

# EMOTIONS AROUND THE WORLD

KEYS – A WEBINAR  
SERIES BY IPSOS

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29 February 2024



The thumbnail features a dark blue background with a stylized world map in teal and orange. Five orange location pins are placed on the map, each containing a different emoji: a neutral face, a smiling face, a sad face, a neutral face, and a sad face. On the left side, there are four small video thumbnails of the webinar participants. The text on the right reads: 'EMOTIONS AROUND THE WORLD', 'KEYS – A WEBINAR SERIES BY IPSOS', and '29 February 2024'. The Ipsos logo is in the bottom right corner.

[Watch the recording](#)



# AGENDA



01

**Right here,  
Right now:  
How are we  
feeling?**

**Simon Atkinson**  
Chief Knowledge  
Officer, Ipsos

02

**A Cross-cultural  
Framework for  
Emotion**

**Measurement:  
Manuel Garcia-  
Garcia**  
Global Lead of  
Neuroscience, Ipsos

03

**Emotional  
Advertising:**

**Jillian Rice**  
Vice President,  
Creative Excellence,  
Ipsos in the US

04

**Empathetic  
Marketing:**

**Gillian Drewett**  
Global Head of Offer,  
Brand Health Tracking,  
Ipsos

# RIGHT HERE, RIGHT NOW

## How are we feeling?



**Simon Atkinson**

*Chief Knowledge Officer*

# AS SEEN THROUGH FOUR NEW REPORTS

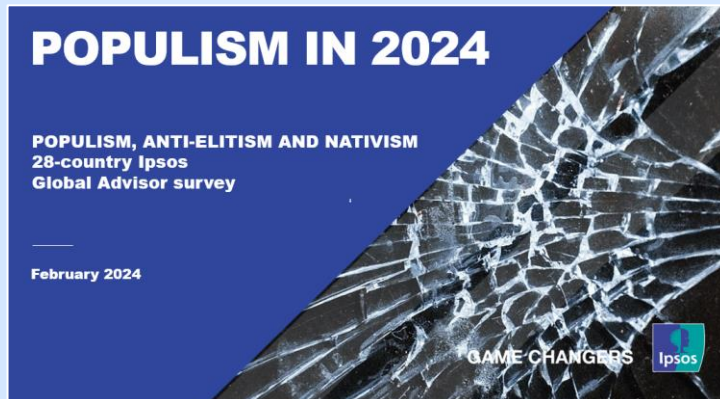
## LOVE



## WORRIES



## SOCIETY



## BUSINESS



# LOVE LIFE SATISFACTION AROUND THE WORLD

**A 31-country  
Global Advisor survey**

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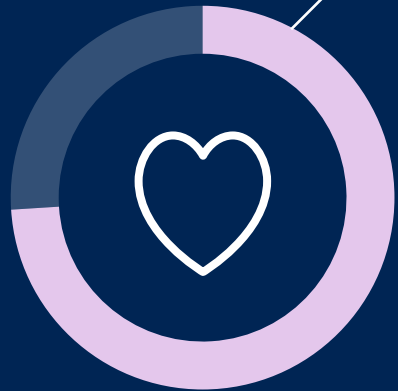
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**February 2024**

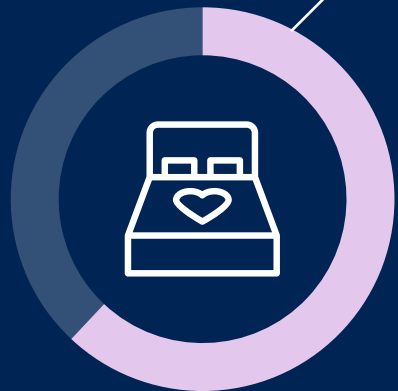
**GAME CHANGERS**



# KEY FINDINGS



**74%**  
(31-country average)  
say they  
**feel loved**



**62%**  
(31-country average)  
say they are  
**happy with their  
romantic/sex life**

## LOVE LIFE SATISFACTION AROUND THE WORLD

A 31-country  
Global Advisor survey

February 2024

GAME CHANGERS

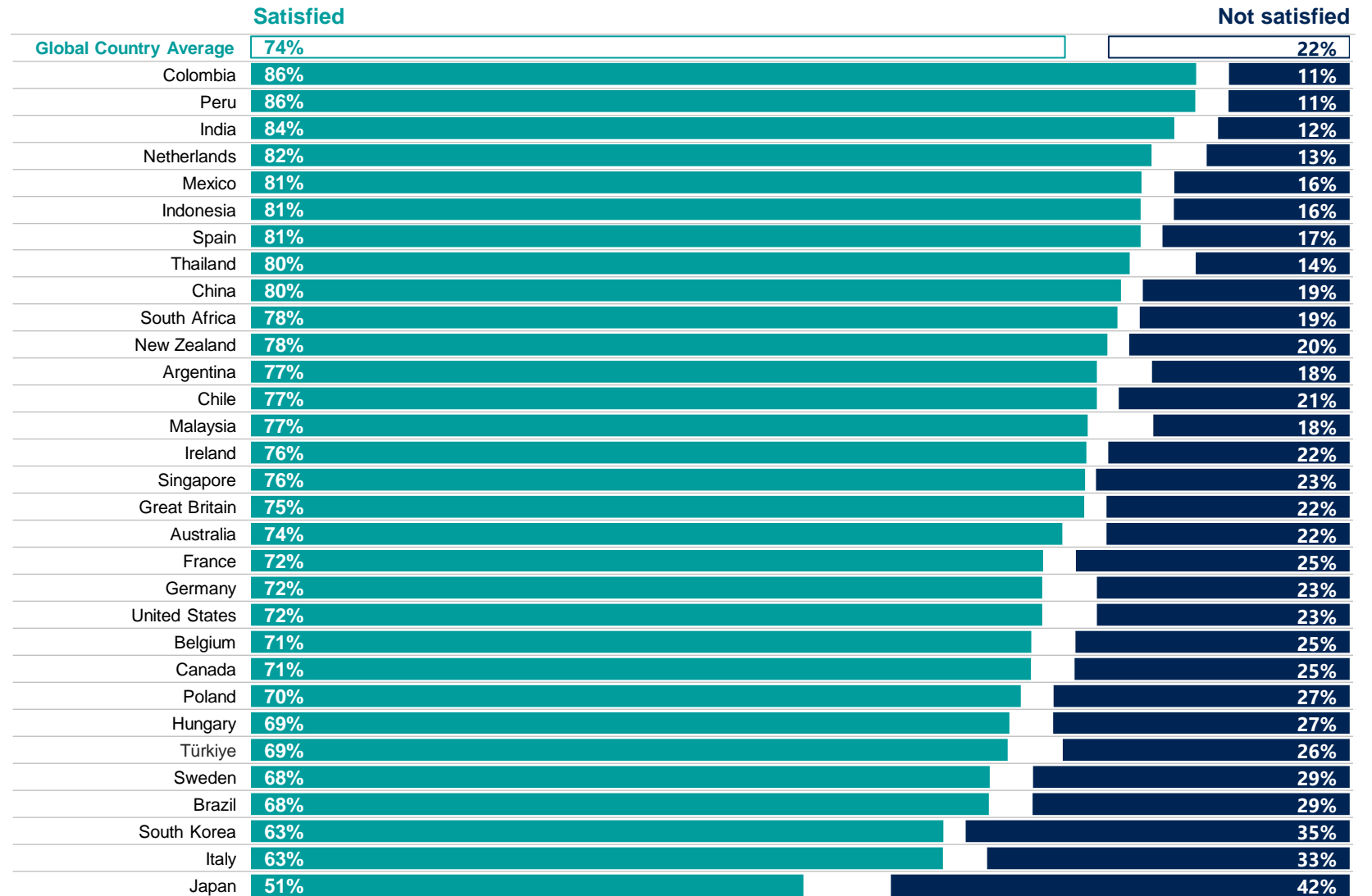


[Download  
the report](#)



Overall, how satisfied are you with each of the following aspects of your life?

# Feeling loved



**Base:** 24,269 online adults under the age of 75 across 31 countries, interviewed Dec. 22, 2023 – Jan.5, 2024  
 The “Global Country Average” reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. The samples in Brazil, Chile, China, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.



# AS SEEN THROUGH FOUR NEW REPORTS

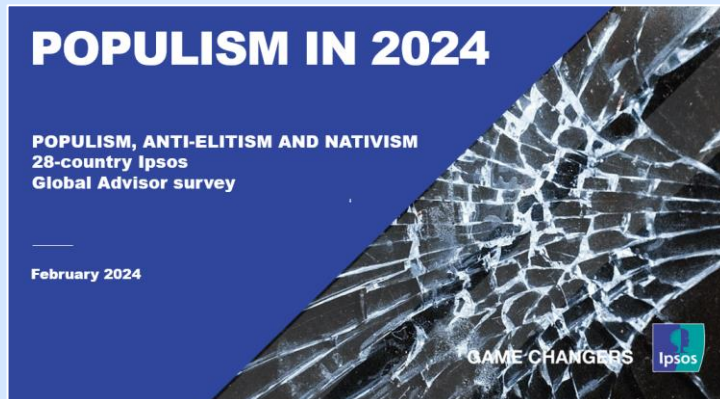
## LOVE



## WORRIES



## SOCIETY



## BUSINESS





# WHAT WORRIES THE WORLD?

February 2024



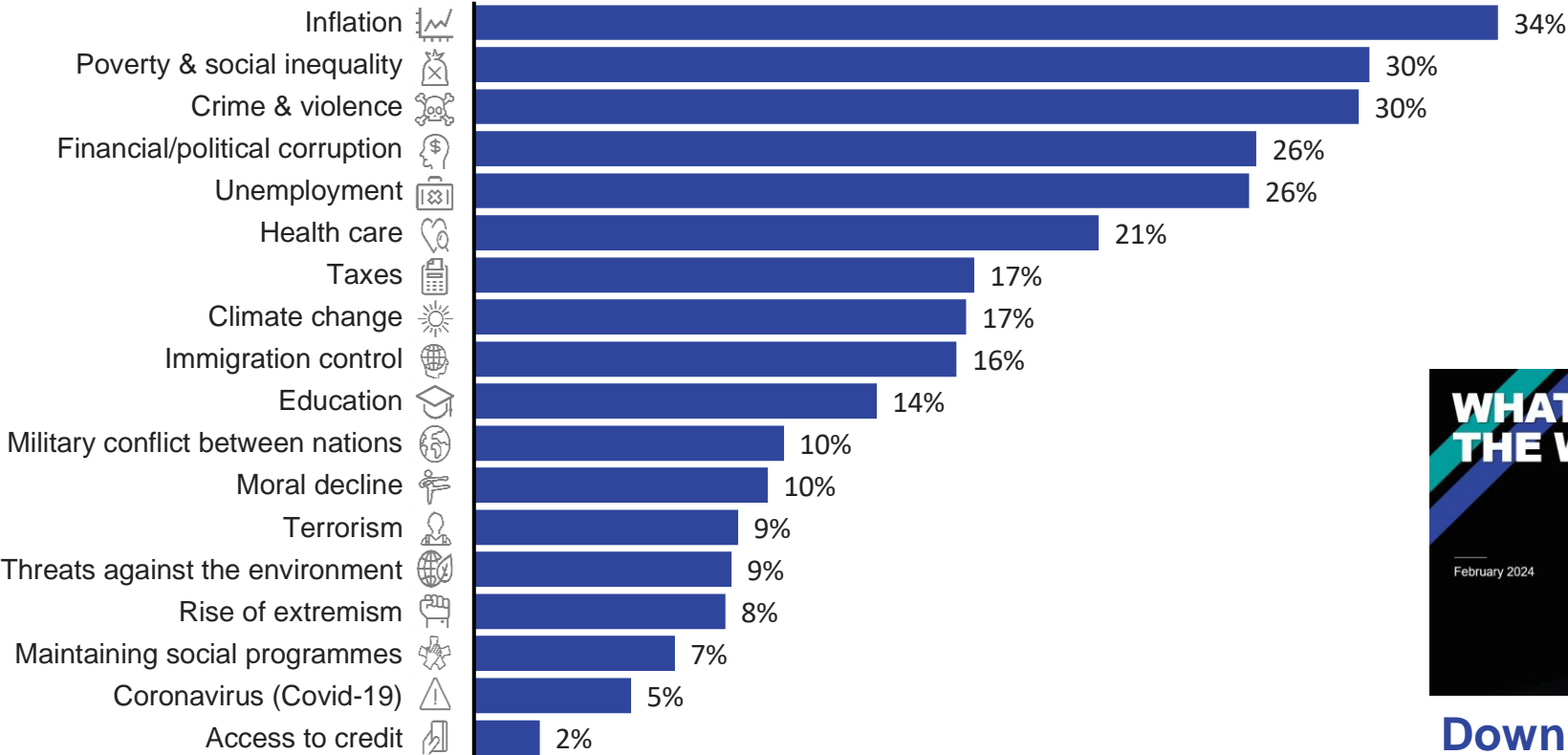
**GAME CHANGERS**



# WORLD WORRIES: THE FULL LIST

**Q** Which three of the following topics do you find the most worrying in your country?

% mentioned in February 2024 (global country average)



[Download the report](#)

**Base:** Representative sample of 25,292 adults aged 16-74 in 29 participating countries, January 26th 2024 - February 9th 2024.

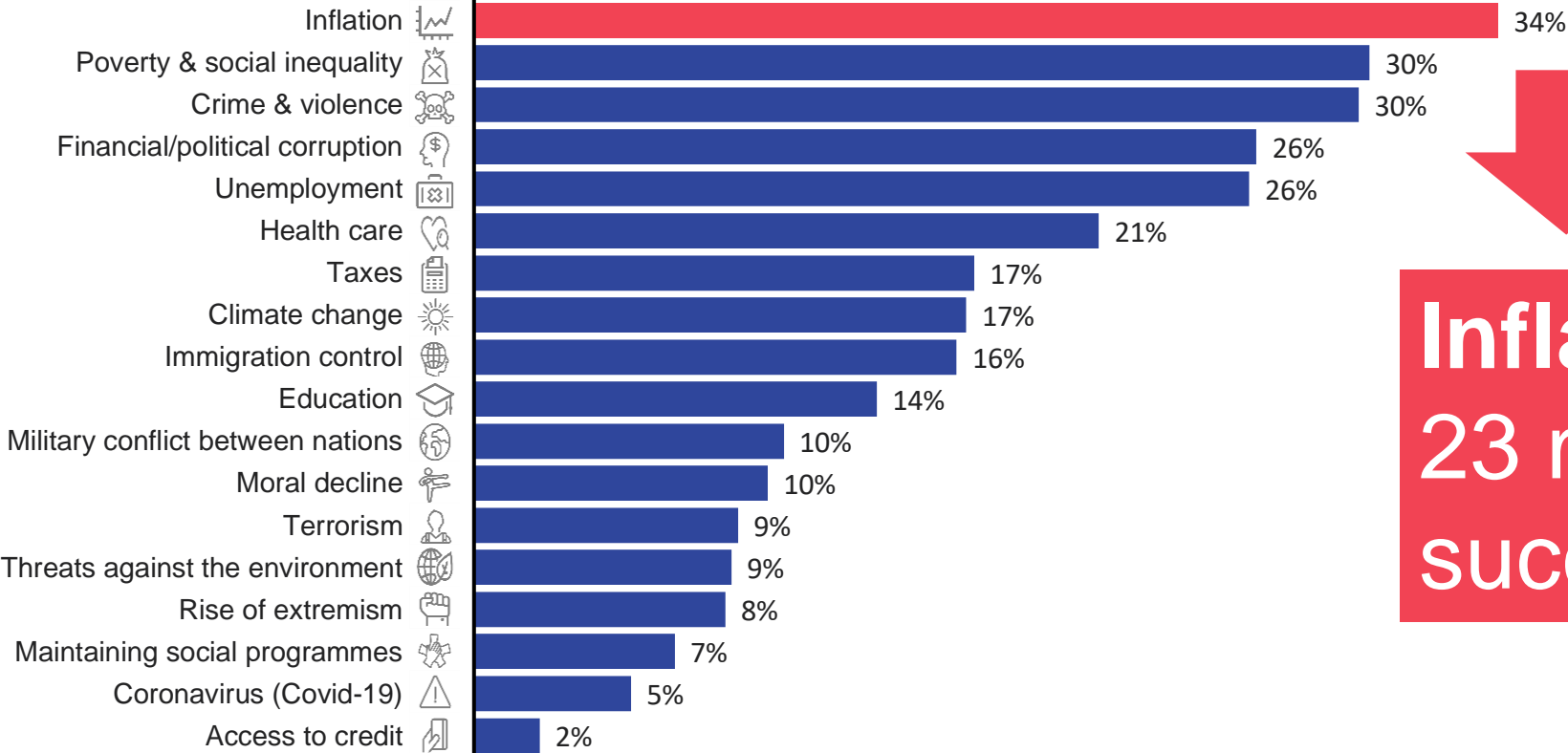
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



# WORLD WORRIES: THE FULL LIST

**Q** Which three of the following topics do you find the most worrying in your country?

% mentioned in February 2024 (global country average)



**Inflation #1**  
23 months in  
succession

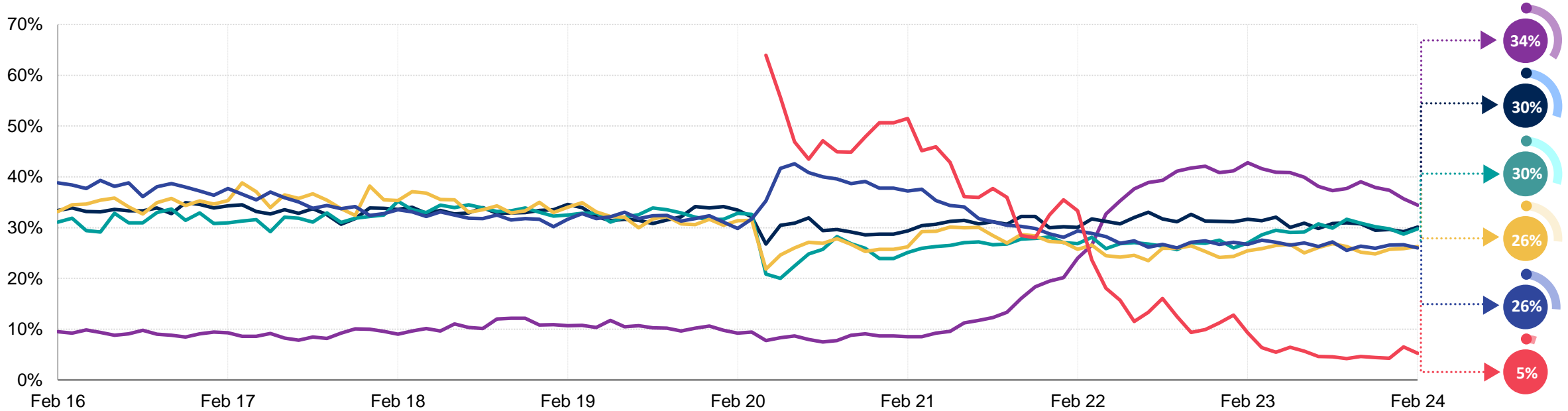
Base: Representative sample of 25,292 adults aged 16-74 in 29 participating countries, January 26th 2024 - February 9th 2024.

Source: Ipsos Global Advisor. Global score is a Global Country Average. See methodology for details.



# WORLD WORRIES: LONG-TERM TREND

**Q** Which three of the following topics do you find the most worrying in your country?  
*Global country average*



**Inflation**



**Poverty & social inequality**



**Crime & violence**



**Financial/political corruption**



**Unemployment**



**Coronavirus**

**Base:** Representative sample of 25,292 adults aged 16-74 in 29 participating countries, 2016 - 2024.  
**Source:** Ipsos Global Advisor. *Global score is a Global Country Average. See methodology for details.*



# AS SEEN THROUGH FOUR NEW REPORTS

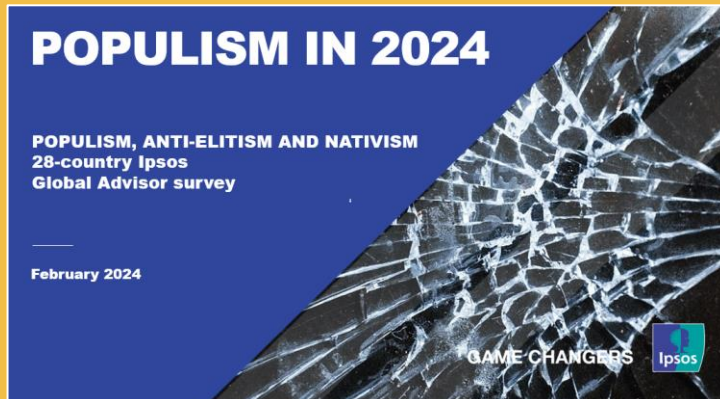
LOVE



WORRIES



SOCIETY



BUSINESS



# POPULISM IN 2024

**POPULISM, ANTI-ELITISM AND NATIVISM**  
**28-country Ipsos**  
**Global Advisor survey**

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**February 2024**

**GAME CHANGERS**



# 2024 IS A CRUCIAL YEAR

## POPULISM IN 2024

POPULISM, ANTI-ELITISM AND NATIVISM  
28-country Ipsos  
Global Advisor survey

February 2024

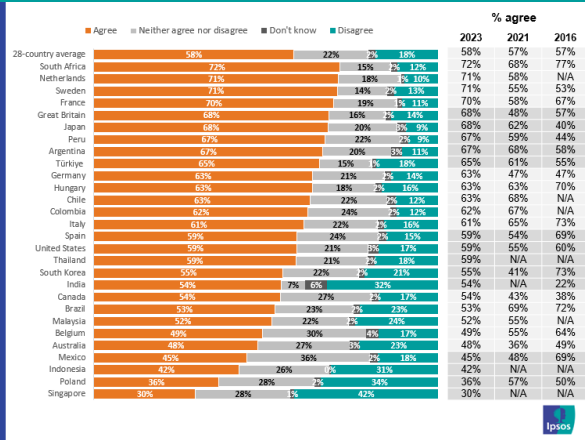
GAME CHANGERS



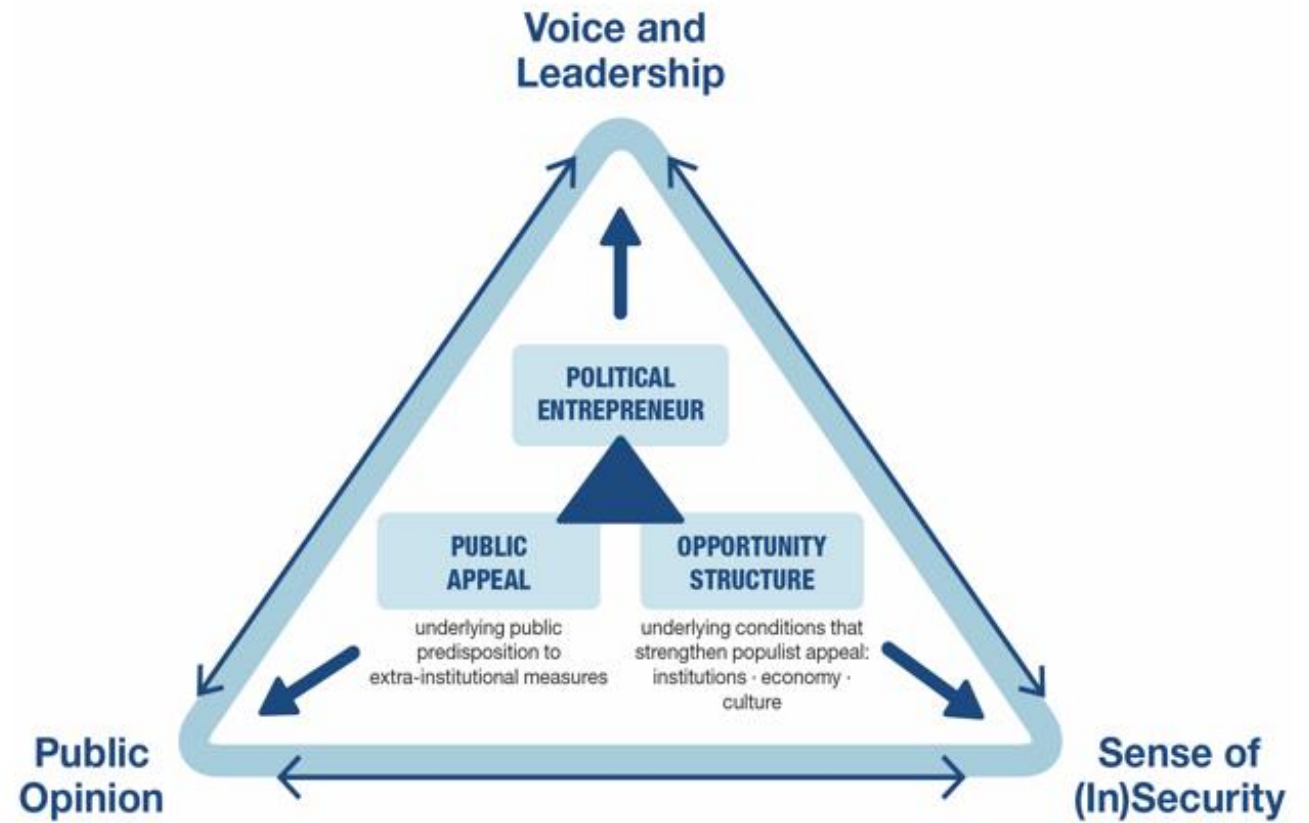
[Country] is in decline

28-country average  
58% agree

Note: 28,013 online adults under age 70 across 28 countries, interviewed November 22-December 1, 2023. The "28-country average" reflects the average used for all the countries and nations where the survey was conducted. It has not been adjusted for the proportion size of each country or market and is not intended to suggest a true world average. Excludes Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey as these are more often "over-represented" under more national than the general population.



## CONDITIONS FOR POPULISM



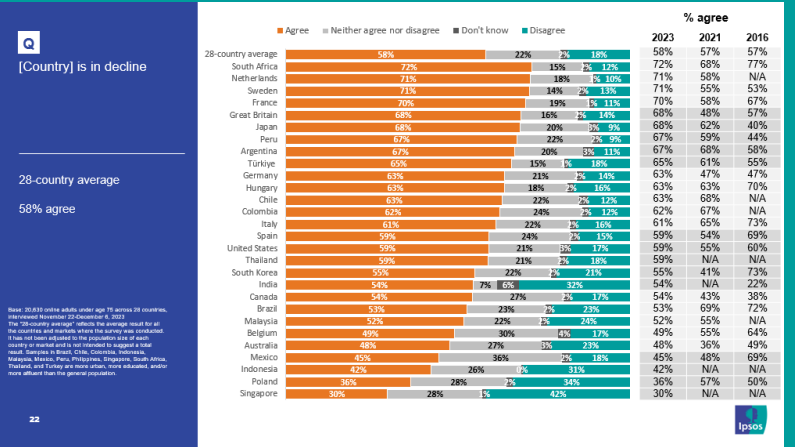
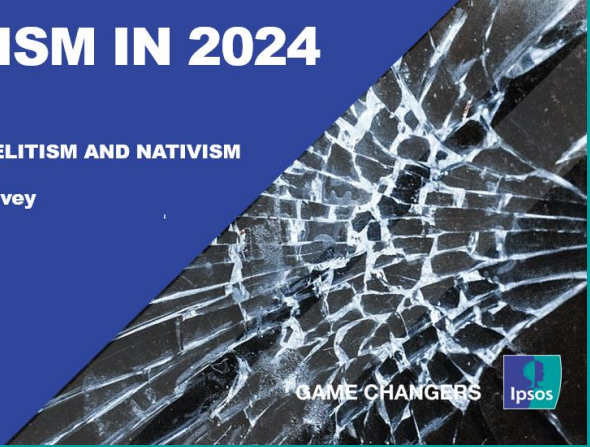
Source: Ipsos

# 2024 IS A CRUCIAL YEAR

## POPULISM IN 2024

POPULISM, ANTI-ELITISM AND NATIVISM  
28-country Ipsos  
Global Advisor survey

February 2024



## SPOTLIGHT ON SOME KEY 2024 ELECTIONS

Country	Date	Type	Broken System (28-country average 61%)
Indonesia	February 14	Presidential	62%
India	April to May	Parliamentary	73%
South Africa	May to August	Parliamentary	73%
Mexico	June 2	Presidential	62%
United States	November 5	Presidential	60%
United Kingdom	Latest January 2025	Parliamentary	64%



# BROKEN SYSTEM INDEX



67%

The country's **economy is rigged** to advantage the rich and powerful



64%

Traditional parties and politicians don't care **about people like me**



63%

[COUNTRY] needs a strong leader to take the country back **from the rich and powerful**



62%

Experts in this country don't understand the **lives of people like me**



49%

To fix [COUNTRY] we need a strong leader **willing to break the rules**

Figures are 28-country averages



# “OUR COUNTRY’S SOCIETY IS BROKEN”

Majorities in  
21/28 countries  
say “YES”



## POPULISM IN 2024

POPULISM, ANTI-ELITISM AND NATIVISM  
28-country Ipsos  
Global Advisor survey

February 2024

GAME CHANGERS





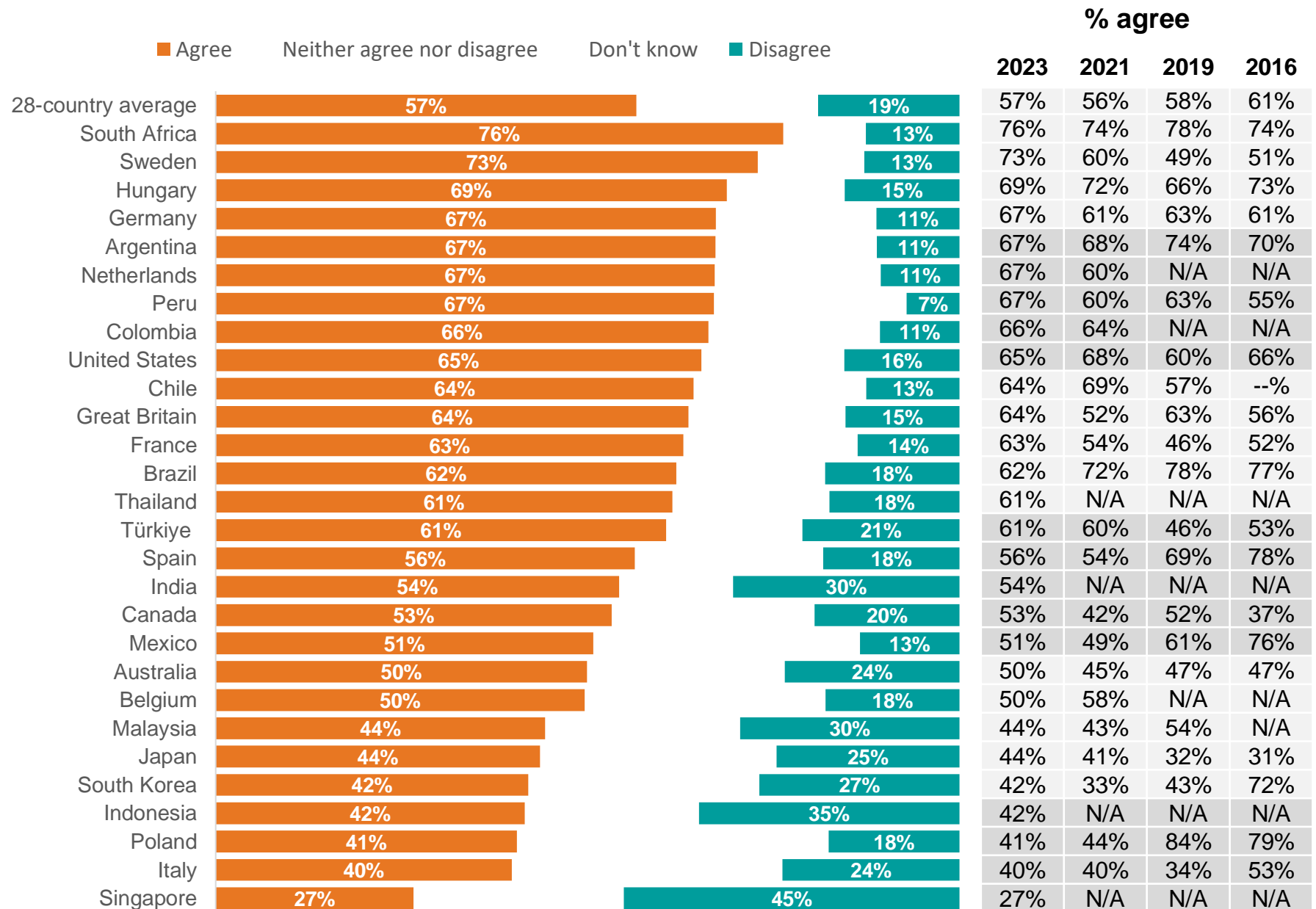
# Our society is broken

28-country average

## 57% agree

Base: 20,630 online adults under age 75 across 28 countries, interviewed November 22-December 6, 2023

The "28-country average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. Samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Philippines, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population.



# AS SEEN THROUGH FOUR NEW REPORTS

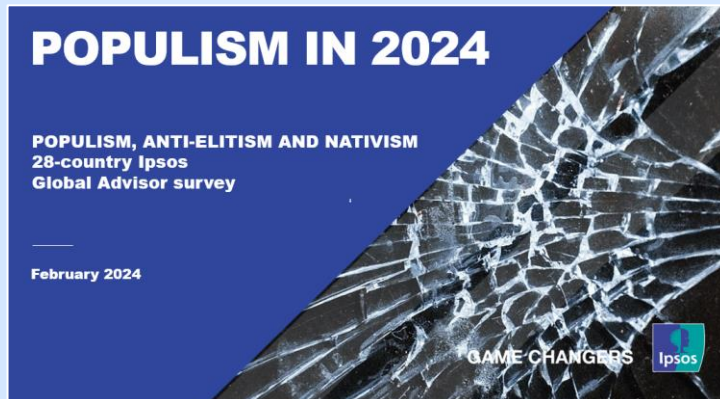
## LOVE



## WORRIES



## SOCIETY



## BUSINESS



# WELCOME TO THE IPSOS REPUTATION COUNCIL 2024

FEBRUARY 2024



# 150 Senior Corporate Communicators

15

years of the  
Ipsos  
Reputation  
Council

150+

Reputation  
Council  
members  
globally

100+

world  
leading  
companies

135

interviews  
with senior  
communicators

23

global  
markets

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Ipsos Reputation Council  
Report 2024



# WHAT KEEPS CCOS AWAKE AT NIGHT

Geopolitical uncertainty

Purpose, impact  
& social value

 **Polarisation, politicisation  
& culture wars**

 **AI & digital evolution**


Activist stakeholders  
& employees

High-profile CEOs


Building reputation in a  
low-trust environment

Information inflation

ESG: proliferating standards,  
higher expectations

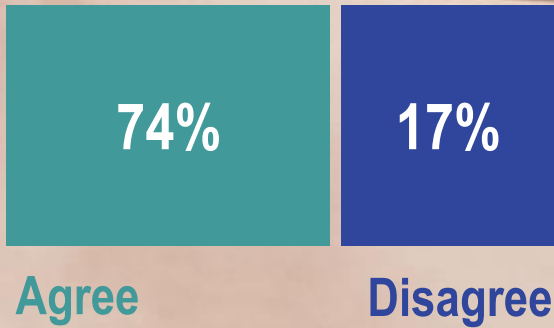
 **Net zero, greenwashing &  
green-hushing**

Balancing global & local

 **Inflation and the cost-of-  
living crisis**

Supporting business  
transformation

**Fake news and  
disinformation  
pose a material  
threat to our  
business**

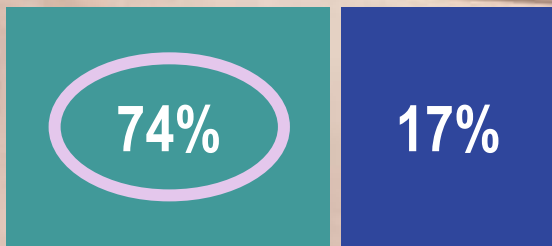


Base: 121 Council members

**FAKE  
NEWS**



**Fake news and  
disinformation  
pose a material  
threat to our  
business**



**Agree**

**Disagree**

Base: 121 Council members

**UP 10  
POINTS  
ON LAST  
YEAR**

# WHAT KEEPS CCOS AWAKE AT NIGHT

Geopolitical uncertainty

Purpose, impact  
& social value

↑ **Polarisation, politicisation  
& culture wars**

★ **AI & digital evolution**

Activist stakeholders  
& employees

High-profile CEOs

Building reputation in a  
low-trust environment

Information inflation

ESG: proliferating standards,  
higher expectations

↓ **Net zero, greenwashing &  
green-hushing**

Balancing global & local

↓ **Inflation and the cost-of-  
living crisis**

Supporting business  
transformation

# ARTIFICIAL INTELLIGENCE: **THE WONDER**

# 54%

say products and  
services using AI  
make me excited

*General  
public*



# ARTIFICIAL INTELLIGENCE: **THE WORRY**

# 52%

say products and services using AI make me nervous

# General public

## Attack of the drones: six in ten perceive threat from AI-based defense systems

Yet, only 43% of respondents are confident in their government's ability to respond to such a threat.

17 November 2023

International / Security / Pu

Books

al Advisor

### 'Hallucinate' chosen as Cambridge dictionary's word of the year

The psychological verb gained an extra meaning in 2023 that 'gets to the heart of why people are talking about artificial intelligence'

Ella Creamer

Wed 15 Nov 2023 13.54 GMT



107



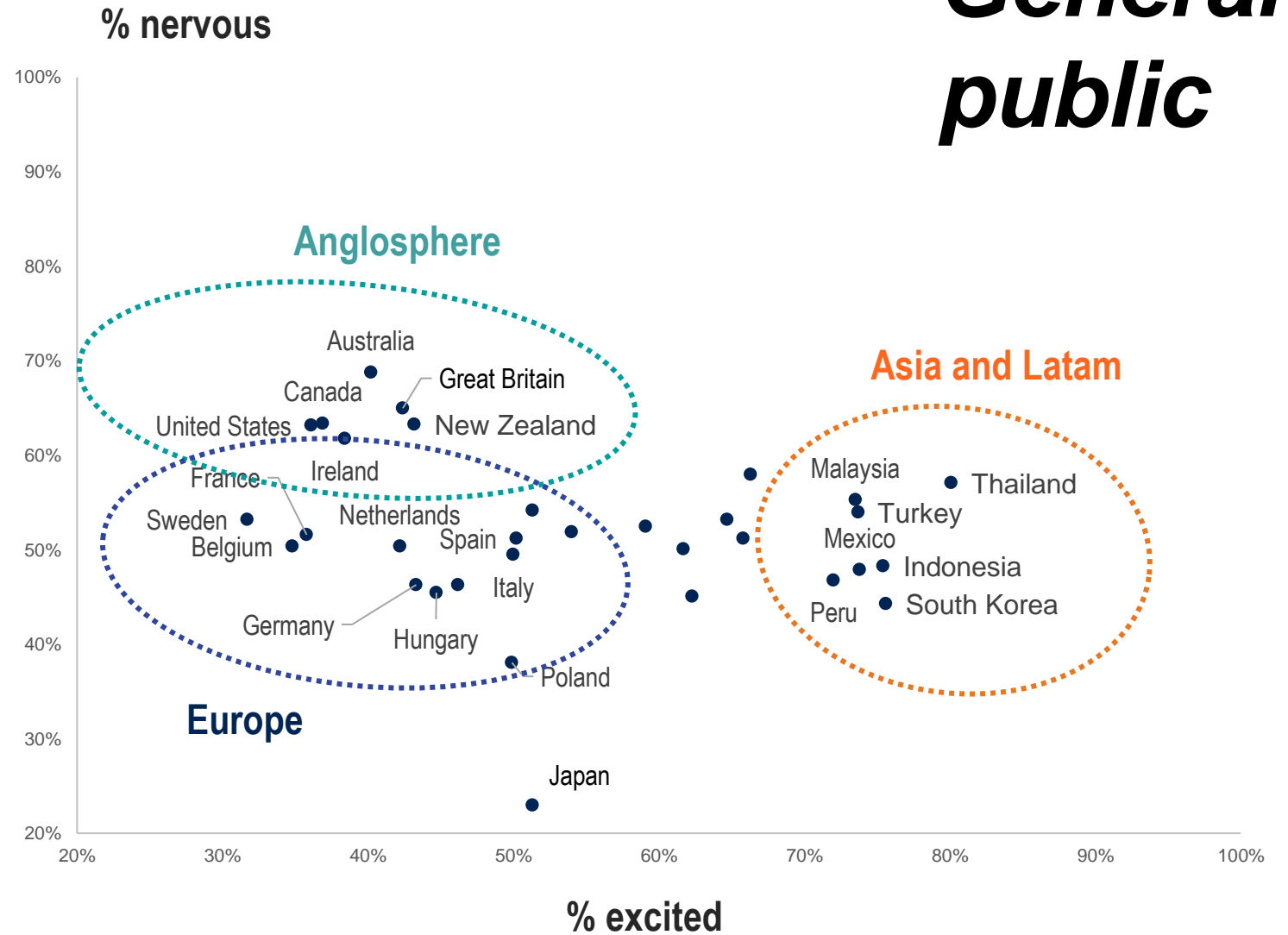
'It's so easy to anthropomorphise these systems' ... large language model AIs are notorious for 'hallucinating' false information. Photograph: Andrew Ostrovsky/Alamy  
Cambridge dictionary's word of the year for 2023 is "hallucinate" - a verb that gained an additional meaning this year.

# AI Anxiety is widespread, especially in the anglosphere

**Q:** How much do you agree or disagree with the following?

- *Products and services using artificial intelligence make me excited*
- *Products and services using artificial intelligence make me nervous.*

# General public



Source: Ipsos Global Views on A.I 2023

Base: 22,816 adults under the age of 75 across 31 countries, interviewed May 26 – June 9, 2023 -- online only in all countries except India.

# AI: FRIEND OR FOE TO THE COMMUNICATOR?

WELCOME TO THE IPSOS  
REPUTATION COUNCIL  
2024

FEBRUARY 2024



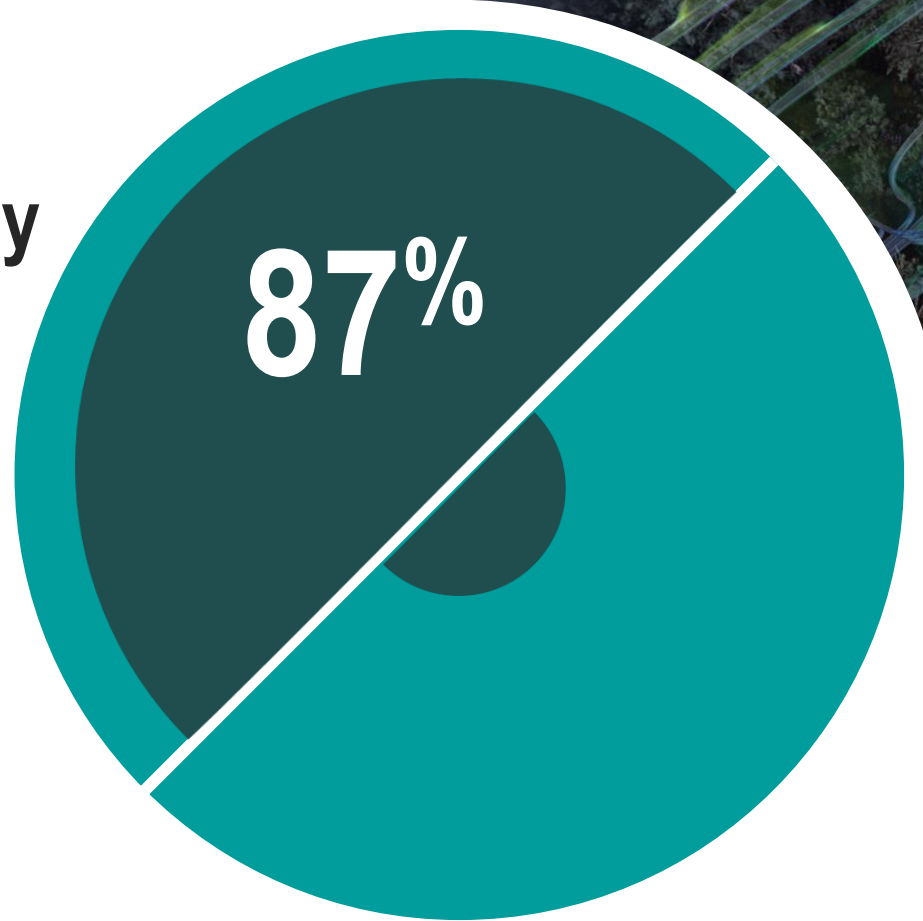
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# CHANGING HOW THINGS GET DONE?

AI will fundamentally transform the way that businesses operate

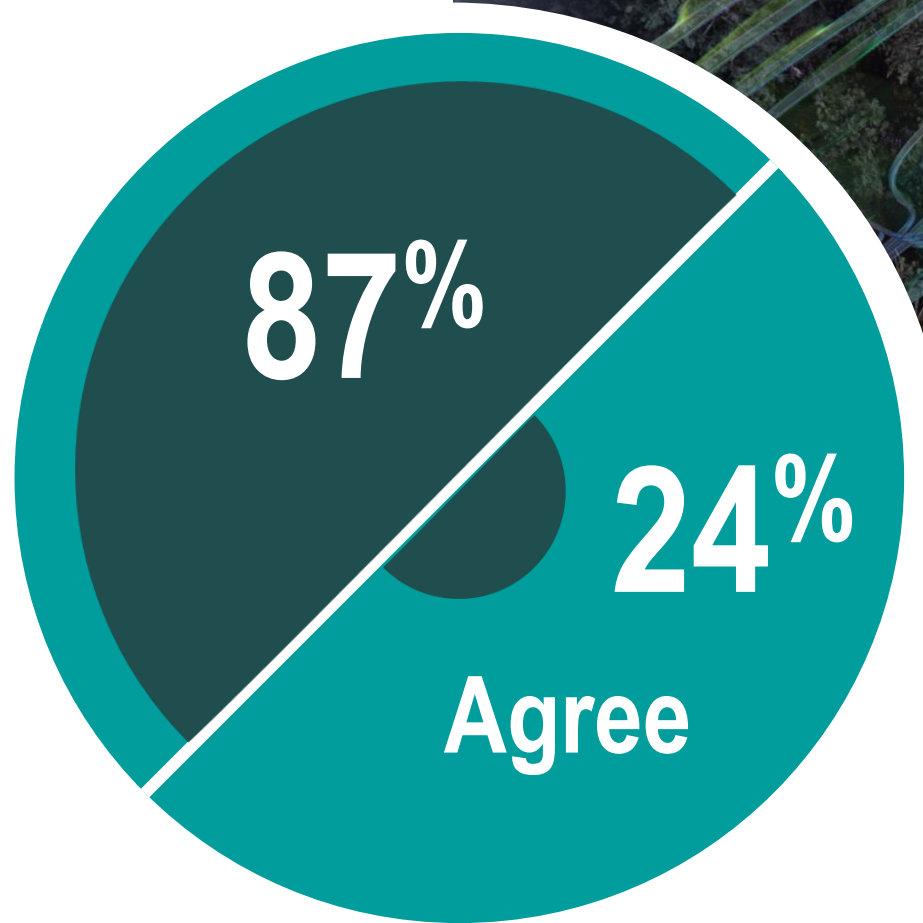
Base: 122 Council members



# CHANGING HOW THINGS GET DONE?

AI will fundamentally transform the way that businesses operate

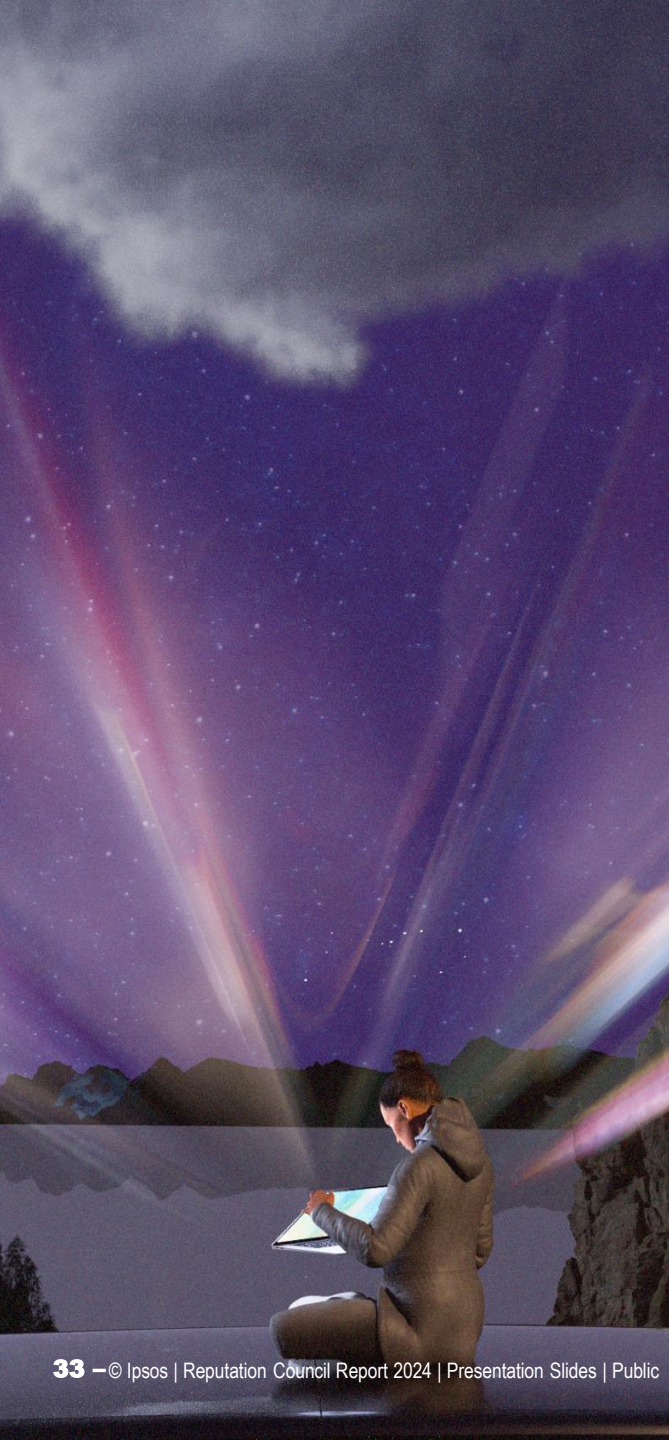
Base: 122 Council members



**I am using AI meaningfully in my day-to-day job**

Base: 120 Council members





# 8 in 10

Council members say existing **ethical policies** in business are insufficient for the adoption of AI

Base: 121 Council members

# PUBLIC OPINION: RIGHT HERE, RIGHT NOW

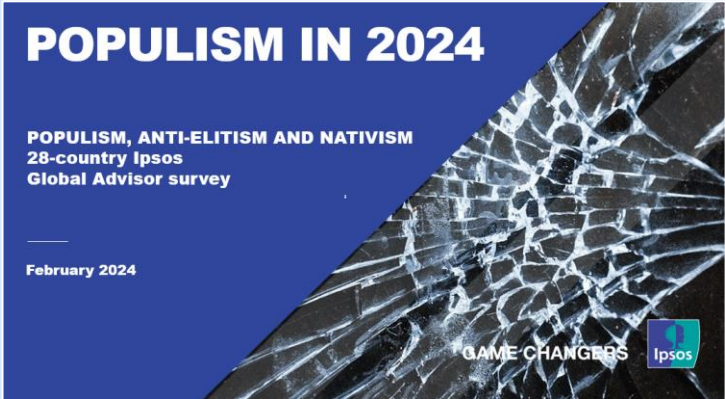
LOVE



WORRIES



SOCIETY



BUSINESS



# EMOTIONS AROUND THE WORLD

Manuel Garcia-Garcia, PhD

*Global Lead of Neuroscience*

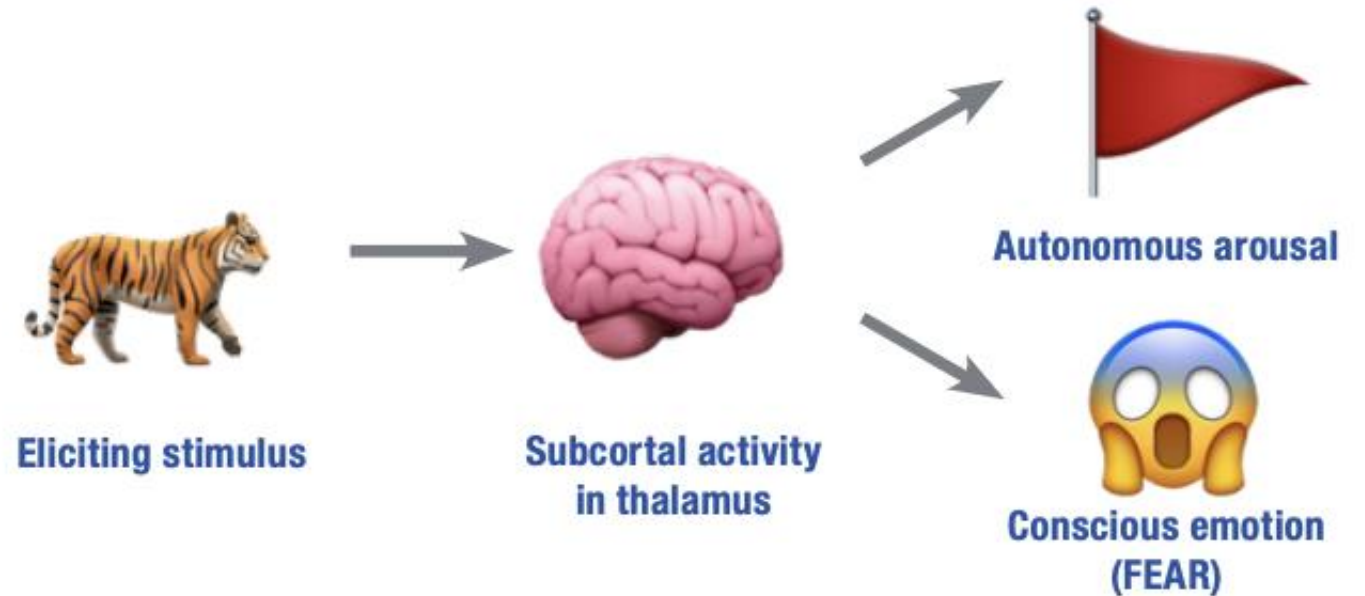


# WHAT IS EMOTION?



# WHAT ARE EMOTIONS?

*“Emotion refers to a relatively brief episode of coordinated brain, autonomic and behavioral changes that facilitate a response to an external or internal event of significance for the organism”.*



Source/ Davidson, Scherer and Goldsmith (2002) *Handbook of Affective Sciences*. New York: Oxford University Press.





# ARE EMOTIONAL CONSTRUCTS LIKE FEAR & ANGER UNIVERSAL?

**Sukha**

Awumbuk

**Schadenfreude**



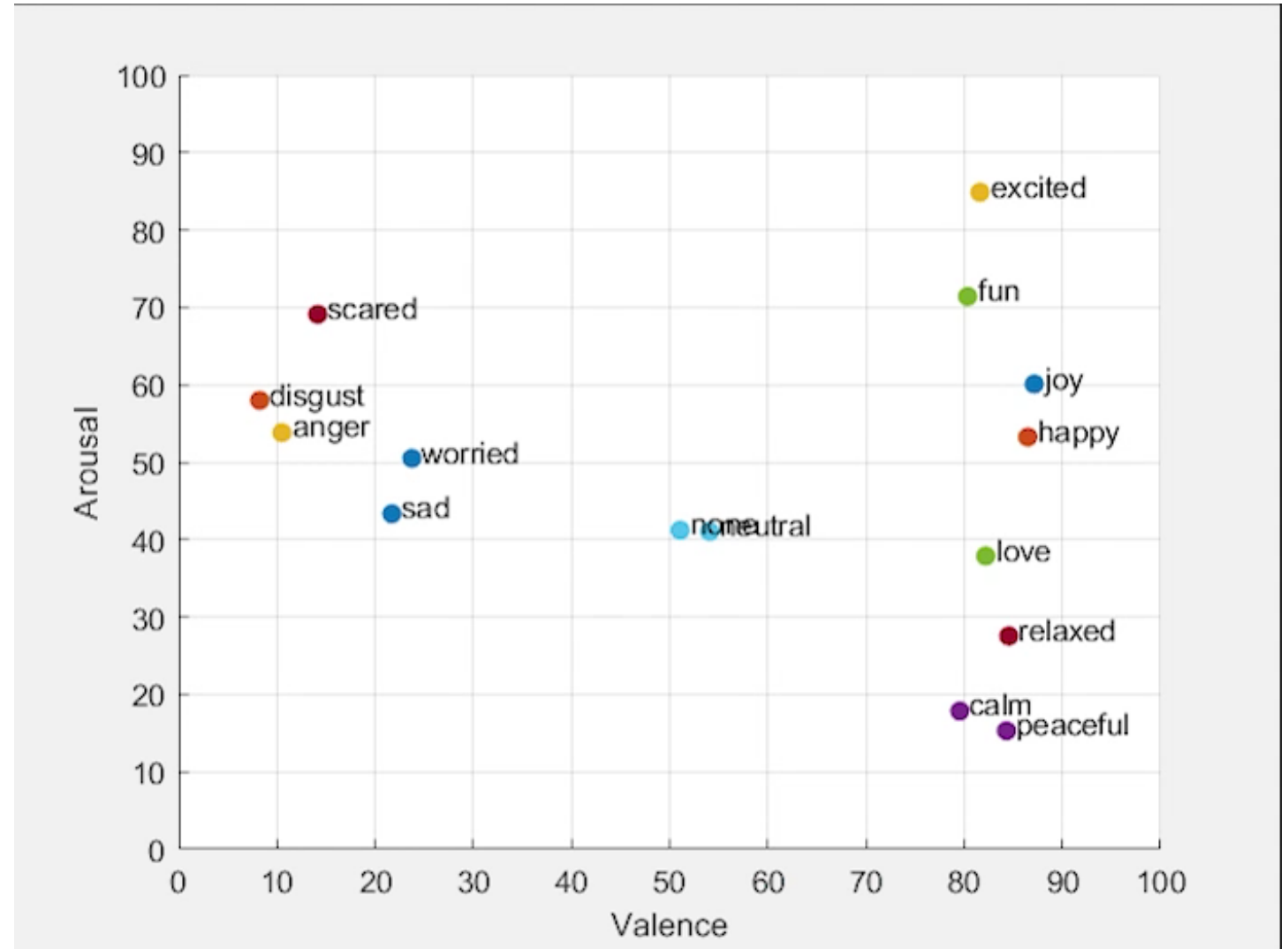
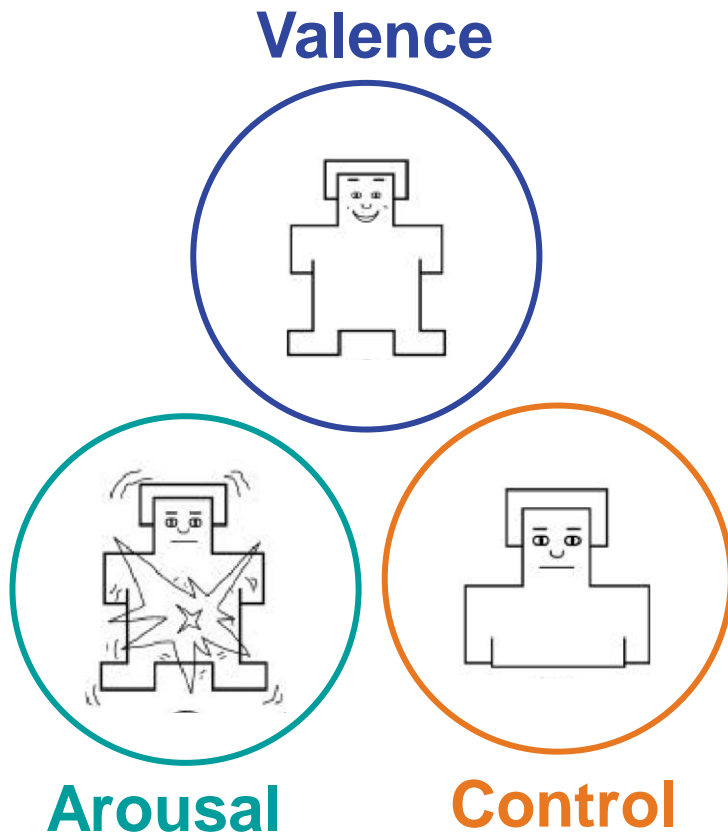
**Sisu**

**Dadirri**

**Gezellig**



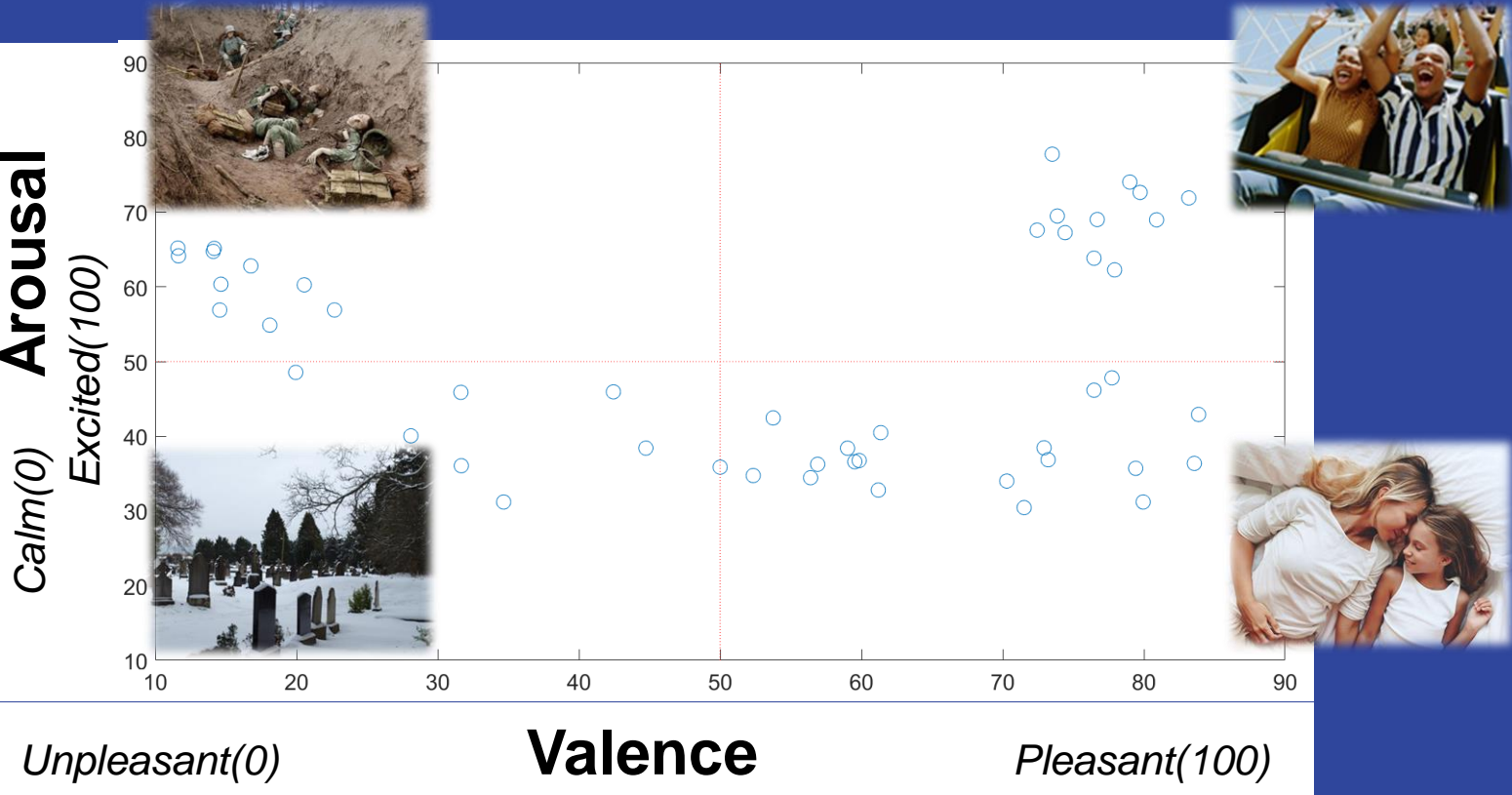
# IPSOS EMOTION FRAMEWORK



# WE MEASURED EMOTIONS ACROSS MULTIPLE COUNTRIES AND CULTURES



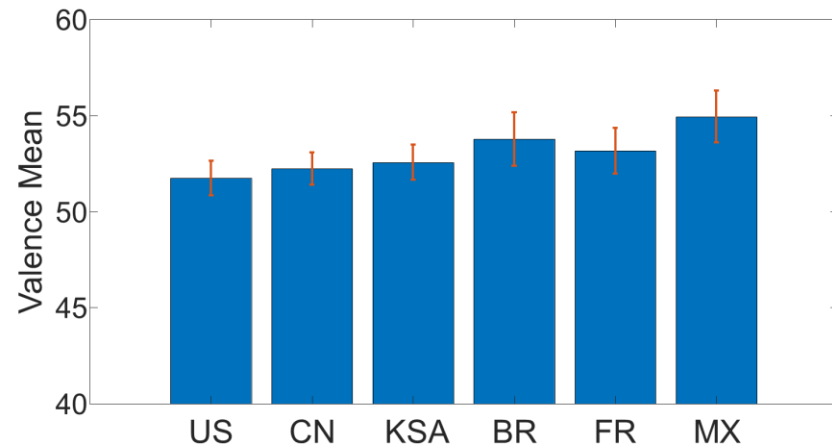
**Sample size:** 200 per countries  
**Stimuli:** 30 images from the Ipsos Database of Emotional Pictures



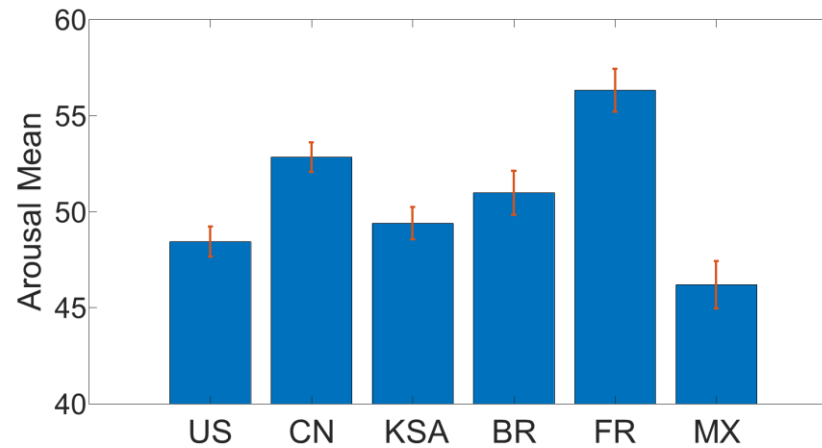
# MEASURING EMOTIONS ACROSS COUNTRIES AND CULTURES

VAC rating differed showing an impact of **culture and language** on the experienced emotion for each dimension with the most consistency on the **valence dimension**

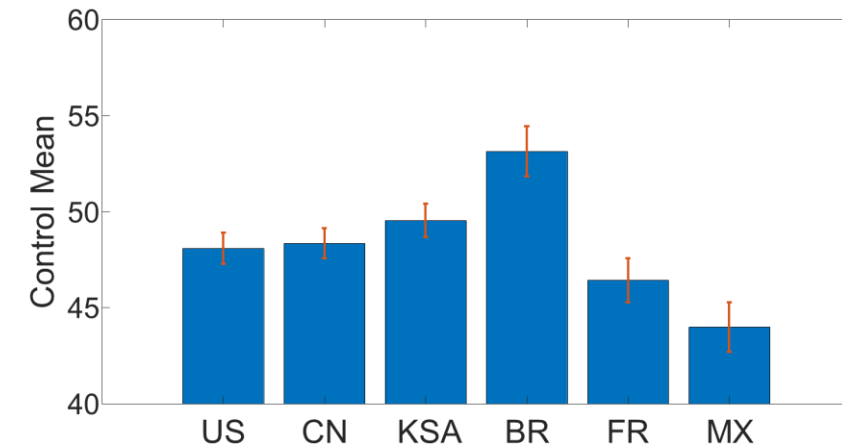
## Valence



## Arousal



## Control



Countries: US, FR, MEX, CHI, KSA, BRA

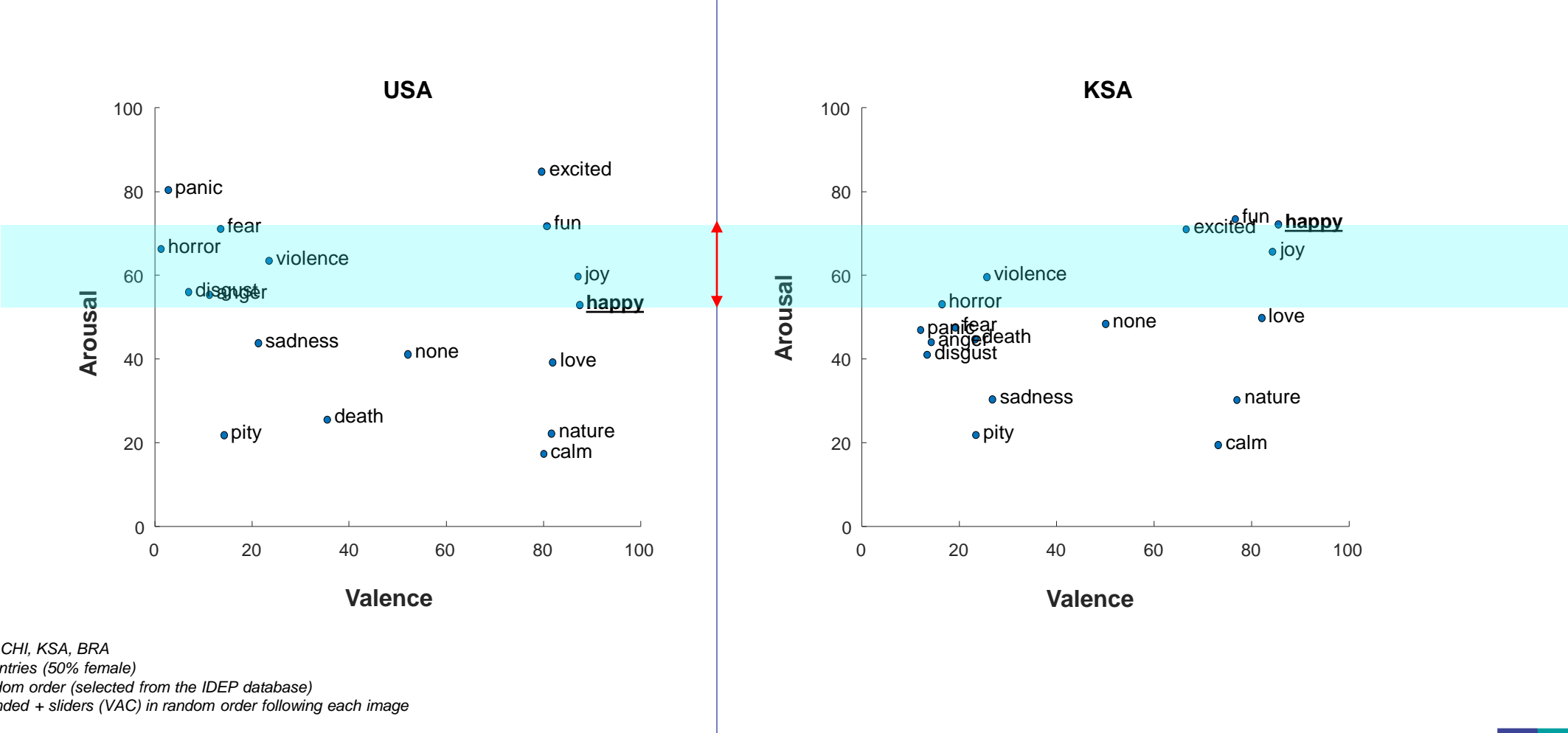
Sample size: 200 per countries (50% female)

Stimuli: 30 images in random order (selected from the IDEP database)

Ratings: Emotion open-ended + sliders (VAC) in random order following each image



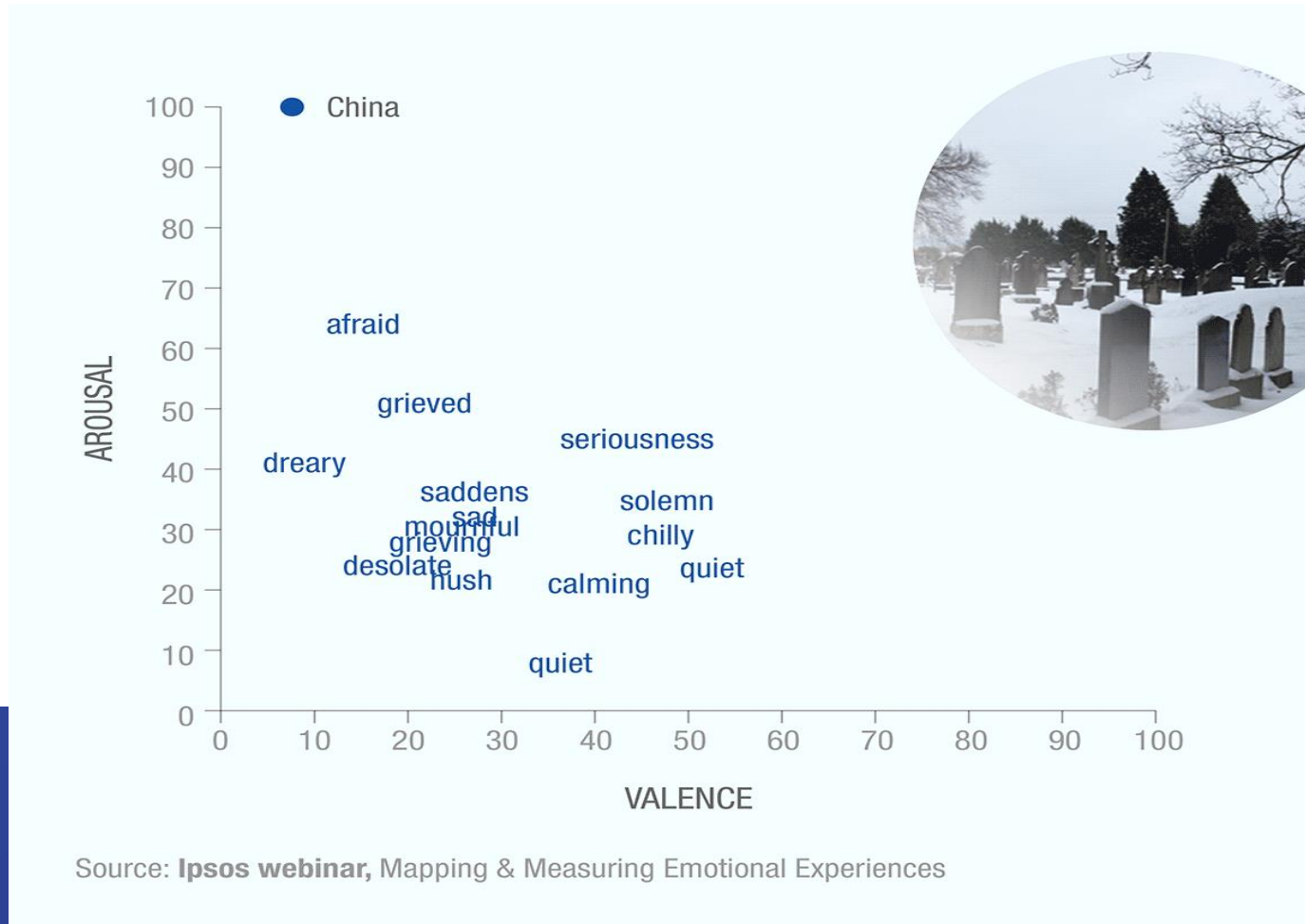
# VAC RATING DIFFERED SHOWING AN IMPACT OF CULTURE AND LANGUAGE ON THE EXPERIENCED EMOTION



Countries: US, FR, MEX, CHI, KSA, BRA  
 Sample size: 200 per countries (50% female)  
 Stimuli: 30 images in random order (selected from the IDEP database)  
 Ratings: Emotion open-ended + sliders (VAC) in random order following each image



# THE SAME STIMULUS CAN EVOKE VERY DIFFERENT EMOTIONAL RESPONSES IN DIFFERENT CULTURES



Source: Ipsos Webinar Mapping & Measuring Emotional Experiences



# CAN EMOTION MEASUREMENT HELP BUSINESS?

# CAN EMOTION MEASUREMENT HELP BUSINESS?

01

Compare Stimuli on Emotional Dimensions and Emotions

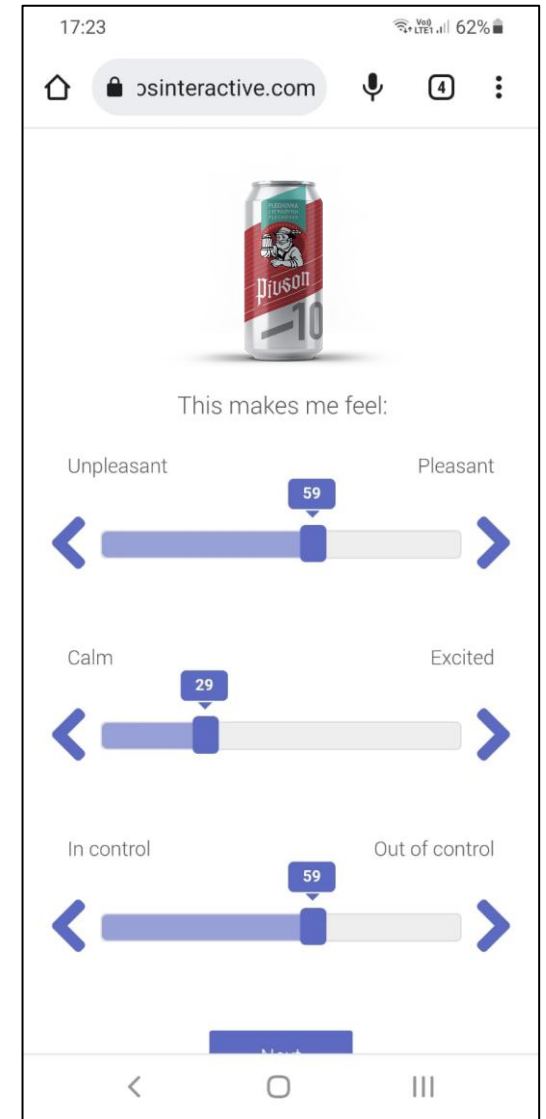
02

Explore What Emotional Dimensions and Emotions Drive Success

03

Understand the Emotion Ecosystem

In one or two words, what emotion do you feel when ---?

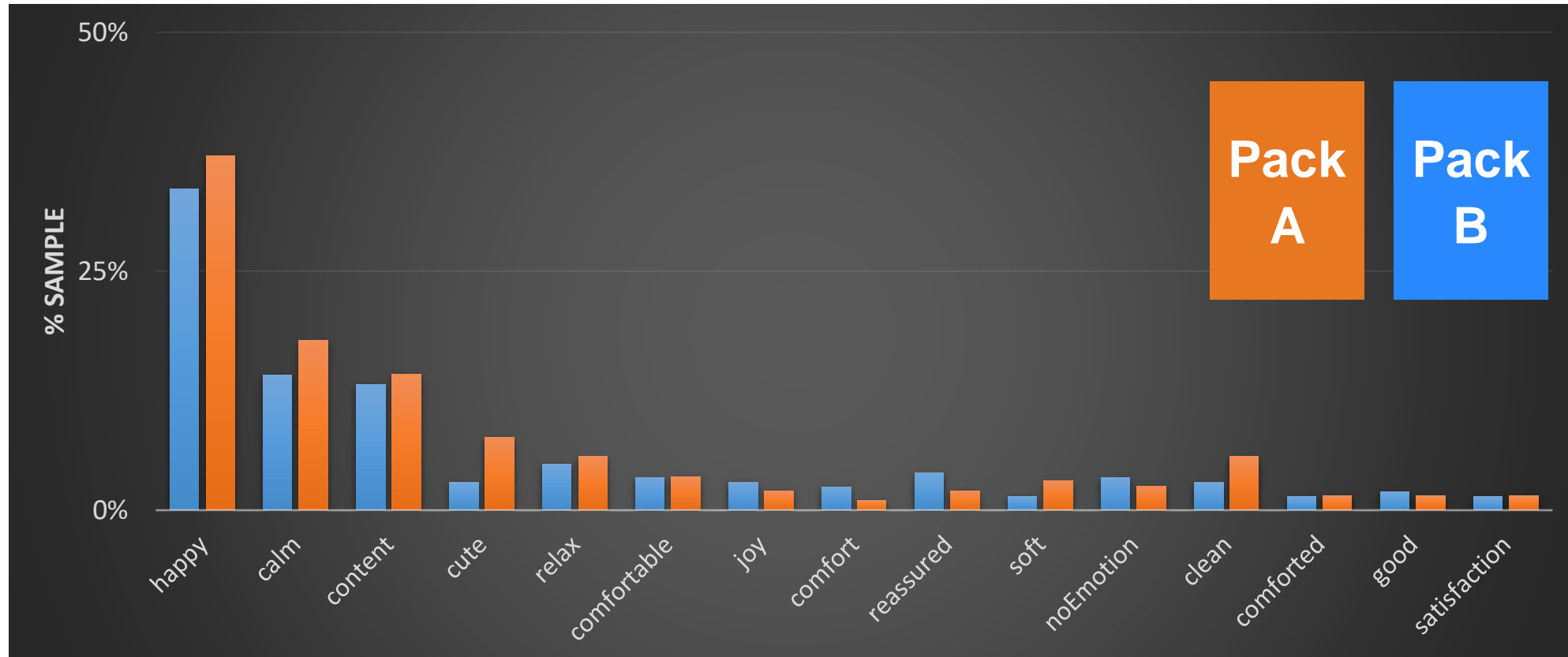




# 01

## COMPARE STIMULI

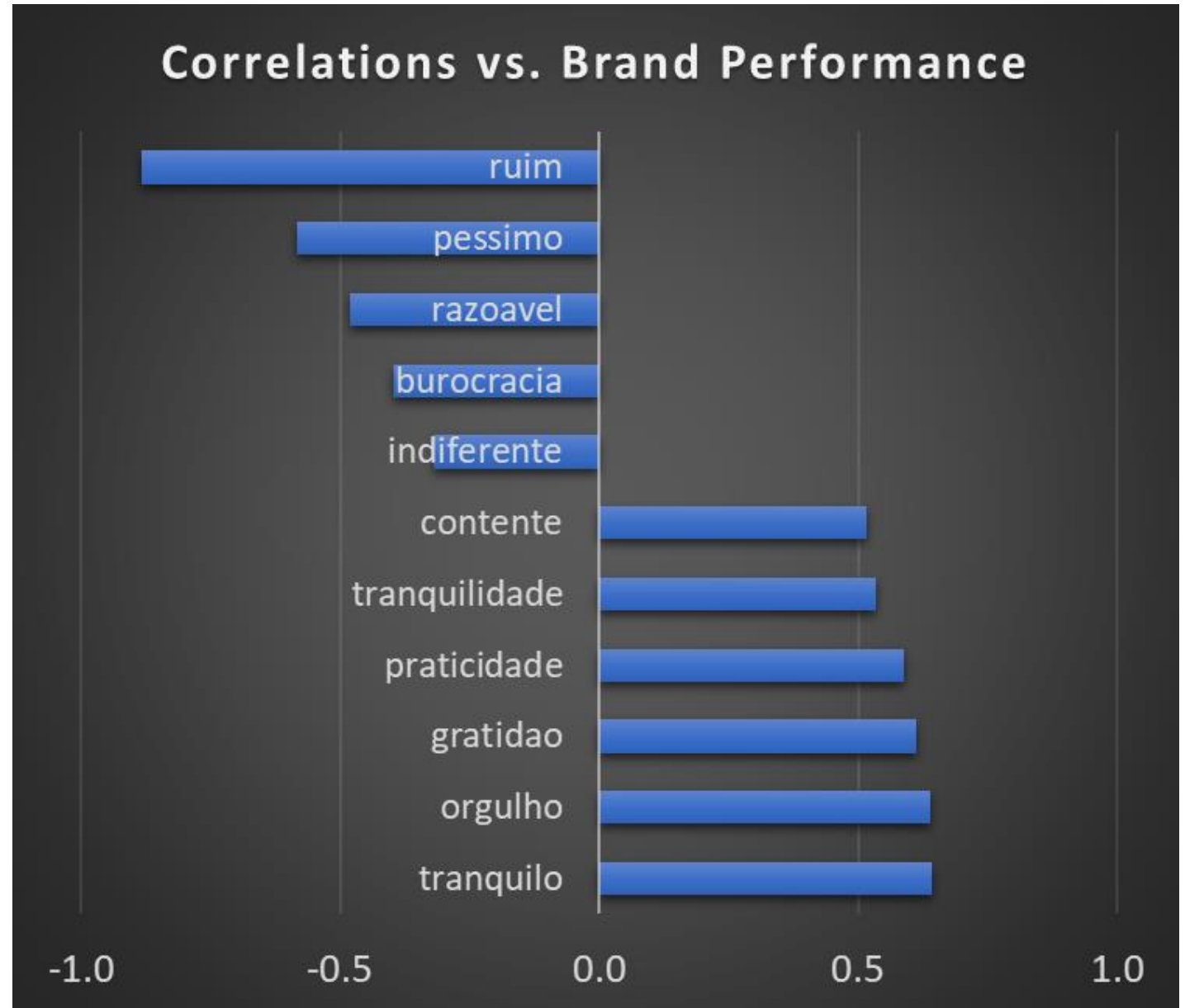
Understand how the emotions **elicited by different stimuli** compare



# 02

## WHAT EMOTIONS DRIVE SUCCESS

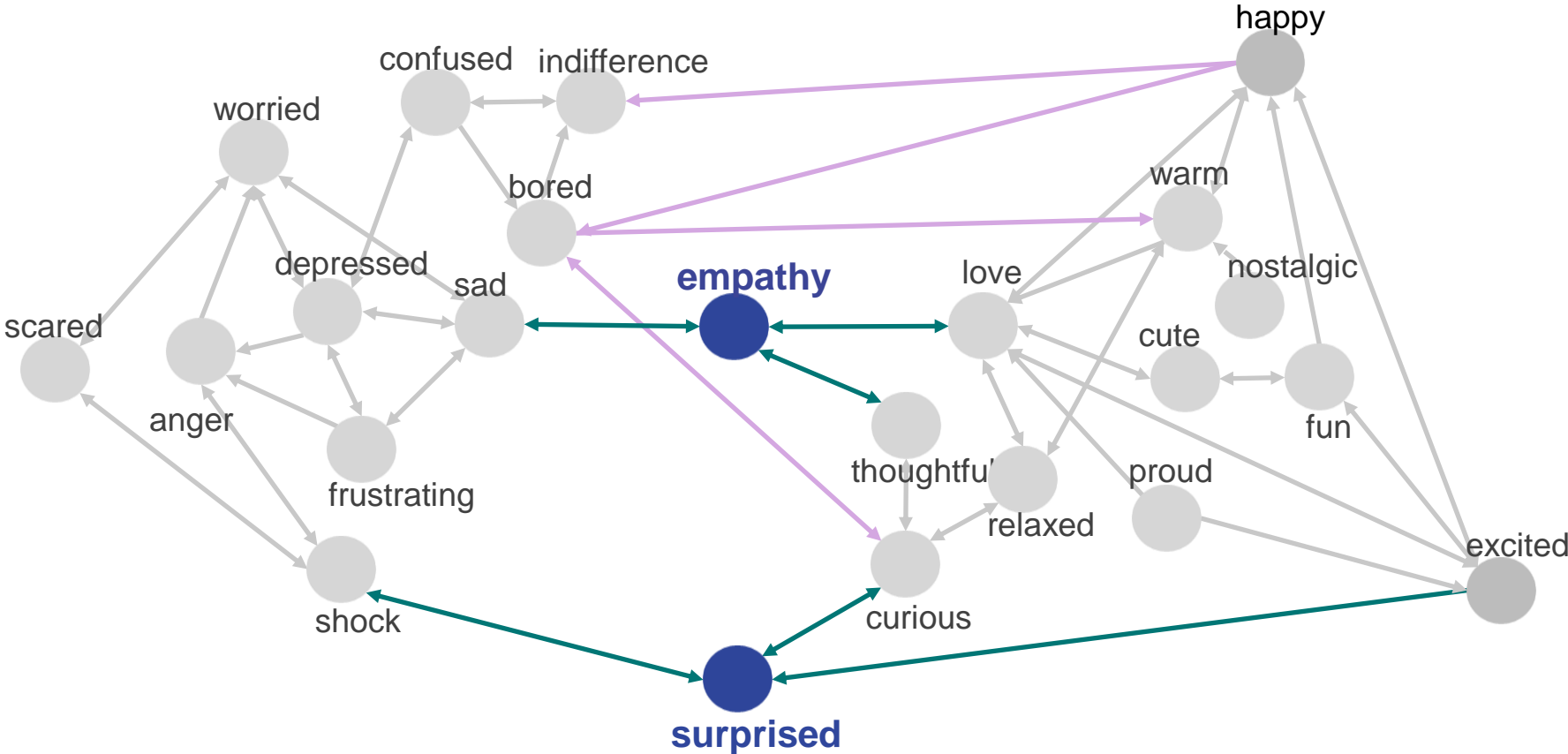
Map Emotions to **fully understand what they mean** and explore which Emotions are key to your business



# 03

## UNDERSTAND THE EMOTION ECOSYSTEM

Explore which emotions cause other emotions in a given context



# LEARN MORE

**EMOTIONS AROUND THE WORLD**  
A cross-cultural framework for emotion measurement  
September 2023

**AUTHORS**  
Manuel Garcia-Garcia, Ph.D.  
Davide Baldo  
Rich Timpone, Ph.D.

**IPSO VIEWS** GAME CHANGERS Ipsos

**ARE EMOTIONS UNIVERSAL?**

Emotions are defined not only by physiological experiences, but also by our evaluations and the meanings we attach to them. Part of the reason emotions are so difficult to define is because the physiological experience is not necessarily specific to only one emotion and may be common across several emotions. For example, physical changes, such as increased heart rate, may be similarly present in the emotional experience of fear or surprise.

Does an emotion emerge in the form of an emotional construct or label? These emotional constructs or labels, such as *fear*, *anger*, *happiness*, and *surprise*, are strongly dependent on context and culture. The construction of emotion is connected to the cultural experience that, over time, creates emotional constructs that are specific to a culture.

Interestingly, recent research<sup>1</sup> has found supporting evidence for significant differences in emotional concepts across families of languages, with the closer the languages, the greater the differences. Curiously though, the research demonstrates a universal structure to the set of emotional labels within all language families, differentiating emotions primarily based on core underlying dimensions, the main ones being valence, arousal, and control.

**Figure 2: Universality of emotion**

**ARE EMOTIONAL CONSTRUCTS LIKE FEAR & ANGER UNIVERSAL?**

Sukha  
Awumbuk  
Schadenfreude  
Sisu  
Dadirri  
Gezellig

**Figure 2: Emotional constructs mapped onto the dimensions Valence, Arousal and Control**

**Source: David DeSteno Cross-Cultural Research**

The three main dimensions are:

- Valence** captures the positive versus negative direction of an emotional response, ranging from extreme pain or unhappiness at one end to extreme happiness or ecstasy at the other end. For example, an ad story could have an inherently positive emotion, and a frustrating customer experience could place us on the negative end of that spectrum.
- Arousal** refers to the intensity of an emotional response, the physiological and psychological degree of alertness, excitement, or engagement, ranging from being through immediate states of awareness and followed by alertness, with focused excitement at the opposite extreme. For example, an early user experience could make us feel calm, but both an exhilarating, fast rollercoaster ride and a public policy we disagree with, could both elicit intense emotions, and would both reside in states of high arousal.
- Control** relates to the degree to which a person feels they have an influence over the situation, ranging from feelings of total loss of control to the feeling of complete control. An example might be customer experience with financial products. When something is unusual or hard to understand, this would sit at a feeling of a loss of control.

Using these three dimensions, we can map the emotional constructs specific to each culture and get a better understanding of what they mean when they use that label. An example is shown in Figure 2.

While valence and arousal are the main dimensions for all language families and most contexts we have explored, Control adds important insights in some areas. The customer experience, healthcare and specific industries. According to these definitions, "valence" does not merely include unrequited passionate states. Rather, a person is viewed as being in some emotional state of all three, a state that can be described as a region within the

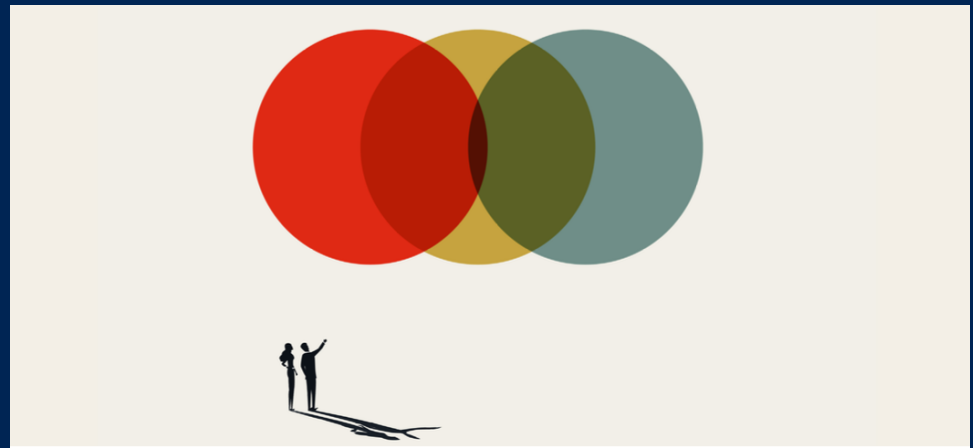
**READ** the report  
**LISTEN** to the podcast

**EMOTIONS AROUND THE WORLD**

**Ipsos Views: Emotions Around The World**

**IPSO VIEWS**

Share



## "I've Got a Feeling" ... A Framework for How Businesses Can Measure, Understand, and Leverage Consumer Emotions

Manuel Garcia-Garcia, Davide Baldo, Rich Timpone and Vinod Venkatraman explore the variation of emotions across cultures and introduce a valence-arousal-control framework that allows businesses and researchers to identify, compare and contrast variations in emotional responses to brands and communications in a variety of languages.

**Manuel Garcia-Garcia**  
**Davide Baldo**  
**Rich Timpone**  
Ipsos

**Vinod Venkatraman**  
Fox School of Business  
Temple University

Please cite as Manuel Garcia-Garcia, Davide Baldo, Rich Timpone and Vinod Venkatraman (2024), "I've Got a Feeling"... A Framework for How Businesses Can Measure, Understand, and Leverage Consumer Emotions, Fox Business Review, 2(2).



# THE MISFITS WAY

# EMOTIONS IN ADVERTISING

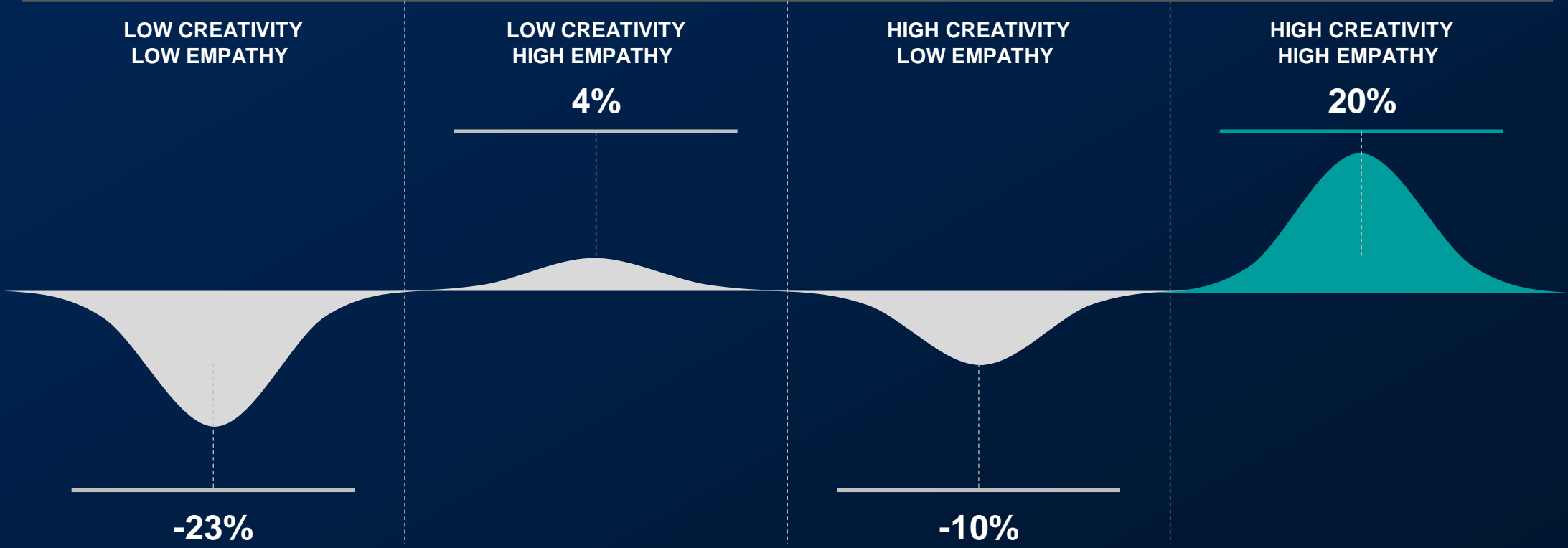
Jillian Rice, VP Creative Excellence

GAME CHANGERS



# WHEN BACKED BY EMPATHY, CREATIVE ADVERTISING IS 20% MORE EFFECTIVE.

## % DIFFERENCE VS. AVERAGE PERFORMANCE ON CREATIVE EFFECT INDEX



Source: Ipsos Global Ad Testing Meta-Analysis (n=1,734 cases)



# THIS IS WHAT **MISFITS** CREATIVITY LOOKS LIKE

## **CREATIVE EXPERIENCES**

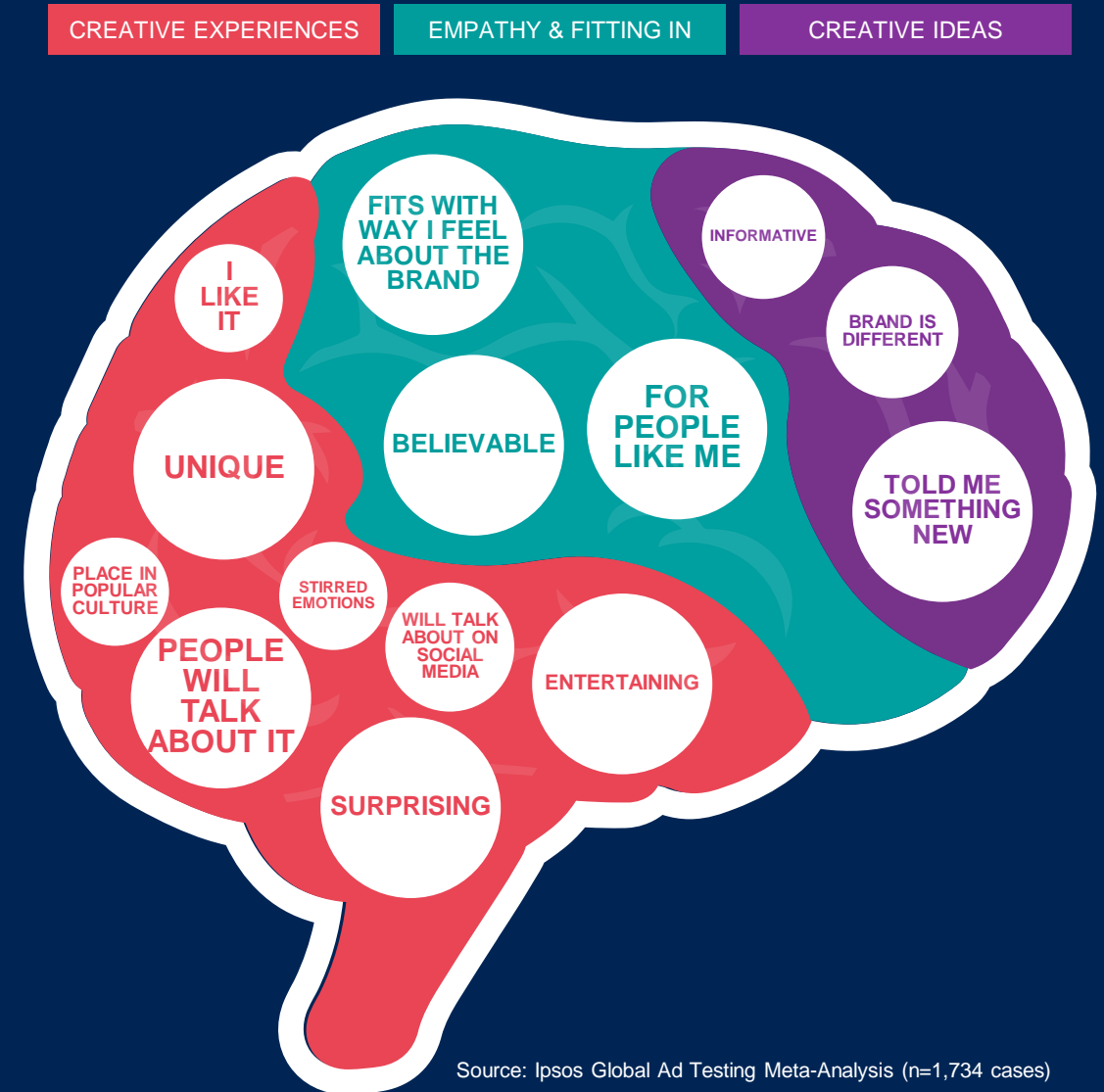
Does it have the potential to stand out and build memory structures?

## **CREATIVE IDEAS**

Does it have the power to shape peoples' expectations?

## **EMPATHY & FITTING IN**

Is your brand acting with empathy?



Source: Ipsos Global Ad Testing Meta-Analysis (n=1,734 cases)

**WE  
EVIDENCE  
EMPATHY  
MATTERS  
MOST EARLY  
IN THE  
JOURNEY  
AT IDEA  
STAGE**



Client  
Creative Brief



Communication  
Strategy



Creative  
routes



Production



Live

TERRITORY

IDEA

STORY

ASSETS



# FUZE TEA MADE OF FUSION



INSTANT|LABS

Idea & creative expression research

# FUZE TEA MADE OF FUSION



INSTANT|LABS

Idea & creative expression research

What is fusion?

It's a mix of contrasts which gives birth to something new and unique

Just like you.

*Who, me?*

Yes – you are the fusion of all the dreams you pursue, of all the fears you face, and all the adventures you live.

Fusion is what makes us into what we are.

And what if we could capture fusion in a bottle?

And take a sip of a tasty fusion of tea, fruits and herbs.

Fuze Tea. Made of fusion

# FUZE TEA MADE OF FUSION



INSTANT|LABS

Idea & creative expression research

## TURNING FUSION INTO AN EMOTIONAL BENEFIT TRANSFERRED TO THE BRAND & CONNECTING IT TO FUZE IN A NEW WAY

### EMPATHY

We are all made of the fusion of different sources, experiences... and this is what valuable and unique.

### BRAND DIFFERENCE

Likewise, Fuze tea brings fusion in a bottle, combining different ingredients for a unique drink experience.



# Ipsos Creative Excellence Awards Super Bowl LVIII



# e.l.f. JUDGE BEAUTY



CREATIVE|SPARK

Creative execution research

## TURNING RELATABLE CATEGORY TENSION INTO A FUN AND CULTURALLY RELEVANT MOMENT FOR E.L.F.

### EMPATHY

It's tiresome to feel like you need dozens of expensive products to 'glow' but e.l.f. has solutions that won't empty your bank account

### CREATIVE IDEA & EXPERIENCE

The use of culturally relevant TV characters and celebrities delivered in an entertaining and creative way keep viewers engaged, driving breakthrough and brand choice

# PLUTO TV COUCH POTATOES



CREATIVE|SPARK

Creative execution research

## IDENTIFYING THE OFTEN UNWANTED EXPENSE OF A LEISURE ACTIVITY IN A WAY THAT ENTERTAINS

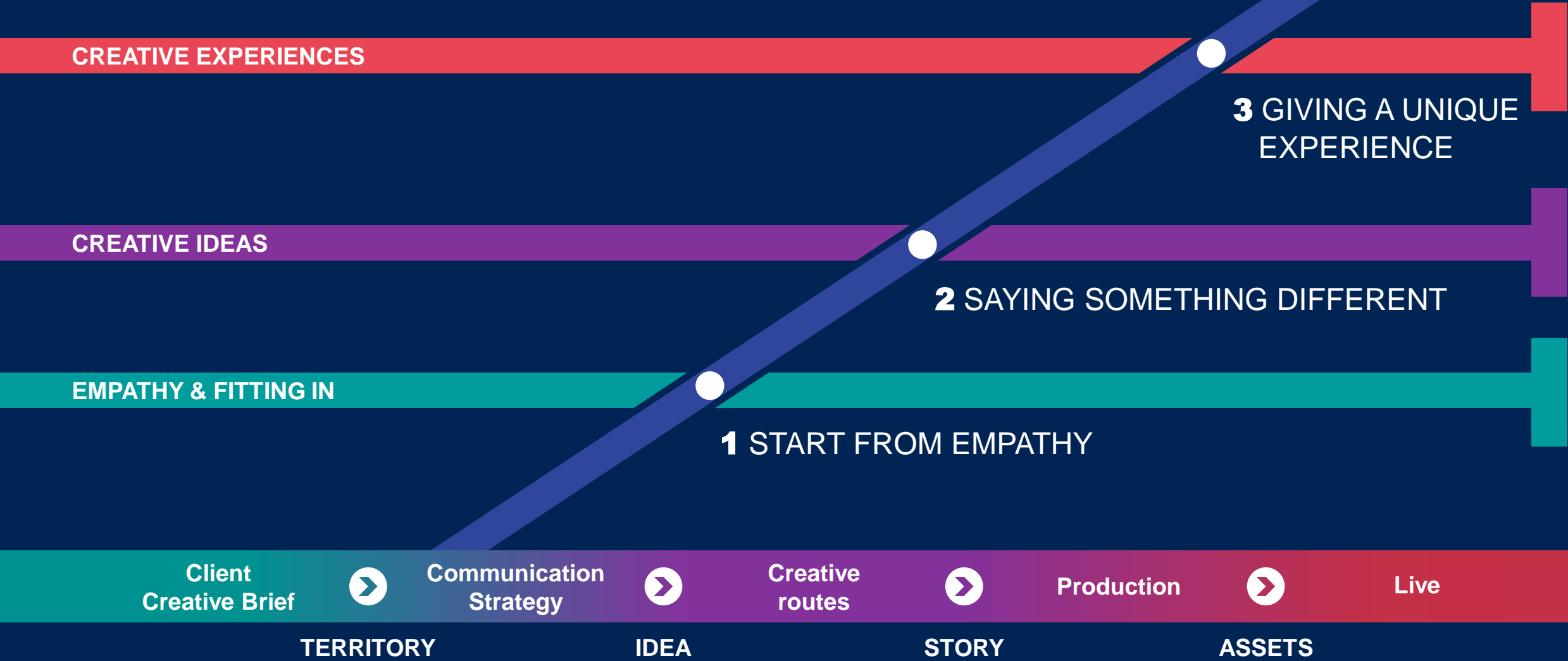
### EMPATHY

The expense of streaming services and overwhelming number of choices in a saturated market feels counter-intuitive in a category that exists for our leisure

### CREATIVE IDEA & EXPERIENCE

Taking creative risk by poking fun at an American stereotype worked well for PlutoTV as it ties closely to their product's purpose and done in an entertaining way, highlighting a bit of content for everyone.

# THE MISFITS WAY – WHAT MATTERS MOST AT KEY STAGES OF THE CREATIVE JOURNEY





**FIND OUT MORE ABOUT  
OUR MISFITS WAY LEARNING  
HERE**

<https://www.ipsos.com/en/misfits/misfits-way>



**READ OUR FULL PAPER ON  
SUPER BOWL AWARD WINNERS  
HERE**

<https://www.ipsos.com/en-us/superbowl>



# EMPATHETIC MARKETING

**Gillian Drewett**

*Global Head of Offer & Innovation,  
BHT*



DATA MUNCH  
CRUNCH

# EMPATHETIC MARKETING IS **NOT** ANOTHER KIND OF MARKETING

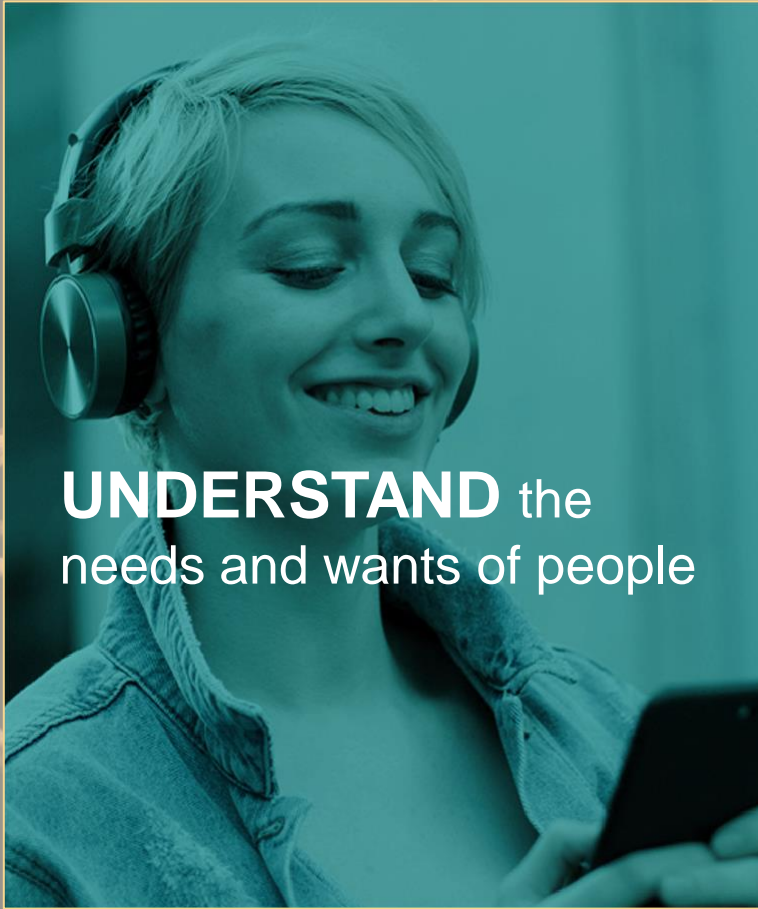


# EMPATHETIC MARKETING IS *A MINDSET*





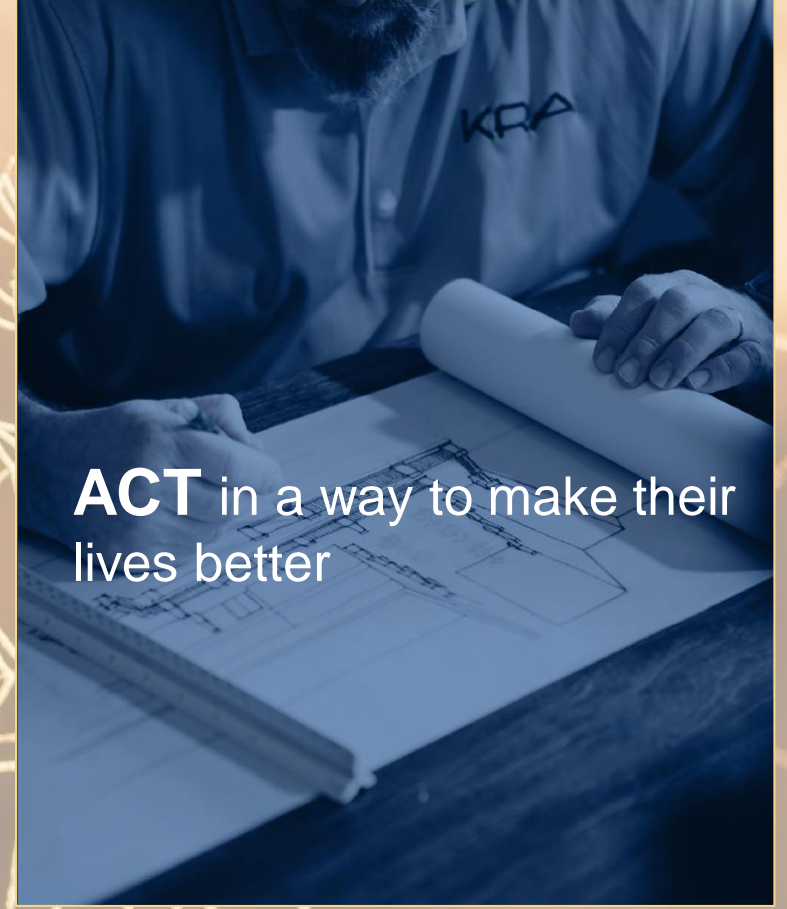
# EMPATHY /



**UNDERSTAND** the needs and wants of people



**SHARE** in these needs and want the best for people



**ACT** in a way to make their lives better



# DELIVERING AGAINST AND SHAPING WHAT PEOPLE WANT, NEED AND EXPECT



BE GENUINE

HOW DO YOU  
KNOW IF BRAND  
ACTIONS ARE  
**POSITIVELY**  
**SHAPING**  
**EXPECTATIONS?**





# BRAND DESIRE, IPSOS' MEASURE OF BRAND EQUITY

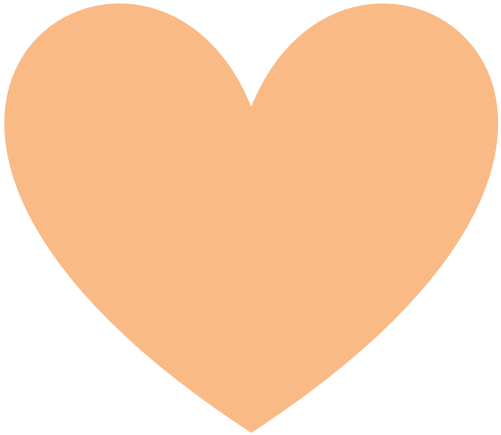


**FUNCTIONAL**



**Brand Performance**

**EMOTIONAL**

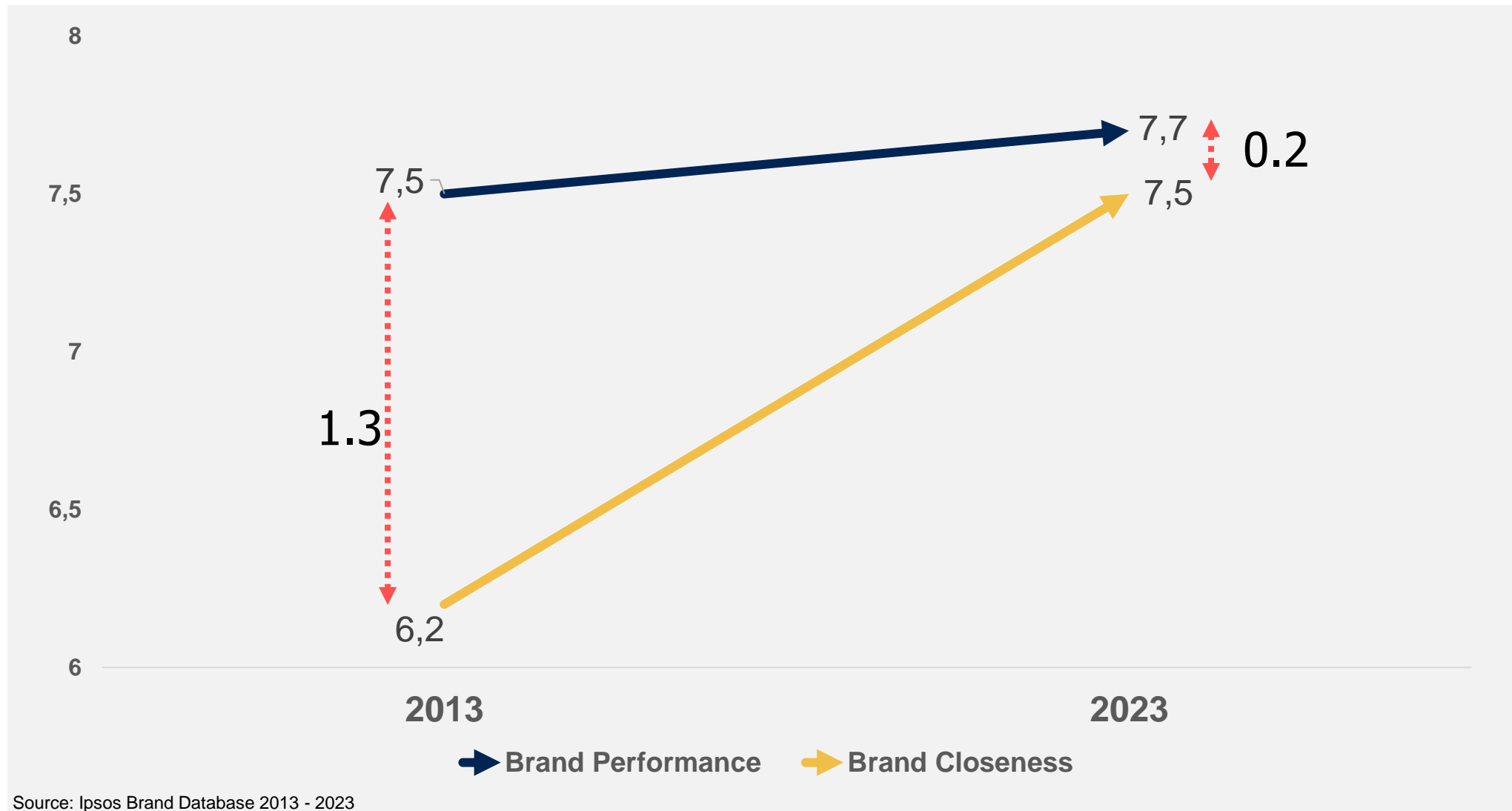


**Brand Closeness**

# BRAND DESIRE, IPSOS' MEASURE OF BRAND EQUITY

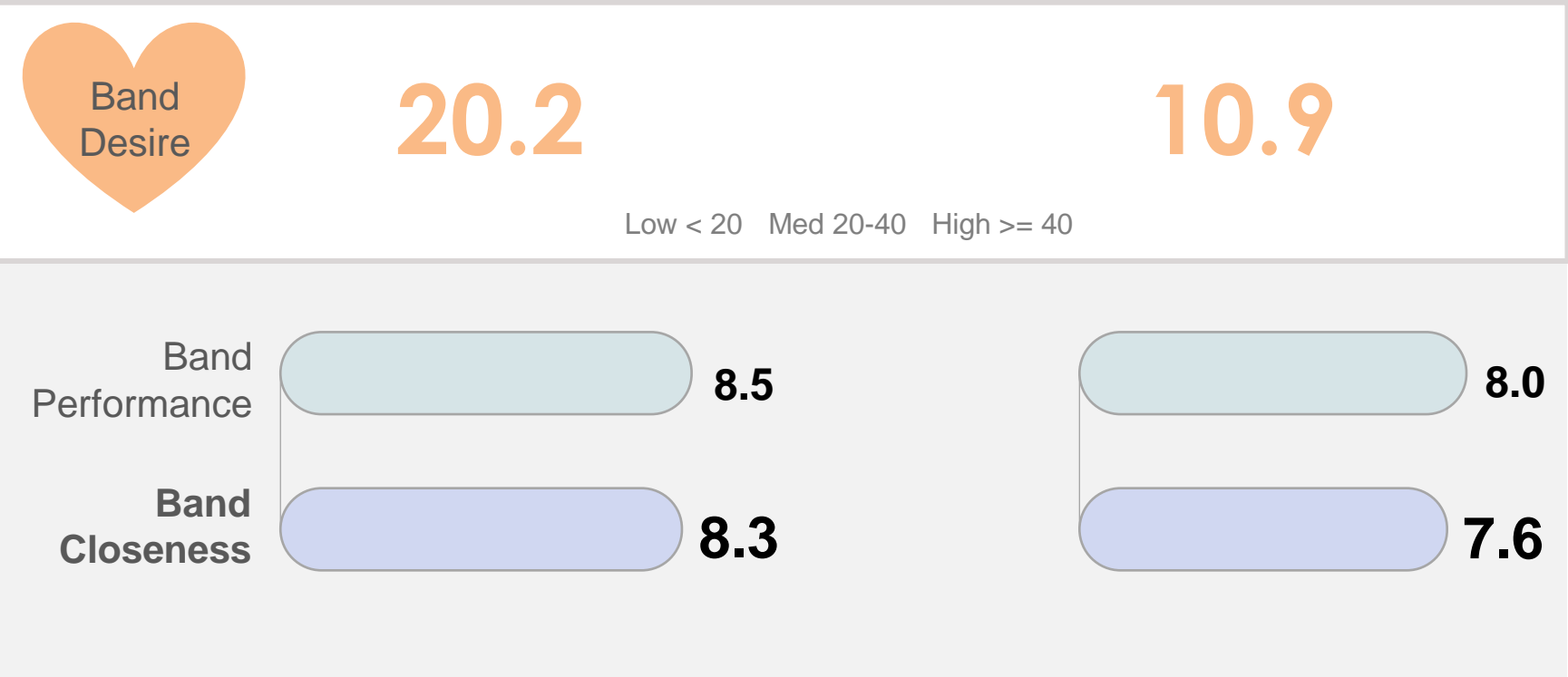


# EMOTIONS HAVE STEADILY BECOME MORE PROMINENT



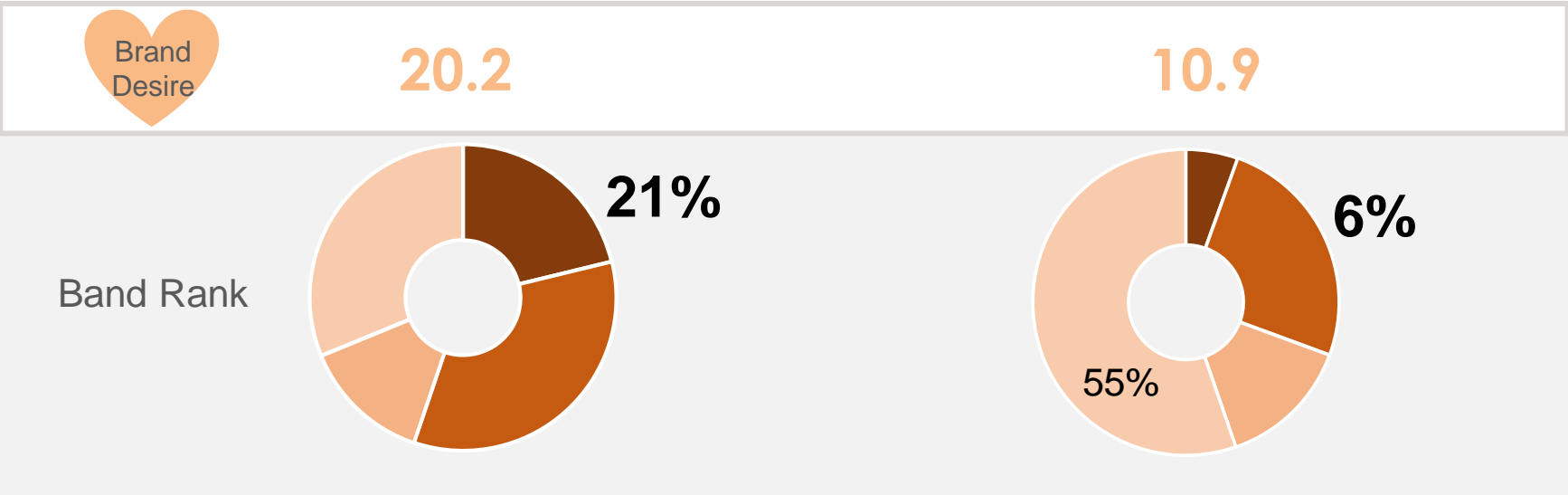
Source: Ipsos Brand Database 2013 - 2023

# WHAT GIVES OREO THE EDGE?



I HAVE  
A CRUSH  
ON YOU

# CONNECTING EMOTIONALLY GIVES OREO THE EDGE



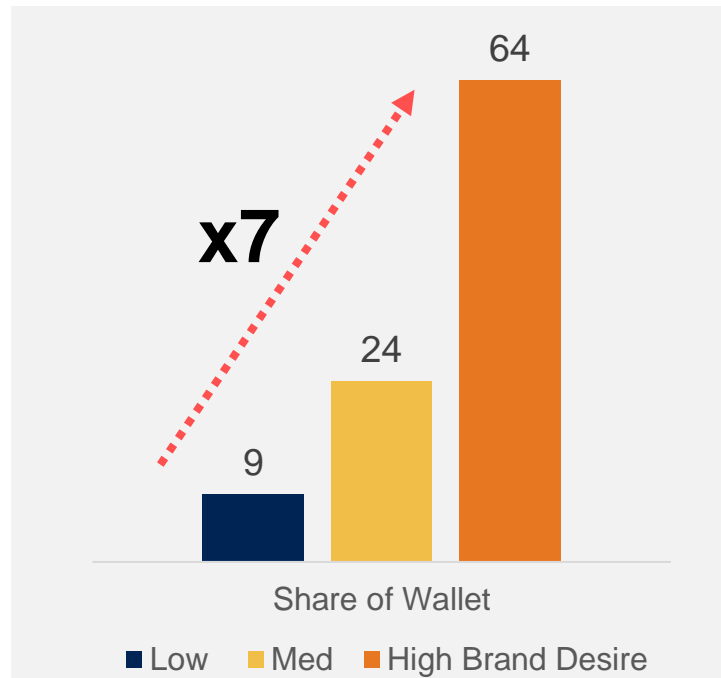
- Ranked 1st
- Tied 1st
- Ranked/Tied 2nd
- Ranked 3rd and below





# CONTEXT /

# PEOPLE SPEND MORE ON BRANDS THEY LOVE



Source: Ipsos Brand Database 2013 - 2023





%

# IT'S A TWO-WAY STREET



# Build powerful connections with an empathetic marketing mindset

[Find out more here](#)



# KEYS

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[\[ Webinar \] KEYS - Emotions around The World](#)

JOIN US FOR OUR NEXT KEYS WEBINAR:  
THURSDAY, APRIL 25  
11:00 & 17:00 CET

