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Title: "Conformal Gravity"

Abstract: In this talk I will present the basic properties of conformal gravity as a toy model for effective gravity theory. I will motivate the reason we are using it, answer the question from which theory it arises from and procedure that is required to obtain the well-defined effective theory of gravity. I will also introduce the recurrent framework of AdS/CFT in which the current gravity theories are considered and point out the main differences compared to Einstein gravity.