

**DIGITAL MARKETING**



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**EXPO & CONFERENCE**

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**2018**

# Conference Guide



# Congress Stage

CS

## Mittwoch, September 12, 2018 (Tag 1)

09:45-10:10

FUTURE

### DMEXCO Welcome

Dominik Matyka (DMEXCO), Gerald Böse (Koelnmesse), Matthias Wahl (BVDW)

10:15-10:45

FUTURE

### Opening Keynote – The Age of Digital Optimism

Timotheus Höttges (Deutsche Telekom)

10:50-11:15

BUSINESS

### Take C.A.R.E. of the Future with AI

Alex Cheng (Baidu)

11:20-11:50

BUSINESS

### Take C.A.R.E. Driving Change through Curiosity, Action, Responsibility and Experiences.

Sheila Colclasure (Acxiom), James Cooper (Adweek), Martin Ott (Facebook), Nigel Morris (Dentsu), Adrian Farina (VISA), Sheila Colclasure (Acxiom), James Cooper (Adweek), Martin Ott (Facebook), Nigel Morris (Dentsu)

11:55-12:20

MEDIA

### How HQ Trivia reinvented television: A fireside chat with Co-founder and CEO Rus Yusupov

Rus Yusupov (HQ Trivia), Natan Edelsburg (Muck Rack/Shorty Awards)

12:25-12:45

MARKETING

### Living in a Vertical World

Jim Squires (Instagram)

12:45-13:00

### Break

12:50-13:05

### BREAK

13:05-13:35

BUSINESS

### DMEXCO Summit – Global Power Europe

Roel Annega (Nestle Deutschland), Eva Wimmers (Huawei), Peter Würtenberger (Uday), Tugce Bulut (Streetbees), Christoph Gerber (talon.one &amp; Lieferando), Philipp Justus (Google)

13:40-14:05

MEDIA

### Revolution or Evolution: How global media houses create the future

Dominique Delport (VICE Media), Kelly Day (Viacom), James Cooper (Adweek)

14:10-14:40

TECHNOLOGY

### Enjoy Shopping: Reinventing the Retail Business

Pieter Haas (MediaMarktSaturn Retail Group), Ron Johnson (ENJOY)

14:45-15:10

BUSINESS

### Europe's digital transformation – what would Google do? – Fireside Chat with Philipp Schindler

Philipp Schindler (Google), Tanit Koch

15:15-15:35

FUTURE

### Blockchain in Action – Hype No More

Jonathan Steuer (Omnicom), Gabe Greenberg (GABBCON), Adam Helfgott (Madhive)

15:40-15:56

FUTURE

### Don't Fight It: Embrace the Power of New Behavior and Technology

Suresh Vittal (Adobe)

16:00-16:45

MARKETING

### Redefining Bravery: The Global Perspective

Dörte Spengler-Ahrens (Jung von Matt/SAGA), Eco Moliterno (Accenture Interactive), Jason Romyko (Serviceplan), Javier Campopiano (FCB Mexico), Jeff Kling (Fallon)

16:50-17:20

MEDIA

### How Consumer Choice has Changed the Video Landscape

Neal Mohan (YouTube)

17:25-17:55

MARKETING

### The next Mission in Marketing

Philipp Markmann (L'Oréal Deutschland), Tim Alexander (Deutsche Bank), Florian Haller (Serviceplan Group), Kirsten Brückner (Mobile.de)

18:00-18:30

BUSINESS

### Diversity does not stop with gender

Shelley Zalis (The Female Quotient), Jennifer Whelan (Criteo), Alicia Hatch (Deloitte Digital), Saskia Steinacker (Bayer)



# Congress Stage

**CS****Donnerstag, September 13, 2018 (Tag 2)**

09:45-10:05	<b>MARKETING</b>	12:45-13:15	<b>MARKETING</b>
<b>From Formula1 Champion to a Digital Platform</b>		<b>Future Skills in Brand Building: How to Transform into a Modern Marketing Department</b>	
Nico Rosberg (Formula 1), Louise Houghton (DMEXCO)		Rahmyn Kress (Henkel), Geoff Ramsey (eMarketer), Stephan Garandet (L'Oréal), Debora Koyama (Mondelez)	
10:10-10:30	<b>MARKETING</b>	13:20-13:50	<b>BUSINESS</b>
<b>Snap Inc. is a camera company</b>		<b>Powered by the Silicon Dragon: New Take on Digital Transformation</b>	
Peter Sellis (Snap)		Wanli Min (Alibaba Cloud), Yuri van Geest (Singularity University), Olaf Rotax (dgroup part of Accenture), Rosie Hawkins (Kantar)	
10:35-11:00	<b>BUSINESS</b>	13:55-14:20	<b>MEDIA</b>
<b>Reinventing the Industry with AI and Creativity at the Core</b>		<b>Musical Age of Personalization</b>	
Michael E. Kassan (MediaLink), Arthur Sadoun (Publicis)		Hans-Holger Albrecht (Deezer), Louise Houghton (DMEXCO)	
11:05-11:35	<b>MEDIA</b>	14:25-14:55	<b>TECHNOLOGY</b>
<b>Transformation in an age of disruption</b>		<b>Why Diversity in AI</b>	
Max Conze (ProSiebenSat.1 Media)		Nikki Mendonça (Accenture Interactive Operations), Lynne Kjolso (Microsoft), Christine Removille (Carat), Felicity Carson (IBM Watson Customer Engagement)	
11:40-12:10	<b>MEDIA</b>	15:00-15:25	<b>FUTURE</b>
<b>Hear the Hype: Podcasting in the Digital Age</b>		<b>The Power of Messaging as a Marketing Channel</b>	
Michael Krause (Spotify), Jan Böhmermann (-)		Stan Chudnovsky (Facebook), Florian Heinemann (Project A)	
12:10-12:40	<b>MARKETING</b>	15:30-16:00	<b>FUTURE</b>
<b>Brave the seismic shift – The future of creative digital consultancy</b>		<b>The Internet, AI and keeping Marketing Human</b>	
Alicia Hatch (Deloitte Digital), Blake Cahill (Royal Phillips)		David Weinberger (Berkman Klein Center for Internet & Society, Harvard University)	



# Debate Stage

DS

Mittwoch, September 12, 2018 (Tag 1)

10:00-10:10	TECHNOLOGY	14:20-14:40	BUSINESS
<b>Customer Experience Revolution</b> Kevin Cochrane (SAP Customer Experience)		<b>Designing relationships in a superhuman future</b> Martin Wezowski (SAP Chief Innovation Office)	
10:10-10:30	TECHNOLOGY	14:45-15:10	TECHNOLOGY
<b>Age of the Costumer</b> Phuong Nguyen (eBay), Kevin Cochrane (SAP Customer Experience), Philip Missler (Amazon)		<b>Battling the Behemoths: Can AI Level the Playing Field?</b> Nikki Mendonça (Accenture Interactive Operations), Jonathan Epstein (Sentient), Axel Steinman (Microsoft Advertising)	
10:35-11:05	BUSINESS	15:15-15:55	BUSINESS
<b>Future Work – Female Economic Empowerment</b> Vera Schneevogt (Fujitsu Technology Solutions), Janina Kugel (Siemens), Franziska von Lewinski (fischerAppelt), Stephan Noller (Bundesverband Digitale Wirtschaft (BVDW))		<b>Challenge Award 2018</b> Aljoscha Höhn (BVDW)	
11:10-12:10	BUSINESS	16:00-16:25	MEDIA
<b>SEVEN VENTURE PITCH</b> Steven Gätjen		<b>Keeping Pace: Media in Times of Change</b> Jim Egan (BBC Global News), Stefan Winners (Hubert Burda Media Holding KG), Mark Hoffmann (meinstadt.de)	
12:15-12:45	MEDIA	16:30-17:00	TECHNOLOGY
<b>Where are all the dollars gone? Reinventing Publishing</b> David Fischer (Highsnobiety), Stephanie Caspar (Axel Springer SE), Mike Owen (Flipboard), Tolgay Azman (Stern), Chris Taylor (Telegraph), Steve Webb (Facebook)		<b>The State of Programmatic: Who has got the power in the magic triangle?</b> Rasmus Giese (United Internet Media), Maïke Abel (Nestlé Deutschland), Oliver Vesper (Smartclip & SpotX), Melanie Hughes (Vogelbacher) (Q division), Bernd Fauser (Google), Lothar Prison (Publicis Media)	
12:50-13:20	MARKETING	17:05-17:35	MEDIA
<b>How marketers can be enlightened, empowered and enabled in a mobile world</b> Ben Sutherland (Diageo), Chris Babayode (Mobile Marketing Association (MMA) EMEA)		<b>How to Stop Budget Squandering?</b> Markus Frank (Oath), Uwe Storch (Ferrero), Carsten Schwecke (Media Impact), Katja Brandt (Mindshare), Björn Kaspring (agof e.V.)	
13:25-13:40	TECHNOLOGY	17:40-18:10	MARKETING
<b>Driving Growth Through Experience Driven Commerce</b> Andrea Ward (Magento)		<b>Breaking the Traditional Agency Silos: Changing the Work in the Digital Economy</b> Tim Ringel (Reprise Digital), Jocelyn Lee (Deloitte Digital/Heat), Ben Wood (Facebook), Angela Solk (Spotify)	
13:45-14:15	MEDIA	18:15-18:35	BUSINESS
<b>Power Package: Media meets Commerce</b> Sarah Mansfield (Unilever), Phuong Nguyen (eBay), Ali Nehme (Publicis Media), Vanessa Hartley (Google), Scott Hannan (Pinterest)		<b>Wie digital denkt Deutschland?</b> Dorothee Bär (Beauftragte der Bundesregierung für Digitalisierung), Hans-Christian Boos (arago AG)	



# Debate Stage

DS

Donnerstag, September 13, 2018 (Tag 2)

09:45-10:15

TECHNOLOGY

## Taking stock – the impact of Europe’s new data protection rules four months on

Jan Oetjen (I&I Mail & Media Applications), Townsend Feehan (IAB Europe), Armand Heslot (CNIL (Commission nationale de l’informatique et des libertés)), Julia Shullman (AppNexus), Bethan Crockett (GroupM)

10:20-10:50

BUSINESS

## Data, Trust & Growth: Bringing Marketing to the next Level

Alicia Hatch (Deloitte Digital), Wenda Harris Millard (Medialink), Karen Schmidt (Oath)

10:55-11:15

TECHNOLOGY

## Driving Global Business: Act global – understand local

Florian Adamski (OMD Worldwide), Mark Grether (Sizmek)

11:20-11:45

MEDIA

## The Streaming Battle: How to directly connect with the viewer

Natan Edelsburg (Muck Rack/Shorty Awards), Soumya Sriraman (BritBox), Jörg Richartz (Telekom Deutschland), Bernarda Duarte (Roku), Ben Reininger (DAZN)

11:50-12:35

BUSINESS

## The DMEXCO & Unilever Foundry Start-up Hatch

Pia Frey (Opinary)

12:35-12:45

BUSINESS

## Startup Hatch – Last Year’s Winner – How is Opinary doing 12 months later?

Pia Frey (Opinary)

12:45-12:50

BUSINESS

## Startup Hatch – Prize Ceremony

12:55-13:25

BUSINESS

## The Age of Alliances: How European Media build powerful Collaborations to stay competitive

Stephane Coruble (RTL AdConnect), Sabine Eckhardt (ProSiebenSat.1 Media), Vincent Flood (Video AdNews), Peter Kerckhoff (Telekom Deutschland)

13:30-13:45

TECHNOLOGY

## Shoptimism: The New Retail Therapy

Eileen O’Mara (Salesforce)

13:50-14:20

TECHNOLOGY

## Customer Centricity Everywhere? The impact of First Party Data on Advertising

Torsten Ahlers (Otto Group Media), Christian Sauer (Webtrekk), Christian Scholz (Initiative), Anja Stolz (Commerzbank), Paul Mudter (IP Deutschland)

14:25-14:50

FUTURE

## Digital Transformation: Coty’s Five Year Plan

Jason Forbes (COTY), Vittorio Bonori (Zenith)

15:00-15:30

TECHNOLOGY

## The Rules Have Changed – Demystifying Auction Dynamics

Nola Solomon (Dailymotion), Anna Forbes (Trade Desk), Amar Goel (PubMatic), Jay Glogovsky (New York Times), Jessica Davies (Digiday)

15:35-16:05

BUSINESS

## Viewability and better Ads: How to regain trust in advertising

Martin Lütgenau (BurdaForward Advertising), Christian Herp (iq digital media marketing), Kristian Meinken (pilot Agenturgruppe), Marianne Stroehmann (Google), Philipp von Hilgers (Meetrics)

16:10-16:40

TECHNOLOGY

## How to become a Platform in E-Commerce

Alexander Graf (Spryker Systems), Philipp Peitsch (idealo internet), Dominik Dommick (PAYBACK), Claudia Schlüter (Real.digital)



# Experience Stage

ES

## Mittwoch, September 12, 2018 (Tag 1)

09:45-10:10

FUTURE

### The Blockchain Revolution

Alex Tapscott (The Blockchain Revolution)

10:15-11:00

TECHNOLOGY

### Esthetic Ways of AI

Florian Dohmann (Birds on Mars), Jason Romeyko (Serviceplan), Sean Kegelmann (Spotify), Steven Althaus (Credit Suisse), Klaus Schwab (Plan.net Gruppe), Susan Wegner (Deutsche Telekom)

11:05-11:30

TECHNOLOGY

### Using AI to unlock the future today

Karl Bunch (AWS)

11:35-11:55

BUSINESS

### Claudia Edelman in Conversation with Kweku Mandela

Kweku Mandela (Represent)

12:00-12:30

MARKETING

### Brand Disruptors

Mirko Caspar (Mister Spex), Adam Singolda (Taboola), Davies Roberts (Flare Audio), Verena Hubertz (Kitchen Stories)

12:30-12:45

### Break

12:50-13:15

MEDIA

### Innovation in Video: Live Interactivity is the Key

Steve Ford (Twitch), Brandon Teitel (HQ Trivia), Christina Keller (Facebook), Jeroen Doucet (ComingNextTV)

13:20-13:40

FUTURE

### Hacking the Consumer's Brain

Moran Cerf (Neuroscience &amp; Business, Kellogg School of Management, Northwestern University)

13:45-14:15

MARKETING

### Greater Good: How purpose-based marketing platforms are growing brands while making a bigger impact

Adrian Cutler (Microsoft), Kate Robertson (One Young World), Christopher Wright (UBS Chief Investment Office), Mathieu Ajan (Tearusk &amp; One Young World Ambassador), Josh Golden (Ad Age), Pete Cashmore (Mashable)

14:20-14:50

BUSINESS

### Enabling Hacker Culture for True Innovation

Nils Stamm (Telekom), Daniel Krauss (FlixMobility), Christian Strobl (Hackerbay), Olcay Buyan (RED BEE MEDIA (part of Ericsson))

14:55-15:25

MEDIA

### The Value of Mobile Data: Brand Marketing in the Smartphone Age

Michael Hartwig (Yext), Mark Wächter (MMA Germany), Jannika Bock (Google), Felix Jahn (PUMA)

15:30-16:05

TECHNOLOGY

### Hidden champions? What role are playing German Tech Companies in the Global Market of Digital Advertisement

Oliver Hülse (Integral Ad Science (IAS)), Christian Henschel (Adjust), Pan Katsukis (Remerge)

16:00-16:10

MEDIA

### Introduction: Voice First – How Voice Affects your Future Brand

Pete Blackshaw (Nestlé)

16:10-16:45

MEDIA

### Voice First – How Voice Affects your Future Brand

Winston Binch (Deutsch), Tua Sloor (Google), Marco Bertozzi (Spotify), Adam Skalak (Nestlé)

16:50-17:25

FUTURE

### Experiencing the Future of Mobility: Great Expectations for Innovation and Commerce

Raphaël Gindrat (Bestmile), Gabriele Semino (WARR Hyperloop), Stephan Giesler (Continental AG), Marcus Casey (BMW), Sarah Lee (Deutsche Bahn Digital Ventures GmbH)

17:30-18:00

MARKETING

### Trust, Credibility and Authenticity in an Anti-Ad World

Brett Zucker (Monotype), Jose de Cabo (Olapic), Bernhard Schmidt (Thomas Sabo), Julia Peglow (diary of the digital age)

18:05-18:30

MARKETING

### Join me on the Rollercoaster

Friedrich Liechtenstein



# Experience Stage

ES

Donnerstag, September 13, 2018 (Tag 2)

09:45-10:05

FUTURE

## Tokenizing your Body

Sabine Seymour (SUPA)

13:20-13:50

FUTURE

## The New Touchpoint: What your Smart Product can tell you

Niall Murphy (EVRYTHNG), Rahmyn Kress (Henkel), Lisa Lang (ThePowerHouse), Seb Joseph (Digiday)

10:10-10:35

TECHNOLOGY

## Empowering Visualization: AI in Design and Creativity

Ben Plomion (GumGum), Billy Seabrook (IBM iX), James Cooper (Adweek), Kuastav Bhattacharya (R/GA)

13:55-14:25

MARKETING

## Brand Experiences: How to turn customers into fans with music and sports events

Björn Hamacher (ASICS Europe B.V.), Lars Bendix Düsen (Sony Music Entertainment), Nuria Tarre Alvira (City Football Group), Mark Löscher (Eventim Brand Connect)

10:40-11:10

MEDIA

## VR/AR/MR/XR: Where is the money?

Andrew Mendoza (Inception - VR, AR, XR), Rolf Illenberger (Viond), Julie Shumaker (Unity Technologies), Stephan Heininger (Telekom Deutschland), Kristian Costa-Zahn (EndemolShine Beyond)

14:30-14:50

MARKETING

## Band of Brothers: Influencer-Talk with Julien Bam & Shawn Bu

Aminata Belli, Shawn Bu (Raw Mind Pictures), Julien Bam (Raw Mind Pictures)

11:15-11:45

FUTURE

## A new Take on Transparency: How the Blockchain is providing Value in the Media Business

Hendrik Hey (Welt der Wunder TV), Karin Libowitzky (Vizeum), Christof Baron (Sanofi-Aventis Deutschland GmbH), Tina Beuchler (Nestlé), Thomas Müller (FJORD)

14:55-15:25

FUTURE

## The 3 Prophets

Moon Ribas, Nikos Acuna (Sizmek), Simon Haddadin (FRANKA EMIKA GmbH)

11:50-12:20

MEDIA

## eSports: How new forms of audience engagement are disrupting the sports industry

Robbie Douek (RFRSH Entertainment), Paul Keuter (Hertha BSC), Sumi Chumpuree-Reyntjes (Twitch), Jens Taubert (BONJWA), Christine Schröder-Schönberg (Deutsche Post DHL Group)

15:30-16:00

MARKETING

## Branded Content: How to drive engagement and sales with Branded Video

Luke Barnes (VICE Media), Arno Heinisch (Rocket Beans Entertainment), Nina Zimmermann (Burda Studios Publishing), Giuseppe Caltabiano (Contently), Alberto Campora (Expedia)

12:25-12:50

MEDIA

## Voice Search and Digital Assistants: Optimizing Customer Experience in the Age of Conversation

Purna Virji (Microsoft)

16:05-16:35

FUTURE

## Creating the new species? When machines are taking over control – how can we stay human?

Moon Ribas, Ingo Rube (BOTlabs), Melanie Cook (Hyper Island), Jeremy Tai Abbett

12:55-13:15

TECHNOLOGY

## Augmented Intelligence: Where Man and Machine Make Magic

Melanie Cook (Hyper Island)

16:40-17:10

MARKETING

## How to crack the code of Generation Z

Melanie Mohr (YEAY GmbH), Amber Atherton (Zyper), Itay Pincas (SaleUp), Rita Orschiedt (Süddeutsche Zeitung)



# Motion Stage

Mittwoch, September 12, 2018 (Tag 1)

10:15-10:45

**MEDIA**

## Taptica presents Science meets Art – The Convergence of Data and Creative in Video

Melissa Dickman (Taptica), Gabriela Maestre (Tremor Video), Alex Hewson (M&C Saatchi Mobile)

14:00-14:45

**MEDIA**

## Telekom presents TV goes Magenta

Arnim Butzen (Telekom Deutschland), Jörg Richartz (Telekom Deutschland), Peter Kerckhoff (Telekom Deutschland)

11:00-11:45

**MEDIA**

## TRO presents Sonic DNA: How Technology Fuels Creativity

Ric Scheuss (TRO)

15:00-15:45

**MEDIA**

## CNN presents What makes a Great Big Story?

Petra Malenicka (CNN), Chris Berend (GBS), Pippa Scaife (GBS)

12:00-12:45

**MEDIA**

## Viacom presents Small screens, big changes

Josh Pieters (Josh Investigates, Comedy Central), Joanna Wells (Viacom International Media Networks)

16:00-16:45

**MEDIA**

## VICE presents VICE Visions – DMEXCO 2018 Edition

Benjamin Ruth (VICE Media), Luke Barnes (VICE Media), Tamara Howe (VICE Media), Oobah Butler (VICE), Zhi Ying Tsjeng (VICE)

13:00-13:45

**MEDIA**

## Spotify presents Listen, Look, Love: Streaming and the Multimedia Opportunity

Brian Benedik (Spotify)





# Motion Stage

MS

Donnerstag, September 13, 2018 (Tag 2)

10:15-10:45

MARKETING

**SKW Schwarz presents Labelling in Influencer Marketing: Best Practice in Germany and the UK for Campaigns on the right Side of the Law**

Margret Knitter (SKW Schwarz Rechtsanwälte), Jo Farmer (Lewis Silkin LLP)

13:00-13:45

MEDIA

**BurdaStudios Publishing presents BUNTE.de: How to become Germany's leading content destination for women**

Nina Zimmermann (Burda Studios Publishing), Julia Bauer (Burda Studios Publishing), Alexander Evangelinos (Burda Studios Publishing), Anne Gerleit (Burda Studios Publishing), Christine Fehenberger (b.famous content studios), Ferdinand Jopp (Burda Studios Publishing), Robert Detering (Burda Studios Publishing)

11:00-11:45

MEDIA

**YouTube presents YouTube OnStage**

Andreas Briese (Google Central Europe), Patricia Mosca (YouTube), Eunique (YouTube), Susanne Liedtke (Google), Gera Geissel (Henkel)

14:00-14:45

MEDIA

**Twitch presents LiveStreaming: The Explosive Growth through ESports & Gaming**

Jens Taubert (BONJWA), Burkhard Leimbrock (Twitch), Sumi Chumpuree-Reyntjes (Twitch)

12:00-12:45

MEDIA

**UFA X presents From storytelling to audience-centric storymaking**

Tobias Schiwek (UFA X)

15:00-15:45

MEDIA

**Snap presents Camera Marketing Works**

Will Scougal (Snap)



# Start-up Village

SV

Mittwoch, September 12, 2018 (Tag 1)

10:00-10:10

## So wird der Vertriebspartner Teil des Leadmanagements!

Philipp von der Brüggen (leadtributor GmbH)

10:00-10:10

## Wir machen, dass Menschen gerne Werbung sehen. Nutzerzentrierte Video-Ads mit Welect.

Philipp Dommers (Welect GmbH)

10:10-10:20

## How we re-define publishing for the future or the meaning of a living document

Gabriel Hase (Livingdocs)

10:10-10:20

## How and why Publishers and Classifieds shall become the agency?

Martin Jensen (Nexta)

10:20-10:30

## Kundenreaktivierung ist (beinahe) tot

Björn Goerke (Gpredictive GmbH)

10:20-10:30

## Make or Buy – Wie Sie Online-Kundenservice nach Büroschluss anbieten.

Christoph Häusler (guuru AG)

10:30-10:40

## READY FOR CROSS-MEDIA CONTENT MARKETING? JUST BE MOBILE FRIENDLY!

Samuel Gaehwiler (Levuro)

10:30-10:40

## How to grow traffic and revenue for publishers in SEA?

Jeremy Lin (TenMax ADTech Lab)

10:40-10:50

## The captivating tool which makes your company fun and smart

Colienne du Bois (FromScratch)

10:40-10:50

## AI and the tip of the iceberg

Katrin Botzen (5Analytics GmbH)

10:50-11:00

## Die 1:1 Plattform von Evergage – Mehr Umsatz durch Personalisierung

Gregor Wolf (Evergage GmbH)

11:00-12:15

## Unilever Foundry Start-up Hatch

11:00-11:10

## Adtriba – AI-Powered Marketing Decisions

János Moldvay (AdTriba GmbH)

12:15-13:25

## Unilever Foundry Start-up Hatch

12:30-12:40

## Wie ich das größte Soziale Netzwerk Europas aufbaute.

Alessio Avellan Borgmeyer (The Jodel Venture GmbH)

12:40-12:50

## Life Journey of an Entrepreneur

George Rezitits (Stream Go Media)

12:50-13:00

## Combining outdoor media, influencers and the generation of social media posts

Patrick Kolb (bikuh GmbH)

13:00-13:10

## The New Way to Get Reliable Consumer Insights Quickly and Easily

Dimitry Gaiduk (CoolTool)

13:10-13:20

## High conversion content can be easily predicted

Marcel Leeman (webtexttool)

13:30-14:45

## Unilever Foundry Start-up Hatch

13:30-13:40

## How to redefine Customer Engagement?

Horst Fuchs (Chatvisor GmbH)

13:40-13:50

## Audience Yield Management

Benjamin Hansz (Simplaex)



13:50-14:00

## Insurance makes you sexy – digitale Versicherungslösungen als exklusive Mehrwerte im E-Commerce

Christoph Hennig (MOINsure GmbH (hepster))

14:10-15:30

## Unilever Foundry Start-up Hatch

15:00-15:10

## Amazon PPC & AMS: 5 Strategien, mit denen PPC-Profis jeden Wettbewerber abhängen.

Jens Jokschat (PrimeUp GmbH)

15:10-15:20

## Signature Marketing – Convert your daily business emails to a powerful marketing tool.

Tobias Knobl (Mailbutler GmbH)

15:20-15:30

## Winning the battle of the Micro-Moment!

Brian Handrigan (Advocado)

15:30-15:40

## 3 Mind-Blowing Ways AI is Disrupting Digital Marketing

Kevin Eum (Adriel)

15:40-15:50

## ADVANCED ATTRIBUTION MODELLING: DECIPHER YOUR CUSTOMER JOURNEY TO BOOST YOUR ROAS

Eric Peyrelongue (COOKEYPATH)

15:40-15:50

## Datengetriebene Amazon-Optimierung: Potenzial erkennen & Mediabudget effizient einsetzen

André Åslund (Vorwärts GmbH)

15:50-16:00

## Storytelling im Content Marketing

Andreas Stoll (Stoerkens GmbH)

15:50-16:00

## hmstr – finden, was zählt – Monitoring, Reporting, Analyse, Tools & Teams – Alles im Blick behalten.

Oliver Schottek (hmstr)

16:00-16:10

## The rise of Amazon as the most relevant Performance Marketing channel for Brands

Stefan Bures (metoda GmbH)

16:00-16:10

## Scale unlocks new data-driven revenue

16:10-16:20

## Paper catalogues are not dead

Hugo Ribeiro (Magik Book)

16:10-16:20

## Wir machen, dass Menschen gerne Werbung sehen. Nutzerzentrierte Video-Ads mit Welect.

Philipp Dommers (Welect GmbH)

16:20-16:30

## Leveraging Enterprise Ad & Revenue Operations Platform for Managing Digital Media Business

Aditya Bhelande (YuktaMedia LLP)

16:20-16:30

## Key Takeaways from the 2018 Media Consumption Report

Mark Walker (Attest)



# Start-up Village

Donnerstag, September 13, 2018 (Tag 2)

10:00-10:10

## The impact of artificial intelligence on search advertising

Nacho Rodas (Spaceboost SL)

10:00-10:10

## AI in der HR

Mihail Berlant (iamhero inc.)

10:10-10:20

## INFLUENCER MARKETING MEETS MODERN MEDIA ADVERTISING

Timo Beck (Social Ads)

10:10-10:20

## Verpackung im Onlinehandel – Bist du ein Amazon oder Zalando?

Julian Jost (printmate GmbH)

10:20-10:30

## Combin – Manage and Grow Your Instagram Safely and Organically

Oksana Khomutova (InterPromo UG)

10:20-10:30

## Wie IT-Freelancer den Fachkräftemangel in Unternehmen beheben können

Dirk Franzke (expertmatch GmbH)

10:30-10:40

## AI-powered Risk-as-a-Service

Marcus Wille (adbonitas GmbH)

10:30-10:40

## Monetarisierung von Livestreams via Pay-per-view – Strategien und Beispiele aus TV und Internet

Lukas Best (Streamdust.tv)

10:40-10:50

## Provide the deepest understanding of customers through psychology driven AI

Khaleeq Aziz (Symanto Research GmbH Co KG)

10:40-10:50

## Full-Reach Consumer Classification Data for Global Online marketers

Gunnar Kihl (Nordic Data Resources AS)

11:00-11:10

## Self Driven E-Commerce: How Machine Learning develop Business on Line (cases)

Fabrizio Barbarossa (White Rabbit Srl)

11:00-12:30

## NRW-Medien-Pitch

11:10-11:20

## Real-life games in a digital world.

Josua Waghubinger (Triclap GmbH)

11:20-11:30

## 50 % mehr Kunden für Ihre Webseite / Onlineshop

Simon Piontek (ConversionRocket GmbH)

11:30-11:40

## Ungenutzt und unterschätzt. So verwandeln Sie Ihre E-Mail-Signaturen in ein mächtiges Marketing-Tool

Tao Bauer (Mailtastic / NETSTAG GmbH)

11:40-11:50

## Eye tracking with Neural Nets: 10X better

Coen Olde Olthof (Alpha.One)

11:50-12:00

## How and why Publishers and Classifieds shall become the agency?

Martin Jensen (Nexta)

12:10-12:20

## Location-based marketing at scale with GDPR

Rodric Bark (SITU8ED)

12:20-12:30

## RichMedia Ads 4.0 Revive Your Assets and Unleash Your Creativity in 3D

Bastian Zühlke (Visarity Technologies GmbH)

12:30-12:40

## Neoseen – Removing stress in an omni-channel world

Chris Vulpi (Neoseen GmbH)

12:40-12:50

## The Future of B2B Sales: how to increase efficiency by 40%

Benjamin Dammertz (FoxBase GmbH)



12:40-12:50

## How to grow traffic and revenue for publishers in SEA?

Jeremy Lin (TenMax ADTech Lab)

12:50-13:00

## Make or Buy – Wie Sie Online-Kundenservice nach Büroschluss anbieten.

Christoph Häusler (guuru AG)

12:50-13:00

## AI and the tip of the iceberg

Katrin Botzen (5Analytics GmbH)

13:00-13:10

## Fulfillment as growth-boost for your eCommerce!

Christian Athen (odc by Liquid Labs GmbH)

13:00-13:10

## Die 1:1 Plattform von Evergage – Mehr Umsatz durch Personalisierung

Gregor Wolf (Evergage GmbH)

13:10-13:20

## CRM meets Debt Collection – building troy, Europe's friendliest collection agency

Philip Rürup (troy gmbh)

13:10-13:20

## Flux Carpooling – How to market a sharing platform

Wolfram Uerlich (Flux)

13:20-13:30

## The revolution of online shopping

Laura Slade (OneFID GmbH)

13:20-13:30

## Startup-PR: Was Journalisten wissen wollen und was nicht

Marco Weimer (Vertical Media GmbH / Gründerszene)

13:30-13:40

## KölnDuell – Deine Stadt Deine App

Robin Kracht (weAct UG (haftungsbeschränkt))

13:30-13:40

## Building a business on open source

Vivien Dollinger (ObjectBox)

13:40-13:50

## How Bots can rule digital customer care – Smart Virtual Assistants for greater success in E-Commerce and customer service

Martina Yazgan (Cognigy)

13:50-14:00

## Ad-Lib – Creativity in real time

Oli Marlow-Thomas (ADLIB DIGITAL LIMITED)

13:50-14:00

## The New Landscape of Direct and Programmatic Revenue Management

Edwin Fu (Placements.io)

14:00-14:10

## Create and leverage a liquid tech & data-skilled workforce to advance your marketing, commerce & CX

James Sandoval (MeasureMatch Ltd)

14:10-14:20

## Marketing Performance Messung mit integrierbaren Kommunikationsplattformen

David Son (WIRECLOUD - DALASON GmbH)

14:10-14:20

## easyclipr

14:20-14:30

## 23° – without data you're just another person with an opinion

Johannes Jäschke (23 degrees GmbH)

14:20-14:30

## Happydemics S. A. S.

14:30-14:40

## CrowdArchitects GmbH

14:30-14:40

## HitchOn GmbH

14:40-14:50

## Mesaic Technology GmbH

14:40-14:50

## Insense Ads Inc

14:50-15:00

## NETSTAG GmbH – Mailtastic

14:50-15:00

## Roq.ad GmbH

15:00-15:10

## OneFID GmbH

15:00-15:10

## RYTER GmbH

15:10-15:20

## POSpulse GmbH

15:10-15:20

## Spectrm Publishing UG



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15:20-15:30

Coolix Ltd

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15:20-15:30

uNaice UG

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# Seminars

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Mittwoch, September 12, 2018 (Tag 1)

10:00-10:45 Seminar 3 **MEDIA**  
**Shopping in the Age of Assistance**  
 Geesche Halper (Google Germany), Nina-Christin Littig (Google Germany)

10:00-10:45 Seminar 5 **TECHNOLOGY**  
**How to use deep learning and image data to increase sales with personalized recommendations**  
 Sebastian Moll (DYMATRIX CONSULTING GROUP GmbH), Alexander Kull (DYMATRIX CONSULTING GROUP GmbH)

10:00-10:45 Seminar 4 **TECHNOLOGY**  
**A/B testing goes experimentation – Are you ready to push the boundaries of digital experiences?**  
 Sandra Schroeter (Optimizely)

10:00-10:45 Seminar 2 **TECHNOLOGY**  
**Vom ersten Klick zum Kunden – Gezielte Ansprache und Unterstützung des Shop-Besuchers von Anfang an.**  
 Matthias Förg (Uniserv GmbH), Sabine Ahlemeier (microm Micromarketing-Systeme und Consult GmbH)

10:00-10:45 Seminar 8 **TECHNOLOGY**  
**How Voice and Image transform customer experience and solve business challenges through data & AI**  
 Vincent Luciani (Artefact & Metapeople), Ashish Sidhra (Artefact & Metapeople)

10:00-10:45 Seminar 6 **MEDIA**  
**The Ultimate Conference about Push Notifications with the exceptional testimonial of bonprix!**  
 Christiane Balu (Accengage), Markus Neuert (bonprix)

10:00-10:45 Seminar 7 **MEDIA**  
**Are Shopping-Apps Worth Retailers' Trouble? A peak into the world of shopping apps and opportunities for advertising.**  
 Alexander Gösswein (Criteo GmbH)

10:00-10:45 Seminar 8 **TECHNOLOGY**  
**Measurable Impact: Using TV Data to Build Better Attribution Models & Understand the Path to Conversion**

10:00-10:45 Seminar 1 **MEDIA**  
**Digitale Werbung in Deutschland – ein Überblick**  
 Thomas Duhr (IP Deutschland GmbH), Daniel Knapp (IHS Markt)

11:00-11:45 Seminar 1 **MEDIA**  
**Nicht im Ohr, nicht im Sinn Weshalb der Mega-Trend Sprachsteuerung Marken ohne Audio-Branding zu Verlierern macht – und wie schnell Sie das ändern können**  
 Maite Kosub (The Future of Voice), Lars Peters (Dr. Lars Peters Media Consulting), Frank Bachér (Radio Marketing Services GmbH), Rainer Henze (laut.fm)

11:00-11:45 Seminar 5 **FUTURE**  
**Mehr Kundennutzen durch eine konsequent digitale Customer Experience.**  
 Achim Himmelreich (Capgemini Deutschland GmbH)

11:00-11:45 Seminar 4 **MARKETING**  
**B2B Content Marketing – Usability, Engagement und Impact**  
 Tim Rottländer (iq digital media marketing gmbh), Dr. Imme Baumüller (iq digital media marketing gmbh)

11:00-11:45 Seminar 2 **MARKETING**  
**The Technology of Storytelling: The Evolving Consumer Journey**  
 Alvaro Bravo (Aki Technologies), Jocelyn Lee (Heat), Dino Myers-Lampthey (MullenLowe Mediahub), Matt Whitehead (Pinterest)

11:00-11:45 Seminar 3 **TECHNOLOGY**  
**Paper Is The New Digital – Optimierung d. Customer Journey mit integrierten Direct Mailings und Offline-Daten**  
 Lars Schlimbach (Deutsche Post Dialog Solutions), Brechtje Hendriks (Deutsche Post AG)

11:00-11:45 Seminar 8 **TECHNOLOGY**  
**Discover Spotify: Wie Marken mit Streaming-Daten kreativ werden**  
 Sven Bieber (Spotify)

11:00-11:45 Seminar 6 **FUTURE**  
**Best Practices der digitalen Transformation – Daten und das richtige Mindset als Erfolgsfaktoren**  
 Christian Endres (b.telligent GmbH & Co. KG)

11:00-11:45 Seminar 7 **FUTURE**  
**Becoming Blockchain-Ready – How members of the digital advertising industry can be a part of the revolution.**  
 Charles Manning (Kochava)



12:00-12:45 Seminar 6 **TECHNOLOGY**

**Effiziente E-Mail Marketing Optimierung: KI-basiertes Testing oder 360° Sicht?**

Stefan von Lieven (artegic AG)

12:00-12:45 Seminar 5 **TECHNOLOGY**

**Security on Your Fingertips: Biometrics in Payments and Beyond**

Ralf Gladis (Computop)

12:00-12:45 Seminar 8 **MEDIA**

**Connected TV: Mapping Tomorrow's World Today – Empowering smart decisions for tomorrow's TV business**

Mark Zagorski (Telaria)

12:00-12:45 Seminar 3 **MEDIA**

**SMS Marketing: Washed Up Tech or Wave of the Future?**

Ira Cohen (MMDSmart)

12:00-12:45 Seminar 4 **MARKETING**

**Der perfekte elektronische Verkäufer – Eigenschaften für eine erhebliche Umsatzsteigerung**

Philipp Sorg (econda GmbH)

12:00-12:45 Seminar 7 **MARKETING**

**Vom Produkt-Promoter zum Produktentwickler: Nachhaltiges Influencer-Marketing durch den Einsatz von Meinungsmachern.**

Björn Wenzel (Lucky Shareman GmbH)

12:00-12:45 Seminar 2 **TECHNOLOGY**

**Digital Quality comes to reality: Wie die digitalen Marktstandards im täglichen Business richtig und effektiv genutzt werden**

Marion Beckers (AGOF e.V.)

12:00-12:45 Seminar 1 **MARKETING**

**Große Trends im Online Media – FOMA Trendmonitor**

Sascha Jansen (Omnicom Media Group Germany GmbH), Ulrich Kramer (Pilot Hamburg), René Lamsfuß (Publicis Media GmbH), Timucin Güzey (Mindshare GmbH)

13:00-13:45 Seminar 7 **MARKETING**

**How the World's Biggest Brands are Leading the Digital Revolution and Taking Customer Confidence to a new Level.**

Stewart Maurer (Crownpeak)

13:00-13:45 Seminar 8 **MARKETING**

**Conversion-Rate international steigern mit der richtigen Übersetzungsstrategie**

Victoria Weidemann (TextMaster), Judith Jegodowski (TextMaster)

13:00-13:45 Seminar 6 **MARKETING**

**How to Brand & Sell with Content Marketing – Wir betrachten Publishing ganzheitlich**

Sonja Knab (BurdaForward Advertising GmbH), Kolja Kleist (BurdaForward Advertising GmbH)

13:00-13:45 Seminar 5 **MARKETING**

**'Generation Z' – Address the right target group despite digital oversupply**

Katja Albrecht (ecx.io - an IBM Company)

13:00-13:45 Seminar 3 **MEDIA**

**eSports – where gameplay fills screens and stadiums**

Daniel Pölkemann (Media Impact GmbH & Co. KG)

13:00-13:45 Seminar 4 **MEDIA**

**Factors for Successful Video Advertising in times of Google & Facebook: The Return of Owned & Operated Inventory**

Ilhan Zengin (ShowHeroes GmbH), Sophia v. Ingersleben (Viessmann Group VC/O GmbH)

13:00-13:45 Seminar 2 **MARKETING**

**Next Level KPIs – measure what matters // Inspirationen für eine qualifizierte Erfolgsmessung von Kampagnen**

Jenny Görlich (OWM - Organisation Werbungtreibende im Markenverband), Lisa-Charlotte Wolter (Hamburg Media School), Martina Vollbehrl (pilot Hamburg), Thorsten Müller (Reckitt Benckiser Deutschland GmbH)

13:00-13:45 Seminar 1 **TECHNOLOGY**

**Sales Activation: Wer langweilig ist hat ausgedient!**

Peter Träger (GREY Shopper), Jens Krüger (Kantar Deutschland GmbH), Kathrin Kauk (Telefónica Germany NEXT GmbH), Kai Thielen (LG Electronics GmbH), Mario Klütsch (Barilla Deutschland GmbH)

14:00-14:45 Seminar 3 **MEDIA**

**Timing is Everything: 5 Critical Success Factors for Driving Growth with Today's Mobile Consumer**

Susanne Thompson (Google Germany), Julius Schröder (Google Germany)

14:00-14:45 Seminar 2 **MEDIA**

**MMA Germany – How to win the mobile video creativity challenge**

Daniel Rieber (MMA Germany), Benedikt Schaumann (Nestlé Wagner GmbH), Matthias Maurer (LA RED), Andreas Rau (Facebook Germany GmbH), Marianne Bullwinkel (Snap Inc.)

14:00-14:45 Seminar 4 **BUSINESS**

**DSGVO – mehr Vorteile als Nachteile. Vertrauen und Privatsphäre als Kernelemente moderner Markenkommunikation**

Thomas Richter (T-Systems Multimedia Solutions GmbH), Kathrin Friedrich (T-Systems Multimedia Solutions GmbH)





14:00-14:45 Seminar 7 **MARKETING**

## Reviews, Voice and local search... and further fundamental changes in Consumer Behaviour

Benjamin Prause (Yext), Jeffrey K. Rohrs (Yext)

14:00-14:45 Seminar 6 **TECHNOLOGY**

## Data Deep Dive: Wie Daten im Programmatic Advertising nutzbringend eingesetzt werden.

Stephan Jäckel (emetriq GmbH)

14:00-14:45 Seminar 5 **MARKETING**

## Transparency in Ad Tech: Removing Unknowns, Driving Efficiency, and Giving Marketers Control

Toccara Baker (Adobe)

14:00-14:45 Seminar 8 **TECHNOLOGY**

## Programmatic Advertising in Europe: latest trends, attitudes and growth drivers

Daniel Knapp (IHS Markit), Pierre Gauthier (NewBase & Adbase France / IAB France), Kay Schneider (Smartclip (RTL Group)), David Goddard (BBC Advertising), Matt Simpson (Omnicom Media Group EMEA), Simon Halstead (IAB Europe / Oath)

14:00-14:45 Seminar 1 **TECHNOLOGY**

## Vom gefühlten und geführten Willen – Marketing in der Data Economy

Blundstone Osterberger (C3 Creative Code and Content GmbH), Katharina Friederike Titz (Adobe), Thomas Scheffler (digitalSTROM AG), Andreas W. Ditze (tripuls media innovations GmbH), Christopher Reher (Plattform 161)

15:00-15:45 Seminar 2 **MARKETING**

## Marke im digitalen Zeitalter – Basis oder Ballast?

Phillip Böndel (BUTTER. GmbH), Arne Brekenfeld (Meta Design), Maik Hofmann (hauser lacour Kommunikationsgestaltung GmbH)

15:00-15:45 Seminar 4 **TECHNOLOGY**

## Wie OTTO Programmatic Marketing zur Erfolgsgeschichte macht

Ilka Voss (OTTO GmbH & Co KG), Jörg Klekamp (ADITION technologies AG)

15:00-15:45 Seminar 7 **MARKETING**

## The 3 C's of Professional Messenger Communication: Content, Chats & Chatbots

Falk Zimmermann (MessengerPeople GmbH (WhatsBroadcast))

15:00-15:45 Seminar 8 **TECHNOLOGY**

## Bye, bye Cookie, welcome ID – Roadmap to ID-based Quality Advertising & Publishing

Wenzel Drechsler (United Internet Media GmbH), Benedikt Schmitt-Homann (United Internet Media GmbH)

15:00-15:45 Seminar 5 **MARKETING**

## Bring Your Business Story to Life with Instagram Stories

Josef Springl (Facebook)

15:00-15:45 Seminar 6 **MARKETING**

## Accountable and transparent: how affiliate marketing is breaking the mould

Kevin Edwards (Awin AG)

15:00-15:45 Seminar 3 **FUTURE**

## How to easily combine campaign performance, ad creation and geo-targeting with the mobile.de Motors Marketing Suite

Jan Luley (mobile.de GmbH), Sofia Hansen (Autohaus Brass Vertriebs GmbH & Co. KG)

15:00-15:45 Seminar 1 **TECHNOLOGY**

## Conversational Commerce

Alexander Zerdick (Google Germany), Clemens Kirschke (Otto GmbH & Co KG), Sascha Pallenberg (Daimler AG), Achim Himmelreich (Cappemini), Oliver Bohl (KfW), Daniela Zimmer (Internetworld), Silvia Zaharia (Hochschule Niederrhein)

16:00-16:45 Seminar 5 **MARKETING**

## Marketing & CRM Trends 2018 – Building Customer Relationships Through the Right Moments

Manuel Hinz (CrossEngage), Markus Wübben (CrossEngage)

16:00-16:45 Seminar 3 **MEDIA**

## Smarter Search Advertising powered by Machine Learning

Denis Dautaj (Google Germany), Michaela Woloszczak (Google Germany)

16:00-16:45 Seminar 2 **FUTURE**

## The Technology of Storytelling: Ad Tech's Resurgence

Jana Meron (Senior Vice President Programmatic & Data Strategy), Oded Noy (ZEFR), Ari Paparo (Beeswax), Nick Manning (MediaLink)

16:00-16:45 Seminar 4 **MARKETING**

## Von Native über digitale AdSpecials zu Influencern und Data – was wirkt besser?

Frank Vogel (G+J e|MS), Kay Schneemann (G+J e|MS)

16:00-16:45 Seminar 7 **MEDIA**

## High Intent Micro Moments – Neue Wege für Digitales Publishing, um Millennials zu erreichen

Jens Gützkow (PressMatrix GmbH)

16:00-16:45 Seminar 8 **MEDIA**

## Einblicke in die datengetriebene Audio-Zukunft. Welche Chancen eröffnet die Audio-Evolution Brands zur Zielgruppenansprache?

Matthias Schenk (RMS GmbH & Co. KG)

16:00-16:45 Seminar 6 **TECHNOLOGY**

## From wow to now and how – How marketer can take advantage of AI. Best Practices and Examples

Joe Zawadzki (MediaMath)

16:00-16:45 Seminar 1 **TECHNOLOGY**

## Digitale Wirtschaft zwischen Datenschutz und ePrivacy

Frederik Richter (Stiftung Datenschutz), Sven Bornemann (European netID Foundation), Susanne Stollhoff (Axel Springer SE), Susan Wegner (Deutsche Telekom), Christoph Bauer (eprivacy GmbH)

17:00-17:45 Seminar 3 **MARKETING**

## Influencer Marketing im B2B – wie B2B Unternehmen Influencer erfolgreich in der Customer Communication einsetzen können

Julia Oppelt (marconomy - Vogel Communications Group GmbH & CO KG), Uwe Seebacher (ANDRITZ AG), Fabian Benkert (Vogel Communications Group GmbH & CO KG), Stefan Schulz (Brady GmbH)

17:00-17:45 Seminar 5 **TECHNOLOGY**

## How to Create Pure Actionable Data and Avoid a Data Frankenstein Monster

Dave Yovanno (Impact)

17:00-17:45 Seminar 8 **TECHNOLOGY**

## Data is the New Brand

Jonathan Cherki (ContentSquare)

17:00-17:45 Seminar 6 **TECHNOLOGY**

## How to conduct good online surveys

Moritz Kisselbach (mo'web research)

17:00-17:45 Seminar 2 **MARKETING**

## The Power of Interactivity for Online Campaigns

Jonathan Lewis (Teads Studio), Caroline Hugonenc (Teads)

17:00-17:45 Seminar 7 **MARKETING**

## Measuring Marketing Impact: How to win over your CFO and influence your Board

Scott Gifis (AdRoll)

17:00-17:45 Seminar 4 **TECHNOLOGY**

## The State of E-Commerce in 2018 – An Essential Industry Update for Retailers and Brands

Link Walls (ChannelAdvisor)

17:00-17:45 Seminar 1 **FUTURE**

## Ethische Regeln für Künstliche Intelligenz – Brauchen wir ein Algorithmen-Monitoring?

Wolfgang Faisst (SAP SE), Andrea Timmesfeld (Generali Deutschland AG), Lorena Jaume-Palasi (AlgorithmWatch), Jens Redmer (Google Inc), Ingo Notthoff (T-Systems Multimedia Solutions GmbH)



# Seminars

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## Donnerstag, September 13, 2018 (Tag 2)

10:00-10:45 Seminar 1 **MARKETING**

### Qualität – die (neue) Benchmark für Vertrauen.

Björn Kaspring (Ströer Digital Media GmbH), Philipp von Hilgers (Meetrics GmbH), Uwe Storch (Organisation Werbungtreibende im Markenverband (OWM)), Franziska John (The Adex), Karin Libowitzky (Vizeum)

10:00-10:45 Seminar 3 **TECHNOLOGY**

### Display Advertising driven by Machine Learning

Annika Weckner (Google Germany), Dorina Leititis (Google Germany)

10:00-10:45 Seminar 4 **BUSINESS**

### Was kann ein Digital Workplace leisten? Ein Leitfaden zur Einführung eines digitalen Workplace.

Alexandra Lang (sunzinet AG)

10:00-10:45 Seminar 8 **TECHNOLOGY**

### Gesteigerte User Experience unter Berücksichtigung von Markenerlebnis und Produktdesign im digitalen Kontext

Rolf Küppers (microm GmbH), Jan Hecht (Sinus Institut)

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

### The Power of Podcast – Wirkungsstudie zur Konzeption erfolgreicher Podcast-Werbung!

Bernard Domenichini (ARD-Werbung SALES & SERVICES GmbH), Christoph Arras (AS&S Radio GmbH)

10:00-10:45 Seminar 2 **TECHNOLOGY**

### Genetic versus Binary – which code is superior? Are digital colleagues the universal solution to the creative challenges?

David Spaeth (novomind AG)

10:00-10:45 Seminar 5 **TECHNOLOGY**

### Digital Analytics im Recruiting-Prozess – So verbessern Sie Ihr Personalmarketing

Matthias Scharpe (Mindlab Solutions GmbH)

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

### Influencer Marketing Success Stories for Every Stage in the Marketing Funnel

Robert Levenhagen (InfluencerDB), Jan Erik Kruse (ASICS), Annika Förster (LVMH Parfums & Kosmetik Deutschland GmbH), Anna Ivaniuk (Global Savings Group)

11:00-11:45 Seminar 2 **MEDIA**

### MMA Germany – GDPR: Learnings and best practices for mobile marketing

Jannik Krone (Lovoo), Daniel Rieber (MMA Germany), Arndt Groth (Smaato), Marius Neumann (Wetter.com), Dirk Barmscheidt (Brantalist)

11:00-11:45 Seminar 3 **MEDIA**

### Envisioning The New Era For Digital Publishers: Applying Data To Boost Ad Revenue

Aleksandr Kharitoshin (Roxot), Michael Bjork (Roxot), Veronika Karaeva (Roxot)

11:00-11:45 Seminar 5 **TECHNOLOGY**

### Chatbots & Voice Commerce – Traumpaar oder zum Scheitern verurteilt? Wie ein Unternehmen fit für die digitale Kundenkommunikation wird.

Wolfgang Reinhardt (optimise-it GmbH)

11:00-11:45 Seminar 6 **MARKETING**

### CRM-Onboarding – Bestandskunden effektiv über digitale Plattformen (re)aktivieren

Oliver Reinke (AZ Direct GmbH), Marco Kersch (AZ Direct GmbH)

11:00-11:45 Seminar 8 **TECHNOLOGY**

### Customer Journey richtig gestalten – Methoden und Cases im People-Based Marketing

Carsten Diepenbrock (Acxiom Deutschland GmbH), Sachiko Scheuing (Acxiom), Christian Färber (Acxiom Deutschland GmbH)

11:00-11:45 Seminar 4 **MARKETING**

### Circumventing Ad Blockers: It's a Bad Idea

Ben Williams (eyeo GmbH), Till Faida (eyeo GmbH)

11:00-11:45 Seminar 7 **FUTURE**

### Conquer the hearts of your customers – 7 tricks to ensure a successful change management to the digital transformation.

Ralf Haberich (CRM Partners AG)

11:00-11:45 Seminar 1 **MARKETING**

### Content Marketing – Fokussiert zum Erfolg

Matthias Wesselmann (FischerAppelt AG), Sabine Wegele (Nayoki GmbH), Ingo Kahnt (Perfomics GmbH), Sepita Ansari Pir Seraei (Catbird Seat GmbH)

12:00-12:45 Seminar 3 **MEDIA**

### It's A Great Day to Video: Driving Impact with Facebook Video Ads

Torsten Mueller-Klockmann (Facebook), Jin Choi (Facebook)

12:00-12:45 Seminar 8 **TECHNOLOGY**

### Is your brand safe? – Protecting your digital investment in the age of unsafe content

Oliver Hülse (Integral Ad Science)



12:00-12:45 Seminar 4 **TECHNOLOGY**

## Marketing Effectiveness: How The Economist Proved the Power of Marketing

Manu Mathew (Nielsen Visual IQ)

12:00-12:45 Seminar 7 **TECHNOLOGY**

## Automatic personalization and AI in Action @ Swisscom. Ideas & Results.

Nicolas Meriel (Swisscom AG), Klaus Völkl (webalyse)

12:00-12:45 Seminar 5 **MARKETING**

## Is CRM the future of media? Explore L'Oréal's CRM strategy

Thibaut MUNIER (numberly), Noorin VIRANI (L'Oréal)

12:00-12:45 Seminar 6 **MEDIA**

## Social Ads Funnels – Wie sich auch die schwierigsten Produkte über Facebook & Co. verkaufen lassen

Malte Galus (konstruktiv GmbH)

12:00-12:45 Seminar 2 **TECHNOLOGY**

## Programmatic Advertising: Im Spannungsfeld zwischen Media und Data

Siamac Alexander Rahnavard (ECHTE LIEBE – Agentur für digitale Kommunikation UG), Sabrina Büchel (BurdaForward Advertising GmbH), Ulrich Hegge (AppNexus), Thomas Koch (TKD Media UG), Tim Lucas Riebensahm (Tchibo GmbH), Julian Simons (mediascale GmbH & Co. KG)

12:00-12:45 Seminar 1 **MARKETING**

## Influencer Marketing macht Marken kaputt!?! Über den Sinn und Unsinn einer sich etablierenden Disziplin im digitalen Marketing

Anke Herbener (Digital Changers GmbH), Robin Blase (Richtig Cool GmbH), Jo Marie Farwick (Überground GmbH), Caroline Schmitt (Parfümerie Douglas GmbH)

13:00-13:45 Seminar 3 **TECHNOLOGY**

## Leveraging 1st Party Data for Measurement & Attribution Decisions across Google Media

Reemda Tieben (Google Germany), Miriam Strasmann (Google Germany)

13:00-13:45 Seminar 4 **MARKETING**

## Einzigartiger One Stop Shop in der Finanzwelt: Case Vorstellung der Liechtensteinischen Landesbank

Gerrit Taaks (Unic GmbH), Tobias Schlömer (Liechtensteinische Landesbank)

13:00-13:45 Seminar 8 **MARKETING**

## Klare Positionierung statt Werbefloskeln – Erfolgsfaktoren für Marken in der digitalen Welt.

Thomas Speicher (denkwerk GmbH)

13:00-13:45 Seminar 7 **MEDIA**

## Make In-App Video Buys Scalable

John Murn (Intowow)

13:00-13:45 Seminar 5 **MARKETING**

## The principles of personalisation in digital advertising

Elliott Clayton (Conversant)

13:00-13:45 Seminar 2 **MARKETING**

## NATIVE feat. Data = Der geilste Marketing-Act Deutschlands – how to build Brand Storys – Special Guest: INTERMATE

Juliane Sydow (Axel Springer), Yvonne Beister (SPRING Axel Springer Digital News Media GmbH & Co. KG), Dirk Nolde (SPRING Axel Springer Digital News Media GmbH & Co. KG), Karsten Günther (SPRING Axel Springer Digital News Media GmbH & Co. KG), Jörn Mecher (INTERMATE Media GmbH)

13:00-13:45 Seminar 6 **TECHNOLOGY**

## Online Piracy and the Destruction of Brand Reputation

Peter Szyszko (whiteBULLET Solutions Limited)

13:00-13:45 Seminar 1 **MEDIA**

## Mobile meets Conversational Design! Wie KI-basierte, dialogische Nutzererlebnisse via Smartphones und Voice Devices den Kundenwert von morgen definieren.

Livia Czernohorsky (T-Systems Multimedia Solutions GmbH), Nico Wohlgemuth (DAYONE GmbH), Sabine Häring (Miele & Cie. KG), Nadine Neubauer (Facebook Germany GmbH), Tua Sloor (Google Inc)

14:00-14:45 Seminar 3 **MEDIA**

## Game Changer: YouTube for Action

Shefali Bhatnagar (Google Germany), Michalina Seekamp (Google Germany)

14:00-14:45 Seminar 5 **TECHNOLOGY**

## Wie digitale Kampagnen von künstlicher Intelligenz profitieren und welchen Einfluss diese auf das gesamte Programmatic Advertising hat

Stuart Flint (Oath)

14:00-14:45 Seminar 6 **TECHNOLOGY**

## Personalization and Artificial Intelligence – The use of algorithms to turn visitors into customers

Michael Witzenseiter (Kameleoon GmbH)

14:00-14:45 Seminar 7 **TECHNOLOGY**

## How Changing Advertiser Needs Are impacting the Programmatic Landscape

Wayne Gattinella (DoubleVerify)

14:00-14:45 Seminar 4 **MARKETING**

## Creating Mobile-Ready Video for Facebook and Instagram

Noha Bashir (Facebook)



14:00-14:45 Seminar 1 **MARKETING**

### Sind Daten der Tod von Kreativität? Eine Diskussion zur immer stärker werdenden Relevanz von Technologie und Daten im Hoheitsgebiet kreativer Kommunikation

Anke Herbener (Digital Changers GmbH), Thomas Heinz (Kolle Rebbe GmbH), Alina Hückelkamp (of Unicorns&Lions GmbH), Sebastian Küpers (Publicis Emil GmbH), Constance Stein (Otto Group), Marco Zingler (Denkwerk GmbH)

14:00-14:45 Seminar 2 **MEDIA**

### Inhouse & Agentur – Wie man erfolgreich zusammen arbeitet

Jens Fauldrath (get:traction GmbH), Johan von Hülsen (Wingmen Online Marketing GmbH), Andreas Bobowk (Deutsches Komitee für UNICEF e.V.), Andreas Hörcher (Finwaa GmbH)

15:00-15:45 Seminar 2 **BUSINESS**

### Elevate your Skills – Wie können wir Bildung in Zeiten der Digitalisierung neu definieren?

Harald Fortmann (five14 GmbH), Annemieke Frank (EduHeroes Club GmbH), Dominik Große Holtforth (Fresenius Hochschule), Jochen Ott (SPD-Landtagsfraktion), Anna Kaiser (Tandemploy GmbH)

15:00-15:45 Seminar 3 **TECHNOLOGY**

### Quality: The Choice Every Brand, Agency and Publisher Needs to Make

Gavin Stirrat (OpenX), Mike Zaneis (Trustworthy Accountability Group)

15:00-15:45 Seminar 6 **MEDIA**

### Social & Content Strategy: Employee Advocacy in Action

Lea Manthey (Searchmetrics), Adrian Cockle (Hootsuite)

15:00-15:45 Seminar 5 **MARKETING**

### The Art and Science of Storytelling: How Technology Emboldens Creative Advertising

David Hillier (Adform)

15:00-15:45 Seminar 1 **MEDIA**

### Video is paving the way- die nächste Generation innovativer Video Ads

Oliver Rosenthal (YouTube), Sumi Kusuma-Reintjes (Twitch), Björn Radau (Teads)

15:00-15:45 Seminar 8 **MEDIA**

### Monetization Strategies for CTV and OTT Publishers

Melissa Roberts (AppNexus)

15:00-15:45 Seminar 7 **TECHNOLOGY**

### Are you a Digital Experience Leader or Laggard? A close look at the results of a study for your competitive advantage.

Jörn Bodemann (e-Spirit AG)

15:00-15:45 Seminar 4 **TECHNOLOGY**

### “I wish Siri would just f\*cking tell me what to wear!” – About the fuckups, learnings and success of an innovative Start-Up like DailyDress

Jennifer Schäfer (DailyDress)

16:00-16:45 Seminar 1 **FUTURE**

### Vier Dinge, die du jetzt über Blockchain wissen musst

Kerstin “Kee” Eichmann (innogy Innovation GmbH), Markus Häuser (CMS Hasche Sigle), Ghazaleeh Koohestanian (re2you GmbH), Catriona McLaughlin (Accenture Interactive)

16:00-16:45 Seminar 2 **TECHNOLOGY**

### (Em)Powering the Modern Programmatic Buyer- Plus exclusive research and cases studies.

Shane Shevlin (IPONWEB)

16:00-16:45 Seminar 5 **MARKETING**

### DECODING DIGITAL MARKETING – Navigation im Zeitalter der Marketing-Hypes

Stephan Sigrist (Think Tank W.I.R.E.)

16:00-16:45 Seminar 6 **MEDIA**

### Wie Werbetreibende mit intelligentem Video Advertising wieder echte Aufmerksamkeit erzielen

Daniel Holm (Outbrain)

16:00-16:45 Seminar 4 **TECHNOLOGY**

### Leverage AI and real-time marketing power to drive growth. Brand Perspective: PepsiCo, Trivago and other companies

Katrin Ribant (Datorama), Goshia Khuchua (Ticketmaster), Inaki Amuchastegui (Trivago), Nathan James (PepsiCo)

16:00-16:45 Seminar 3 **MARKETING**

### What is a Customer Data Platform and why it matters for Personalization

Gregor Wolf (Evergage GmbH)



# Work Labs



## Mittwoch, September 12, 2018 (Tag 1)

10:00-11:15 Work Lab 2

MARKETING

### Commerce in action: Define services or solutions customer love

Anne Feldt (Accenture Interactive), Sebastian Schmidt (Accenture Interactive), Stephan Bruhs (Accenture Interactive)

10:00-11:15 Work Lab 1

TECHNOLOGY

### Genauer, Sicherer, Effektiver – Das häufig ungenutzte Potential von First-Party-Daten

Markus Nagel (Webtrekk GmbH)

11:30-12:45 Work Lab 2

MEDIA

### Facebook & Instagram Advertising – How to bid & optimize (advanced)

Stefanie Kegel (Eprofessional GmbH)

11:30-12:45 Work Lab 1

MARKETING

### The Essentials of Account-Based Marketing

Melanie Gipp (Marketo)

13:00-14:15 Work Lab 2

TECHNOLOGY

### How to find your customers' rhythm – simple models for customer communication at the right time

Moshe Demri (Optimove), Eitan Shochat (Optimove)

13:00-14:15 Work Lab 1

MEDIA

### Switching on connected TV: what value can ad-supported content offer media owners and advertisers?

Sacha Berliik (The Trade Desk), Kay Schneider (SmartX Platform, Smartclip), Mufadal Jiwaji (ShareTheMeal/UN World Food Programme), Katja Brandt (Mindshare)

14:30-15:45 Work Lab 1

FUTURE

### INNOVATION WORKSHOP: Think new. Transform now.

Christian Wehner (SAP)

14:31-15:46 Work Lab 2

TECHNOLOGY

### Let's discuss closed-loop digital marketing with programmatic mindset targeting & measurement

Holger Laube (Kantar Deutschland GmbH), Andy Gallagher (Kantar Germany)

16:00-17:15 Work Lab 1

MARKETING

### Marketing Automation – So konvertieren Sie Website-Besucher zu Kunden!

Reto Graf (SendinBlue)

16:00-17:15 Work Lab 2

TECHNOLOGY

### Driving customer experience where it matters – at the local level

Volker Kratz (Critzr)



# Work Labs



Donnerstag, September 13, 2018 (Tag 2)

10:00-11:15 Work Lab 1

**BUSINESS**

## GDPR – How to be in control in the digital jungle

Charlotte Olsen (Siteimprove GmbH)

10:00-11:15 Work Lab 2

**MARKETING**

## Produktvisualisierung im E-Commerce – automatisierte Workflows für Fotos, Videos und Animationen

Wolfgang Felix (MoovIT GmbH)

11:30-12:45 Work Lab 2

**MEDIA**

## From Insights to Action – Social Data – Tipps für eine erfolgreiche Unternehmensstrategie

Thomas Grünberg (Brandwatch GmbH)

11:30-12:45 Work Lab 1

**MARKETING**

## The Effectiveness of Email Campaigns leveraging the Customer Lifecycle

Guy Hanson (Return Path), Sebastian Kluth (Return Path)

13:00-14:15 Work Lab 1

**MARKETING**

## Blueprints for Building Up An Influencer Marketing Practice

Robert Levenhagen (InfluencerDB)

13:00-14:15 Work Lab 2

**TECHNOLOGY**

## DAM Smart Content: How AI changes the way content is created, managed, published and consumed

Sebastian Picklum (Canto)

14:30-15:45 Work Lab 2

**MEDIA**

## How to win in Local Search and Voice. Ein Blick unter die Motorhaube.

Jörg Jasper (Yext), Jan Philip Stoffers (Yext)

14:30-15:45 Work Lab 1

**MEDIA**

## Make it Mobile! Native Formate und kreative Werbegeschichten auf der mobilen Überholspur

Janine Kühnrich (Media Impact GmbH & Co. KG)

16:00-17:15 Work Lab 2

**TECHNOLOGY**

## The Gold of the new age – Data! How ontologies can be a game changer for your webshop.

Sebastian Sprenger (SEMKNOX GmbH)





# Speakers' Forum

Mittwoch, September 12, 2018 (Tag 1)

10:00-10:20	MEDIA	14:00-14:20	TECHNOLOGY
<b>Creative – Rich media for rich performance</b>		<b>Omnichannel war gestern. Ist Unified Commerce das nächste große Ding?</b>	
Elah Krief (Adikteev GmbH)		Jens-Michael Blümel (TWT Digital Group GmbH)	
10:30-10:50	TECHNOLOGY	14:30-14:50	TECHNOLOGY
<b>Vom Deep Learning der Daten zum Deep Understanding der Kunden: Nutzen Sie konkrete AI-Methoden, um den Kunden besser zu verstehen!</b>		<b>The age of the customer – Are you ready?</b>	
Herbert Schuster (Innoplexia GmbH)		Astrid Mehrrens-Haupt (Cogeco Peer 1)	
11:00-11:20	TECHNOLOGY	14:30-14:50	TECHNOLOGY
<b>The role of emotion in shaping digital experiences</b>		<b>Journey to the Cloud</b>	
Dr. Liraz Margalit (Clicktale)		Astrid Mehrrens-Haupt (Cogeco Peer 1)	
11:30-11:50	MARKETING	15:00-15:20	MARKETING
<b>Erfolgreiches E-Mail Marketing im Customer Lifecycle</b>		<b>Influencers – The Force Awakens</b>	
Sebastian Kluth (Return Path Deutschland GmbH)		Laricea Roman-Halliday (The Specialist Works)	
12:00-12:20	MARKETING	15:30-15:50	FUTURE
<b>Die größte Liebesgeschichte des Age of Customer: warum Service Design Thinking so gut zur digitalen Transformation passt.</b>		<b>Blockchains Beyond Finance and into the Media World – What will be Disrupted and What will not</b>	
Verena Menzel (ARITHNEA GmbH)		Francois de Laigue (PulsePoint Inc.)	
12:30-12:50	TECHNOLOGY	16:00-16:20	TECHNOLOGY
<b>How Internet of things will change commerce and how merchants of all sizes can profit</b>		<b>Will government policies get in the way of data heralding the onset of the fourth industrial revolution?</b>	
Urs Gübser (SIX Payment Services AG)		Lindsay McEwan (Tealium)	
13:00-13:20	MEDIA	16:30-16:50	TECHNOLOGY
<b>From Corporate Film to Corporate Porn. Why content marketing is a buzzword and why a respected and award winning film production company made the first Corporate Porn Movie worldwide.</b>		<b>Emotion detection – how emotions can drive your business' success</b>	
David Meadows-Hertig (al Dente Entertainment GmbH)		Kaan Karaca (denkwerk GmbH)	
13:30-13:50	BUSINESS	17:00-17:20	MARKETING
<b>Growth of Programmatic, Adtech and digital advertising models in Africa and emerging markets</b>		<b>Der Millennial-Code: Wie Werbung in sozialen Netzwerken funktioniert</b>	
Chibuike Goodnews (Dochase Adx)		Benedikt Böckenförde (Visual Statements GmbH)	
		17:30-17:50	MARKETING
		<b>Amazon meets Webshop – Wie gehen Retail Media und Individualität zusammen?</b>	
		Jana Fiaccola (Quisma GmbH)	





# Speakers' Forum

Donnerstag, September 13, 2018 (Tag 2)

10:00-10:20	TECHNOLOGY	13:30-13:50	TECHNOLOGY
The "insane" business case: Why brand CFOs love uniting brand and commerce sites Sören Stamer (CoreMedia AG)		Wie der digitale Kundenservice über alle Kanäle erfolgreich gesteuert werden kann Harald Huber (USU AG)	
10:30-10:50	MEDIA	14:00-14:20	MARKETING
Sprach Assistenten – Skills als Produkte für die Customer Journey der Zukunft. Eher ein Gimmick oder doch die Perspektive? Alexander Käppler (diconium digital solutions GmbH)		Effektives Affiliate Management – Mit Strategie zum Erfolg Markus Kellermann (xpose360 GmbH)	
11:00-11:20	TECHNOLOGY	14:30-14:50	MARKETING
Push Advertising war gestern. Conversation is the new Marketing – Wie unabhängige Experten den Online-Umsatz ankurbeln können Caroline Langer (iAdvize GmbH)		How the return of storytelling in digital advertising is engaging users to branded content Andrew Buckman (Sublime Skinz)	
11:30-11:50	MEDIA	15:00-15:20	TECHNOLOGY
Be a King on XING & LinkedIn Michael Kohlfürst MBA CMC (PromoMasters Online Marketing Ges.m.b.H.)		Zwischen Schutz der Privatsphäre und echtem Mehrwert: Kundenansprache am Scheideweg? Andres Dickehut (Consultix GmbH)	
12:00-12:20	MARKETING	15:30-15:50	TECHNOLOGY
Erweitern Sie das Markenerlebnis mit Augmented Reality: Was Marken jetzt wissen müssen Tobias Meyerhoff (Monotype)		Online Category Management – Was der E-Commerce vom stationären Handel lernen kann Burkhard Elberg (GSI Germany GmbH)	
12:30-12:50	TECHNOLOGY	16:00-16:20	BUSINESS
Top 5 Conversion Killers and How to Beat Them Lina Santa Maria (Digital River GmbH)		How to meet the challenge of digital disruption – key success factors for the digital enterprise Sarah Bernuit (IBM iX)	
13:00-13:20	TECHNOLOGY	16:30-16:50	MARKETING
Kalkulierter Datenverlust beim Einsatz eines Tagmanagers Christian Stanke (Eprofessional GmbH)		Who blocks ads and how is this group best reached? Till Faida (eyeo GmbH)	



# World of Agencies



Mittwoch, September 12, 2018 (Tag 1)

10:30-10:40

## Welcome

10:40-11:10

## PANEL – Follow me! #queer #weiblich #word

Jörn Mecher (INTERMATE Media GmbH), Felicia Mutterer (STRAIGHT)

11:15-11:40

## Webinare – digitaler Dialog in einer digitalen Welt

Daniel Holzinger (LogMeln Germany GmbH & Colited)

11:45-12:15

TECHNOLOGY

## How Voice and Image transform customer experience and solve business challenges through data & AI

Vincent Luciani (Artefact & Metapeople), Ashish Sidhra (Artefact & Metapeople)

12:15-13:00

## PAUSE

13:05-13:35

## Holistic Data Driven Marketing

Mario Widmann (Echte Liebe - Programmatic Marketing Agency)

13:35-13:50

## CMS Web2Grow: Mehr Content, weniger Management

Sebastian Kostal (Digitale Marken by :kostal design GmbH & Co. KG)

13:50-14:25

## Millenials erreicht man nur in social media! NOT!

Lucas von Cranach (ONEFOOTBALL), Anna-Beeke Gretemeier (STERN/NEON)

14:30-15:00

## How to successfully apply data & AI in the marketing value chain

Suzanne Jansen (Artefact), Lasse Hoffmann (metapeople)

15:05-15:20

## 5 to ePrivacy – why being prepared now is essential

Timo von Focht (Commanders Act)

15:25-15:55

## Revolutioniert Amazon jetzt auch den Werbemarkt? Was bedeutet der Aufstieg von Amazon als Werbeplayer für mich als Brand?

Nils Zündorf (Dept Marketplaces GmbH)

16:00-16:25

## Daten gewinnen Agency Pitches? Warum ein Monitoring-Tool in jede Pitch-Vorbereitung gehört.

Daniel Köthe (Talkwalker Sarl)

16:30-16:45

## The role of the media buyer in 2019

Mike Shaw (Dataxu)



# World of Agencies



Donnerstag, September 13, 2018 (Tag 2)

11:00-11:05

**Start**

11:05-11:40

**PANEL – Native Advertising – zukünftiger Media Channel No.1?**

Daniel Horzetzky (BRANDKIZZ STUDIOS), Juliane Sydow (Axel Springer)

11:40-11:55

**CMS Web2Grow: Mehr Content, weniger Management**

Sebastian Kostal (Digitale Marken by :kostal design GmbH & Co. KG)

12:00-12:35

**PANEL – VR Trends – Immersive Marketing für emotionale Markenerlebnisse**

Rolf Illenberger (Viond), Miki Devic (doyodu), Daniel John Riedl (Wavemaker)

12:40-12:55

**Warum Amazon zur Top-3 Ad Platform wird – und wie Ihre Brand schon heute profitieren kann!**

Jens Jokschat (PrimeUp GmbH)

13:00-13:15

**TBA**

13:20-13:50

**PANEL – Content Marketing Ausblick in das Jahr 2020**

Vertreter der Verbände BVDW, CMF, GWA & VDZ, Daniel John Riedl (Wavemaker)

13:55-14:25

**Wie Amazon den Werbemarkt aufrollt: Präzises Marketing mit Amazons Datenschatz**

Nils Zündorf (Dept Marketplaces GmbH)

14:30-15:00

**The Power of Achieving Harmony Between Bots & Humans**

Courtney Jucht (Bold360 by LogMeIn)

15:05-15:35

**5 smart ways to improve your ROAS**

Timo von Focht (Commanders Act)



# TV-Studio



Mittwoch, September 12, 2018 (Tag 1)

10:00-10:15

**MEDIA**

**Dominique Delpont (President International, VICE)**

Dominique Delpont (VICE Media)

14:45-15:00

**Jim Egan (CEO, BBC Global News)**

Jim Egan (BBC Global News)

10:30-10:45

**Marco Bertozzi (Vice President, Spotify Europe)**

Marco Bertozzi (Spotify)

15:15-15:30

**Matthias Wahl (President, BVDW)**

Matthias Wahl (BVDW)

11:00-11:15

**Stephanie Caspar (Vorstand Daten & IT, Axel Springer)**

Stephanie Caspar (Axel Springer SE)

15:45-16:00

**Albrecht Behmel (Künstler)**

Albrecht Behmel

11:30-11:45

**David Fischer (CEO & Founder, Highsnobiety)**

David Fischer (Highsnobiety)

16:15-16:30

**Florian Haller (CEO, Serviceplan Gruppe)**

Florian Haller (Serviceplan Group)

12:00-12:15

tba

16:45-17:00

**Martin Wezowski (Chief Designer & Futurist, SAP)**

Martin Wezowski (SAP Chief Innovation Office)

12:30-12:45

**Ron Johnson (CEO & Founder, Enjoy)**

Ron Johnson (ENJOY)

17:15-17:30

**Wally Brill (Head Of Conversation Design Advocacy & Education, Google)**

Wally Brill (Google)

14:15-14:30

**David Weinberger (Bestselling-Author & Researcher, Harvard University)**

David Weinberger (Berkman Klein Center for Internet & Society, Harvard University)

17:45-18:00

**MARKETING**

**Eco Moliterno (Art Director, Accenture)**

Eco Moliterno (Accenture Interactive)



# TV-Studio



Donnerstag, September 13, 2018 (Tag 2)

10:00-10:15

**Sheila Colclasure (Global Chief Data Ethics Officer & Public Policy Executive, Axicom)**

Sheila Colclasure (Acxiom)

10:30-10:45

**Nico Rosberg (Influencer & Former F1 Worldchampion)**

Nico Rosberg (Formula 1)

11:00-11:15

**Purna Virji (Senior Manager of Global Engagement, Microsoft)**

Purna Virji (Microsoft)

11:30-11:45

**Gerald Böse, Dr. Domink Matyka, Philipp Hilbig (Directors DMEXCO & Kölnmesse)**

Dominik Matyka (Kölnmesse DMEXCO), Gerald Böse (Kölnmesse), Philipp Hilbig (Kölnmesse GmbH)

12:00-12:15

**Florian Adamski (Global CEO, OMD)**

Florian Adamski (OMD Worldwide)

12:30-12:45

**Nikki Mendonça (President, Accenture Interactive Operations)**

Nikki Mendonça (Accenture Interactive Operations)

13:45-14:00

**Debora Koyama (CMO Europe, Mondelez)**

Debora Koyama (Mondelēz International)

14:45-15:00

**Rahmyn Kress (Global CDO, Henkel)**

Rahmyn Kress (Henkel)

15:15-15:30

**Lynne Kjolso (VP Global Corporates, Microsoft Advertising)**

Lynne Kjolso (Microsoft)

15:45-16:00

**Amber Atherton (CEO & Founder, zyper.com)**

Amber Atherton (Zyper)

16:15-16:30

**Mike Owen (Chief Strategy Officer, Flipboard)**

Mike Owen (Flipboard)

16:45-17:00

**Vittorio Bonori (Global President Brand, Zenith)**

Vittorio Bonori (Zenith)

17:15-17:30

**TBA**

Stan Chudnovsky (Facebook)

17:45-18:00

**Vittorio Bonori | Global President Brand bei Zenith**

Vittorio Bonori (Zenith)