Studio

Wednesday, September 23, 2020 (Day 1)

10:00-10:10 EN Studio 1
DMEXCO @home Opening
Dominik Matyka (Chief Advisor at DMEXCO), Gerald Böse (President and Chief Executive Officer at Koelnmesse GmbH), Matthias Wahl (Präsident at Bundesverband Digitale Wirtschaft (BVDW) e.V.)

10:11-10:28 EN Studio 1
Protecting Access to Opportunity
David Fischer (CRO at Facebook Inc.)

10:13-10:31 EN Studio 2
The future of Influencer Marketing – How can this still young discipline scale from 8 to 30 billion $ market volume until 2025?
Jan Homann (CEO & Founder at eqolot (formerly blogfoster GmbH))

10:29-10:50 EN Studio 1
Digital Transformation - the new Normal
Nikolaus Röttger, Thomas Jarzombek (Federal Government Coordinator of German Aerospace Policy at Ministry for Economic Affairs and Energy)

10:30-10:56 EN Studio 3
Corona...What’s Next?! 3 Perspectives on the New Normal
Florian Haller (CEO Serviceplan Group at Serviceplan Group SE & Co. KG), Doris Rosenauer (Senior Consultant Business Development at GfK SE), Erik Friemuth (Group Chief Marketing Officer & Managing Director at TUI Hotels&Resort at TUI AG), Stefan Messerknecht (Managing Partner at hmmh multimediahaus AG)

10:32-10:50 EN Studio 2
Future of fashion e-commerce - what are the major trends for the next years to come?
Tarek Müller (Co-Founder & Managing Director at ABOUT YOU GmbH), Doro Gelmar

10:51-11:09 EN Studio 1
Leading Attitude to Action
Alicia Tillman (Chief Marketing Officer at SAP)

10:51-11:09 EN Studio 2
Livestream Shopping
Maryam Ghalamremani (CEO at Bambuser AB)

10:57-11:13 EN Studio 3
Outcomes vs. Monitoring: How to cultivate trust for the next phase of remote work
Andrew Filev (Founder & CEO at Wrike)

11:34-11:51 EN Studio 2
E-commerce in times of Corona
Jenny Gruner (Director Digital Marketing at Hapag-Lloyd AG), Ines Imdahl (CEO & FOUNDER at Lönneker & Imdahl rheingold salon GmbH & Co KG), Bożena Nawara-Borek (eCommerce Manager Europe/CEEMEA at SWAROVSKI), Eva Reitenbach (Managing Director at oddity jungle GmbH), Jeanette Rohwer-Kahlmann (Head of E-Commerce & Customer Care at Philip Morris GmbH), Monika Schulze (Head of Direct and Partnerships at Zurich Insurance Company Ltd)

11:35-11:53 EN Studio 2
The 5 Cluster Influencer KPI Framework. From 1 to 5 dimensions based on KPIs
Sebastian Niemann (COO at eqolot (formerly blogfoster GmbH))

11:34-11:51 EN Studio 3
PAYBACK Programmatic – Offline transactions and online advertising join forces with 1st party data
Benedikt Schmitt-Homann (Director Programmatic at Payback), Alexander Weißenfels (Country Manager Germany at Adform)

11:36-11:51 EN Studio 3
Innovation is dead.
Debbie Vavangas (IBM Garage Global Lead, VP - Global Business Services, IBM at IBM iX)

11:43-12:00 EN Studio 1
DNI 2.0: Diversity & Innovation
Chris Denson (Founder at Crush Industries), Jennifer Sarah Boone (Moderator, Presenter at Jennifer Sarah Boone)

11:43-12:00 EN Studio 1
It pays to be positive - How brands can help build an optimistic future
Louise Richardson (Director of Marketing at Pinterest)

11:52-12:10 EN Studio 3
Times of change - The role of innovation and digital leadership
Tino Krause (Country Director DACH at Facebook Inc.)

11:54-12:12 EN Studio 2
The Douglas Journey: From an omnichannel retailer to a one-stop-shopping platform in beauty
Vanessa Stützle (Chief Digital Officer at Parfümerie Douglas GmbH)
12:00-12:24 EN Studio 1
The All-Digital Customer
Adam Blitz (EVP Digital at Salesforce), Zach Kramer (Vice President & General Manager at Sonos)

12:11-12:28 EN Studio 3
The Power of Listening Differently
Jessica Nordlander (COO at Thoughtexchange), Paula Tripp (Director, Foundational Consumer Insights at McDonald's)

12:12-12:30 EN Studio 2
Facebook on the age of ‘Discovery Commerce’
Kai Herzberger (Group Director DACH & EMEA - Commerce, VC & Disruptors at Facebook Inc.)

12:29-12:47 EN Studio 3
Screenforce presents Fireside Chat: Video advertising effectiveness: Why advertising on TV, YouTube, Facebook or Instagram has such a different impact
Karen Nelson-Field (Founder & CEO at Amplified Intelligence)

12:30-12:42 EN Studio 2
Misinformation online: why brands need to deliver official answers in search
Howard Lerman (CEO & Co-Founder at Yext)

12:32-12:50 EN Studio 1
10 REASONS WHY OOH IN 2020
François-Xavier Pierrel (Group Chief Data Officer at JCDecaux)

12:42-13:00 EN Studio 2
How Customer Data Platforms (CDPs) help companies drive results in challenging times
Tom Treanor (Global Head of Marketing at Treasure Data)

12:48-13:04 EN Studio 3
Why a flexible workplace will benefit employees, companies and cities
Nikolay Kolev (Managing Director Northern & Central Europe at WeWork)

12:51-13:09 EN Studio 1
Martin Andree (CEO & Founder at AMP), Timo Thomsen (VP Product & Innovation at GfK SE)

13:00-13:24 EN Studio 2
Mastering Customer Signals in the Experience Economy
Dan Ram (Moderator at iAmDanRam), Nate Skinner (Global Marketing Leader at Oracle Cloud CX)

13:05-13:18 Studio 3
Do Your Experiences Delight?
Lindsay McEwan (Vice President and Managing Director EMEA at Tealium)

13:10-13:28 EN Studio 1
Why now is the time to accelerate your digital marketing
Jason Spero (Vice President, Global Business at Google)

13:20-13:34 EN Studio 3
Purpose. Launch. Connect. Leading the way to your community.
Jolanta Baboulidis (Country Director at Twitter Germany)

13:29-13:41 EN Studio 1
The Evolution of Touchpoints: How WSJ | BG is Creating Digital Momentum
Nikolaus Röttger, Josh Stinchcomb (Global Chief Revenue Officer Media and Marketing at Dow Jones)

13:30-13:42 EN Studio 2
Leading teams & supporting customers: marketing in a pandemic
Tifenn Dano Kwan (CMO at Dropbox), Andy Wilson (Director, Media at Dropbox)

13:35-13:55 EN Studio 3
From Cyber Security to Cyber Immunity
Eugene Kaspersky (Chief Executive Officer at Kaspersky), Nikolaus Röttger

13:42-14:00 EN Studio 1
State of Digital: Insights from 7,000 Digital Leaders and their Customers to Help You Lead Through Change
Martin Kihn (SVP, Product Strategy, Marketing Cloud at Salesforce)

13:45-14:45 EN Studio 2
BVDW Challenge Award
Timucin Guezey (Managing Director at Mindshare), Aljoscha Höhn, Marcus Veigel (Geschäftsführer at cynapsis interactive GmbH), Julia Exner (Director Digital Marketing & Field, EMEA at Otis)
14:01-14:18 EN Studio 1
How our expectations of digital experiences have been accelerated
Iván Markman (Chief Business Officer at Verizon Media)

14:06-14:25 EN Studio 3
Digital Customer Experience: Why Every Enterprise Should Think Differently
Ragy Thomas (Founder & CEO at Sprinklr)

14:18-14:36 EN Studio 1
Your Friendly Neighbors: Why Advertisers Need Hackers
Russell Handorf (Principal Threat Intelligence Hacker at White Ops)

14:26-14:45 EN Studio 3
Unleashing the $166.3 Billion Opportunity: Shifting Linear TV Buyers to CTV
Mark Zagorski (CEO at DoubleVerify)

14:37-14:50 EN Studio 1
Microsoft’s culture transformation
Steve Clayton (Chief Storyteller at Microsoft Corporation)

14:45-15:03 EN Studio 2
The End of Winning: Why We Must Learn to Lose (Without Becoming a Loser)
Tim Leberecht (CEO at House of Beautiful Business)

14:46-14:59 EN Studio 3
Resolving data complexity: How to treat customers as individuals
Neill Brookman (Director of Solutions Engineering, EMEA at Treasure Data)

14:51-15:09 EN Studio 1
Evolving Diversity and Inclusion in unprecedented times
Maxine Williams (Chief Diversity Officer at Facebook Inc.), Nina Strassner (Head of Diversity & Inclusion at SAP Germany)

15:00-15:17 EN Studio 3
Private Parts: The Surprising Role of AdTech in the Rise of Memetic Warfare
Maggie Louie (CEO at DEVCON | JavaScript Security)

15:04-15:18 EN Studio 2
Transformation, New Work & Leadership
Oliver Kaltner (CEO at ROOM Europe), Sabine Eckhardt (Chief Executive Officer, Central Europe at Jones Lang LaSalle SE), Petra von Strombeck (CEO at NEW WORK SE)

15:10-15:28 EN Studio 1
It starts with TikTok
Stuart Flint (Head of Global Business Solutions, Europe at TikTok)

15:18-15:40 EN Studio 3
Changing patterns, changing future: News, Trust and Advertising
Maximilian Weigel (Managing Director Germany at Verizon Media)

15:29-15:47 EN Studio 2
Media Communication in the New Reality
Tina Beuchler (Global Head of Media & Agency Operations at Nestlé), Nikolaus Röttger

15:41-15:54 EN Studio 3
WHAT’S PREVENTING YOU FROM DELIVERING GREAT CUSTOMER EXPERIENCE
Sophie Crosby (SVP, Product Management at Salesforce)

15:48-16:00 EN Studio 2
Red Tsunami - How China Tech changes the way we learn, work and lead
Mark Wächter (Mobile Strategy Consultant at MWC.mobi), Shiwei Li (President at Tencent Cloud Europe)

15:48-16:00 EN Studio 1
Equality, Now
Shelley Zalis

15:55-16:11 EN Studio 3
The CMO’s Digital Dilemma
Douglas Bell (Global Chief Marketing Officer (CMO) at Searchmetrics GmbH)
Privacy and security in our new normal
Nikolaus Röttger, Garry Kasparov (Avast Security Ambassador at Avast), Ondrej Vlcek (CEO at Avast)

Harness the power of change: What comes after the COVID-19 pivot
Jeff Titterton (CMO at Zendesk, Inc.)

Marc T. Nicolaisen (Director Customer Experience at Steelcase)

Resilience through Creativity on Instagram
Grace Kao (Head of Global Business Marketing for Instagram at Facebook Inc.)

Reimagine what’s possible with DJI
Ferdinand Wolf (Creative Director and Head of DJI Studio Europe at SZ DJI Technology Co., Ltd.)

The ONE Campaign: Advocacy in a virtual world

Risk Business: The Real Cost of Ignoring Marketing Fraud
Bethann Noble (Head of Product Marketing at White Ops)

Linda Zervakis über Podcasts: Gefühl statt Definition
Linda Zervakis, Saruul Krause-Jentsch (Head of Studios DACH at Spotify), Sven Bieber (Head of Ad Sales Deutschland at Spotify)

Trustworthy Payments: how to keep your customers and bottom-line secure
Roelant Prins (Chief Commerce Officer at Adyen), Martin Meyer-Gossner (Moderator at The Strategy Web GmbH)

Marketplaces 2020: Insights into a global (r)evolution
Oliver Lucas (Founder & Managing Director at ecorn consulting GmbH), Oliver Prothmann (President at Bundesverband Onlinehandel e.V.), Christian Driehaus (Co-founder at gomiga eServices GmbH), Carine Moitier (Founder & Managing Director at Cross-Border Commerce Europe)

Podcasts: This is just the beginning...
Tobias Bauschlage (Managing Director & Co-Founder at Studio Bummens GmbH), Nick Quah (Founder at Hot Pod Media)

The future of work and collaboration based on cloud computing
Aaron Levine (CEO at Box), Nikolaus Röttger

Leaving 2020 behind – Future perspectives of the European start-up ecosystem
Rouven Dresselhaus (Founder & Managing Partner at Cavalry Ventures Management GmbH), Dan Ram (Moderator at AmiDanRam), Edward Roussel (Chief Innovation Officer at Dow Jones/ Wall Street Journal ), Oscar Escalante (Startup Unit at KölnBusiness Wirtschaftsförderungs-GmbH )

Video Content: There is Always Time for Good Storytelling
Vivian Opsteegh (General Manager Films & Content at MediaMonks)

How to build a $1 billion content strategy
Jeremy Connell-Waite (Sustainability & Climate Leader at IBM iX)

Now is the Time to Get CTV Advertising Right
Emma Newman (Chief Revenue Officer, EMEA at PubMatic), Jeff Quandt (Head of Programmatic Partnerships at Pluto.tv), Mike Fisher (VP Advanced TV at Essence), Eric John (Deputy Director, Video Center of Excellence at IAB)

European start-up ecosystem - A View from London
Louise Conolly-Smith (Head of Creative at London & Partners)

How to expand your customer demographics during COVID-19 and how the pandemic has shifted consumer behaviour
Deena Bahri (Chief Marketing Officer at StockX), Juliette Tafreschi (Interviewer at Sportswear International)
User-driven product development, powered by text analytics
Maurice Gonzenbach (Co-Founder at Caplena), Kilian Hughes (Director Research & Insights at Joyn GmbH)

How the Corona Update with Prof. Drosten is Shaping the Future of Podcasting
Norbert Gründel (Head of programming N-JOY / Head of Audiolab THINKRADIO at Norddeutscher Rundfunk, N-JOY)

How to succeed in China with a platform and big data-driven approach
Fabian von Heimburg (Co-founder / Managing Director at Hotnest Technology)

Going virtual. Reimagining business as usual
Anita Caras (Research Director at Verizon Media), Mark Melling (Head of RYOT Studio EMEA / 5G Lead EMEA at Verizon Media)

Gewinnbringende Touchpoints schaffen mit Programmatic Printing
Johannes van de Loo (General Manager at SmartCom GmbH)

Trust is the new marketing currency
Manuel Tönz (Customer Experience Advisor SAS at SAS Institute GmbH)

PIM als Basis für B2B und B2C Commerce - wir zeigen Lösungen für hochgradig komplexe Anforderungen
Markus Rohmeyer (CPO - Product Management at novomind AG), David Kimont (Senior Consultant at PRISCA GmbH)

Postproduction Advertising: The Future Is Now
Stephan Beringer (CEO at Mirriad Advertising plc)

Creating Compelling Branded Content During COVID
Michael Toedman (Principal Consultant & Advisor at Spark Creative), Jeff Harbach (President & CEO at Kauffman Fellows), Albert Samuels (CEO & Founder at Spark Creative)

There is No New Normal - what’s the future hold for modern marketing?
Chris Babayode (Managing Director at MMA EMEA), Keith Moor (CMO at Camelot UK)

Fan Engagement Before, During, and After a Live Stream
Ty Roberts (Co-founder at FanTracks)

The Future of Media: A Conversation between Alexandra Bruell and Christian Juhl
Christian Juhl (Global CEO at GroupM)

Predictive Supply Side Analytics for Aviation Aftermarket B2B Companies
Jens Peder Pedersen (CEO at Beep Analytics ApS)

Biking to Success: Creating a seamless Omnichannel Customer Experience
Thomas Spengler (Chief Customer Officer at Internetstores Group), Daniel Renggli (Director CX Marketing Northern Europe at Oracle)

Navato-Die Evolution in der Nanotechnologie
Miriam Janke (Cofounder at NAVATO WIRAG Holding ApS)

Worlds In Uphaeval
Thomas Koch (Founder at The DOOH Consultancy), Ralf Heuel (Owner & CCO at Grabarz & Partner Werbeagentur GmbH), Christof Baron (Media For Excellence: Media Consultancy for Strategy and Activation), Isabelle Schnellbügel (Chief Strategy Officer at Ogilvy)

No Wrong Answers: Make or Break a Customer’s Trust in a Brand
Wendi Sturgis (“Chief Client Officer, CEO of Yext Europe” at Yext)

How to make "Sustainability = Everybody's Everyday Business", for Branding Pro's & Investors
Frederik Rubens Mortensen (CEO at 'hoodHeroes)
<table>
<thead>
<tr>
<th>Time</th>
<th>Studio</th>
<th>English/Deutsch</th>
<th>Conference Title</th>
<th>Speaker(s)</th>
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</thead>
<tbody>
<tr>
<td>19:33-19:44</td>
<td>3</td>
<td>EN</td>
<td>Better and easier PICTHRANING with the Pitcherific pitch tool</td>
<td>Lauge Rasmussen (CEO at Pitcherific.com)</td>
</tr>
<tr>
<td>19:41-19:59</td>
<td>1</td>
<td>DE</td>
<td>Klimawandel und Journalismus: Wie spannend ist die Katastrophe?</td>
<td>Leonie Bremer (Fridays for Future), Felix Dachsel (Editor-in-Chief VICE at Vice)</td>
</tr>
<tr>
<td>19:44-19:57</td>
<td>3</td>
<td>EN</td>
<td>How to outperform competition with a &quot;performance first, brand second&quot; attitude</td>
<td>Dr. Dennis Schmoltzi (Founder &amp; CEO at Emma – The Sleep Company)</td>
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<tr>
<td>19:58-20:02</td>
<td>3</td>
<td>DE</td>
<td>Vorstellung der sourc-e GmbH</td>
<td>Lucas Scherer (CEO at sourc-e GmbH)</td>
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<tr>
<td>20:00-20:18</td>
<td>2</td>
<td>EN</td>
<td>From Text Links to Native Social - The Evolution of Native Advertising</td>
<td>Klaus Ludemann (VP, Native at Outbrain)</td>
</tr>
<tr>
<td>20:00-20:18</td>
<td>1</td>
<td>DE</td>
<td>Alliances for a greater balance</td>
<td>Julia Jäkel (CEO at Gruner + Jahr GmbH), Nikolaus Röttger</td>
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<tr>
<td>20:03-20:12</td>
<td>3</td>
<td>DE</td>
<td>Chameleon - Die intelligente Digitalisierungslösung des betrieblichen Gesundheitsmanagements</td>
<td>Niklas Hoffmann (Head of Business Development at Chameleon)</td>
</tr>
<tr>
<td>20:13-20:22</td>
<td>3</td>
<td>DE</td>
<td>KI-gestützte Dokumentenverarbeitung und Prozessautomatisierung</td>
<td>Miriam Winkler (Marketing &amp; Sales Managerin at Evy Solutions GmbH)</td>
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<tr>
<td>20:19-20:37</td>
<td>2</td>
<td>EN</td>
<td>Consumer Bonding in the Digital Economy</td>
<td>David Bell (Co-founder at Idea Farm Ventures), Justin Wang (CEO &amp; Co-founder at LARIQ)</td>
</tr>
<tr>
<td>20:19-20:37</td>
<td>1</td>
<td>EN</td>
<td>What's next? Brand communication and e-commerce in times of crisis</td>
<td>Chris Schneider (Director Strategy at pilot Agenturgruppe)</td>
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<tr>
<td>20:23-20:28</td>
<td>3</td>
<td>DE</td>
<td>Digitalisierung von kleinen lokalen Unternehmen</td>
<td>Malte Hendricks (Co-Founder at LOLOCO)</td>
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<tr>
<td>20:29-20:31</td>
<td>3</td>
<td>EN</td>
<td>Recover - a secure &amp; convenient solution for events during Covid-19. GDPR compliant and transparent</td>
<td>Jan Kus (CEO at Recover), Tim Schneider (CEO at Recover)</td>
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<tr>
<td>20:32-20:36</td>
<td>3</td>
<td>EN</td>
<td>How TwoReach the digital eSports &amp; Streaming world</td>
<td>Hannes Eitel (Co-Founder at TwoReach GmbH)</td>
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<tr>
<td>20:37-20:47</td>
<td>3</td>
<td>DE</td>
<td>World of VR - Company, Products &amp; Services</td>
<td>Suhail Ahmad (Leitung Business Development &amp; Individuelle Kundenlösungen at World of VR GmbH)</td>
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<tr>
<td>20:38-20:56</td>
<td>1</td>
<td>EN</td>
<td>The future is in dialogue</td>
<td>Peter Kabel (Founding Partner at Asian E-Commerce Alliance), Harald Behnke (Director CX Strategy EMEA at ORACLE)</td>
</tr>
<tr>
<td>20:38-21:02</td>
<td>2</td>
<td>EN</td>
<td>Future Urbanization and How OOH Advertising will Have a Critical Role</td>
<td>Anna Bager (President, Chief Executive Officer (CEO) at Out of Home Advertising Association if America), William Eccleshare (Chairman and Worldwide CEO of Clear Channel Outdoor Holdings, CEO of Clear Channel International at Clear Channel Outdoor), Jeremy Male (Chairman, Chief Executive Officer (CEO) at OUTFRONT Media), Jean-François Decaux (Co-Chief Executive at JCDecaux SA)</td>
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<tr>
<td>20:48-20:56</td>
<td>3</td>
<td>EN</td>
<td>How to lead a leisure start-up through the Corona crisis</td>
<td>Pétur Müller (Co-Founder at dynAmaze)</td>
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<td>20:57-21:05</td>
<td>3</td>
<td>EN</td>
<td>Making your startup investable - Build your business with focus and become investor ready</td>
<td>Michail Kosak (Co-Founder &amp; Head of Global Community at DueDash)</td>
</tr>
</tbody>
</table>
The Marketing Accountability Void
Chad Engelgau (CEO at Acxiom), Arun Kumar (Chief Data and Marketing Technology Officer at Interpublic Group of Companies)

Fighting Adtech Gravity: How Publishers Can Generate Yield and Combat Complexity
Mark Bausinger (Director, Publisher Business Development at DoubleVerify)

CFgO – ein CFO to go für digitale Unternehmen
Till Buttermann (CEO & Co-Founder at CFgO)

Screenforce presents Lecture: International comparison of Video advertising: USA, UK, Australia, Germany, Austria, Switzerland
Karen Nelson-Field (Founder & CEO at Amplified Intelligence)

Game Changer – über Haltung auf und abseits des Platzes
Hans-Joachim Watzke (Geschäftsführer at Borussia Dortmund GmbH & Co. KGaA), Michael Lohscheller (CEO at Opel Automobile GmbH), Nikolaus Röttger
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<tbody>
<tr>
<td>10:00</td>
<td>Studio 3</td>
<td>How Zoom Became an Internet Phenomenon</td>
<td>Janine Pelosi (Chief Marketing Officer at Zoom Video Communications), Nikolaus Röttger</td>
</tr>
<tr>
<td>10:00</td>
<td>Studio 2</td>
<td>Red Tsunami - How China's Mobile First Society challenges marketing</td>
<td>Mark Wächter (Mobile Strategy Consultant at MWC.mobi), Ashley Galina Dudarenok (China marketing expert, Founder at ChoZen &amp; Alarice)</td>
</tr>
<tr>
<td>10:00</td>
<td>Studio 1</td>
<td>Responsible AI</td>
<td>Sophia Velastegui (Chief Technology Officer, Artificial Intelligence at Microsoft Corporation)</td>
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<tr>
<td>10:14</td>
<td>Studio 1</td>
<td>ARTIFICIAL INTELLIGENCE: THE BEAUTY OF DATA</td>
<td>Michael Scharff (CEO &amp; Co-founder at Evolv Technology Solutions, Inc.), Anastasia Leng (CEO at CreativeX), Philipp Karmires (Vice President &amp; Chief Digital Officer at Linde plc)</td>
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<tr>
<td>10:18</td>
<td>Studio 3</td>
<td>Taking Fashion from Physical to Digital.</td>
<td>Shivang Desai (CEO</td>
</tr>
<tr>
<td>10:38</td>
<td>Studio 2</td>
<td>Jägermeister - Marketing First Mover aus Tradition!</td>
<td>Johannes Diebig (Marketing Cloud AVP at Salesforce), Felix Jahnen (Digital Transformation Meister at MAST-JÄGERMEISTER SE)</td>
</tr>
<tr>
<td>10:38</td>
<td>Studio 3</td>
<td>Evolve Customer Journeys to Customer Freedom and Better Serve Your Customers</td>
<td>Geert Leeman (Chief Operating Officer at SAP Customer Experience)</td>
</tr>
<tr>
<td>10:50</td>
<td>Studio 3</td>
<td>Shifting gears at E.ON: Leading a customer-driven business transformation for sustainable growth</td>
<td>Volker Mayr (Senior Vice President Digital Sales &amp; Partnerships at E.ON Energie Deutschland GmbH)</td>
</tr>
<tr>
<td>10:50</td>
<td>Studio 1</td>
<td>Bringing Light to the Blackbox – The Idea Behind AlgorithmWatch</td>
<td>Nikolaus Röttger, Matthias Spielkamp (Executive Director at AlgorithmWatch)</td>
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<tr>
<td>11:03</td>
<td>Studio 2</td>
<td>Time for change: Challenges for the agency market</td>
<td>Martin Meyer-Gossner (Moderator at The Strategy Web GmbH), Kristian Meinken (Managing Director at pilot Agenturgippe)</td>
</tr>
<tr>
<td>11:03</td>
<td>Studio 3</td>
<td>Searchmetrics drops SEO</td>
<td>Matthew Colebourne (Chief Executive Officer (CEO) at Searchmetrics GmbH)</td>
</tr>
<tr>
<td>11:12</td>
<td>Studio 3</td>
<td>E-Commerce First: How Brands Need to Approach Advertising Online</td>
<td>Link Walls (Vice President, Digital Marketing Strategy at ChannelAdvisor)</td>
</tr>
<tr>
<td>11:12</td>
<td>Studio 2</td>
<td>TikTok, Influencer Marketing, Content Commerce: How we keep reinventing Digital Publishing.</td>
<td>Tatjana Biallas (Managing Director International at gofeminin.de GmbH), Nikolaus Röttger</td>
</tr>
<tr>
<td>11:24</td>
<td>Studio 1</td>
<td>Next level of impact research: Using AI to increase the potential impact of TV commercials</td>
<td>Karin Immenroth (Chief Data &amp; Analytics Officer, Data &amp; Audience Intelligence at Mediengruppe RTL Deutschland), Marc Egger (Mediengruppe RTL Deutschland)</td>
</tr>
<tr>
<td>11:24</td>
<td>Studio 3</td>
<td>Matching the Pace of Customer Change with Real-Time Experiences</td>
<td>Des Cahill (Group Vice President, Product Management at Oracle)</td>
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<tr>
<td>11:34</td>
<td>Studio 2</td>
<td>YouTube. Video for Everyone.</td>
<td>Andreas Briese (Managing Director YouTube Germany &amp; Central Europe at Google)</td>
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</tbody>
</table>
11:37-11:55 EN Studio 1
Have Lunch or be Lunch. Customer relevance and business success through new brand and marketing understanding
Tim Alexander (Chief Marketing Officer & Chief Experience Officer at Deutsche Bank AG)

11:47-12:08 EN Studio 3
The Empathy Unlock
Mark Murray Jones (Chief Strategy Officer EMEA at OMD), Gina Ramson-Williams (Chief People Officer EMEA at OMD)

11:56-12:08 EN Studio 1
Don’t Make Ads. Make TikToks.
Thomas Wlazik (Managing Director, Global Business Solutions DE at TikTok)

11:58-12:22 EN Studio 2
Collective Protection: 10 Trillion ways to protect the advertising ecosystem from fraud
Michael Tiffany (President & Co-Founder at White Ops)

12:09-12:23 EN Studio 3
Bringing 2030 to 2020. How can businesses survive and thrive?
Loren Padelford (VP & GM Shopify Plus at Shopify Plus)

12:10-12:28 EN Studio 1
Social Media at ALDI Nord: From Instagram to TikTok
Sabine Zantis (Managing Director Marketing & Communications at ALDI Einkauf GmbH & Co. OHG)

12:23-12:41 EN Studio 2
5 Key Principles to Being a TUNED in Marketer
Laura McHenry (Senior Director of Marketing EMEA at Tealium)

12:24-12:44 EN Studio 3
How NLP and AI Have Changed Search — and Your Website — Forever
Marc Ferrentino (Chief Strategy Officer at Yext)

12:29-12:47 EN Studio 1
TikTok: When The Hype Becomes Normality
Samantha Bergmann (CEO at Sesammy Agency), Fabian Ouwehand (Founder at UPLAB), Martin Meyer-Gossner (Moderator at The Strategy Web GmbH)

12:42-12:49 EN Studio 2
Data For Good: How to drive positive impact for consumers and society through data (and the unintended consequences of wrong regulations)
Luiz Barros (Global Marketing Vice President for Data, Media & Digital Products at Anheuser-Busch InBev), Rodrigo Cunha (Global Director, Digital Ethics at Anheuser-Busch InBev)

12:45-13:00 EN Studio 3
The evolution of media: How engineers & technologists are shaping the future
Robyn Peterson (CTO at CNN), Doro Gelmar

12:47-12:59 EN Studio 1
The future of mobile entertainment
Rami Saad (Head of International Content Partnerships at Snap Inc.)

12:49-13:01 EN Studio 2
IBM Garage: How digital innovation can be achieved virtually
Holger Horn (IBM iX Leader DACH at IBM iX)

12:50-12:58 EN Studio 3
KLM’s Social Advertising journey in an evolving landscape.
Metten de Vries (Team Lead Social Commerce at KLM Royal Dutch Airlines), Kristo Ovaska (Co-Founder and CEO at Smartly.io)

13:00-13:17 EN Studio 3
Dataset/Toolset/Skillset/Mindset - The key ingredients to building a successful data driven business.
David Keens (Principal Marketing Technologist at Acxiom UK), Tracy Young-Lincoln (EVP of Global Client Solutions & Success at Kinesso)

13:01-13:21 EN Studio 2
Facebook’s commitment to safety – a look behind the scenes
Angelika Gifford (VP Central Europe at Facebook Inc.)

13:19-13:37 EN Studio 1
Digital Control for Europe - Redirecting the flow of advertising spending
Jan Oetjen (CEO at 1&1 Mail & Media Applications SE)

13:22-13:34 EN Studio 2
Making Privacy Work For You: Taking Advantage of the post-3rd party cookie/MAID-GDPR-CCPA-era
Sachiko Scheuing (European Privacy Officer Acxiom, Co-Chairwoman FEDMA at Acxiom Deutschland GmbH)
<table>
<thead>
<tr>
<th>Time</th>
<th>Studio</th>
<th>Session Title</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:35-13:59</td>
<td>Studio 2</td>
<td>Sustainable Advertising in a Privacy-Centric World</td>
<td>Townsend Feehan (CEO at IAB Europe), Aruna Sharma (Group VP, Lead Counsel Global Privacy &amp; Tech, Data Protection Officer at Xandr), Stephanie Hanson (Offering Manager at OneTrust ), Achim Schlosser (CTO at European netID)</td>
</tr>
<tr>
<td>13:38-13:56</td>
<td>Studio 1</td>
<td>How Eintracht Frankfurt became the most successful Bundesliga team on Social Media</td>
<td>Nikolaus Röttger, Jan Martin Strasheim (Head of Communication at Eintracht Frankfurt Fußball AG)</td>
</tr>
<tr>
<td>13:40-13:51</td>
<td>Studio 3</td>
<td>Redefining Search Marketing</td>
<td>Mateusz Drela (Managing Director at Zeropark)</td>
</tr>
<tr>
<td>13:52-14:18</td>
<td>Studio 3</td>
<td>Future forecast: What readership trends tell us about the future of advertising, globally, in a post-COVID world?</td>
<td>Adam Singolda (CEO at Taboola), David A Steinberg (CEO at Zeta Global)</td>
</tr>
<tr>
<td>13:57-14:21</td>
<td>Studio 1</td>
<td>The Trailblazer’s Guide to Get More From Digital</td>
<td>Shannon Duffy (EVP Cloud Marketing at Salesforce), Ken Dayley (VP, Global Direct to Consumer at Popsockets)</td>
</tr>
<tr>
<td>14:00-14:18</td>
<td>Studio 2</td>
<td>Future readiness of brands</td>
<td>Nikolaus Röttger, Goetz Trillhaas (Managing Director DACH at Snap Inc.)</td>
</tr>
<tr>
<td>14:09-14:16</td>
<td>Studio 3</td>
<td>Customer interaction as a trump card in marketing - 5 Big Bets on the future of CRM &amp; Service</td>
<td>Andreas Mahl (Director, Central EMEA Marketing at Zendesk)</td>
</tr>
<tr>
<td>14:19-14:37</td>
<td>Studio 2</td>
<td>Build Brilliant Brands - Marketing in an ever-changing world</td>
<td>Nicola Mendelsohn (Vice President for Europe, Middle East, and Africa at Facebook Inc.), Dean Aragon (CEO at Shell Brands International AG), Sylvia Mulinge (Chief Customer Officer at Safaricom PLC)</td>
</tr>
<tr>
<td>14:22-14:40</td>
<td>Studio 1</td>
<td>Reaching new audiences to become the number one in e-mobility</td>
<td>Nikolaus Röttger, Jochen Sengpiehl (Chief Marketing Officer at Volkswagen Passenger Cars)</td>
</tr>
<tr>
<td>14:37-14:53</td>
<td>Studio 3</td>
<td>Move at the Speed of Technology: The 3 Pillars to Succeed in a Fast-Changing Market</td>
<td>Saranya Babu (SVP of Marketing at Wrike)</td>
</tr>
<tr>
<td>14:38-14:56</td>
<td>Studio 2</td>
<td>Attitude matters - as individuals, as a society and as a brand</td>
<td>Bettina Felzer (Vice President Marketing at Mercedes-Benz AG)</td>
</tr>
<tr>
<td>14:41-14:59</td>
<td>Studio 1</td>
<td>Understanding how people move through the real world</td>
<td>Dennis Crowley (Co-founder &amp; Executive Chairman at Foursquare Labs, Inc.), Nikolaus Röttger</td>
</tr>
<tr>
<td>14:54-15:07</td>
<td>Studio 3</td>
<td>How to take your brand viral on TikTok</td>
<td>Philipp Wolff (CEO at Truemates GmbH)</td>
</tr>
<tr>
<td>14:57-15:16</td>
<td>Studio 2</td>
<td>Supply Path Optimization - improving your supply efficiency and transparency</td>
<td>Ramona Reuters (Senior Sales Manager Supply at Verizon Media)</td>
</tr>
<tr>
<td>15:00-15:24</td>
<td>Studio 1</td>
<td>Spreading positivism in the creative industry</td>
<td>Mark Read (CEO at WPP), Martin Meyer-Gossner (Moderator at The Strategy Web GmbH)</td>
</tr>
<tr>
<td>15:08-15:13</td>
<td>Studio 3</td>
<td>Attitude matters</td>
<td>Maria Ferraro (Chief Financial Officer at Siemens Energy)</td>
</tr>
<tr>
<td>15:10-15:28</td>
<td>Studio 2</td>
<td>The Community Playbook for Brands &amp; Businesses</td>
<td>Tina Sharkey (Founder and former CEO at Brandless)</td>
</tr>
<tr>
<td>15:25-15:43</td>
<td>Studio 1</td>
<td>Building and Leading with an Empathy Imperative</td>
<td>Jacob Andreou (VP of Product at Snap Inc.)</td>
</tr>
</tbody>
</table>
From Fortnite to Food: the content evolution of Twitch
Walker Jacobs (Chief Revenue Officer at Twitch)

Listen-Learn-Love: Customer Centric Digital Transformation
Grad Conn (CXO at Sprinklr)

Attitude & Digitization as relevant impacts for press freedom
Maria Ressa (CEO & Executive Editor at Rappler.com), Nikolaus Röttger

The Evolving Ads Ecosystem: Building for Personalization and Privacy
Iva R. Zahanieva (Business Product Marketing, Signals & Delivery EMEA at Facebook Inc.)

Modern Marketing in a Connected World
Greg Stuart (CEO at Mobile Marketing Association ), Deborah Wahl (CMO at General Motors)

TikTok Superstars!
Philip Papendieck (CEO at Intermate Media GmbH), Dalia Mya Schmidt-Foß, David Roland (Brand Partnerships Leader Deutschland – Global Business Solutions at TikTok), Alisa Sljoka (Intermate Media GmbH)

Customer Centricity as a Problem Solver?
Insights from the Fashion Industry
Gonçalo Cruz (CEO at PlatformE)

Screenforce presents Statements: The voices of the market: Why TV and BVOD are more effective than social media platforms
Kirsten Latour (OWM board member and Head of Media & Brand Communication MCM Klosterfrau at MCM Klosterfrau), Manfred Kluge (Chairman DACH Omnicom Media Group at Omnicom Media Group ), Klaus-Peter Schulz (Chairman and Managing Director OMG Organisation of Media Agencies Germany at OMG e.V. (Organisation der Medaillenagenturen))

The 5-Star Effect: How the Age of Social Validation Has Forever Changed the Customer - Business Relationship
Kuider Akani (Global Chief Digital Officer at Yves Rocher), Glenn Monoff (Chief Brand and Communications Officer at Trustpilot A/S), Florian Huebner (CEO & Co-Founder at uberall GmbH)

Yet another cookieless targeting solution. This time: for real
Kay Schneider (Senior Vice President at ShowHeroes ), Patrick Jähnichen (Director Product and Data Science at ShowHeroes)

Influencers & the future of social media: Shoppable Content
Madde Raadts (Founder & CCO at IMagency B.V.)

The Cookieless World - First-Party Data for the Future
Julia Beizer (Chief Product Officer and Global Head of Digital at Bloomberg Media)

How PURELEI made it to a popular love brand
Alisa Maria Jahnke (Co-Founder at PURELEI GmbH)

Privacy and Performance Don’t Have to be At Odds - New Frontiers of Performance Measurement
Dan Slivjanovski (CMO at DoubleVerify)

Warum Personal Branding heute einen so hohen Stellenwert hat
Torben Platzer (Branding- und Social Media-Experte at TPA Media GmbH)

FC Bayern Munich: How to improve the Fan Experience with Digital Solutions
Stefan Menmerich (FC Bayern München AG: Direktor und Prokurist Medien, Digital und Kommunikation FC Bayern Digital & Media Lab GmbH: Vorsitzender der Geschäftsführung at FC Bayern München AG)

Learn of attainable innovations to deliver Customer Reach
Liz Heller (Managing Partner at Membrain), Brendan Dorrian (Custodian at Rarely Heard Voices)
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<tr>
<th>Time</th>
<th>Studio</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>17:17-17:35</td>
<td>Studio 2</td>
<td>Democratizing Data: How IT and Marketing Work Together to Support Digital Transformation at Scale</td>
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<td>Tyler Pietz (Senior Vice President, Global Data at MightyHive), Thomas Beetschen (Global Tech Director Media, Digital, Consumer Experiences at Mondelēz International)</td>
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<td>17:23-17:41</td>
<td>Studio 1</td>
<td>Sweet Streams Are Made Of These</td>
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<td>Adam Harris (Global Head, Brand Partnership Studio at Twitch Interactive)</td>
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<tr>
<td>17:25-17:45</td>
<td>Studio 3</td>
<td>Driving Outcomes via Next-Gen Measurement</td>
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<td>Elliot Roston (Head of Account Management, Publishers &amp; Platforms, EMEA at Oracle Data Cloud)</td>
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<td>17:36-17:54</td>
<td>Studio 2</td>
<td>Conversational Marketing at Beiersdorf: Global rollout in 8 months with LoyJoy</td>
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<td>Martin Böhm (Chief Digital Officer at Beiersdorf AG)</td>
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<tr>
<td>17:42-18:00</td>
<td>Studio 1</td>
<td>Hat TikTok Potenzial für soziale Debatten? Wir sagen ja am Beispiel von #BlackLivesMatters</td>
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<td>Adil Sbai (CEO &amp; Co-Founder at weCreate GmbH), Onkel Banjou</td>
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<td>17:55-18:13</td>
<td>Studio 2</td>
<td>Enterprise Experiences as the North Star to guide business transformation</td>
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<td>Matt Candy (Global Managing Partner at IBM iX), Katina Sostmann (Design Principal &amp; Executive Creative Director at IBM iX)</td>
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<tr>
<td>18:00-18:18</td>
<td>Studio 1</td>
<td>Long Live the Big Screen!</td>
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<td>Won-Jin Lee (Executive Vice President and Global Head of Smart TV Business in Visual Display Division at Samsung Electronics), Dan Ram (Moderator at IAmDanRam)</td>
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<td>18:14-18:38</td>
<td>Studio 2</td>
<td>Car Manufacturing 2.0 – The Revolution of an Industry</td>
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<td>Thomas Ingenlath (CEO at Polestar AB)</td>
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<td>18:19-18:31</td>
<td>Studio 1</td>
<td>The State of German Gaming Industry</td>
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<td>Jens Kosche (game – Verband der deutschen Games-Branche e.V.)</td>
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<td>18:23-18:44</td>
<td>Studio 1</td>
<td>Evolution of a super hero</td>
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<td>Sharad Devanajan (Co-Founder at Graphic India / Liquid Comics)</td>
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<td>18:39-18:51</td>
<td>Studio 2</td>
<td>Urban Mobility: The Future of Mobility on Two Wheels - Is Biking the Future?</td>
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<td>Leonhard von Harrach (CEO at nextbike GmbH)</td>
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<tr>
<td>18:45-18:57</td>
<td>Studio 1</td>
<td>Opportunities in gaming for advertisers</td>
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<td>Candice Mudrick (Head of Market Analysis at Newzoo)</td>
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<tr>
<td>18:52-19:16</td>
<td>Studio 2</td>
<td>Battling Your Inner Imposter</td>
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<td>Cathy O'Dowd, Kerrie Finch (Founding Partner at futurefactor), Laura Seraydaran (Executive Director at Shoulder Center for Resilience), Bernice Feller-Thijm (Inclusion Strategist, Team Performance Coach &amp; Founder at justB)</td>
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<td>18:58-19:10</td>
<td>Studio 1</td>
<td>eFootball at DFB</td>
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<td>Leonie Zeyen (Product Manager eFootball at Deutscher Fußball-Bund GmbH)</td>
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<td>19:10-19:28</td>
<td>Studio 1</td>
<td>Reduction To Complexity</td>
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<td>Martin Meyer-Gossner (Moderator at The Strategy Web GmbH), Christian Hindennach (Chief Commercial Officer at Sky Deutschland GmbH)</td>
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<tr>
<td>19:20-19:38</td>
<td>Studio 2</td>
<td>Driving innovation for the greater good - how Delivery Hero and ShareTheMeal are using technology to help donate meals across the globe.</td>
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<td>Sigrid Dalberg-Krajewski (Director, Global Corporate Communications at Delivery Hero SE), Mufadal Jiwaji (Head of Marketing at ShareTheMeal at the UN World Food Programme)</td>
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<tr>
<td>19:39-19:57</td>
<td>Studio 2</td>
<td>The New Normal - Climate Neutral Companies Become the Norm</td>
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<td>Anna Alex (Co-Founder &amp; CCO at Planetly), Dan Ram (Moderator at IAmDanRam)</td>
</tr>
</tbody>
</table>
Marketing and Advertising Adaptation: Lessons from the COVID-19 Consumer Gaming Report
Agatha Hood (Head of Global Advertising Sales at Unity Technologies)

Tech for Good - Meet the Makers
Max Gimpel-Henning (Head of Sales & Marketing at Green City Solutions GmbH), Inas Nureldin (Founder & Managing Director at Tomorrow GmbH), Clemens Feigl (Head of Marketing at Pacific Garbage Screening), Susanne Scheerer (Learning & Tech Expert at Grace Accelerate Female Entrepreneurship)

Brand Suitability: The new Brand Safety?
Liesbeth Mack-de Boer (Managing Director Central Europe at Outbrain), Philipp von Hilgers (CEO at meetrics)

How startups & VCs redefine business success while contributing value to society
Thy-Diep Ta, Sohaila Ouffata (Director of Platform BMW i Ventures at BMW i Ventures)

What’s Coming Next
Ralph Simon (Chairman & Chief Executive Officer at Mobilium Global Limited)

Hey (German) Food Industry Show Us Your Numbers
Abigail Damberg (Sustainability Specialist at Oatly)

Entertainment in the "new normal“ - New approaches of the global music industry
Dominik Matyka (Chief Advisor at DMEXCO), Mousse T

Mousse T. live presented by MAD//Fest & DMEXCO
Mousse T
## Workshops

### Wednesday, September 23, 2020 (Day 1)

**10:00-10:30  EN  Workshop 2**  
**Meet the Snapchat Generation**  
Denise Mancinone (Brand Marketing Manager at Snap Inc)

**10:00-10:30  DE  Workshop 5**  
**DRYKORN goes Shopware 6 – B2B-Commerce mit Zukunft**  
Niklas Leniger (Key Account Manager at shopware AG), Korbinian Scherer (Head of E-Commerce at DRYKORN)

**10:00-10:30  DE  Workshop 3**  
**Twitch for Beginners**  
Burkhard Leimbrock (Commercial Director Europe at Twitch Interactive)

**10:00-10:30  EN  Workshop 1**  
**Level up your partnerships with TikTok Creators**  
Julien Wettstein (Head of Creator Solutions, EU at TikTok), Thao Le Minh (Creator & Content Strategist at TikTok)

**10:00-10:30  DE  Workshop 6**  
**Bring your own Data: Erfolgreich eigene Daten mit Machine Learning aktivieren und den ROI verbessern**  
Reemda Tieben (Head of Data Activation at Google), Frederic Pfister-Burgbacher (Data Activation Specialist at Google), Alexander Frank (Technical Specialist at Google), Jörg Hösel (Customer Solutions Engineer at Google)

**10:00-10:45  DE  Workshop 4**  
**Erfolg ohne Cookies? So steigern Sie mit People-based Marketing die Effizienz digitaler Aktivitäten**  
Marco Hassler (Senior Principal Consultant at Namics – A Merkle Company)

**10:00-10:30  EN  Workshop 2**  
**Keeping consumers and businesses safe on Facebook**  
Nadine Neubauer (Product Marketing Manager, Facebook, DACH at Facebook), Johannes Baldauf (Public Policy Manager DACH at Facebook)

**10:35-11:05  EN  Workshop 4**  
**Efficiency with Big Data - the benefits of Marketing Automation with Adobe.**  
Natascia Pasero (Head of Business Consulting, Digital Marketing at IBM (X))

**10:35-11:05  EN  Workshop 5**  
**How retailers & brands can unlock the full potential of their ecommerce platform**  
Bob Rockland (CCO at CODE (Shopify Plus Agency)), Christian Salza

**10:35-11:05  EN  Workshop 6**  
**Beyond Cookies**  
Oliver von Wersch ( Founder and CEO at vonwerschpartner Digital Strategies ), Arne Kirchen (Media Director D A CH & NORDICS at Unilever ), Timucin Guezey (Managing Director at Mindshare), Jin Choi, Rasmus Giese, Bernd Fauser, Alexander Gisswein

**10:35-11:05  EN  Workshop 1**  
**Audio Hype - How brands make themselves heard**  
Ric Scheuss (Managing Director at TRO Music, Sound and Voice for Brands), Yamina Grossmann (Frankfurter Allgemeine Zeitung)

**10:35-11:05  DE  Workshop 3**  
**TikTok Masterminds**  
Philip Papendieck (CEO at Internate Media GmbH), Charles Bahr (Brand Partnerships Manager at TikTok)

**10:35-11:05  DE  Workshop 2**  
**Using NPS to Exceed Customer Expectations in Re-Commerce**  
Felix Schlenther (Head of Sales at zenio group GmbH), Heiner Kroke (CEO at Momox GmbH)

**10:35-11:05  DE  Workshop 4**  
**Keeping consumers and businesses safe on Facebook**  
Nadine Neubauer (Product Marketing Manager, Facebook, DACH at Facebook), Johannes Baldauf (Public Policy Manager DACH at Facebook)

**11:10-11:40  EN  Workshop 1**  
**4 Reasons Search is the Most Critical Issue for your Brand in 2020**  
John Watton (VP EMEA Marketing at Yext)

**11:10-11:40  DE  Workshop 4**  
**Using NPS to Exceed Customer Expectations in Re-Commerce**  
Felix Schlenther (Head of Sales at zenio group GmbH), Heiner Kroke (CEO at Momox GmbH)

**11:10-11:40  DE  Workshop 3**  
**Attitude matters: Wie Unternehmen digital Haltung zeigen**  
Markus Kempf (Director Corporate Marketing & Communications at pilot Agenturgruppe)

**11:10-11:40  EN  Workshop 2**  
Markus Heydl (Senior Manager Business Development at hmmh), Sascha Meißer (Leiter Digitale Kundenservices at ALBA Management GmbH), Sven Olev Müller (Global Head of Schaeffler RE:XPERT Garage Services at Schaeffler), Peter Niemeyer (Partner Field Engagement Director SAP Customer Experience at SAP)

**11:10-11:40  DE  Workshop 5**  
**Using NPS to Exceed Customer Expectations in Re-Commerce**  
Felix Schlenther (Head of Sales at zenio group GmbH), Heiner Kroke (CEO at Momox GmbH)

**11:10-11:40  DE  Workshop 6**  
**Digitalisierung von Messen und Events - Ein Erfahrungsaustausch für B2B Marketer**  
Julia Oppelt (Head of marcomony at Vogel Communications Group), Dominik Heigemeier (Head of Market Communication at Festo Vertriebs GmbH & Co. KG), Dora Beckmann (Geschäftsführerin at ngn - new generation network GmbH), Christopher Boss (Executive Director Exhibitions at NürnbergMesse GmbH)
11:45-12:15 DE Workshop 4
State of the Art Search: SEO, SEA & Content Marketing - Strategie, Technik und Umsetzung
Lara Marie Massmann (Senior Consultant - Digital Marketing at Claneo GmbH), Matthias Michalk (Managing Director at Claneo GmbH)

11:45-12:17 EN Workshop 3
The Future of MarTech: closing the gap between Insights and Action
Rusty Warner (VP, Principal Analyst at Forrester), Ricardas Montvila (Snr. Director, Global Strategy at Mapp Digital)

11:45-12:15 DE Workshop 1
So funktioniert datenbasiertes Werben mit netID Login
Alwin Viereck (Head of Programmatic, Ad Technology & Product at United Internet Media), Sven Bornemann (Vorstandsvorsitzender at European netID Foundation), Daniel Dagehus (Vorstand at ADTION technologies), Roland Oberländer (Senior Solutions Consultant at Index Exchange)

11:45-12:15 DE Workshop 2
Customer Centricity im E-Mail-Marketing made by myToys und Episerver
Marius Kahlert (Business Consultant at Episerver GmbH)

11:45-12:15 EN Workshop 5
Super easy localization of webshops
Christine Wetzl (Head of Marketing and Sales at Across Systems GmbH)

12:20-12:50 DE Workshop 2
Targeting und Personalisierung über digitale Kanäle: Actionable Insights mit interaktiven Dashboards
Martin Clark (Geschäftsführer at Apteco GmbH)

12:20-12:50 DE Workshop 3
Willkommen zurück! Strategische Kunden-Reaktivierung der Witt-Gruppe
Anja Ebhauer (E-Mail Marketing Managerin at Witt-Gruppe), Dominik Ruppert (Campaign Assistant E-Mail Marketing at Witt-Gruppe)

12:20-12:50 DE Workshop 4
Warum Growth ohne Personalisierung nicht möglich ist: CRO Experten im DMEXCO-Verhör
Michael Witzenleiter (Managing Director DACH at Kameleoon GmbH)

12:20-12:50 EN Workshop 5
Kontext und Content - die Zukunft des Targetings
Bastian Döring (VP Global Sales at ShowHeroes), Ann-Christin Lehmann (Lichtblick)

12:20-12:50 DE Workshop 1
Der Online-Werbemarkt in Deutschland (OVK Marktzahlen)
Kathrin Theunig (Referentin Online-Vermarkterkreis (OVK) at Bundesverband Digitale Wirtschaft (BVDW) e.V.), Thomas Duhr (Vizepräsident des Bundesverbands Digitale Wirtschaft (BVDW) e.V. und Executive Vice-President Interactive at IP Deutschland GmbH), Abdelkader Barjji (Senior Vice President Product Management Digital & Data at Ströer Digital Media)

12:30-13:15 DE Workshop 6
#WeilWirDichLieben - Wie die Berliner Verkehrsbetriebe mit Social Listening Marken-Attribute messen
Michael Beer (Head of Strategic Marketing, Sales and Research at Berlin Verkehrsbetriebe (BVG)), Mona Szyperski (Marketing Manager DACH at Talkwalker), Katrin Löwendorf (Senior Manager Strategic Marketing and Communications at Berlin Verkehrsbetriebe (BVG)), Tania Stach (Senior Solutions Consultant at Talkwalker)

13:20-14:05 DE Workshop 6
Beyond Commerce - Wo Commerce, Marketing & Service nahtlos ineinandergreifen
Christian Blattgerste (Sales Manager SAP Customer Experience at SAP), Kai-Tat Man (Presales Expert for SAP Customer Experience at SAP)
13:30-14:00 DE Workshop 1

Marke vs. Performance: Erfolgsfaktor Full-Funnel-Marketing
Caroline Schmitt (Director Marketing & E-Commerce Deutschland at Douglas), Matthias Maurer (CEO at the red), Kathleen Schied (Head of Marketing at Mast-übergreifender), Stefan Mohr (COD at Argonauten), Claudia Schebestra (Referent Digitalagenturen at Bundesverband Digitale Wirtschaft (BVDW) e.V.)

13:30-14:00 EN Workshop 3

Born to be Digital: Marketing to Gen Z
Webke Lefuers (Customer Strategist at Falcon.io), Patrick Weinhold (Leitung Social Media at ARD-aktuell | Tagesschau)

13:30-14:00 DE Workshop 2

Voice enabled Sampling: Produktprobenversand erfolgreich durch Sprache aktivieren und umsetzen
Frank Bacher (Geschäftsführer Digitale Medien at RMS Radio Marketing Service GmbH & Co. KG), Elmar Stein (Leiter Digital Sales at RMS Radio Marketing Service GmbH & Co. KG), Julika Podracki (Campaign Manager D-A-CH at Bahlsen GmbH & Co.KG), Andreas Fuhlisch (Managing Partner at Mediaplus Hamburg GmbH & Co. KG)

13:30-14:00 DE Workshop 4

Kunden bei Kauflaune halten im E-Commerce? Mit Print-Mailings ganz einfach.
Dirk Görtz (Vice President Dialogmarketing at Deutsche Post)

14:05-14:35 DE Workshop 3

Antworten statt blauer Links: User Intent erkennen und Conversion Rate durch KI erhöhen. Ein Use Case aus der Evangelischen Kirche im Rheinland
Tobias Dahm (Senior Vice President, Central Europe at YouTube), Ralf Peter Reimann (Internetbeauftragter at Evangelischen Kirche im Rheinland)

14:05-14:35 EN Workshop 5

How-to Go Beyond Marketing to Deliver Engagement Across Every Touchpoint
Chris O'Hara (VP, Product Marketing at Salesforce)

14:05-14:35 DE Workshop 2

So geht's: YouTube
Anna Lorenz (Video Sales Lead at Google), Henning Schulte (Video Lead at Google), Imke Michaelis (Industry Manager, Consumer Brands at Google), Steffen Hutmacher (Video Sales Lead at Google)

14:05-14:35 EN Workshop 4

Programmatic Beyond Identity
Paulina Korojdoz (Senior Account Manager, Marketplace at Xandr), Mia Sari (Manager, Solutions Consulting at Xandr)

14:05-14:35 DE Workshop 1

Digitale B2B-Marktplätze heute: Schaffen wir mit Plattformen „Made in Europe“ (noch) die Aufholjagd?
Martina Bergmann (Vice President Digital Products and Web Solutions at Messe Frankfurt (M) GmbH), Oliver Boht (Direktor Digitale Kandale at KIW Bergengruppe), Ellen Kuder (Vice President DACH at Afterpay, Avaro Financial Solutions), Alexander Knorr (Global Head of Digital at ZF Group)

14:10-14:55 DE Workshop 1

Should we still be talking Mobile-First? Let’s discuss best practices for Mobile-Centric Marketing
Niko Theis (RVP DACH & NORDICS at Adjutant), Chris Babayode (Managing Director at MMA EMEA), Arne Kemich (Media Director DACH & NORDICS at Uniliver), Anetsa Nowobolska (Chief Product Officer at upday for Samsung), Ian Heumiller (Managing Director DACH at Ogury), Sebastian Grebesch (Web Specialist, Lead Gen at Google)

14:10-14:55 DE Workshop 6

Customer Journey Optimization – Leverage AI beyond Chatbots
Manuel Törr (Customer Experience Advisor SAS at SAS Institute GmbH)

14:10-14:55 EN Workshop 5

Martin Schröder (Division Manager of Sales, Marketing & Consulting at POET GmbH), Christopher Knorr (Senior Vice President Sales, SAP Customer Experience at SAP), Dino Karl (Head of Presales, SAP Customer Experience at SAP), Gerlinde Wüst-Günßel (Geschäftsführende Gesellschafterin at POET GmbH)

14:10-14:55 EN Workshop 4

'Near Me’ 360: A Game Changing New Benchmark Score to Help You Convert & Win New Customers
Paul O'Donoghue (Vice President, Solution Engineering at Uberall), Victor Landau (Senior Vice President Product Management at uberall GmbH)

14:10-14:55 DE Workshop 2

Goodbye Schweinebauch - Eine Guideline zu digitalen Händler und Hersteller Kooperationen
Geesche Halper (Shopping Ads Specialist DACH at Google), Hanna Nikuradse (Shopping Ads Specialist DACH at Google), Ingrid Hochwind (Co-op Lead Retail & Brands at Google)

14:10-14:55 EN Workshop 6

TCF 2.0 - Ein Monat danach
Thomas Peruzzi (CTO at Virtual Minds AG), Iana Krahforst (Head of Legal at Usercentrics), Achim Schlosser (CTO at European netid), Mario Gebers (Director Business Development Europe at OpenX), Anna Schenk (Managing Director EMEA at Semasio)

15:00-15:45 EN Workshop 2

Context & the ID-Constrained Future of Digital Advertising
Derek Wise (Chief Product Officer at Oracle Data Cloud), Markus Kerken (Addressable Director at Matterkind), Nina Haller (Managing Director of Programmatic at Accenture), Andreas Neu (Senior Client Partner at Oracle Data Cloud), Jessyka Polensky (Lead, Activation Account Management - DACH, EE, Nordics at Oracle Data Cloud)

15:15-15:45 DE Workshop 3

How to Deliver Brilliant, Personalised Experiences Across Every Channel
Magath Noohukhan (Evangelist at Braze), Chandra Mostov (COO Center of Excellence for Europe at OpenX), Anna Schenk (Managing Director EMEA at Semasio)

15:15-15:45 EN Workshop 7

Restart Germany – Digitaler Neustart für die deutsche Wirtschaft
Reinhard Houben (Mitglied des Bundesverbands Digitale Wirtschaft (BVDW) e.V. und Gründer & Geschäftsführer at diffferent)
15:15-15:45  EN  Workshop 5

Markus Linder (Vice President Sales at NETCONOMY), Anja Hebler (Customer Director at NETCONOMY)

15:15-15:45  DE  Workshop 4

PR-Strategien: So schafft es Ihre Marke in die Medien
Holger Schellkopf (Editor-in-Chief, Member of the Board at W&V), Verena Gründel (Deputy Editor-in-Chief at W&V), Rolf Schröter (Deputy Editor-in-Chief at W&V)

15:15-15:48  DE  Workshop 2

Datenstrategien und Webanalytics in der Privacy-First World
Johannes Nolting (Google Marketing Platform Partner Manager at Google), Katharina Arntzen (Data Privacy Lead, Central Europe, EMEA Go-To-Market at Google), Ilona van de Bildt (Solutions Lead GMP Measurement, DACH at Google)

15:50-16:20  EN  Workshop 5

Why OOH should be part of your programmatic strategy
Gavin Wilson (Chief Revenue Officer at VIOOH)

15:50-16:20  DE  Workshop 1

Female Takeover - warum die Digitalwirtschaft mehr Frauen braucht
Anke Herberer (Vizepräsidentin des Bundesverbands Digitale Wirtschaft (BVDW) e.V. und Chief Executive Officer at MM/McCann), Felicitas Birkner (Head of Fujitsu Academy, Central Europe at Fujitsu), Robert Franken (Digital & Diversity Consultant at Robert Franken Consulting), Claudia Schebesta (referentin Digitalagenturen at Bundesverband Digitale Wirtschaft (BVDW) e.V.), Marco Zingler (Vizepräsident des Bundesverbands Digitale Wirtschaft (BVDW) e.V. und Managing Partner at denkwerk)

15:50-16:20  EN  Workshop 4

Bringing Online Events into the Virtual World with ZREALITY and Top Ideas Digital
Nescho Topalov (CEO at Top Ideas Digital), Michael Neidhoefer (CEO and Co-Founder at ZREALITY GmbH)

15:50-16:20  DE  Workshop 3

Datengetriebene Optimierung von Video Werbung für alle Screens – Basierend auf emotionaler Intelligenz
Sebastian Buss (Insight & Solutions Director, DE at Unruly Media GmbH), Jens Oberbeck (VP Commercial, DACH at Unruly Media GmbH)

15:50-16:20  DE  Workshop 2

Marketing-Erfolg messen mit Attributionsmodellen, Inkrementalitätstests und Marketing Mix Modellen
Elena Ritchie (Head of Ad Measurement, Central Europe at Google), Christina Strobel (Measurement & Attribution Specialist at Google), Ludwig Bruetting (Ad Effectiveness Specialist, Central Europe at Google)

15:50-16:20  EN  Workshop 3

Silos aufbrechen und Synergien schaffen - Integrierte Kampagnen über PR, Social Media & Influencer
Lea Manthey (Head of Marketing DACH, Benelux & CEE at Meltwater )

15:50-16:35  EN  Workshop 6

5½ myths busted: A behind-the-scenes look at idealo’s private affiliate network
Andrea Springer-Ferazin (Teamlead Affiliate & Kooperationen at idealo Internet GmbH), Siamak Haschemi (CEO at Ingenious Technologies AG)

15:50-16:20  DE  Workshop 2

Unskippable Advertising - YouTube Spots, die Nutzer sehen wollen
Alexa Rose (Marketing Lead Creative Impact Team at Google), Julia Gohla (Video Sales Lead at Google), Michalina Seekamp (Unskippable Labs Lead DE at Google)

16:25-16:55  DE  Workshop 1

Transformation durch Grassroots-Digitalisierung: Best Practices und Learnings aus der Krise
Kai Ebert (General Manager at Fork Unstable Media), Arne Kittler (VP Product Management at XING), Claudia Schebesta (Referentin Digitalagenturen at Bundesverband Digitale Wirtschaft (BVDW) e.V.), Katja Böhme (Geschäftsführung Marketing & Kommunikation at Frankfurter Buchmesse GmbH)

16:25-16:55  EN  Workshop 4

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16:25-16:55  EN  Workshop 5

Experiential Privacy: How to Embrace User Experience in Cookie Banners & CMPs
Blake Brannon (Chief Technology Officer at OneTrust), Alisa Bergman (Chief Privacy Officer at Adobe)

16:25-16:55  EN  Workshop 1

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Blake Brannon (Chief Technology Officer at OneTrust), Alisa Bergman (Chief Privacy Officer at Adobe)

16:40-17:25  DE  Workshop 6

Google My Business ist die digitale Eingangstür Ihres Geschäfts - und wichtiger als die physische
Sven Kinterim (Country Manager DACH at Reputation.com), Marina Hedvizak (Reputation.com)

17:00-17:30  DE  Workshop 5

Die Rolle von Agenturen im Paid-Bereich in Zeiten von Smart Bidding und Bidmanagement-Tools
Marek Szabelski (Senior Online Performance Manager at HypoVereinsbank), Alexander Ficker (Head of SEA/PPC at xpres360 GmbH), Franziska Herbert (Paid Advertising Senior Consultant at eology GmbH), Daniel Kral (Senior Director Global Accounts at Kenshoo)

17:00-17:30  EN  Workshop 1

Ringier Axel Springer: Seizing new opportunities thanks to an advanced data-driven strategy
Jürgen Galler (CEO & Co-Founder at 1plusX), Ioana Blaut (Business Development and Sales Director at Ring Publishing)

17:00-17:30  DE  Workshop 3

Voulez-vous verkaufen? Darum lohnt sich Multichannel-Commerce auf französischen Online-Marktplätzen
Marco Rieder (CEO at EXCONCEPT GmbH), Laura Kremer (Senior Account Manager at EXCONCEPT GmbH)
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<thead>
<tr>
<th>Time</th>
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<th>Title</th>
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<tbody>
<tr>
<td>17:00-17:30</td>
<td>Workshop 4</td>
<td>Cutting through the noise: How the right data and a clever loyalty program can help you stand out</td>
<td>Philip Nowak (Regional General Manager at Emarsys), Sascha Dexler (Co-Founder and Managing Director at Hashtag You), Katharina Türbl (CRM Manager at Hashtag You)</td>
</tr>
<tr>
<td>17:10-17:20</td>
<td>Workshop 3</td>
<td>Digitales Brand Management</td>
<td>Ilana Rolef-Heberling (Lead Strategic Marketing &amp; Communications at PwC GmbH WPG)</td>
</tr>
<tr>
<td>17:20-17:30</td>
<td>Workshop 2</td>
<td>How to get started with Google Trends</td>
<td>Björn Müller (Analytical Consultant at Google)</td>
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<tr>
<td>17:30-18:15</td>
<td>Workshop 6</td>
<td>To Act or Not To Act: Turning Purpose Into Action Through Brand Activism</td>
<td>Dino Kuckovic (Director of Community at Falcon.io), Nils Knoop (Head of Digital at Ben &amp; Jerry's), Logan Woods (Creative Director at Scholz &amp; Friends), Kaitlyn WonJung Chang (Brand Innovation Lead at Accenture Interactive)</td>
</tr>
<tr>
<td>17:35-18:05</td>
<td>Workshop 3</td>
<td>Consent + Coverage + Enhancements = agof</td>
<td>Björn Kaspring (Vorstandsvorsitzender agof e.V. at agof - Arbeitsgemeinschaft Online Forschung e.V.)</td>
</tr>
<tr>
<td>17:35-18:05</td>
<td>Workshop 1</td>
<td>Customer Data Platforms are all around me – Help!</td>
<td>Jason Skelton (Head of Platform Alliances, EU at Acxiom UK), David Keens (Principal Marketing Technologist at Acxiom UK), Nikul Amin (Head of Strategy and Consulting, EMEA at Acxiom EMEA)</td>
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<tr>
<td>18:00-18:10</td>
<td>Workshop 3</td>
<td>Why performance-based marketing is key for brands in the 'new normal'</td>
<td>Ivan Doruda (VP of Sales at MGID)</td>
</tr>
<tr>
<td>18:10-18:20</td>
<td>Workshop 3</td>
<td>Standing out against the rest: Compete Digitally with Episerver</td>
<td>Julian Dawkins (Head of Product Marketing, Europe at Episerver GmbH)</td>
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</table>
18:20-18:30 EN Workshop 3
End-to-End ecommerce to power Internationalisation
Sherif Camel-Toueg (Commercial Manager at THG Ingenuity)

18:20-19:05 DE Workshop 6
Doppelfolge Automatisierung: Geschäftsziele erreichen in SEA und Display
Solveig Neumann (Search Audience Specialist, Central Europe at Google), Denis Dautaj (Search Automation Specialist, Central Europe at Google), Monika Trmceska (Display Specialist, Central Europe at Google), Selcuk-Ihan Akyliz (Display Specialist, Central Europe at Google)

18:30-18:40 EN Workshop 3
Bridging the Data Divide: Reshaping the Future of Compliant Audience Engagement Strategies
Govthaman Ragothaman (Chief Executive Officer at Aqilliz)

18:40-18:50 EN Workshop 3
5 Strategies to Grow Customer Engagement In Your Mobile App
Laura Schwarz (Regional Manager for Central and Eastern Europe at Airship)

18:45-19:15 EN Workshop 1
Measuring Campaign Effectiveness in an Increasingly Privacy-Centric World
Steven Millman (Senior Vice President, Research and Operations at Dynata), Eric Sandberg (Managing Director, North America Advertising Solutions at Dynata)

18:45-19:15 EN Workshop 4
Accelerating Digital Experience
Marko Thorhauer (Executive Creative Director, IBM Design Principal at IBM iX), Billy Seabrook (Global Chief Creative Officer, IBM iX at IBM iX)

18:45-19:15 EN Workshop 2
The Changing Digital Landscape & How Microsoft can Help
Carly Maverick (Global Lead, Native Sales at Microsoft)

18:50-19:00 EN Workshop 3
The World Your Competitors Can't See
Camila Angio (Insights Strategist at Nextatlas - iCoolhunt)

19:25-20:59 Workshop 1
DMEXCO Movie Night: Gangs of London
## Workshops

**Thursday, September 24, 2020 (Day 2)**

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<tr>
<th>Time</th>
<th>Language</th>
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<td>10:00-10:30</td>
<td>EN</td>
<td>Workshop 3</td>
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<tr>
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<td>Optimise your marketing &amp; media campaigns based on a holistic understanding of your target audiences</td>
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<td>Sabine Kao (Ass. Director Data Integration, Domain Expert Kantar at KANTAR), Chris Davies (Kantar Global Innovation Director, Media Measurement / Search &amp; Social at KANTAR)</td>
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<tr>
<td>10:00-10:30</td>
<td>EN</td>
<td>The Latest Programmatic Advertising Trends in Europe</td>
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<td>Oliver Whitten (COO at Adform), David Goddard (Sr. Director of Business Development at DoubleVerify), Lisa Kalyuzhny (Senior Director, Advertiser Solutions EMEA at PubMatic), Daniel Knapp (Chief Economist at IAB Europe)</td>
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<tr>
<td>10:00-10:30</td>
<td>DE</td>
<td>Media Konsolidierung mit DV360 - So optimieren Sie den Mediaeinkauf - jetzt und in Zukunft</td>
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<td></td>
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<td>Eva Ries (Sales Manager, Google Marketing Platform - Brands at Google), Karsten Müller (Head of Display &amp; Video Sales, Advertisers Central Europe at Google)</td>
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<tr>
<td>10:00-10:30</td>
<td>EN</td>
<td>How Brands in APAC Should Approach Brand Safety in Digital Advertising</td>
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<td>Ang Ker Loon (Managing Director, Head of Investment at Publicis Media), Wendy Siew (Head of Digital, Japan at Mediacom), Jordan Khoo (Managing Director, APAC at DoubleVerify), Lani Jamieson (Head of Singapore &amp; Malaysia at Matterkind)</td>
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<tr>
<td>10:00-10:45</td>
<td>EN</td>
<td>The Future of TV Advertising is Digital</td>
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<td>Christian Russ (Head of Business Development DACH at Samsung Ads), Melanie Rupp (Brand Advertising/Marketing at SEAT Deutschland GmbH), Jan Droste (Manage Digital at PHD Media)</td>
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<tr>
<td>10:00-10:30</td>
<td>DE</td>
<td>Audio Innovation: Die Zukunft ist hörbar</td>
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<td>Sven Bieber (Head of Ad Sales Deutschland at Spotify), Julie Clark (Global Head of Advertising Revenue Innovation at Spotify)</td>
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<tr>
<td>10:35-11:05</td>
<td>DE</td>
<td>Best of Google Ads - Praxistipps zur Google Shopping Optimierung</td>
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<td>Benjamin Wenner (Strategic SEA Growth Consultant at Smarketer GmbH)</td>
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<td>10:35-11:05</td>
<td>EN</td>
<td>Mind the Gap - The Attention Economy</td>
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<td>Andy Childs (Connection Planning at Facebook at Facebook Inc.), Katie Gilson (Consumer Insights Manager at GlobalWebIndex), Katja Gressner (Country Director at MMA Germany)</td>
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<td>DE</td>
<td>Das 1x1 für Händler: So starten Sie mit Google in die digitale Zukunft</td>
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<td>Birgit Pahl (Industry Head Retail at Google)</td>
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<td>10:35-11:05</td>
<td>Workshop 3</td>
<td>Video Ads im B2B Marketing - Praxistipps &amp; Einblicke am Beispiel von XING</td>
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<td>10:35-11:05</td>
<td>Workshop 1</td>
<td>Future-Proof Your Marketing: Advertising in a Cookieless World</td>
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<td>10:50-11:35</td>
<td>Workshop 6</td>
<td>Wissen Sie, wo Ihre Content Strategie beginnt? – Wir schon!</td>
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<td>11:10-11:40</td>
<td>Workshop 5</td>
<td>Predict the Moments that Matter</td>
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<td>11:10-11:40</td>
<td>Workshop 1</td>
<td>Datengetriebenes Targeting, heute und in der Post-Cookie-Ära</td>
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<td>11:10-11:40</td>
<td>Workshop 2</td>
<td>Getting Started on Snap: Key Strategies to Scaling your App this Holiday Season</td>
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<td>11:10-11:40</td>
<td>Workshop 3</td>
<td>Mehr als Werbeanzeigen - Wie Publisher eine nachhaltige Digitalstrategie mit Outbrain umsetzen</td>
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<td>11:10-11:40</td>
<td>Workshop 4</td>
<td>Programmatic OOH – dynamisches Targeting und Effizienzsteigerung in programmatischen OOH-Kampagnen</td>
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<td>11:40-12:25</td>
<td>Workshop 6</td>
<td>Optimiere deine Kampagnen mit Echtzeit-Daten – ganz ohne Werbecookies</td>
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</tbody>
</table>
Workshop 1
Taking your online marketing campaign global: when translation isn’t enough
Diego Mosca (Chief Operating Officer Berlin at Supertext Deutschland GmbH)

Workshop 2
How to Maximize Your Return on Experience in the New Digital Imperative
Claudia Michon (Senior Director, Product Marketing at Salesforce), Vivian Su (Senior Manager, Product Marketing at Salesforce), David Green (VP, Product Management at Salesforce)

Workshop 3
A 'Lighthouse' to navigate uncertainty in a cookieless world: The South China Morning Post success story
Carolin Bink (VP Customer Success at 1plusX), Ian Hocking (VP Digital at South China Morning Post)

Workshop 4
Solving the problem of e-commerce returns with the help of AI
Raban Siegler (Growth Manager at Presize)

Workshop 5
Data-Driven OOH Planning and Measurement
Andreas Knorr (Director Marketing at WallDecaux), Luise Weiß (General Manager DACH at adsqaure)

Workshop 6
ARMEDANGELS goes Shopware 6 - Eine Fair Fashion Brand migriert zu Shopware 6
Niklas Leniger (Key Account Manager at shopware AG), Kristof Kruse (System Owner Webshop at Armedangels), Christian Dangl (Head of Technology at dasistweb GmbH)

Workshop 7
How Severin Launched Ecommerce in 6 weeks using Salesforce
Kay Weber (Senior Delivery Manager at Salesforce), Holly Dresden (Senior Director, Regional Success Architect at Salesforce), Andre Schlütte (CIO at SEVERIN Elektrogeräte GmbH)

Workshop 8
Khoros (& SAP): How Brands Can Align To Today’s Changing Customer Behaviours
Graham Forsyth (Director of Marketing, EMEA at Khoros), Niall O'Shea (Global Market Development COE at SAP)

Workshop 9
Screenforce presents Masterclass: How video advertising works: TV content compared to YouTube, Facebook and Instagram
Karen Nelson-Field (Founder & CEO at Amplified Intelligence)

Workshop 10
Online-Audio-Monitor
Frank Bachér (Geschäftsleiter Digitale Medien at RMS Radio Marketing Service GmbH & Co. KG), Carsten Achterfeld (Executive Director Audio & OOH Investment at PUBLICIS MEDIA), Lars Peters (Podcast Account Director at Spotify), Mirjam Trunk (Geschäftsführerin at Audiolance)

Workshop 11
Shopping Ads erfolgreich einsetzen: Kunden gewinnen, Effizienz steigern und stationär verkaufen
Ingrid Issaik (Product Specialist Shopping Ads - Retail, Central Europe at Google), Moritz Rudolph (Shopping Ads Specialist, Central Europe at Google)

Workshop 12
Wettbewerbsvorteil Contextual Commerce: die Customer Experience auf das nächste Level heben
Markus Rohmeyer (CPO - Product Management at novomind AG), David Speath (Head of Marketing at novomind AG)

Workshop 13
Let’s Get Personal, Marketers: Mit KI-Personalisierung relevante Experiences schaffen
Eleftherios Kousakis (Sales Director DACH, BENELUX & CEE at AB Tasty)

Workshop 14
How Herman Miller Transforms Consumer Experiences with Salesforce
Aleene Webber (Senior Manager, Product Marketing at Salesforce), Arian Van de Carr (VP, Product Management at Salesforce), Ben Groom (Chief Digital Officer at Herman Miller Group)

Workshop 15
Video Performance Marketing - even without conversions
Michel Ramanarivo (CEO at Klickwunder GmbH)

Workshop 16
Warum ein einheitliches Verständnis von Corporate Digital Responsibility (CDR) notwendig ist
Angelika Pauer (Senior Managerin Digital Ethics & Corporate Digital Responsibility at PwC), Carsten Rossi (CEO at Kamman Rossi), Oliver Matthias Merx (CDR-Experte at dimension2), Karine Rübner (Referentin Digitalagenturen at Bundesverband Digitale Wirtschaft (BVDW) e.V.)

Workshop 17
Hello World! Der Guide für ein erfolgreiches internationales Marketing
Eva Ellglen (International Growth Consultant at Google), Kirsten Mächtig (International Growth Consultant at Google), Patrick Köhler (International Growth Consultant at Google)

Workshop 18
FOMA-Trendmonitor
Timucin Guezey (Managing Director at Mindshare), Kirsten Latour (OWM board member and Head of Media & Brand Communication MCM Klosterfrau at MCM Klosterfrau), Klaus-Peter Schulz (Chairman and Managing Director OMG Organisation of Media Agencies Germany at OMG e.V. (Organisation der Mediagenturen)), Ulrich Kramer (Geschäftsführender Gesellschafter at pilot Hamburg), Sascha Jansen (CEO at Omnicom Media Group Germany), Manfred Klaus (Managing Partner at Plan-Net Group), René Larmsfuß (Chief Analytics Officer at Publicis Media), Claudia Schebesta (Referentin Digitalagenturen at Bundesverband Digitale Wirtschaft (BVDW) e.V.)
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<tr>
<td>13:30-14:01</td>
<td><strong>Accelerating marketing workflows with Dropbox</strong></td>
<td><strong>Hyper, Hyper, Hyperpersonalisierung! Mehr Kundenzentrierung geht nicht</strong></td>
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<tr>
<td></td>
<td>Madison Moyd (Senior Product Marketing Manager at Dropbox)</td>
<td>Christopher Knorr (Senior Vice President Sales, SAP Customer Experience at SAP), Iris Konrad (Presales Associate - SAP Marketing Cloud at SAP), Sebastian Preußer (Senior Presales Specialist at SAP)</td>
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<tr>
<th>Time</th>
<th>Workshop 4</th>
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<tbody>
<tr>
<td>13:30-14:00</td>
<td><strong>Hört ihr die Signale? Mit dem Leadscore Signale richtig deuten und mehr Leads erzielen</strong></td>
<td><strong>Digital Transformation during COVID-19</strong></td>
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<td></td>
<td>Zacharias Zawieraucha (Senior Online Marketing Manager</td>
<td>Teamlead Paid at internetwarriors GmbH)</td>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>13:30-14:00</td>
<td><strong>The smart Art of a Website Relaunch</strong></td>
<td><strong>Is Your Advertising Too Relevant?</strong></td>
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<td></td>
<td>Björn Darko (Vice President Product (VP) at Searchmetrics GmbH), Katharina Lübke (Content Strategist at Searchmetrics GmbH)</td>
<td>Burcu Agma (VP, Planning and Insights (Perfomance@Performics)</td>
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<tr>
<td>13:30-14:00</td>
<td><strong>E-Commerce: worauf es wirklich ankommt! Tipps &amp; Tricks zur erfolgreichen E-Commerce-Strategie</strong></td>
<td><strong>Growth 2.0 - Wie Performance Partnserchaften ihr Business auf das nächste Level bringen</strong></td>
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<td></td>
<td>Marc Bohnes (Product Management Director at Episerver GmbH)</td>
<td>Felix Schmidt (Country Manager DACH at Impact)</td>
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<tr>
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<tr>
<td>14:05-14:35</td>
<td><strong>Ohne Cookies und IDFA Zielgruppen messen und erreichen – digitale Werbung der nächsten Generation</strong></td>
<td><strong>Amazon DSP: Kunden mit Hilfe der Amazon Käuferdaten gezielt über Display erreichen.</strong></td>
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<td></td>
<td>Alwin Viereck (Head of Programmatic, Ad Technology &amp; Product at United Internet Media), Kathrin Theung (Referentin Online-Vermarkterkreis (OVK) at Bundesverband Digitale Wirtschaft (BVDW) e.V.), Jennifer Bubbel (Stellvertretende Geschäftsleiterin ppa. / Bereichsleiterin Forschung &amp; Studienbetrieb bei Arbeitsgemeinschaft Online Forschung), Sascha Dolling (Managing Partner Data Driven Marketing at OMD Hamburg GmbH), Hakan Özlü (Managing Director at financeAds)</td>
<td>Sascha Völkel (Head of Sales &amp; Client Growth at ameo GmbH), Sönke Hansen (Founder &amp; Managing Director at ameo GmbH)</td>
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<tbody>
<tr>
<td>14:05-14:35</td>
<td><strong>Everything you need to know about running engaging webinars</strong></td>
<td><strong>Eine juristische Perspektive auf den Wandel der digitalen Geschäftsmodelle</strong></td>
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<td></td>
<td>Juraj Holub (Chief Meeting Designer at Slido), Nadia Vratna (Key Events Manager at Slido)</td>
<td>Christoph Bauer (CEO and Founder at ePrivacy GmbH), Christopher Reher (Director Data Strategy &amp; Products at Media Impact GmbH &amp; Co.KG), Sonja Guhn, Christoph Zippel (Ressortleiter Business &amp; Legal Affairs / Rechtsanwalt (Syndikusrechtsanwalt) at Mediengruppe RTL, Deutschland GmbH), Stefan Hanloser (Vice President, Data Protection Law at ProSiebenSat.1 Media SE)</td>
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<td></td>
<td>Valerie Khalifeh (CRM &amp; Academy Manager at Sendinblue)</td>
<td>Benjamin Prause (RVP Enterprise Sales at Yext GmbH), Martin Ingignoli (Digital Marketing Manager at Barmenia), Ralf Peter Reimann (Internetbeauftragter at Evangelischen Kirche im Rheinland)</td>
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<td>14:05-14:35</td>
<td><strong>Growth 2.0 - Wie Performance Partnserchaften ihr Business auf das nächste Level bringen</strong></td>
<td><strong>Customer Intelligence Platform – Activate the full Potential of your Data</strong></td>
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<td>Felix Schmidt (Country Manager DACH at Impact)</td>
<td>Julian Eisfeld (Data Strategy Lead</td>
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<td>14:05-14:35</td>
<td><strong>Da wird der Hund in der Filiale verrückt – So funktioniert Omnichannel Marketing mit Google</strong></td>
<td><strong>Smarte Services und intelligentes Werben dank E-Mail-Evolution</strong></td>
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<td>Ingrid Isaak (Product Specialist Shopping Ads - Retail, Central Europe at Google), Thye Backen (OmniChannel Measurement Specialist at Google), Moritz von Tobiesen (OmniChannel Measurement Specialist at Google)</td>
<td>Marcus Grundt (Head of Sales at United Internet Media), Martina Scherer (Head of Targeting &amp; Data Products at United Internet Media), Christian Schäfer-Lorenz (Head of Product Management Applications at 1&amp;1 Mail &amp; Media)</td>
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<td>15:15-16:00</td>
<td>Workshop 5</td>
<td>Turning ‘Near Me’ Searches into Sales for Multi-Location Brands</td>
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<td>15:15-15:45</td>
<td>Workshop 2</td>
<td>Navigating the Identity Crisis: Finding the Solution to a Unique Challenge</td>
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<tr>
<td>15:15-16:20</td>
<td>Workshop 4</td>
<td>Eine juristische Perspektive auf den Wandel der digitalen Geschäftsmodelle, continued</td>
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<tr>
<td>15:50-16:20</td>
<td>Workshop 6</td>
<td>Aus der Sicht des Kunden: Mobile und Social Media; Wie Sie Ihre Onlinepräsenz optimieren und Käufererwartungen erfüllen – Google Grow My Store</td>
</tr>
<tr>
<td>15:50-16:20</td>
<td>Workshop 3</td>
<td>Improve Your Marketing: Tactics to Acquire, Nurture, Grow &amp; Retain Customers</td>
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<td>15:50-16:20</td>
<td>Workshop 2</td>
<td>Web Stories - A perfect approach for digital storytelling</td>
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<td>15:50-16:20</td>
<td>Workshop 1</td>
<td>Der kulturelle Wandel der Arbeitswelt als Treiber der digitalen Transformation</td>
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<tr>
<td>16:05-16:50</td>
<td>Workshop 5</td>
<td>Audience Insights 2.0 - How to use Social Data to understand needs, values and motivation</td>
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Small Screen, Big Impact - How your mobile video creative can stand out.
Katja Griesser (Country Director at MMA Germany), Beate Rosenthal (Chief Marketing Officer at Sitada Germany), Benjamin Schoderer (Senior Marketing Manager Digital & Consumer Engagement KFC Germany at Yum! Brands / KFC Germany), Andreas Rau (Head of Media Agencies, DACH at Facebook Germany GmbH), Jan Gräwen (Managing Director at YOC Mobile Advertising), Francois Roloff (CEO at Madvertise Group)

NETCONOMY (& SAP): Innovation Creates a Smile: Increase Customer Satisfaction through innovative Experience Management
Jörg Wesiak (Head of Business and Innovation Consulting at NETCONOMY), Manuela Fritzl (Experience Management Consultant at NETCONOMY)

The App-ortunity in a Mobile First World
David Schöndorf (App Sales Lead at Google), Jeremy Ginisty (App Specialist at Google), Christina Palacios (Regional Product Lead, Apps Measurement at Google)

Der Kunde hat immer recht: User Experience als Wachstumsfaktor
Jannika Bock (Director Client Solutions, Central Europe at Google Germany GmbH), Corinna Hohenleitner (Country Director DACH at Criteo), Robert Jacobi (Essence), Marcel Helfmann (Head of Data Driven Business at Sony Music Entertainment Germany GmbH)

Silos aufbrechen und Synergien schaffen - Integrierte Kampagnen über PR, Social Media & Influencer
Lea Manthey (Head of Marketing DACH, Benelux & CEE at Meltwater)