLI
* Anne-Laure BOISSON, Head of Data & Insights, TBWA
* Sandro MARTIN, Managing Director, Nouvel Obs
* Sophie POIREE, Head of Sponsorship, Patronage and Partnerships, Public Relations & Press, La Place
* Sylvette LEPERS, Director of Creative Partnerships and Image at La Redoute and co-curator of the Exhibition « La Redoute, A Step Ahead »

- Presentation: Cultural Communication: The Keys To Success
* Fleur LAVEDAN, Chair of the Board, Télérama
* Steeve DABLIN, Deputy Managing Director, M Publicité

- Cross Views: Petit Bateau Takes On The Opera
Moderator: Jessica JOLI
* Julie DESPAGNE, Brand Director, Petit Bateau
* Eric GREBILLE, Deputy Director of Development and Sponsorship, Paris Opera

- Interview: Making Art And Creativity Accessible To Everyone
Moderator: Jessica JOLI
Alix Dufour, Head of Art and Creativity, BIC

- Cross Views: The Paths Of The 7th Art
Moderator: Jessica JOLI
* Nathalie DINIS, Deputy General Manager of Commerce, France TV Publicité

* Aude BRILLE, VP, Marketing Director, Peugeot France

- Round Table: K-FOOD, K-POP, K-BEAUTY, K-DRAMA: The Influence Of Kulture Today
Moderator: Jessica JOLI
* Claire TRINQUET-SOLERY, Digital and Multimedia Project Manager & Co-curator of the K-Beauty Exhibition, Guimet Museum
* Mercedes GHENASSIA, Director of Hospitality and Events, HSBC
* Sylvie OCTOBRE, Sociologist/Research Officer, Ministry of Culture & Communication

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