Conference Guide
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Title</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:40-10:00</td>
<td>BUSINESS</td>
<td>Opening Words</td>
<td>Dominik Matyka (Chief Advisor at DMEXCO), Gerald Böse (CEO at Koelnmesse), Matthias Wahl (Vorstandsvorsitzender at BVOW)</td>
</tr>
<tr>
<td>10:05-10:35</td>
<td>MARKETING</td>
<td>The Trust Revolution</td>
<td>Stephanie Buscemi (Chief Marketing Officer at Salesforce)</td>
</tr>
<tr>
<td>10:40-11:10</td>
<td>BUSINESS</td>
<td>TRUSTINYOU - DMEXCO OPENING PANEL</td>
<td>Rob Tarkoff (EVP at Oracle), Michael Rubenstein (President at AppNexus), Philipp Justus (Vice President, Central Europe at Google), Jolanda Schwirtz (Director Marketing at Nestle)</td>
</tr>
<tr>
<td>11:15-11:40</td>
<td>MEDIA</td>
<td>Broadcasters strike back</td>
<td>Max Conze (CEO at ProSiebenSat.1)</td>
</tr>
<tr>
<td>11:45-12:10</td>
<td>MEDIA</td>
<td>Making the Web Work for Everyone in a Privacy First World</td>
<td>Matt Brittin (President EMEA Business and Operations Google at Google)</td>
</tr>
<tr>
<td>12:15-12:35</td>
<td>BUSINESS</td>
<td>Search for Truth</td>
<td>Jimmy Wales (Co-Founder at Wikipedia), Ralph Simon (Founder at Mobilium Global)</td>
</tr>
<tr>
<td>12:40-13:00</td>
<td>MEDIA</td>
<td>The Path of Most Resistance</td>
<td>Piera Gelardi (Executive Creative Director and Co-Founder at Refinery29)</td>
</tr>
<tr>
<td>13:05-13:35</td>
<td>BUSINESS</td>
<td>Proof of concept - Redefinition of the CMO's role</td>
<td>Teresa Barreira (CMO at Publicis Sapiens), Marco Raab (CMO at Escada), Paige O'Neill (CMO at Sitecore), Hubert Wieser (Director Central Region at Nestle Purina PetCare)</td>
</tr>
<tr>
<td>13:40-14:10</td>
<td>TECHNOLOGY</td>
<td>The New Era of Retail</td>
<td>Ben Francis (CEO at Gymshark), Harley Finkelstein (COO at Shopify)</td>
</tr>
<tr>
<td>14:15-14:45</td>
<td>MEDIA</td>
<td>Listen Marketers - Gamers are a not a niche audience</td>
<td>Walker Jacobs (CRO at Twitch)</td>
</tr>
<tr>
<td>14:50-15:30</td>
<td>BUSINESS</td>
<td>When difference is the biggest strength</td>
<td>Lisa Utzschneider (CEO at IAS), Sarah Bernuit (European Leader at IBM iX), Mark Oben-Pepra (Managing Partner EMEA at OMD), Virginia Bastian (Group Manager HR at Nestle)</td>
</tr>
<tr>
<td>15:35-15:45</td>
<td>MEDIA</td>
<td>Adweek Reader's Choice Awards Winner: Tech Edition</td>
<td>Ashley Yuki (Product Management Director at Instagram)</td>
</tr>
<tr>
<td>15:50-16:20</td>
<td>MEDIA</td>
<td>Instagram and the Cultural Conversation</td>
<td></td>
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<tr>
<td>16:25-16:55</td>
<td>BUSINESS</td>
<td>The New Creative</td>
<td>Jeff Miller (Global Head of Creative Strategy at Snap)</td>
</tr>
<tr>
<td>17:00-17:25</td>
<td>MEDIA</td>
<td>How collaboration inspires innovation</td>
<td>Cal Henderson (CTO at Slack)</td>
</tr>
<tr>
<td>17:30-18:15</td>
<td>BUSINESS</td>
<td>YEXT Broadway Show WHO KILLED DOMINIK MATYKA</td>
<td>Howard Lerman (CEO at Yext), Dominik Matyka (Chief Advisor at DMEXCO), Laurel Harris, Nick Choksi (Actor at Jersey Boys), Chelsea Turbin, CJ Eldred, Samantha Massell</td>
</tr>
</tbody>
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## Congress Stage

**Thursday, September 12, 2019 (Day 2)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 09:45-10:10  | **EN**  
Big tech under observation - after years of watching us, is now being watched  
Roger McNamee                                                                 |
| 10:15-10:40  | **EN**  
Faster. Better. Cheaper. The cure of the broken agency model?  
Martin Sorrell (CEO at S4Capital)                                                                                                                                 |
| 10:45-11:15  | **EN**  
Responsible Marketing in a Connected World  
Luis di Como (EVP Media at Unilever)                                                                 |
| 11:20-11:50  | **EN**  
Corporate Innovation - What got you here won't get you there  
Marc Speichert (CDO Health at GSK), Ilana Rolef-Heberling (CMO Deutschland at PwC), Rik Strubel (CMO Beauty at Henkel) |
| 11:55-12:25  | **EN**  
Driven by AI, Data Lakes, Connectivity and High-Performance Computing: Towards a New Era of Mobility  
Sabina Jeschke (Vorstand Digitalisierung & Technik at Deutsche Bahn)                                                                 |
| 12:30-12:40  | **EN**  
Customer Trust  
Jason Rose (CMO at SAP CX)                                                                 |
| 12:40-13:00  | **EN**  
Customer Trust  
Jason Rose (CMO at SAP CX), Tino Krause (MD Dach at Facebook)                                                                 |
| 13:00-13:25  | **EN**  
The Changing Landscape for Brands and Agencies  
Phil Wilson (SVP Digital Demand Generation at American Express), Arun Kumar (Chief Data and Technology Officer at IPG) |
| 13:30-13:55  | **EN**  
Finding your purpose as a brand: A fireside chat with Facebook’s Mark D’Arcy  
Mark D’Arcy (Vice President of Global Business Marketing and Chief Creative Officer at Facebook), Isabelle Schnellbürgel (Chief Strategy Officer at Ogilvy Germany) |
| 14:00-14:25  | **EN**  
YouTube: Mass Media Reimagined  
Cecile Frot-Coutaz (Head of EMEA at YouTube)                                                                 |
| 14:30-15:00  | **EN**  
The New Intimacy: Charlotte Roche about Podcasting  
Maureen Traynor (Head of Business Operations, Spotify Studios at Spotify), Charlotte Roche                                                                 |
| 15:05-15:30  | **EN**  
Cyber security: Beyond the Headlines  
Ria Thomas (Global Co- Lead Cyber Security at Brunswick), Ben Aung (CISO at SAGE), Michael J. J. Tiffany (Co-Founder at White Ops) |
| 15:35-16:00  | **EN**  
Transformation started - If the organization doesn't feel the future, it won't work  
Christoph Keese (CEO at Axel Springer GmbH), Gisbert Rühl (CEO at Klöckner & Co)                                                                 |
| 16:05-16:25  | **EN**  
Scale isn't enough  
 Louise Houghton, Dominique Delport (Chief Revenue Officer at VICE)                                                                 |
| 16:25-16:55  | **EN**  
Trust reduces risk – from Extreme into Business  
Benedikt Böhm (CEO at Dynafit & Extreme Mountaineer)                                                                 |
| 16:55-17:00  | **EN**  
Goodbye Words  
Dominik Matyka (Chief Advisor at DMEXCO)                                                                 |
Debate Stage

Wednesday, September 11, 2019 (Day 1)

10:30-10:50  EN  BUSINESS
The Philosophy of Trust
Brennan Jacoby (Philosopher and Founder at Philosophy at Work)

10:55-11:20  DE  MEDIA
Alliances for Greater Balance
Julia Iakel (CEO // Chair at Gruner + Jahr // Bertelsmann Content Alliance)

11:25-11:55  DE  BUSINESS
Digitaler Standort Deutschland
Thomas Jarzombek (Beauftragter Digitalwirtschaft & Startups at BMWi)

12:00-12:20  EN  BUSINESS
Kingdom of Beds - Hot Seat with Ritesh Agarwal
Ritesh Agarwal (CEO at Oyo Rooms)

12:25-12:50  EN  TECHNOLOGY
When a hip hop artist bets on tech
Ryan Leslie (CEO at Superphone)

12:55-13:15  DE  BUSINESS
Challenge Award 2019 - Die Auswirkung disruptiver gesellschaftlicher und kultureller Prozesse auf das Digital-Marketing der Zukunft
Sören Stamer (CEO & Co-Founder at CoreMedia), Timucin Güzey (Managing Director at Mindshare GmbH), Anke Herbener (Geschäftsführerin at Digital Changers GmbH)

13:50-14:10  EN  BUSINESS
Executive shout out - Demands for female empowerment
Susanne Aigner-Drews (Country Manager at Discovery Communications), Vuyiswa M'Cwabeni (SVP & Strategy Executive at SAP SE), Claudia Frese (CEO at MyHammer.de), Marion Mestrom (CHRO at Brenntag), Anna Grodecka-Grad (CSO at Mediamath)

14:25-14:55  EN  MEDIA
Publishers - How are you doing?
Peter Würtenerberger (CEO at Udybay), Pippa Scalfe (Commercial Director at CNN IC), Tobias Schmid (Direktor at Landesanstalt für Medien NRW und Europabeauftragter der DLM), Stephanie Henoff (VP Global Publishers and Platforms at Outbrain), Jim Egan (CEO at BBC Global news), Josh Rucci (SVP Global Agency Partnerships at WSI Barron’s Group)

15:00-15:25  EN  BUSINESS
Clarity to Create - Eliminating Bottlenecks & Burnout from the Creative Process
Dave King (CMO at Asana)

15:30-16:05  DE  TECHNOLOGY
Fighting Ad Fraud
Björn Kaspring (Vorstandsvorsitzender at AGOF), Christian Henschel (CEO at Adjust), Bernd Fauser (Director GoogleAds Platform at Google), Arne Kirchem (OWM-Vorstand, OWM)

16:05-16:30  EN  TECHNOLOGY
Lets go hand in hand - is AI changing digital marketing for the better?
Jon Carvill (VP Technical Leadership Marketing at Intel), Eldad Maniv (President & COO at Taboola)

16:35-17:05  DE  TECHNOLOGY
Out-Of-Home & Mobile - Die perfekte Kombination für effektive Werbung?
Andreas Knorr (Director Marketing at WallDecaux), Andreas Rau (Head of Media Agencies DACH at Facebook), Sven Markschläger (CDO at Krombacher Brauerei Bernhard Schadeberg GmbH & Co. KG), Jennifer Andree (Managing Director at Zentihmedia GmbH)

17:05-17:20  EN  TECHNOLOGY
Surround Sound - Reaching the Next Generation in the Age of Streaming Audio
Marco Bertozzi (VP EMEA and Global Multi-Market Sales at Spotify)

17:20-17:50  EN  MARKETING
Lit is over! How to reach GenZ
Ziad Ahmed (CEO at JTV Consulting), Marco Bertozzi (VP EMEA and Global Multi-Market Sales at Spotify), Clover Hogan (Founder at Force of Nature), Mathilde Burnecki (Strategic Partner Manager at Instagram), Benjamin Ruth (Chief Strategy Officer Digital EMEA & Managing Director at VICE)

17:50-18:00  EN  TECHNOLOGY
Evolution of super heroes
Sharad Devavanjan (Co-Founder at Graphic India)
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<tr>
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<th>Topic</th>
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<tbody>
<tr>
<td>09:45</td>
<td>Debate Stage</td>
<td>EN</td>
<td>Reworking the Rules - Marketing as a Movement (...and not Ads)'</td>
<td>Inam Mahmood (Director Monetisation &amp; Partnerships EMEA at TikTok)</td>
</tr>
<tr>
<td>10:10</td>
<td>Debate Stage</td>
<td>EN</td>
<td>Privacy - one year on GDPR and the IAB Europe Transparency and Consent Framework 2.0.</td>
<td>Stefan Hanloser (VP Data Protection Law at Pro7Sat1), Julia Shullman (VP &amp; Chief Privacy Counsel at Appnexus), Townsend Feehan (CEO at IAB Europe), Stevan Randjelovic (Brand Safety Manager, EMEA at GroupM)</td>
</tr>
<tr>
<td>10:45</td>
<td>Debate Stage</td>
<td>EN</td>
<td>Building value: Promise or purpose-driven brand management?</td>
<td>Stephanie Buscemi (Chief Marketing Officer at Salesforce), Jens Thiemer (SVP Brands &amp; Consumer at BMW)</td>
</tr>
<tr>
<td>11:20</td>
<td>Debate Stage</td>
<td>DE</td>
<td>Seven Venture Pitch</td>
<td>Jens Pippig (Managing Director at SevenVentures), Joko Winterscheid</td>
</tr>
<tr>
<td>12:25</td>
<td>Debate Stage</td>
<td>EN</td>
<td>Raise your brand's voice</td>
<td>Sven Bieber (Head of Ad Sales Germany at Spotify), Wendi Sturgis (CEO Europe at Yext), Frank Bachler (Managing Director at RMS Radio Marketing Service GmbH &amp; Co. KG), Adam Sibulak (Global Head of Search at Nestlé)</td>
</tr>
<tr>
<td>13:00</td>
<td>Debate Stage</td>
<td>EN</td>
<td>Love Stream</td>
<td>Stephen Mai (CDO at Boiler Room), David Croyé (Founder and CEO at Justwatch), Jan Wachtel (Chief Digital &amp; Publishing Officer at Mediengruppe RTL Deutschland), Kate Tancred</td>
</tr>
<tr>
<td>13:30</td>
<td>Debate Stage</td>
<td>DE</td>
<td>Brand Challenge - Responsible consumerism comes around</td>
<td>Christian Deuringer (Head of Global Brand Management at Allianz SE), Marcus Macioszek (Marketingdirektor at Gerolsteiner Brunnen GmbH &amp; Co.KG), Nadine Neubauer (Product Marketing Lead Central Europe at Facebook)</td>
</tr>
<tr>
<td>14:05</td>
<td>Debate Stage</td>
<td>EN</td>
<td>Fighting Human Bias in Ad Tech</td>
<td>Jocelyn Lee (Head of Heat AI at Heat/Deloitte Digital), David Goddard (VP Global Programmatic Strategy at BBC Global News), Klaus Schwab (Managing Director and Partner at Plan.Net Group), Sean O’Connor (Director Marketing at Microsoft Advertising), Ari Lewine (Co-Founder &amp; Chief Strategy Officer at TripleLift)</td>
</tr>
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</table>
Experience Stage

Wednesday, September 11, 2019 (Day 1)

10:30-10:50  FUTURE
The Sound of Robots: A Rhythmic Kick Off with Techno Made by Robots
Moritz Simon Geist (Artist at Sonic Robots)

10:55-11:35  TECHNOLOGY
Things must get real now – How to Transfer the Hype around AI to Usable and Responsible Applications
Anja Hendel (Director at Porsche Digital Lab), Johannes Sommer (CEO at Retresco), Anna Lukasson (CEO at Nyris), Michel Herszak (Cloud Robotics Developer & Podcaster Berlin Robotics at Gestalt Robotics)

11:40-12:05  FUTURE
Back to school: Technology is changing the way we learn - and forces us to learn more about technology
Hansjoerg Zimmermann (CEO at Whatzlife), Beatrice Kemmer (Head of Product Development at Avado Learning), Mohanna Azarmandi (Chief Learning Officer at Microsoft)

12:10-12:35  FUTURE
How real is Blockchain?
Nathan Williams (CEO at Minespider), LuRae Lumpkin (CEO & Founder at Blockchain4Media), Kambiz Djafari (Head of Digital Commerce at UM at Universal McCann)

12:40-12:55  FUTURE
Fuelling Customer Experience with AI
Christoph Kull (VP and Managing Director Europe at Adobe)

13:00-13:25  FUTURE
Do you feel, see, hear it? How to use design and technology to create new experiences
Max Julian Fischer (Winner World Changing Ideas 2019 at Fast Company), Yves Peitzner (Co-Founder at TISH), Jelena Gregov (Co-Founder at TISH), Maximilian Hurler (Partner at Jost Hurter Group)

13:30-14:00  MEDIA
Video Ads - time to get serious
Norm Johnston (CEO at Unruly), Patrick Fischer (CEO at OnFootball), Jannika Bock (Director Client Solutions, Central Europe at Google), Jim Percy (Group Creative Director at The Trust), Irina Petricek-Steiner (General Manager Operations EMEA at SpotX & smartclip)

14:05-14:25  FUTURE
I love you robot - how machines and robot can interact and develop a partnership of trust
Christian Piechnick (CEO at Wandelbots)

14:30-14:50  MEDIA
Let’s Fly into Another Reality – Using Drones to Capture 360° Virtual Reality Content
Nicolas Chibac (Co-Founder at Sphere)

14:55-15:25  MEDIA
Unseen Reality – How Technology Enhancement in Quality and Design Will Change the way we Think of Brands
Annaleena Kuronen (CMO at Varjo), Sven Bledung (CEO at Volocopter), Agatha Hood (Head of Global Ad Sales at Unity Technologies), Sharad Devarajan (Co-Founder at Graphic India)

15:30-15:55  MEDIA
The Truth is Dead - Long Live the Truth: How to Gain Customers’ Trust in Times of Deep Fake
Dhruv Ghulati (Founder & CEO at Factmata), Giorgio Patrini (CEO and Chief Scientist at Deeptrace)

16:00-16:10  FUTURE
High Flyer: When will the air taxi be reality?
Alexander Zosel (Co-Founder at Volocopter)

16:15-16:45  FUTURE
New mobility concepts: How will our cities look like in ten years from now
Pascal Leonard Blum (Co-Founder & CEO at Unumotors), Alexander Zosel (Co-Founder at Volocopter), Julian Blessin (Co-Founder at Tier Mobility)

16:50-17:10  MEDIA
Putting Touch Into Brand Touchpoints
Greg Patrick (VP Digital Out of Home at Ultrahaptics)

17:15-17:45  MEDIA
Retail Revolution through Technology-Driven Disruption
Lars Bendt Düysen (VP Brands at Sony Music), Kelvyn Colt, Jörg Liebe (Senior Director Digital Innovations at Lufthansa Group)
## Experience Stage

**Thursday, September 12, 2019 (Day 2)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>09:45-10:05 EN</td>
<td>BUSINESS</td>
<td>Watson Picasso – The State of Artificial Intelligence in Art Creation</td>
</tr>
<tr>
<td>10:10-10:25 EN</td>
<td>BUSINESS</td>
<td>Why the world needs more inspiration</td>
</tr>
<tr>
<td>10:30-11:00 EN</td>
<td>BUSINESS</td>
<td>Inspirational Advertisement in the digital age!</td>
</tr>
<tr>
<td>11:05-11:30 EN</td>
<td>MARKETING</td>
<td>Beautiful AI – How artificial models can disrupt international fashion business</td>
</tr>
<tr>
<td>11:35-11:55 EN</td>
<td>MARKETING</td>
<td>Creating new worlds - introducing Dreams, one of the most innovative and creative computer games in a decade</td>
</tr>
<tr>
<td>12:00-12:25 EN</td>
<td>MEDIA</td>
<td>Turning vehicles into moving theme parks – How Virtual Reality Will Disrupt In-Car Entertainment</td>
</tr>
<tr>
<td>12:30-12:55 EN</td>
<td>MEDIA</td>
<td>Don’t be a touchpoint; shape the consumer journey</td>
</tr>
<tr>
<td>13:00-13:30 EN</td>
<td>BUSINESS</td>
<td>The Privacy Dichotomy: Walled Gardens vs. The Rest Of The Internet</td>
</tr>
<tr>
<td>13:35-14:05 EN</td>
<td>FUTURE</td>
<td>The Laboratory Called, Dinner is Ready! – How Food-Tech Innovates the Way We Eat</td>
</tr>
<tr>
<td>14:10-14:40 EN</td>
<td>FUTURE</td>
<td>Self Care: Can technology help us to live a healthier life?</td>
</tr>
<tr>
<td>14:45-15:15 EN</td>
<td>FUTURE</td>
<td>We Care! - How business and sustainability work together</td>
</tr>
<tr>
<td>15:20-15:50 EN</td>
<td>FUTURE</td>
<td>Tech for Good: Lets create a desirable future, we trust in!</td>
</tr>
<tr>
<td>15:55-16:25 DE</td>
<td>MARKETING</td>
<td>Strike a Pose</td>
</tr>
<tr>
<td>16:30-16:55 EN</td>
<td>FUTURE</td>
<td>To The Moon – How Companies Use The Infinite Possibilities Of Space</td>
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</table>
Seminars

Wednesday, September 11, 2019 (Day 1)

10:00-10:45 DE Seminar 6 MEDIA
Wie mit Native Audio Advertising der Smartspeaker zum Medium für die Markenbildung wird
Wolfgang Bscheid (Geschäftsführer mediascale at mediascale GmbH & Co. KG)

10:00-10:45 DE Seminar 5 MARKETING
Die Qual der Wahl für Konsumenten – wie entstehen Kundenbindung und Markenloyalität?
Corinna Hohenleitner (Vertical Lead Retail at Criteo)

10:00-10:45 DE Seminar 1 MEDIA
Digitale Werbung in Deutschland und Europa – ein Überblick
Thomas Duhr (Stv. Geschäftsführer Interactive at IP Deutschland), Daniel Knapp (Chief Economist at IAB Europe)

10:00-10:45 EN Seminar 2 MARKETING
The new age of digital CRM
Thibaut Munier (Co-founder and COO at Numberly), Clyde Araujo (Global Senior Manager Customer Experience and CRM at Henkel)

10:00-10:45 DE Seminar 4 MARKETING
„Abzocke“, „Saftladen“, „Nie wieder!“ – Wie Sie aus negativen Bewertungen einen Reputations-Boost machen
Beatrice Hammerl (Online Reputation Consultant at Expert Systems AG), Bora Dibek (Customer Success Management at Expert Systems AG)

10:00-10:45 DE Seminar 3 MARKETING
Omnichannel-Optimierung: Wie Unternehmen durch digitales Marketing ihr stationäres Geschäft ankureln
Gregor Plath (Measurement & Attribution Specialist for O2O at Google), Lidia Schneck (Measurement & Attribution Specialist, Retail at Google)

10:00-10:45 DE Seminar 7 MARKETING
Drive to Store - Trends, Tipps & best Practices
Benjamin Thym (CEO at Offerista Group GmbH)

10:00-10:45 DE Seminar 8 MARKETING
Conversion Booster Direct Mail: 5 Use Cases erfolgreicher Printkampagnen
Nik Bockmann (Geschäftsführer at Campaign | Part of Bertelsmann Printing Group)

11:00-11:45 EN Seminar 7 MARKETING
Scaling Branded Content
Grant Munro (SVP of Custom at Shutterstock)

11:00-11:45 EN Seminar 6 MARKETING
The Cognitive Brand – Leveraging AI for next generation brand building
Jan Pilhar (Executive Director at IBM IX - Aperto)

11:00-11:45 DE Seminar 2 MARKETING
Social Ads 2020 - Hacks & Best Practices für mehr Performance
Malte Galus (Director Digital Advertising at construktiv GmbH)

11:00-11:45 EN Seminar 5 MARKETING
Building your Brand’s Reputation
Bian Salins (EMEA Lead, Content Marketing Consulting at LinkedIn)

11:00-11:45 DE Seminar 3 MARKETING
Privacy First: Data Driven Marketing in einem sich verändernden Ökosystem
Johannes Nolting (Platform Sales Manager - Media Buying Solutions at Google), Jörg Hösel (Customer Solutions Engineer at Google), Susen-Juliane Kremer (Google Marketing Platform Partner Manage at Google)

11:00-11:45 DE Seminar 1 MEDIA
Große Trends im Online Media – FOMA Trendmonitor
Ulrich Kramer (Geschäftsführer at pilot Hamburg), Manfred Klaus (Geschäftsführer at Plan.Net), Sascha Larsen (Chief Digital Officer at Omnicom Media Group Germany), René Lamssüß (Chief Research Officer Germany at Publicis Media), Timucin Güzey (Managing Director at Mindshare GmbH), Kirsten Latour (Vorstand at OWM)

11:00-11:45 EN Seminar 4 MEDIA
The Pursuit of One-Handed Commerce: Why Ad Platforms Want to Own Transactions & How You Should React
Link Walls

11:00-11:45 EN Seminar 8 TECHNOLOGY
The Conversational Cyborg: Humans and Bots as a dream team for Marketeers
Renaud Sibel (EVP at iAdvize)

12:00-12:45 DE Seminar 8 MARKETING
Mit Kundenreviews zu mehr Offline-Umsätzen – So nutzt TOTAL Online Reputation Management
Florian Häbner (co-CEO und Gründer at Uberall)
12:00-12:45 EN Seminar 6 TECHNOLOGY
Know Everything About Your Customer - How CDPs Map Personal Customer Journeys
Henry Li (Head of Business Development - Digital Marketing at Arm Treasure Data)

12:00-12:45 DE Seminar 2 MEDIA
Turning trends into digital media reality
Claudia Gröner (Bereichsleiterin Produkte & Planungsdaten, International Affairs at agof)

12:00-12:45 DE Seminar 7 MARKETING
Read the signals: So werden Performance Anzeigen auf Facebook, Instagram und Messenger zum Erfolg
Iva R. Zaharieva (Product Marketing Lead at Facebook)

12:00-12:45 DE Seminar 3 MARKETING
Marketing messbar machen: Multi-Touch Attribution und Marketing-Mix-Modelle
Miriam Strasmann (Head of Measurement & Attribution, Central Europe at Google), Oliver Kiderle (EMEA Product Lead at Google), Ludwig Brütting (Research Manager at Google)

12:00-12:45 EN Seminar 5 MARKETING
Learn from high-performance Marketing teams and start improving your Budget & Campaign planning now
Romek Jansen (MRM Evangelist at Brandmaker GmbH)

12:00-12:45 DE Seminar 1 MEDIA
Synergie cross-digitaler Kontakte
Melanie Friedrich (Senior Project Manager Market Research at United Internet Media)

12:00-12:45 DE Seminar 4 MEDIA
Medienäquivalenz Studie: Video
Andrea Malgara (Geschäftsführer der Mediaplus Gruppe at Mediaplus Gruppe für innovative Media GmbH & Co. KG), Tanja C. Boga (Geschäftsführerin Facit Research at Facit Research GmbH & Co. KG)

13:00-13:45 DE Seminar 6 MARKETING
...Amazon, wir müssen reden! Experten-Wissen und Fallstudien aus über 150 Amazon-Projekten
Sönke Hansen (Founder & CEO at ameo GmbH), Sina Bartels (Director Operations at ameo GmbH)

13:00-13:45 DE Seminar 1 MEDIA
Podcast im Trend: Push fürs Audio-Marketing
Lars Peters (Consulting & Moderation at Dr. Lars Peters Media Consulting), Tina Jürgens (Managing Director at zebra-audio.net)

13:00-13:45 DE Seminar 3 MARKETING
YouTube Aktuell - YouTube Produktneuheiten im Nachrichtenformat
Shefali Bhatnagar (YouTube for Action Lead, DE at Google), Alexander Praklet (Video Sales Lead at Google), Anna Lorenz (YouTube Audience & Planning Lead at Google)

13:00-13:45 DE Seminar 2 MARKETING
Party Data vs. Daten Party – Qualität als Essenz der Datenwertschöpfung
Benedikt Schmitt-Homann (Head of Product at United Internet Media), Wenzel Drechsler (Head of UIM Market Research & Media Consulting at United Internet Media)

13:00-13:45 EN Seminar 7 MARKETING
Hear This: Spotify Brings Audio to Life with a 3D Sound Experience, Case Studies & New Opportunities
Marco Bertozzi (VP EMEA and Global Multi-Market Sales at Spotify ), Zuzanna Gierlinska (Head of Automation EMEA at Spotify)

13:00-13:45 DE Seminar 5 MARKETING
Nivea - Wie Social Media unter die Haut geht
Daniel Fazekas (Founder at Bakamo.Social), Daniel Köthe (Marketing Manager DACH at Talkwalker)

13:00-13:45 DE Seminar 4 MEDIA
SPIEGEL NextGen – Die Neuentwicklung einer Marke
Stefan Ottlitz (Produktchef SPIEGEL-Gruppe at SPIEGEL-Gruppe), Christina Elmer (Geschäftsführende Redakteurin at SPIEGEL-Gruppe)

13:00-13:45 EN Seminar 8 TECHNOLOGY
10 best practices how (NOT) to build a commerce project in 2019
Boris Lokschin (CEO at Spryker Systems GmbH)

14:00-14:45 DE Seminar 8 TECHNOLOGY
Stein für Stein zum idealen Messekunden - Daten als Basis der erfolgreichen digitalen Transformation
Holger Steil (Managing Director CDH-Solutions at Uniserv GmbH), Petra Tilsner (Architect Application Management IT at Koelnmesse GmbH), Katrin Schön (Director h+h cologne at Koelnmesse GmbH)

14:00-14:45 EN Seminar 6 MARKETING
Power to Partnerships: How a Mature Partnership Program will Transform Your Business
Mike Head (General Manager, The Partnership Cloud at Impact)
<table>
<thead>
<tr>
<th>Time</th>
<th>Language</th>
<th>Seminar</th>
<th>Title</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00-14:45</td>
<td>EN</td>
<td>Seminar 2</td>
<td>Mobile Data Quality: How marketers can ensure accuracy of data for advertising</td>
<td>Daniel Rieber (Country Director at MMA Germany), Jan Heumueller (Managing Director DACH at Ogury Germany GmbH), Marius Neumann (Co-CEO at wetter.com), Stefan Blumenthal (Country Manager DACH at Zeotap GmbH)</td>
</tr>
<tr>
<td>14:00-14:45</td>
<td>EN</td>
<td>Seminar 4</td>
<td>Voice is the New Click: How Brands Are Increasing Engagement with Voice Enabled Advertising</td>
<td>Simon Dunlop (Co-founder and VP, International Business Development at Instreamatic), Frank Bacher (Managing Director at RMS Radio Marketing Service GmbH &amp; Co. KG)</td>
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<tr>
<td>14:00-14:45</td>
<td>EN</td>
<td>Seminar 8</td>
<td>Conquer the Age of Video - In the Era of Google &amp; Facebook</td>
<td>Ilhan Zengin (CEO at ShowHeroes)</td>
</tr>
<tr>
<td>14:00-14:45</td>
<td>DE</td>
<td>Seminar 1</td>
<td>Customer Experience: Content als Schlüssel zum Kunden</td>
<td>Björn Radau (Director Marketing &amp; Communications DACH at Teads Deutschland GmbH), Matthias Wesselmann (Vorstand at fisherAppelt), Christiane Reimer (Director Sales Channel Marketing &amp; Communication at Schaeffler Industrial), Sarah von Derschetta (Business Director at C3 Creative Code and Content GmbH), Sabine Wegele (Head of Content Marketing at Nayoki)</td>
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<tr>
<td>14:00-14:45</td>
<td>DE</td>
<td>Seminar 4</td>
<td>SEM, Machine Learning und Automatisierung: So geht Suchmaschinenmarketing heute</td>
<td>Denis Dautaj (Search Automation Specialist, Central Europe at Google), Yves Brunschweiler (Head of Audience &amp; Automation at Google), Solveig Neumann (Audience Specialist, Central Europe at Google)</td>
</tr>
<tr>
<td>14:00-14:45</td>
<td>EN</td>
<td>Seminar 5</td>
<td>Digital Trends at the Crossroad of Media, Creativity, and Technology</td>
<td>Caroline Hugonenc (Global Vice President Research &amp; Insights at Teads)</td>
</tr>
<tr>
<td>14:00-14:45</td>
<td>DE</td>
<td>Seminar 7</td>
<td>Native Impact: Ad Alliance „Content Engagement Score“ zeigt, wann native Inhalte optimal wirken</td>
<td>Frank Vogel (Sprecher der Geschäftsleitung G+I eMS at Ad Alliance GmbH), Timo Lütten (Manager Marketing Research G+I eMS at Ad Alliance GmbH)</td>
</tr>
<tr>
<td>14:00-14:45</td>
<td>DE</td>
<td>Seminar 3</td>
<td>Yext + dm: Digital wird lokal! Geändertes Suchverhalten und die Chancen für den Handel</td>
<td>Benjamin Prouse (RVP, Enterprise Sales at Yext)</td>
</tr>
<tr>
<td>14:00-14:45</td>
<td>DE</td>
<td>Seminar 3</td>
<td>Intelligente Datenaktivierung: So verbessern Sie Ihren Cross-Channel-ROI</td>
<td>Reemda Tieben (Data Activation Specialist at Google), Iona Van de Bildt (Pre-Sales Lead GMP Measurement, DACH at Google)</td>
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<td>15:00-15:45</td>
<td>DE</td>
<td>Seminar 5</td>
<td>The new rules of trust in the digital age</td>
<td>Jean-Marc Noël (CEO at Trusted Shops GmbH)</td>
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<tr>
<td>15:00-15:45</td>
<td>DE</td>
<td>Seminar 5</td>
<td>Pitch is not the answer! Wie finden digitale Projekte die beste Agenturlösung?</td>
<td>Ulrich Kramer (Geschäftsführer at pilot Hamburg), Marco Zingler (CEO, denkwerk at Vizepräsident, BVDW), Katharina Rubbert-Störm (Bereichsleiterin Marke &amp; Werbung Targobank und OWM Vorstand at Targobank), José Luis Carretero López (Partner at Dr. Steiner &amp; Carretero - Die Spezialisten für Digitale Transformation), Anke Herbener (Geschäftsführerin bei Digital Changers GmbH)</td>
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<td>15:00-15:45</td>
<td>EN</td>
<td>Seminar 4</td>
<td>Rewriting the rules of digital advertising by creating a fair value exchange</td>
<td>William Ullstein (Commercial Director at YouGov), Dörthe Jans (Associate Director of Audience Data at YouGov), Simon Clode (Project Director at YouGov)</td>
</tr>
<tr>
<td>15:00-15:45</td>
<td>DE</td>
<td>Seminar 6</td>
<td>Automation rocks!</td>
<td>Lars Schlimbach (Head of Business Partnermanagement &amp; Development Dialogmarketing at Deutsche Post AG), Mathias Rochlitz (Produkt- und Portfoliomanager bei Deutsche Post AG)</td>
</tr>
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<td>15:00-15:45</td>
<td>EN</td>
<td>Seminar 7</td>
<td>Navigating ePrivacy Requirements: New Ways to Tackle Consent, Cookies &amp; other Marketing Challenges</td>
<td>Ian Evans (Managing Director for EMEA at OneTrust)</td>
</tr>
<tr>
<td>16:00-16:45</td>
<td>EN</td>
<td>Seminar 4</td>
<td>Programmatic Advertising in Europe: latest trends, attitudes and growth drivers</td>
<td>Simon Halstead (Chair, IAB Europe Programmatic Trading Committee and Senior Director, Exchanges &amp; Supply at Verizon Media / IAB Europe)</td>
</tr>
</tbody>
</table>
16:00-16:45 DE Seminar 5  
MARKETING  
Bauchkribbeln – eine Hommage an das vergessene KPI im Content Marketing  
Tim Rottländer (Director Brand Studio at iq digital media marketing gmbh)

16:00-16:45 DE Seminar 8  
MARKETING  
Cross-mediale Video-Wirkungsstudie Facebook & TV für Retail und FMCG  
Jin Choi (Group Director DACH - FMCG / Retail / Entertainment & Media / Tech & Telco at Facebook), Torsten Müller-Klockmann (Marketing Science Lead DACH at Facebook)

16:00-16:45 EN Seminar 2  
MEDIA  
Brand safety in a social world - How to protect your brand within the Walled Gardens  
Nick Morley (Managing Director, EMEA at Integral Ad Science)

16:00-16:45 DE Seminar 1  
FUTURE  
Plattformökonomie: Wie Plattformen alle Branchen verändern und Unternehmen reagieren können  
Mark Walcher (Chair Germany at MMA), Oliver Bohl (Director Digital Business at KfW), Wolfgang Faasst (Head of Si/4 NEXT, Next Generation Business Processes & Practices at SAP SE), Maik Senn (Industry Leader Retail at Google Germany), Nico Winkelhaus (Director Digital Marketing at PAYBACK)

16:00-16:45 DE Seminar 3  
MARKETING  
Mobile heute: Wie Sie dem anspruchsvollen User geben, was er erwartet  
Christina Aigner (Mobile Web Specialist, Central Europe at Google), Ralf Ohlenbostel (Mobile Web Specialist, Central Europe at Google)

16:00-16:45 DE Seminar 4  
TECHNOLOGY  
Hands-on Session: How to maximize your Digital Marketing ROI by optimizing your Customer Experience  
Jean-Marc Bellaiche (Chief of Strategy, Marketing and Partnership at Contentsquare.com at Contentsquare.com), Marc Pohl, Saúl Trujillo Suarez (Director of Product Management at JUNIQUE at JUNIQE), Pierre Casanova (Chief Revenue Officer at Contentsquare at Contentsquare), Thomas Weyand (VP DACH at Contentsquare at Contentsquare)

16:00-16:45 DE Seminar 5  
MARKETING  
Der Kreativprozess im digitalen Zeitalter: was kann und braucht gute „Kollaboration“  
Elly Oldenburg (Industry Manager at Google), Oliver Rosenthal (Industry Leader, Creative Agency at Google), Alexa Rose (Creative Impact Manager, Google at Google)

16:00-16:45 EN Seminar 3  
MARKETING  
Nah am Kunden - mit Herz und Versand! So wird bei Deichmann ein Schuh draus.  
Katja Hänssler (Director of Customer Services at Inxmail GmbH), Michael Murr (CRM Manager International at Deichmann SE), Fabian Maus (Head of Mailing Solutions at Inxmail GmbH)

16:00-16:45 DE Seminar 8  
MARKETING  
Content Marketing im B2B: Content-Überfluss! Welcher Inhalt hat noch eine Chance in der Wahrnehmung?  
Julia Oppelt (Head of marconomy at marconomy - Vogel Communications Group GmbH & CO. KG), Olaf Mörk (Director Marketing & Communication bei Weltmarktführern), Dana Reinhardt (Geschäftsführerin Vergabe24 at Vergabe24), Tina Schäfer (Geschäftsführerin Vogel Corporate Media at Vogel Corporate Media GmbH)

16:00-16:45 DE Seminar 4  
TECHNOLOGY  
Stärkere Kundenbindung und mehr Umsatz mit NPS  
Björn Kolbmüller (CEO at zenloop GmbH)

16:00-16:45 EN Seminar 6  
MARKETING  
Currency of Trust – How brands can build more trusted connections  
Bian Salins (EMEA Lead, Content Marketing Consulting at LinkedIn), Kristina Bröckel (Social Media Strategist global Markets at UBS)

16:00-16:45 DE Seminar 3  
MARKETING  
Power-Shopping: Wie Black Friday und Singles Day den Online-Konsum weltweit beeinflussen  
Sören Stamer (CEO & Co-Founder at CoreMedia), Stefanie Scoognamiglio (Senior Manager Trading Advisory at Xandr), Peter Dräger (Managing Director at GREY Shopper Deutschland), Anne Marschner (Manager PR & Kommunikation at Sparwelt), Markus Kellermann (Geschäftsführer Performance at XPOSE360)
**Seminars**

**Thursday, September 12, 2019 (Day 2)**

10:00-10:45  **DE**  Seminar 4  **TECHNOLOGY**

Data Deep Dive: Next Level Data-Driven Advertising in 3 Sessions
Christoph Koch (Head of Segment Management at emetriq GmbH), Stephan Jäckel (Geschäftsführer at emetriq GmbH), Anne Wilhelms (Senior Account Manager at emetriq GmbH)

10:00-10:45  **EN**  Seminar 7  **MARKETING**

Exmarketplace explains how publishers can have a "user-first" approach to enhance UX and performance
Andrea Mora (DPO & Business Development Director at ExMarketPlace FZ LLC), Alessandro Lenzi (CEO at ExMarketPlace FZ LLC)

10:00-10:45  **EN**  Seminar 6  **MARKETING**

How to Lead Best-in-Class Experimentation Programs
Hazjier Pourkhalkhali (Global Director, Strategy & Value at Optimizely)

10:00-10:45  **EN**  Seminar 8  **BUSINESS**

Tackling Change Management: How to Motivate Others to Change And Ensure Long Lasting Success
Treasa Coleman-Nolan (Professional Services Consultant at Wrike)

10:00-10:45  **DE**  Seminar 2  **FUTURE**

Blockchain im digitalen Werbemarkt: Hype oder Gamechanger? Der OWM-Reality Check
Stephanie Beer (Leiterin Kommunikation & Mitgliedserdienst at OWM - Organisations Werbungtreibende im Markenverband), Oliver von Wersch (Founder and CEO of vonwersch, partner Digital Strategies), Rasmus Giese (Chief Executive Officer at United Internet Media GmbH), Sascha Jansen (Chief Digital Officer at Omnicom Media Group Germany), Norman Wagner (Leiter Konzern-Media at Deutsche Telekom AG), Andreas Tüffers (IBM Blockchain Business Development DACH at IBM)

10:00-10:45  **DE**  Seminar 3  **MARKETING**

YouTube-Trends und Content-Möglichkeiten für Ihre Marke – wie Sie aus der Masse herausstechen
Michael Gross (YouTube Content Solutions Lead, DACH & CEE at Google), Sina Stieding (Culture & Trends Manager, Germany at Google)

10:00-10:45  **EN**  Seminar 5  **MARKETING**

The impact of effective personalization
Charles Bell (Director of Sales Engineering at Sitecore)

10:00-10:45  **DE**  Seminar 1  **BUSINESS**

Mensch, Moral, Maschine – Digitale Ethik, Algorithmen & Künstliche Intelligenz
Stephan Koller (CEO, ubirch, Vizepräsident, BVDW), Sabine Sachweh (Professorin für Angewandte Softwaretechnik & Mitglied der Datenschutzkommission der Bundesregierung an der Technischen Hochschule Dortmund), Joseph Meiser (Leiter strategisches digitales Gesundheitsmanagement at Gothaer Krankenversicherung), Eva-Maria Kirchweepe (Director of Public Policy at Facebook Germany), Matthias Bolte-Richter MdB (Sprecher für Wissenschaft, Innovation, Digitalisierung und Datenschutz, Grüne Landtagsfraktion NRW at Grüne Landtagsfraktion NRW)
11:00-11:45 EN Seminar 5
Make it all about me! - Leveraging omnichannel personalization and AI for marketing success
Rasmus Houlind (Chief Strategy Officer at Agillic)

11:00-11:45 EN Seminar 2
Why brands need a “First Second Strategy” - Consumer attention must be earned, not bought
Chris Babayode (Managing Director, MMA EMEA at Mobile Marketing Association (MMA)), Joel Berger (Industry Lead Media & Public at Google), Stefan Uhl (Managing Director at Carat Deutschland GmbH)

11:00-11:45 EN Seminar 4
Progressing personalisation: How European retailers increase incremental return from personalisation
Elliott Clayton (Senior Vice President Media UK at Conversant)

11:00-11:45 DE Seminar 3
Shopping erfindet sich neu: Insights für Marken und Händler
Timo Seewald (Shopping Minister CE at Google), Hanna Nikuradse (Product Specialist Shopping Ads, DACH at Google), Geesche Halper (Shopping Ads Specialist DACH at Google)

11:00-11:45 DE Seminar 8
Save your Innovation from dead ends. How to connect a Design with a Business Sprint.
Thomas Speicher (Director Digital Strategy at denkwerk GmbH), Friederike Kleine (Senior Digital Strategist at denkwerk GmbH)

11:00-11:45 DE Seminar 1
Ist KI der Tod von Kreativität?
Stefan Mohr (COO at Argonauten), Kai Ebert (General Manager at Fork Unstable Media), Pit Kho (Head of Creative Transformation | Executive Creative Director at Fleishman-Hillard Germany), Alina Schlaier (Design Director at denkwerk), Verena Sandbote (Managing Director Design & Technology at Dept)

11:00-11:45 DE Seminar 7
Mehr Conversions durch strukturiertes Testing im E-Mail Marketing
Stefan von Lieven (CEO at artegic AG)

11:00-11:45 DE Seminar 6
Perfect Answers Everywhere. Haben Sie die Kontrolle über Ihre Marke?
Michael Hartwig (Managing Partner Central Europe at Yext)

11:00-11:45 DE Seminar 9
When physicists think about Marketing - Einstein's effect on Marketing
Mathias Ilsässer (Director Data Driven Marketing at PwC)

12:00-12:45 EN Seminar 5
14 Charts that Show Innovative Brands How to Engage Gen Z
Mark Walker (Chief Revenue Officer at Attest)

12:00-12:45 EN Seminar 4
When life gives you lemons, deal with it: why today’s data challenges make tomorrow’s success
Lindsay McIwan (VP and MD EMEA at Tealium)

12:00-12:45 EN Seminar 1
Corporate responsibility in a digital society.
Tell Münzing (Founder & Managing Director at ITransformation), Stephan Engel (Principal Corporate Responsibility at Otto Group), Shlomi Hod (Data Scientist and Educator at Freelancer), Lorena Jaume-Palasi (Gründerin at The Ethical Tech Society), Gabriele Hartmann (Head of Corporate Social Responsibility MEE | Corporate Affairs at SAP SE)

12:00-12:45 EN Seminar 2
Acht Leitlinien für Künstliche Intelligenz
Christopher Reher (Managing Director Germany at Platform9), Agnieszka Walorska (Geschäftsführerin at Creative Construction), Robert Wauer (Geschäftsführer at Semcona), Michael Gohl (Head of Digital Ad Technology at G+J Electronic Media Sales)

12:00-12:45 DE Seminar 8
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Stefan von Lieven (CEO at artegic AG)

12:00-12:45 DE Seminar 7
Mehr Conversions durch strukturiertes Testing im E-Mail Marketing
Stefan von Lieven (CEO at artegic AG)
13:00-13:45 DE Seminar 1
Fake User - Fake Impressions - Fake Clicks – die neuen Unbekannten im Online Marketing?
Maren Wulff (Director Client Service at Meetrics), Arne Kirchem (OWM-Vorstand), Julian Simons (Geschäftsführer at Mediascale)

13:00-13:45 EN Seminar 6
Under Siege: The Internet as a Sustainable Marketing Channel
Wayne Gattinella

13:00-13:45 DE Seminar 8
Creating a corporate innovation infrastructure
Tobias Stamatis (Senior Partner at Etribles Connect GmbH)

13:00-13:45 DE Seminar 4
From Brand Loyalty to Consumer Loyalty
Marc Hundacker (Managing Director DACH at Awin AG)

13:00-13:45 DE Seminar 3
Mit Google zu einer effektiven Display Strategie
Selcuk-İlhan Akyıldız (Display Specialist, Central Europe at Google), Lars Bilke (Programmatic Media Lead at Google)

14:00-14:45 DE Seminar 7
Stories on the Rise: Wie Marken erfolgreich Stories Ads nutzen können
Bastian Raschke (Head of FMCG DACH at Facebook), Nadine Neubauer (Product Marketing Lead Central Europe at Facebook), Christine Wedl (Client Partner FMCG at Facebook), Maren Alef (Senior Digital Manager Central Europe at Johnson & Johnson)

14:00-14:45 DE Seminar 8
Epische Kundenerlebnisse
Melanie Gipp (Senior Marketing Director at Marketo, an Adobe company)

14:00-14:45 DE Seminar 2
Abschied von Silos und Agentur-Zoo: Wie sich das Marketing der Zukunft organisiert
Karsten Krämer (Geschäftsführer at C3), Almut Ringleben (Senior Principal Consultant at Namics), Heiko Packwitz (Geschäftsführer bei Lufthansa), Christian Fill (Geschäftsführer von Profilwerkstatt)

14:00-14:45 EN Seminar 3
Wie Sie mit Ihrem Unternehmen neue Märkte erschließen
Lorenzo Holder (Export Consultant, Global Expansion Team (German) - EU Headquarters at Google), Rouba Saliba (Expansion Consultant at Google)

14:00-14:45 DE Seminar 7
Abschied von Silos und Agentur-Zoo: Wie sich das Marketing der Zukunft organisiert
Karsten Krämer (Geschäftsführer bei C3), Almut Ringeben (Senior Principal Consultant at Namics), Heiko Packwitz (Industry Solutions at Lufthansa), Christian Fill (Geschäftsführer von Profilwerkstatt)
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<tr>
<td>15:00-15:45</td>
<td>EN</td>
<td>Seminar 8</td>
<td>MARKETING</td>
<td>How to Supercharge your Marketing Strategy with Branded Link Management</td>
<td>Katie Espinoza (Head of Brand and Operations at Rebrandly)</td>
</tr>
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<td>15:00-15:45</td>
<td>DE</td>
<td>Seminar 5</td>
<td>TECHNOLOGY</td>
<td>Umsatz steigern mit Emotion Analytics</td>
<td>Martin Zinkel (SBA Agile Business Customer Leader at Ernst &amp; Young GmbH), Cristian Wieland (Senior Manager at Ernst &amp; Young GmbH)</td>
</tr>
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<td>15:00-15:45</td>
<td>DE</td>
<td>Seminar 4</td>
<td>TECHNOLOGY</td>
<td>B2B Commerce meets Marketing &amp; Sales Automation</td>
<td>Roland Boes (Director Innovation &amp; Portfolio at Sybit GmbH)</td>
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<tr>
<td>15:00-15:45</td>
<td>EN</td>
<td>Seminar 7</td>
<td>MEDIA</td>
<td>Meliá Hotels International: digital transformation with a social first strategy</td>
<td>Santiago Garcia Solimei (Global Director of Social Media at Meliá Hotels International), Mark Abrami (Senior Value Realisation Consultant at Hootsuite)</td>
</tr>
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<td>Seminar 3</td>
<td>TECHNOLOGY</td>
<td>Google Analytics und DSGVO: Webanalyse verantwortungsvoll einsetzen</td>
<td>Ilona Van de Bildt (Pre-Sales Lead GMP Measurement, DACH at Google), Katharina Amtzen (Data Privacy Go-To-Market Lead, Central Europe at Google)</td>
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<td>15:00-16:15</td>
<td>EN</td>
<td>Seminar 5</td>
<td>MARKETING</td>
<td>Campaign success with Mindset Targeting – How to efficiently target your customer segments!</td>
<td>Holger Laube (Managing Director at Kantar), Claudia Gelbe (Director at Kantar)</td>
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<td>EN</td>
<td>Seminar 7</td>
<td>MARKETING</td>
<td>Don't blow it again – Make your business future-proof with an Omnichannel Marketplace</td>
<td>Steven Bailey (CSO at AOE GmbH)</td>
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<td>TECHNOLOGY</td>
<td>PImp my processes - Übersetzungsmanagement im E-Commerce</td>
<td>Marina Orešković (Product Owner at Across Systems GmbH)</td>
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<td>15:00-16:15</td>
<td>DE</td>
<td>Seminar 1</td>
<td>MEDIA</td>
<td>Der Voice &amp; Chat Hype: bestehen dialogische Nutzererlebnisse den Business Check?</td>
<td>Frank Bachler (Managing Director at RMS Radio Marketing Service GmbH &amp; Co. KG), Nico Wohlgemuth (Managing Partner at DAYONE - A Service Design Studio), Daniel Krantz (Leiter Digital Excellence at Otto Group), Thomas Scheffler (Head of Marketing &amp; PR at digitalSTROM), Hendrik HIR (Co-Founder, Spctrm at Spctrm)</td>
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<td>EN</td>
<td>Seminar 4</td>
<td>TECHNOLOGY</td>
<td>Time-Series Forecasting by ETECTURE</td>
<td>Ruben Horbach (Innovation &amp; Digital Strategy at ETECTURE GmbH)</td>
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<tr>
<td>16:00-16:45</td>
<td>EN</td>
<td>Seminar 7</td>
<td>MEDIA</td>
<td>Unlocking Intent on Facebook</td>
<td>Jannette Flores (Agency Sales Manager at Google), Michaela Seekamp (YouTube for Action Lead, EMEA Facilitator Lead #IamRemarkable at Google)</td>
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<td>16:00-16:45</td>
<td>EN</td>
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<td>TECHNOLOGY</td>
<td>Google Zukunftswerkstatt presents: #IamRemarkable</td>
<td>Jannette Flores (Agency Sales Manager at Google), Michaela Seekamp (YouTube for Action Lead, EMEA Facilitator Lead #IamRemarkable at Google)</td>
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Work Labs

Wednesday, September 11, 2019 (Day 1)

10:00-11:15  EN  Work Lab 1  TECHNOLOGY
How E-Commerce Brands Are Using Marketing’s Hottest Technology to go From Reactive to Proactive, Boost Conversions, & Predict Revenue
Raj Bala Sundaram (SVP AI Emarsys at Emarsys), Jens Pytlich (Digital Marketing Manager Salling Group at Salling Group)

11:30-12:45  EN  Work Lab 2  TECHNOLOGY
The Secret to Loyalty in Retail: How to Turn your One-timers into Repeat Buyers [Priority 4]
Moshe Demri (VP Revenue - EMEA at Optimove), Matan Block Temin (Strategic Services Team Leader, Optimove at Optimove)

13:00-14:15  DE  Work Lab 1  MARKETING
Lernen Sie wie Sie die Online-Reputation Ihres Unternehmens steuern und Ihren Umsatz steigern
Sven Knierim (Country Manager DACH at Reputation.com), Christopher Grohmann (Enterprise Account Executive DACH at Reputation.com)

13:00-14:15  EN  Work Lab 2  MARKETING
Agile meets Marketing - are you still planning or already sprinting?
Sebastian Picklum (Director Research & Development at Canto GmbH)

14:30-15:45  EN  Work Lab 1  MARKETING
The Digital Asset Management revolution with Siemens
Sven Schubert (Principal Project Manager at Netcentric, A Cognizant Digital Business), Thomas König (Principal Solution Architect at Netcentric, A Cognizant Digital Business), Andre Graf (VP Software and User Experience at Siemens AG)

14:30-15:45  DE  Work Lab 2  MARKETING
To be recognized you need to be creative - in any environment
Fabian Pensel (Executive Creative Director at denkwerk GmbH), Christoph Wesseling (Creative Director at denkwerk GmbH)
<table>
<thead>
<tr>
<th>Time</th>
<th>Language</th>
<th>Location</th>
<th>Title</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00-11:15</td>
<td>DE</td>
<td>Work Lab 1</td>
<td>Workshop: B2B Customer Centricity entlang der Kundenschnittstelle</td>
<td>Roland Boes (Director Innovation &amp; Portfolio at Sybit GmbH)</td>
</tr>
<tr>
<td>10:00-11:15</td>
<td>DE</td>
<td>Work Lab 2</td>
<td>Auf die Plattform, fertig, los! Vom manuellen MVP zur vollautomatisierten Plattform in 75 Minuten</td>
<td>Christopher Möhle (CEO at Turbine Kreuzberg GmbH)</td>
</tr>
<tr>
<td>11:30-12:45</td>
<td>DE</td>
<td>Work Lab 2</td>
<td>Innovative Geschäftsmodelle und digitale Ökosysteme entwickeln, um neues Wachstum zu ermöglichen</td>
<td>Rebecca Riebeling (Senior Managing Consultant, Digital Strategy at IBM iX), Arne Buesching (Associate Partner Digital Strategy at IBM iX)</td>
</tr>
<tr>
<td>11:30-12:45</td>
<td>EN</td>
<td>Work Lab 1</td>
<td>The problem-first framework: A new approach to experimentation</td>
<td>Jil Maassen (Senior Strategy Consultant at Optimizely)</td>
</tr>
<tr>
<td>12:00-14:15</td>
<td>EN</td>
<td>Work Lab 1</td>
<td>Part 2: The problem-first framework: A new approach to experimentation</td>
<td>Jil Maassen (Senior Strategy Consultant at Optimizely)</td>
</tr>
<tr>
<td>12:00-14:15</td>
<td>EN</td>
<td>Work Lab 2</td>
<td>Tips, tricks and turkeys. Preparing your native ads for Christmas.</td>
<td>Mick Loizou (Snr. Director, EMEA Product Marketing at Verizon Media), Lucy Marriott (Head of Mid Market Sales, EMEA at Verizon Media)</td>
</tr>
</tbody>
</table>
Demo Arena

Wednesday, September 11, 2019 (Day 1)

10:00-10:20   EN   TECHNOLOGY
Mastering the art of high-velocity marketing
Roberto Vlad (Customer Experience Manager at CoreMedia AG), Sebastian Büttner (Senior Solution Architect at CoreMedia AG)

10:30-10:50   EN   TECHNOLOGY
Conversational Commerce: From Conversation to Conversion
Jan Saan (CTO at CM.com)

11:00-11:20   EN   TECHNOLOGY
WhatsApp Business API for CX-powered Engagement
Samantha Warren (Senior Strategic Communication and Event Lead at tyntec)

11:30-11:50   EN   TECHNOLOGY
The Impact of Online Reputation Management on Your Overall Business Success
Bruce McKay (Director, EMEA Solution Engineering at Reputation.com)

12:00-12:20   EN   TECHNOLOGY
Optimove – A Truly Actionable Customer Data Platform
Leigh Kalina (Director of Solutions Engineering at Optimove)

12:30-12:50   EN   MARKETING
Moving beyond “A/B Testing”
Martijn Beijl (Director of Solutions Engineering at Optimizely)

13:00-13:30   DE   MARKETING
Yext - Die zentrale Plattform für richtige Antworten, Reputationsmanagement und Online-Sichtbarkeit
Marc Kriegs (Senior Sales Engineer, Central Europe at Yext)

13:30-13:50   DE   MARKETING
Survival of the fittest! – Wie Sie die digitale Revolution im Marketing mit MARMIND überleben
Patrick Moser (Managing Director at UPPER Network / MARMIND)

14:00-14:20   EN   MARKETING
The Interactive Customer Journey YOU Decide.
Marina Zernaro (Product Marketing Manager, EMEA & UK at Salesforce)

14:30-14:50   DE   TECHNOLOGY
„Wie Kreation und Werbeumfelder die Kommunikationswirkung beeinflussen“
Martina Vollbehr (Geschäftsführerin at pikoi)

14:50-15:10   EN   TECHNOLOGY
Deploy Customized Brand Safety and Contextual Targeting Through AI-based NLP
Daniel Avital (Chief Strategy Officer at CHEQ)

15:00-15:20   DE   MARKETING
So geht erfolgreiches Messenger Marketing nach dem Ende der WhatsApp Newsletter!
Matthias Mehner (Chief Marketing Officer at MessengerPeople)

15:30-15:50   EN   FUTURE
Blockchain = business value or technology hype?! Use cases, lessons learned and outlook.
Nele Maria Franke (Senior Managing Consultant for Blockchain and Business Transformation at IBM (X)

16:00-16:20   EN   FUTURE
Driving Digital Transformation with Real-Time, Event-Driven Applications
Thomas Degen (Western European Field Sales Engineer at VANTIQ)

16:30-16:50   EN   TECHNOLOGY
SmartPay – the future of digital payments for small and midsized companies
Thomas Gregory (Chief Product Officer at Concardis)

17:00-17:20   EN   TECHNOLOGY
Sonic DNA: Acoustic Brand Management in the Age of Smart Assistants and AI
Ric Scheuss (Managing Director at TRO GmbH)
<table>
<thead>
<tr>
<th>Time</th>
<th>Language</th>
<th>Session Type</th>
<th>Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00-10:20</td>
<td>DE</td>
<td>MEDIA</td>
<td>Effiziente KI-unterstützte Video-Workflows für Redaktionen</td>
<td>David Becker (Product Manager medialoopster at nachtblau GmbH)</td>
</tr>
<tr>
<td>10:30-10:50</td>
<td>EN</td>
<td>FUTURE</td>
<td>Watch Celtra Produce 1000s of Ad Variants with Creative AI</td>
<td>Harry Robinson (VP of Enterprise Brand Sales at Celtra), John Goodhead (Creative Product Specialist at Celtra)</td>
</tr>
<tr>
<td>11:00-11:20</td>
<td>EN</td>
<td>TECHNOLOGY</td>
<td>Monetization 2.0 for Digital Content Providers – Realtime Payments for Digital Streams</td>
<td>Michael Gillig (Manager and Head of Blockchain Competence Center at Project Partners Management GmbH)</td>
</tr>
<tr>
<td>11:30-11:50</td>
<td>EN</td>
<td>TECHNOLOGY</td>
<td>Grow.Fail.Learn.Scale</td>
<td>Jana Pölzl (Director Marketing &amp; Sales ABOUT YOU CLOUD at ABOUT YOU GmbH)</td>
</tr>
<tr>
<td>12:00-12:20</td>
<td>DE</td>
<td>FUTURE</td>
<td>Um die Meere von Plastik zu befreien, müssen wir es aus unseren Köpfen fischen!</td>
<td>Peter Christmann</td>
</tr>
<tr>
<td>12:30-12:50</td>
<td>EN</td>
<td>TECHNOLOGY</td>
<td>Are you a marketing dinosaur or digitally savvy? Inspirations on Blockchain, AI, IoT in Marketing</td>
<td>Emmanuel Ledrich (Oracle Marketing Cloud Solution Engineering Manager at Oracle)</td>
</tr>
<tr>
<td>13:00-13:20</td>
<td>DE</td>
<td>TECHNOLOGY</td>
<td>Wie bezahlen wir morgen? Payment-Trends, Konsumentenwünsche und Anforderungen des E-Commerce</td>
<td>Christian von Hammerl-Bonten (CEO at paydirekt GmbH), Dimitri Archatow (Chief Sales Officer at paydirekt GmbH)</td>
</tr>
<tr>
<td>13:30-13:50</td>
<td>EN</td>
<td>TECHNOLOGY</td>
<td>Rich content wins: how to increase online conversion with better product content</td>
<td>Jacob Gjørtz (VP of Marketing at CCI Europe)</td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
<td>Language</td>
<td>Title</td>
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<tr>
<td>10:00-10:45</td>
<td>DE</td>
<td></td>
<td>Wie viele Agenturen braucht der Kunden-Mensch? Full Service vs. Spezialagenturen. Oder gleich In-house?</td>
<td>Larissa Pohl (CEO at Wunderman), Armin Schroeder (CDO at Crossmedia), Anne Stilling (Director Brand Communication and Media at Vodafone), Ralf Heuel (Geschäftsführer at Grabarz &amp; Partner)</td>
</tr>
<tr>
<td>10:50-11:15</td>
<td>EN</td>
<td>MEDIA</td>
<td>Predicting ad performance with AI. How ML-Learnings on video ads feed a predictive model for optimiz</td>
<td>Markus Eberl (Senior Director, Kantar Analytics Practice Germany at Kantar), Shanine Chaudhry (Cient Director &amp; Domain Lead Creative at Kantar)</td>
</tr>
<tr>
<td>11:20-11:45</td>
<td>DE</td>
<td>MARKETING</td>
<td>„Automate or die - Die Zeiten von SEA ohne Machine Learning sind vorbei. Hands On Tipps.</td>
<td>Sebastian Stryj (Director Performance Marketing at SEM Boutique GmbH)</td>
</tr>
<tr>
<td>11:50-12:35</td>
<td>EN</td>
<td>MARKETING</td>
<td>Welcome to the Jungle: Influencer Marketing Gone Global</td>
<td>Stefano Dr. Balestra (Managing Director at Collaby by Zalando ), Corinna Bramer (Journalist &amp; China Expert at China Tech Intelligence), Alina Ludwig (Strategic Planner &amp; Podcaster at Influence - the Podcast)</td>
</tr>
<tr>
<td>12:40-13:05</td>
<td>EN</td>
<td>MARKETING</td>
<td>Building Your Tribe: Balancing Physical and Digital Relationships While Saving Time</td>
<td>Natasha Adams (VP of Marketing at Falcon.io)</td>
</tr>
<tr>
<td>13:10-13:25</td>
<td>DE</td>
<td>MEDIA</td>
<td>Amazon PPC: 5 Ways To Beat The Competition</td>
<td>Jens Jokschat (Managing Director at PrimeUp GmbH)</td>
</tr>
<tr>
<td>13:30-13:55</td>
<td>DE</td>
<td>TECHNOLOGY</td>
<td>Von 1st bis 3rd Party Data - Wie Sie Daten intelligent in Ihre Marketingstrategie integrieren</td>
<td>Mark Elsner (Co-Founder / Managing Partner at Echte Liebe - Programmatic Marketing Agency)</td>
</tr>
<tr>
<td>14:00-14:45</td>
<td>DE</td>
<td></td>
<td>12. Runde, im Kampf um digitale Talente?</td>
<td>Kai Anderson (CEO at Proment), Harold R. Fortmann (Executeive Partner at five14 GmbH), Petra Kruse (Geschäftsführerin at Pikot Media)</td>
</tr>
<tr>
<td>14:50-15:15</td>
<td>EN</td>
<td>FUTURE</td>
<td>Virtual organizations: 400% growth in 6 months</td>
<td>Manuel Pistner (Founder &amp; CEO at Flashhub.io), Johanna Anthes (Sales at Flashhub.io)</td>
</tr>
<tr>
<td>15:50-16:15</td>
<td>DE</td>
<td>MARKETING</td>
<td>Let’s talk Trends – Influencer Marketing 2020</td>
<td>Marius Jansen (Managing Director at Social Match)</td>
</tr>
<tr>
<td>16:20-16:45</td>
<td>EN</td>
<td>MARKETING</td>
<td>New Opportunities in the Age of ‘Near Me’: Helping Brands Master Their Online-to-Offline Marketing</td>
<td>Florian Hüblner (Co-CEO at Uberall)</td>
</tr>
<tr>
<td>16:50-17:35</td>
<td>DE</td>
<td>MARKETING</td>
<td>Einsatz immersiver Technologien zur Schaffung neuer Produkt &amp; Markenerlebnisse für Konsumenten</td>
<td>Klaus Schwab (Managing Director and Partner at Plan.Net Group), Norman Wagner (Leiter Konzem-Media at Deutsche Telekom AG), Dörte Spengler-Ahrens (Managing Director Creation at Jung von Matt), Miki Devic (Founder &amp; CEO at Doyodu GmbH)</td>
</tr>
<tr>
<td>17:40-18:05</td>
<td>DE</td>
<td>MEDIA</td>
<td>The New Out of Home - Dynamic Creatives &amp; Automation</td>
<td>Jonas Kofahl (Director Digital &amp; Innovate at WallDecaux ), Tobias Hefele (Director Digital &amp; Innovation at Kinetic Worldwide Germany GmbH)</td>
</tr>
</tbody>
</table>
World of Agencies

Thursday, September 12, 2019 (Day 2)

09:45-10:25  DE
Best of ADC – Co-Creation for Creativity
Patrik de Jong (Creative Director at Artificial Rome), Dennis May (Chief Creative Officer at DDB Germany), Björn Bremer (Chief Creative Officer at Ogilvy), Markus Fälsch (Leiter Marketingcommunication Personenverkehr at Deutsche Bahn), Klaus Gräff (Geschäftsführender Vorstand at Art Directors Club)

10:30-10:55  EN
Uncover Intent To Unlock Brand Relevance
TBA TBA (TBA Exec at Microsoft), Burcu Agma (Vice President, Planning & Insights at Perfromics)

11:00-11:25  DE
Neue Wege im Account Based Marketing mit dem Kunden T-Systems
Alexander Roth (CEO at Evernine Group)

11:30-11:55  DE
Pitch Perfect! Mit Social Listening datengetrieben Kunden-Pitches gewinnen
Daniel Köthe (Marketing Manager DACH at Talkwalker), Insa Traut (Customer Success Team Lead DACH at Talkwalker)

12:00-12:45  EN
How Brands Can Drive Awareness, Action, and Affirmation
Damian Slattery (VP Marketing at Fast Company), Paul Polizzotto (Founder & CEO at GiveWith)

12:50-13:15  DE
Influencer-Marketing ist gefährlich.. wenn man es nicht richtig macht!
Björn Wenzel (Gründer & Geschäftsführer at Lucky Shareman), Tom Nollau (Geschäftsführer at Lucky Shareman)

13:20-13:45  DE
Wie gut ist Ihr SEA? 5 Fragen, die Sie zum Nachdenken bringen werden
Oliver Zenglein (Geschäftsführer at SEM Boutique GmbH)

13:50-14:10  DE
B2B Social Advertising - Wie über LinkedIn & Co. neue Kunden gewonnen werden können
Matte Galus (Director Digital Advertising at construktiv GmbH)

14:15-14:35  EN
Innovation and Regulation: The Road to Cultivating Harmony
Mila Dimitrova (Data Protection Officer at Nova Broadcasting Group), Tim Geenan (General Manager at Faktor, a LiveRamp Company)

14:40-15:05  EN
Recipe for a successful digital center of excellence for multi-market companies with Drupal 8
Patrick Hocke (Senior Technical Consultant at FFW), Sina Kresse (Senior Digital Strategist at FFW)

15:10-15:35  EN
Content Strategy · Service Design, vice versa.
Christian Lenz (Principal UX Designer, Solution Manager Service Design at Ergosign Berlin)

15:40-16:05  EN
Why Amazon Advertising will be bigger than Facebook Advertising
Kimberly Maggard (Teamlead Amazon Programmatic Advertising at factor—a part of Dept), Nils Zündorf (Managing Director at factor—a part of dept)

16:10-16:35  EN
Future happened. What does it mean for branding?
Mateusz Zabierowski (Partner & CEO at Admind Branding & Communications)
# Future Park

## Wednesday, September 11, 2019 (Day 1)

### 10:00-10:20  
**Future Park Stage 2**  
WSJ  
Phillipa Leighton-Jones (Editor at Large at The Trust)

### 10:00-10:10  
**Future Park Stage 1**  
TECHNOLOGY  
AI or die?! Pitfalls of implementing AI in your organization and how to succeed.  
Björn Goerke (Co-Founder & CEO at Gpredictive GmbH)

### 10:20-10:30  
**Future Park Stage 1**  
FUTURE  
Headless eCommerce API: How refined data secures future innovations and why service will save you.  
Yves Schleich (Co-Founder & CEO at Lyska UG)

### 10:30-10:40  
**Future Park Stage 1**  
TECHNOLOGY  
E-Commerce Fulfillment – digital solutions for growth and sustainable success in e-commerce  
Christian Athen (CEO & Co-Founder at ondemandcommerce GmbH)

### 10:40-10:50  
**Future Park Stage 1**  
MARKETING  
Surviving the challenges of inspiring your customers throughout your marketing channels  
Ralph Van Katwijk (Client Success Manager at Flowbox), Serdal Sayar (Key Account Manager at Flowbox)

### 10:45-10:55  
**Future Park Stage 2**  
TECHNOLOGY  
The Power of Community Management – How to attract new customers on Instagram  
Friedrich Seck (Founder & CEO at d25.io GmbH)

### 11:00-11:10  
**Future Park Stage 1**  
MARKETING  
Is local business dead?  
Matthias Lange (Founder / CEO at Localyzer GmbH)

### 11:05-11:15  
**Future Park Stage 2**  
BUSINESS  
Future of Display Advertising  
Travis Teo (Co-Founder and Executive Director at Adzymic)

### 11:10-11:20  
**Future Park Stage 1**  
TECHNOLOGY  
How to Turn your Post-Purchase Experience into Powerful Marketing Tools  
Dana von der Heide (Founder & CCO at Parcel Perform)

### 11:15-11:25  
**Future Park Stage 2**  
TECHNOLOGY  
Ad Tracking and The Future of Media Buying Automation  
Vladyslav Zhovtenko (CEO at RedTrack.io / Adtec Solution UAB)

### 11:20-11:30  
**Future Park Stage 1**  
TECHNOLOGY  
Mobile Market Research in Real-Time: Experiencing Customer Centricity with Appinio  
Jonathan Kurfess (Founder and CEO at Appinio GmbH)

### 11:25-11:35  
**Future Park Stage 2**  
MARKETING  
Vom Spielteppich zur Visuell-Kommunikation: Wie interaktive Erklärbilder komplexes Wissen vermitteln  
Anne Weging (Head of Marketing at easyclipr GmbH)

### 11:30-11:40  
**Future Park Stage 1**  
TECHNOLOGY  
Mit der eigenen Kunden-Crowd zum 24/7 Kundendienst: so geht’s!  
Toni Meier (CEO & co-founder at guuru)

### 11:35-11:50  
**Future Park Stage 2**  
MARKETING  
Branding im digitalen Zeitalter – eine OOH Case Study  
Franziska Engel-Ulrich (Head of Nurture Germany at Wall)

### 11:40-11:50  
**Future Park Stage 1**  
MARKETING  
The Future of Advertising is Personalised Video at Scale  
Ger O’Meara (CEO at Spirable)

### 12:00-12:10  
**Future Park Stage 2**  
MARKETING  
How Messenger & WhatsApp can boost your customer acquisition ➔ Insights from 1M generated leads  
Felix Schroeder (CEO at chatchamp)

### 12:10-12:20  
**Future Park Stage 2**  
TECHNOLOGY  
AI for the New World of Ecommerce  
Sri Sharma (CEO & Co-founder at Increasingly)

### 12:40-12:50  
**Future Park Stage 1**  
MARKETING  
The evolution of customer behaviour in a digital age.  
Josh Scottyn (Co-Founder at Personify XP)
<table>
<thead>
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</thead>
<tbody>
<tr>
<td>12:50-13:00</td>
<td>DE</td>
<td>MEDIA</td>
<td>Power to the people! Was passiert, wenn Menschen selbst über Werbung entscheiden.</td>
<td>Philipp Dommers (Co-Founder at Welect GmbH)</td>
</tr>
<tr>
<td>13:10-13:30</td>
<td>DE</td>
<td>BUSINESS</td>
<td>Mehr Digitalisierung wagen!</td>
<td>Lars Klingbeil (Generalsekretär at SPD)</td>
</tr>
<tr>
<td>13:40-13:50</td>
<td>DE</td>
<td>BUSINESS</td>
<td>Textroboter: Mit automatisierten Content-Produktion Engpässe dauerhaft beseitigen</td>
<td>Christian Meyer (Geschäftsführer at uNaice GmbH)</td>
</tr>
<tr>
<td>14:30-14:40</td>
<td>EN</td>
<td>TECHNOLOGY</td>
<td>Advanced programmatic reporting across SSPs and Adservers for Publishers and Sales Networks</td>
<td>Petri Kokkonen (CEO, Partner at Relevant Digital Oy)</td>
</tr>
<tr>
<td>14:40-14:50</td>
<td>EN</td>
<td>TECHNOLOGY</td>
<td>Rethinking the way Media Buyers and AdTech Vendors partner up</td>
<td>Kevin MacPhee (CTO at BriefBid)</td>
</tr>
<tr>
<td>15:10-15:20</td>
<td>EN</td>
<td>TECHNOLOGY</td>
<td>Why transparency in programmatic is good for advertiser and publisher ROI</td>
<td>Ashley MacKenzie (CEO and Founder at Fenestra)</td>
</tr>
<tr>
<td>15:30-15:50</td>
<td>DE</td>
<td>MARKETING</td>
<td>SAP.IO Foundries - acceleration program with „No Boundries“</td>
<td>Philippe Souidi (Head of SAP.IO Foundry Munich at SAP.IO)</td>
</tr>
<tr>
<td>16:00-16:10</td>
<td>EN</td>
<td>MEDIA</td>
<td>Fixing Publishers' Broken Monetisation Model</td>
<td>Aditya Bhelande (CEO and Founder at YuktaMedia LLP)</td>
</tr>
<tr>
<td>16:30-16:40</td>
<td>EN</td>
<td>BUSINESS</td>
<td>Empowering your team with an agile mindset</td>
<td>Christian Heidemeyer (Co-Founder &amp; CEO at Echometer GmbH), Jean Michel Diaz (Co-Founder &amp; CEO at Echometer GmbH)</td>
</tr>
<tr>
<td>16:40-16:50</td>
<td>EN</td>
<td>TECHNOLOGY</td>
<td>Redefine Customer Engagement</td>
<td>Horst-Georg Fuchs (COO at Chatvisor GmbH)</td>
</tr>
<tr>
<td>16:20-16:30</td>
<td>EN</td>
<td>TECHNOLOGY</td>
<td>The Best Way To Optimize Your Yield is to Master Your Bid Stream</td>
<td>Benjamin Hansz (Vice President Strategy at Simplaex GmbH)</td>
</tr>
<tr>
<td>17:00-17:10</td>
<td>DE</td>
<td>BUSINESS</td>
<td>Schöne neue Welt: Höhere Checkout-Conversions dank smartem B2B-Rechnungskauf</td>
<td>Christian Grobe (Co-Founder at Billie GmbH)</td>
</tr>
<tr>
<td>17:30-17:40</td>
<td>DE</td>
<td>MARKETING</td>
<td>Die itRente als Gestaltungsinstrument des Employer Bandings</td>
<td>Andreas Zwiener (Gesellschafter/Geschäftsführer at Connect GmbH)</td>
</tr>
</tbody>
</table>
Future Park

Thursday, September 12, 2019 (Day 2)

10:00-10:10  EN  Future Park Stage 2  MARKETING
watchar - Tell stories. Visually.
Raphael Schewe (CEO & Co-Founder at watchar GmbH), Alexander Höppner (CTO & Co-Founder at watchar GmbH)

10:00-10:10  DE  Future Park Stage 1  FUTURE
Smart Vending: Umsatzsteigerung durch den Einsatz von IoT
Robert Jänisch (CEO und Co-Founder at IOX GmbH)

10:20-10:30  EN  Future Park Stage 1  MARKETING
Impact of psychographic marketing
Yuwon Song (Senior Sales Manager at Symanto Research GmbH & Co. KG)

10:30-10:40  DE  Future Park Stage 1  MARKETING
Amazonisierung des Alltags – So bewegen sich Amazonkunden
Sascha Völkel (Head of Sales & Client Growth at ameo GmbH)

10:35-10:45  EN  Future Park Stage 2  TECHNOLOGY
Why MySize is disrupting the online apparel industry
Argun Ersen (International Business Development Director at My Size)

10:45-10:55  EN  Future Park Stage 2  MARKETING
Repurpose your content in Web-based AR
Rania Reda (Founder & CEO at Augmania, Inc.)

11:00-11:10  DE  Future Park Stage 1  MARKETING
Die 5 größten Performance-Killer im Social Media Marketing
Jason Modemann (Founder & CEO at Mawave Marketing)

11:05-11:15  DE  Future Park Stage 2  TECHNOLOGY
Kundenbindung 4.0 - Mit dem Aufbau von Marken-Communities zur Absatzsteigerung und Neukunden
Franz Tretter (CEO & Founder at hello again GmbH)

11:15-11:25  EN  Future Park Stage 2  MARKETING
From Packflops to Packtops - Sales uplift through 3D-CGI-Packshots and Sales Visuals
Alexander Gruendel (CEO at Metaphore GmbH)

11:20-11:30  DE  Future Park Stage 1  MARKETING
adELA™ → the future of digital ad marketplace
Tomáš Víka (CEO & Co-Founder at miitis | adELA™), Tomáš Kučera (CTO & Co-Founder at miitis | adELA™)

11:35-11:45  DE  Future Park Stage 2  MARKETING
Influencer Marketing boosten mit Branded Content Ads!
Moritz Wasserek (CEO at IROIN by CrowdArchitects GmbH)

11:35-11:45  EN  Future Park Stage 1  MEDIA
SignAR: Activation & OOH Marketing Campaigns on steroids with Augmented Reality & Digital Signage
Augustin Grillet (CEO at The Goosebumps Factory)

11:45-11:55  EN  Future Park Stage 1  MARKETING
Making a moment matter. Leveraging the new global bite-sized audience habit.
Marianne Ricketts (CEO at VIBBIO)

11:45-11:55  EN  Future Park Stage 2  MARKETING
Connecting the Digital Dots in a Cookieless World
Oliver Klander (Partner - CIO at Ignition AI), James Harrison (Founder - CEO at Ignition AI)

12:25-12:35  DE  Future Park Stage 2  MARKETING
Den Verbraucher bei der Kaufentscheidung ansprechen – neue Werbeformen machen es möglich
Davide Falzone (Country Manager Germany at Bring!)

12:30-12:40  EN  Future Park Stage 1  MARKETING
Location marketing grows up: Situational targeting
Rodric Bark (CEO at SITU8ED)

12:50-13:00  EN  Future Park Stage 1  TECHNOLOGY
AI-driven Cross-channel Advertising
Ravi Kabra (Co-founder at DeltaX)
Media Elements Group - taking Influencer Marketing to the next level with technology and creativity
Philipp John (COO & Co-Founder at ReachHero GmbH)

Lessons learned from Jodel about local marketing & growth
Tim Schmitz (COO at The Jodel Venture GmbH)

Marketing Performance Analytics
Jarkko Kerkola (CEO at Madtrix)

Hooked on Speed - Breaking Bad Performance
Felix Gessert (CEO at felix.gessert@baqend.com)

Automated Building Analysis to Increase Building Efficiency
Silvan Siegrist (Co-Founder and Managing Director at Lumoview Building Analytics GmbH)

Buy LOCAL! - AI supported Customer Retention & Digital Marketing platform for small local businesses
Philippe Nguyen (Co-Founder / Business Development at LOLOCO)

How CodeControl disrupts the agency model with Future of Work
Marc Clemens (CEO at CodeControl)

No Bullshit: Wann Sie auf externe IT-Ressourcen setzen sollten und wann nicht.
Jürgen Brandt (Managing Director (CEO) at DevelopX GmbH)

Ungeliebt, ungenutzt, unterschätzt: Verwandeln Sie E-Mail-Signaturen in einen starken Marketingkanal
Tao Bauer (Managing Director at Mailtastic)
TV-Studio

Wednesday, September 11, 2019 (Day 1)

09:30-09:45   DE
Anja Hendel - Director Porsche Digital Lab
Anja Hendel (Director at Porsche Digital Lab)

09:45-10:00   EN
Dereck Morrison, Director Europe StockX
Derek Morrison

10:00-10:15   EN
Rob Tarkoff, EVP Oracle
Rob Tarkoff (EVP at Oracle)

10:30-10:45   DE
Marco Raab, CMO Escada
Marco Raab (CMO at Escada)

11:00-11:15   EN
Stephanie Buscemi, CMO Salesforce
Stephanie Buscemi (Chief Marketing Officer at Salesforce)

11:30-11:45   DE
Matthias Wahl, Vorstandsvorsitzender BVDW; Roger Bauer, Geschäftsführer lab switzerland; Kathrin Hirczy, Vorstandsviertel lab austria
Matthias Wahl (Vorstandsvorsitzender at BVDW)

12:00-12:15   EN
Pippa Scaife, Commercial Director CNN IC
Pippa Scaife (Commercial Director at CNN IC)

14:00-14:15   EN
Ryan Leslie, CEO Superphone
Ryan Leslie (CEO at Superphone)

14:30-14:45   EN
Harley Finkelstein, COO Shopify
Harley Finkelstein (COO at Shopify)

15:30-15:45   EN
Piera Geraldi, Co-Founder Refinery29
Piera Gelardi (Executive Creative Director and Co-Founder at Refinery29)

16:00-16:15   EN
Walker Jacobs, CRO Twitch
Walker Jacobs (CRO at Twitch)

16:30-16:45   DE
Christoph Kull, VP & MD Central Europe, Adobe
Christoph Kull (VP and Managing Director Europe at Adobe)

16:45-17:00   EN
Mark Oben-Pepra, OMD
Mark Oben-Pepra (Managing Partner EMEA at OMD)

17:15-17:30   EN
Paige O'Neill, CMO Sitecore
Paige O'Neill (CMO at Sitecore)
TV-Studio

Thursday, September 12, 2019 (Day 2)

10:00-10:15  DE
Florian Hübner, Founder & Co-CEO Uberall
Florian Hübner (Co-CEO at Uberall)

11:00-11:15  EN
Hannah Wickes, CMO Ecosia
Hannah Wickes (Chief Marketing Officer at Ecosia)

11:30-11:45  EN
Sir Martin Sorrell, CEO S4Capital

12:30-12:45  DE
Kai Diekmann, Founder Storymachine
Kai Diekmann (CEO at Storymachine)

13:00-13:15  EN
Abbie Heppe, Head of Marketing
MediaMolecule
Abbie Heppe (Communications Manager at MediaMolecule)

14:00-14:15  DE
Nils Wollny, CEO Holoride (Audi)
Nils Wollny (CEO & co-founder at holoride)

15:00-15:15  EN
Sean O’Connor, Director Marketing, Microsoft Advertising
Sean O’Connor (Director Marketing at Microsoft Advertising)

15:15-15:30  DE
LeFloid, Youtuber & Sebastian Romanus, CEO Studio 71
Sebastian Romanus (Managing Director at Studio 71), Le Floid (Youtuber at LeFloid vs. the world)

15:30-15:45  EN
Marc Speichert, CDO Health GSK
Chris Denson (Co-Founder at Crush Industries)

16:00-16:15  EN
Chris Denson, Co-Founder Crush Industries
Chris Denson (Co-Founder at Crush Industries)

16:30-16:45  DE
Philip Missler, MD DACH, Pinterest
Philip Missler (Managing Director EMEA + Nordics at Pinterest)

16:45-17:00  EN
Sarah Bernuit, European Leader IBM iX
Sarah Bernuit (European Leader at IBM iX)
# CVC Conference

**Wednesday, September 11, 2019 (Day 1)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:30-10:35</td>
<td>Welcome by Venture Capital Magazin &amp; DMEXCO</td>
<td>Benjamin Heimlich (Editor-in-Chief at Venture Capital Magazine)</td>
</tr>
<tr>
<td>10:35-10:45</td>
<td>Cooperating Together is Growing Together</td>
<td>Olivier Khayat (Co-CEO Commercial Banking Western Europe at UniCredit)</td>
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<tr>
<td>10:50-11:30</td>
<td>New Ways of Best Practise of Venturing Programs</td>
<td>Jens Pippig (Managing Director at SevenVentures), Thomas Dehl (Managing Director at VITO Ventures), Christian Lindener (Managing Director at Wayra), Andrew Macadam (Western Europe MD for Microsoft Startups at Microsoft)</td>
</tr>
<tr>
<td>11:35-11:55</td>
<td>On Hype and Reality of Deep Learning</td>
<td>Jakob Uszkoreit (Lead AI Brain research Team at Google)</td>
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<tr>
<td>12:00-12:30</td>
<td>Ai as promising field of innovation or overrated?</td>
<td>Martin Andree (Founder at AMP Digital Ventures), Marko Thorhauer (Executive Creative Director at IBM (x studio), Marcus Polke (Managing Partner at Signals Venture Capital), Katja Albrecht (CXO at IBM iX)</td>
</tr>
<tr>
<td>12:35-13:05</td>
<td>The Perfect Match - Successful Alliances between Corporate Ventures &amp; VC’s</td>
<td>Tanja Emmerling (Principal/Prokurist at HTFG), Joern Taubert (CEO at Verivox), Katrin Nusser (CEO at Flaconi), Claas van Delden (CEO at NuCom Group)</td>
</tr>
<tr>
<td>13:10-13:35</td>
<td>Movin' The Needle in Corporate Venture Capital &amp; Beyond - Experiences From The Last Decade presented by Dentons</td>
<td>Frank Tepper-Sawicki (Partner at Dentons), Kim Höflken (Investment Manager at BASF Venture Capital GmbH)</td>
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<tr>
<td>13:40-14:30</td>
<td>Start-up Tour</td>
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### How to

#### Wednesday, September 11, 2019 (Day 1)

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<tr>
<td>09:15 - 09:35</td>
<td>DE</td>
<td>Wie schafft man ein authentisches Einkaufserlebnis im Zeitalter von Smart Phygital?</td>
<td>Tobias Stelzer (Head of Sales DACH &amp; BENELUX at Bazaarvoice)</td>
</tr>
<tr>
<td>09:45 - 10:05</td>
<td>EN</td>
<td>MEDIA Group Hug - How to Make Your Organization More Successful with Social Media Data</td>
<td>Andrew Simmons (Product Marketing Senior Manager at Salesforce)</td>
</tr>
<tr>
<td>10:50 - 11:20</td>
<td>EN</td>
<td>3 Steps to make B2B Marketing more successful</td>
<td>Jan Ellers (Customer Intelligence at BASF)</td>
</tr>
<tr>
<td>12:40 - 13:10</td>
<td>DE</td>
<td>Big Data vs. echte Kundenfokussierung in der Nische: 5 CRM-Strategien mit Don Carne</td>
<td>Janos Bluhm-Saffran (Manager Marketing, Customer Acquisition &amp; CRM at Food Explorer / Don Carne GmbH)</td>
</tr>
<tr>
<td>13:20 - 13:50</td>
<td>EN</td>
<td>How to activate cross-channel intelligence for connected consumer journeys with Salesforce Marketing Cloud + Google Analytics 360</td>
<td>Jan Wittek (Head of Sales - Google Marketing Platform at Google Technology), Christa van Vliet (Google Technology Partner EMEA at Salesforce)</td>
</tr>
<tr>
<td>14:00 - 14:20</td>
<td>DE</td>
<td>Warum das Gefühl des Scheiterns bei ihrer Marketing Transformation vermeidbar ist</td>
<td>Carsten Thierbach (Principal Business Analyst at Capgemini GmbH)</td>
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<tr>
<td>14:30 - 15:00</td>
<td>EN</td>
<td>Scout24Media: How to Build an Audience Strategy for Advertisers</td>
<td>Rose Silford-McLoughlin (Lead – Programmatic Buying at Scout24 Media)</td>
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<tr>
<td>15:10 - 15:30</td>
<td>EN</td>
<td>Beyond the Buzzword: How to Apply Artificial Intelligence to the Marketing Lifecycle</td>
<td>Andrew Simmons (Product Marketing Senior Manager at Salesforce)</td>
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<td>English (EN)</td>
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<tr>
<td>10:00-10:30</td>
<td>VEDA: Plus 450% Neukunden. Plus 20% Bestandsgeschäft. Plus 600% Sales Pipeline. So geht’s.</td>
<td>Didier Dehnet (Director Sales and Marketing at VEDA GmbH)</td>
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<td>10:40-11:10</td>
<td>Scout24Media: How to Build an Audience Strategy for Publishers</td>
<td>Austin Ley (Data Monetisation at Scout24 Media)</td>
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<tr>
<td>12:00-12:30</td>
<td>People-Based Marketing mit zeotap: Wie Brands ihre Kunden besser verstehen und effektiv erreichen können</td>
<td>Stefan Blumenthal (Country Manager DACH at Zeotap GmbH)</td>
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<tr>
<td>12:40-13:00</td>
<td><em>WAS WÄRE WENN... es keinen Handel mehr gibt?</em></td>
<td>Achim Himmelreich (Global Head Consumer Engagement Consumer Products &amp; Retail, Capgemini at Vizepräsident, BVDW)</td>
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<tr>
<td>13:15-13:35</td>
<td>Best Practices for Email Marketing</td>
<td>Blake Miller (Senior Director Product Marketing at Salesforce)</td>
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<td>Wie schafft man ein authentisches Einkaufserlebnis im Zeitalter von Smart Phygital?</td>
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<td>14:50-15:10</td>
<td>Demystifying Journey Strategy: 5 Steps to Transform for Journey Success</td>
<td>Blake Miller (Senior Director Product Marketing at Salesforce)</td>
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<tr>
<td>15:50-16:10</td>
<td>US Masterclass: Using tax technology to crack the eCommerce market</td>
<td>Mark Carpenter (Senior Manager, Strategic Alliances – EMEA at Avalara)</td>
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<tr>
<td>16:20-16:40</td>
<td>Introducing Datorama: One Centralised Platform For All Your Marketing Data And Decision Making</td>
<td>Oskar Stenzel (Regional Director Sales, Central Europe at Datorama)</td>
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