

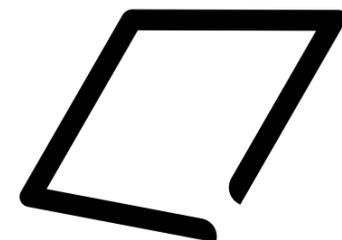
International Festival of Brand Experience

15-01-2019

Messe Dortmund

Programme Overview

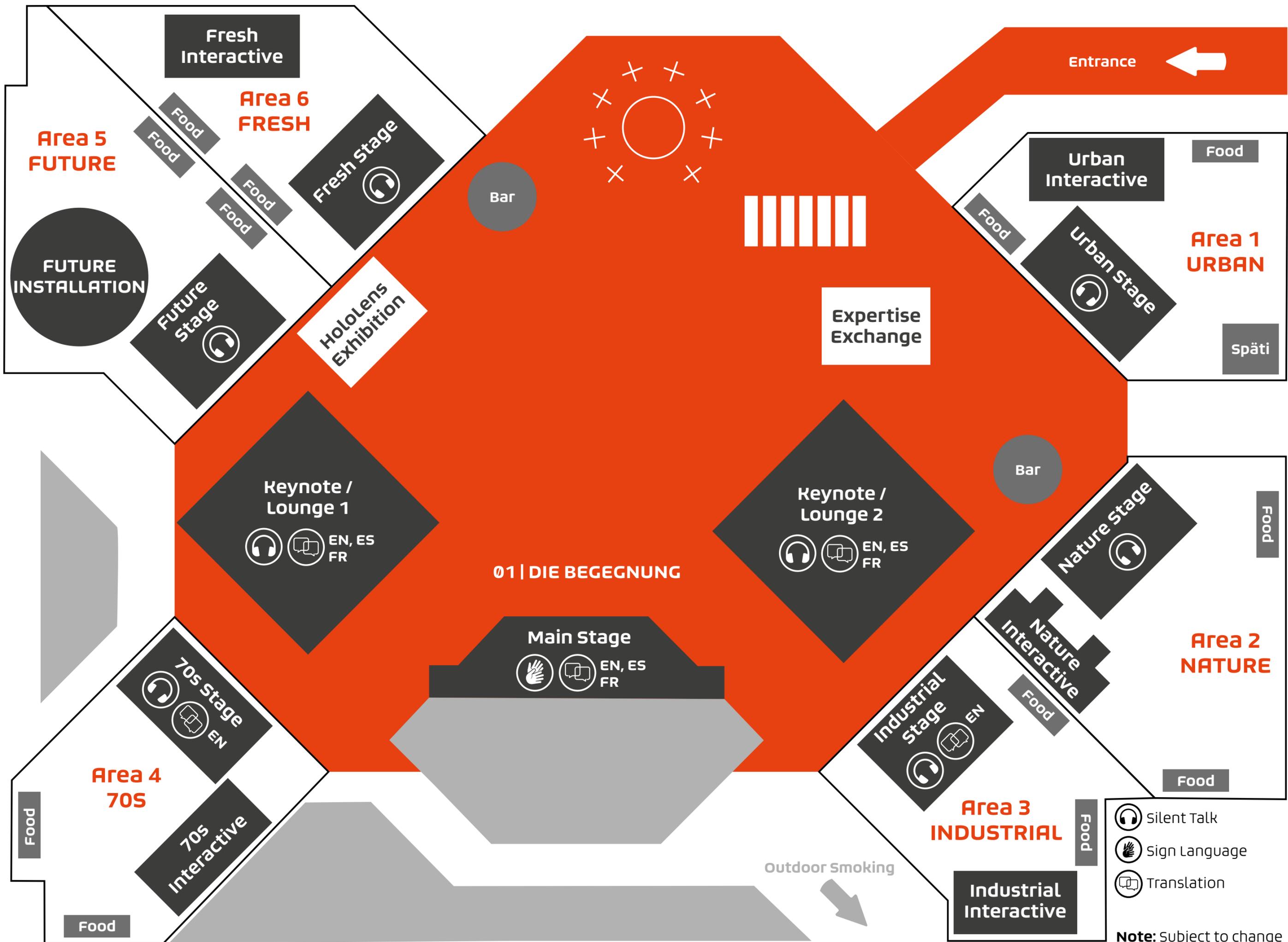
Time	Programme Event
08.00	Welcome & Breakfast by cateringmanufaktur
09.00 – 09.30	Festival Opening RAYY GmbH Moderation: Anja Backhaus
09.30 – 10.15	Generation Z as consumers – sustainable target group success among teenagers Charles Bahr, tubeconnect media UG
10.30 – 11.00	Support the girls – in politics, industry and science Dr. Steffi Burkhart, Human Capital Evangelist
11.15 – 16.15	Programme and food in the themed areas (see separate overview)
16.30 – 17.00	BURNING MAN Prof. Stefan Hofmann, LICHTWERKE GmbH
17.15 – 18.00	STAND FOR SOMETHING: No mobilisation without polarisation Julius van de Laar, VAN DE LAAR CAMPAIGNING
18.00 – 19.00	Expertise Exchange Did you miss an interesting speaker? You're still hungry for knowledge and inspiration? Then you're in the right place: the Expertise Exchange offers a unique opportunity for an exclusive idea-sharing session with an expert of your choice.
18.00 – 20.00	BrandEx Awards Admission and Reception with MISTER LOOP
20.00 – 22.30	BrandEx Awards Ceremony Moderation: Aljoscha Höhn
22.30 – 03.00	Dinner by LECA & After-show Party with the GOODFELLAS



**BRAND
EX**

International Festival
of Brand Experience

www.brand-ex.org



- silent Talk
- Sign Language
- Translation

Note: Subject to change



Time	Format	Track	Programme Event
Moderation: Anja Backhaus			
09.30 – 10.15	Power presentation	SU	<p>Generation Z as consumers – sustainable target group success among teenagers Charles Bahr, tubecconnect media UG</p> <p>In 2019, the challenge of understanding usage habits and subcultures among teenagers is becoming increasingly difficult, let alone creating trends that will be enthusiastically embraced by Generation Z. At the age of 16, Charles Bahr is a member of this target group and thanks to founding his own agency knows exactly what interests the target group. In his presentation, he reports on what trends and topics are relevant in 2019 and how a holistic marketing strategy can be adapted to Generation Z as well, even if teens are not the core target group.</p>
10.30 – 11.00	Power presentation	CU	<p>Support the girls – in politics, industry and science Dr. Steffi Burkhart, Human Capital Evangelist</p> <p>By 2030, there will be a shortage of roughly eight million young professionals in Germany and the global war for talents hasn't even started in earnest yet. Many German companies are not properly prepared for this. Thus, it is all the more important to expand the talent pool at management levels to 100 %, for example, instead of focussing on only 50 per cent of the talent pool – namely on the male end. That's an error in the system that also increasingly annoys and frustrates talented women who want to pursue careers. In the global employee crisis, that's a mistake companies can't afford to make any more. Steffi Burkhart shows how cognitive distortions negatively influence the recruitment and promotion of young female talents and how companies can counteract these.</p>
16.30 – 17.00	Power presentation	SU	<p>BURNING MAN Prof. Stefan Hofmann, LICHTWERKE GmbH</p> <p>Why do approximately 70,000 people trek into the desert every year and build communities away from the rat race? Perhaps because it's an intensely human thing to do and because they are hoping for genuine encounters with like-minded people.</p>
17.15 – 18.00	Power presentation	CU	<p>STAND FOR SOMETHING: No mobilisation without polarisation! Julius van de Laar, VAN DE LAAR CAMPAIGNING</p> <p>Why brands and companies should position themselves in the societal debate. What responsibility is associated with the willingness to stand for something and distinguish yourself from the mainstream? Campaign strategist and TEDx speaker Julius van de Laar presents lively examples of this and points out new approaches to communication that make brands not only the winners but the designers of the future as well.</p>



Keynote Lounge 1



EN, ES, FRA

Time	Format	Track	Programme Event
Programme Coordinator: Martina Ernsting-Elsner			
11.15 – 11.45	Power presentation	SP	<p>Space, light and interactivity – working on the wow effect Christopher Bauder, WHITEvoid interactive art & design</p> <p>How can we create spaces and situations, specific content or abstract light art that encourages encounters with other people?! Artist and creative director Christoph Bauder provides answers to this question using examples from his own work in the areas of branding, culture and art.</p>
12.00 – 12.30	Power presentation	SU	<p>Encountering the women of the world Mihaela Noroc, Photographer</p> <p>The Romanian photographer Mihaela Noroc has traveled to more than 60 countries since 2013, portraying women of various cultures. She also knows the life stories of all women and learns a lot about discrimination, servitude, fear, but also about courage and dignity. 'For me, beauty is diversity. It is much more than what we often see today in mass media'. Noroc shows that beauty is conditioned by naturalness, self-assurance and authenticity.</p>
12.45 – 13.15	Power presentation	NB	<p>Engagement – what exactly is it and how does it affect both live and integrated digital/live campaigns? James Morgan, Event Tech Lab</p> <p>The development of modern technology influences and enhances how attendees experience events. This session will explore how to design engagement strategies that create behavioural changes. The complementarity between live experiences and digital engagement is explored and challenges explained through using tools such as AI, AR, co-creation and collaboration technologies. Case studies are used to illustrate the points made.</p>
13.30 – 14.00	Power presentation	IN	<p>A Story about Identity Sara Nuru, Model, Co-founder nuruCoffee and nuruWomen e.V.</p> <p>In this talk Sara Nuru, a German fashion model and TV moderator with Ethiopian roots, shares her personal story on how her identity evolved from 'the first black baby of Erding' to 'Germany's Next Top Model' and finally to a young entrepreneur of her social business nuruCoffee and the founder of her association nuruWomen e.V. She explains that identity might begin with the way you look or what you do for a living. But it is up to each one of us – starting with ourselves – to make sure that our identity does not end at that.</p>
14.15 – 14.45	Talk	CU	<p>Visitors with disabilities: too much work or a target group? Martina Gollner, FullAccess Event Services OG Christina Riedler, FullAccess Event Services OG Raúl Krauthausen, SOZIALHELDEN e.V. Mareike Lüdtke, German Protestant Kirchentag 2019, Dortmund</p> <p>Moderation: Anja Backhaus</p> <p>When you assume that 20 % of the population has a disability – visible or invisible – why isn't this potential target group recognised by event organisers? This issue will be discussed by organisers, service providers and people with disabilities.</p>
15.00 – 15.30	Travelogue	SU	<p>30 MINUTES OF INSPIRATION Rönke von der Heide, INSPIRED EXPERIENCE</p> <p>Around the world in 30 minutes – a journey to new perspectives and approaches. He shares his own expedition around the globe looking for inspiration as well as the stories and encounters behind successes both large and small, along with his own work as a creative talent and mover and shaker.</p>
15.45 – 16.15	Trendwatching	ST	<p>#EventTrends2019: event marketing in the driver's seat Sjoerd Weikamp, EventBranche.nl</p> <p>Dutch event media platform EventBranche.nl publishes their #EventTrends on an annual basis.. Where are our challenges and our opportunities? 'Say good-bye to the stage', 'Influencereventmarketing' and 'Without LIVE advertising is DEAD' are 3 of the 20 trends for 2019. Editor-in-chief Sjoerd Weikamp takes you into the immediate future of our industry.</p>

LEGEND:

SP – Space

NB – No borders

CU – Cultural Change

ST – Staging

IN – Individuality

ME – Multi-sensory Experiences

SU – Supranormal

FR – Fresh



Silent Talk



Sign Language



Translation

NOTE: SUBJECT TO CHANGE.

Keynote Lounge 2



EN, ES, FRA

Time	Format	Track	Programme Event
Programme Coordinator: Larissa Klegraf			
11.15 – 11.45	Power presentation	SP	<p>Expanded spaces – how media and space meld Prof. Ulrich Wegenast</p> <p>The congress known as 'Raumwelten – Platform for Scenography, Architecture and Media' has been intensively examining the interfaces of a wide range of media with real, built spaces for seven years. Using selected examples from culture and industry, the speaker shows how animation, games and virtual reality are increasingly expanding real space and making it into a place of immersion and narration.</p>
12.00 – 12.30	Power presentation	NB	<p>Let the fun begin – Micro-amusements in Marketing, PR and Events Christian Clawien, fischerAppelt, advertising GmbH Eyke Erk Schröder, fischerAppelt, live marketing GmbH</p> <p>What can we learn from theme parks, hybrid events, science centres and innovative brand presentations to attract increased attention and intensify customer relationships with brands? Using new technologies, micro-amusements unite on- and offline worlds with each other and ensure high attention levels and sustainable engagement at a reasonable cost. We demonstrate the creative use of content and technology and explain the philosophy behind these special, usually temporary installations and events.</p>
12.45 – 13.15	Power presentation	SP	<p>Experiencing brands live in the digital age Michael Ostertag-Henning, SCHMIDHUBER Brand Experience GmbH</p> <p>How do we communicate attitude? How do we create genuine customer relationships in a complex digital world? Brand EXPERIENCE has nearly eliminated the issue of brand IDENTITY in brand communication. Based on examples of projects in brand communication in space, Michael Ostertag focusses on the question of whether that's the right path.</p>
13.30 – 14.00	Power presentation	CU	<p>We don't understand the world any more: two years of Donald Trump and the consequences for Germany and Europe. Christoph von Marschall, Der Tagesspiegel</p> <p>As the fourth-largest economy in the world, Germany has enormous international influence. But how fair and how reliable are the foreign and European policies of the alleged paragon? What do our neighbours and most important global partners think of us? Christoph von Marschall examines whether the German government is genuinely willing to take action on an international basis, and does not find any encouraging signs.</p>
14.15 – 14.45	Power presentation	ST	<p>'X bits, 0 borders': let the space tell your story – and of the habit, looking at things from a different perspective. Florian Machner, prjkr.machner roth gbr</p> <p>When spaces learn to talk and blur all boundaries, prjkr. serve up tidbits of visual staging – of talking spaces, atmospheres without borders, and acrobatic performances in space – of cats and lasers and naked asphalt.</p>
15.00 – 15.30	Power presentation	SP	<p>Spaces of encounter Matthias Benz, Benz & Ziegler GbR</p> <p>On the basis of exemplary projects, Matthias Benz investigates the architectural staging of brands, the interaction of architecture and design as well as the special task of translating digital products into the spatial and haptic.</p>
15.45 – 16.15	Workshop	NB	<p>Wanted: Dead or alive – tracking down the killer criteria of trade fairs Johannes Plass, Chief Executive Officer & Co-Owner MUTABOR</p> <p>The reasons for the extinction of major international trade fairs are many and varied. What all trade fairs have in common is ignorance of trends regarding relevance, content, and society. The problem: When trade fairs no longer set the agenda, there is no momentum for million-dollar investments. This workshop helps to understand how the needs of target groups and visitors are shifting and forcing the industry to act.</p>

LEGEND:

SP – Space

NB – No borders

CU – Cultural Change

ST – Staging



Silent Talk



Sign Language



Translation

IN – Individuality

ME – Multi-sensory Experiences

SU – Supranormal

FR – Fresh

NOTE: SUBJECT TO CHANGE.



Time	Format	Track	Programme Event
Programme Coordinator: Anja Osswald			
11.15 – 11.45	Power presentation	ST	<p>Life is live – influencers need events Carolin Daniel, Senior Account Manager bei Social Match</p> <p>Influencer marketing and influencer relations now play the leading roles in the marketing mix. However, their coexistence with events and trade shows is more than merely a marriage of convenience. Visitors attending this panel will learn about cases, methods and approaches that successfully combine these disciplines.</p>
12.45 – 13.15	Table Talk	SP	<p>The digital era needs analogue spaces Claus Fischer, VOSS+FISCHER gmbh</p> <p>The presentation entitled 'Why is live communication so important in the digital age?' is filled with examples of different kinds of events as well as examples of trade show and stand design/communication. The session also includes creating stories and environments, content and design. The goals for the day: fun, inspiration and gaining an understanding of the wide range of options for live communication.</p>
13.30 – 14.00	Speakers Corner	ST	<p>Tree, bush, swoosh! – or what Alice found behind the looking glass Belén Montoliú, curator of the Zurich Festival 2018</p> <p>Discover 'Other Places' – other communication channels via the example of the artistic and landscape-architectural installation 'Future Forest'. This temporary installation formed the centrepiece of the Zürich Festival 2018 and inspired passersby and interested parties to stop for a moment and think about the ecological issues that have steadily become increasingly relevant. Join us in reflection and encounter a different form of communication at our 'Speakers' Corner.</p>
14.15 – 14.45	Talk	CU	<p>New Work, Rio, Tokyo – Total Customer Experience encounters New Work Johannes Ceh, Independent Chief Customer Officer Sigurd Jaiser, siggate GmbH Sascha Hartmann, Design Offices</p> <p>Do we really have to look that far to find examples of best practice for New Work? No. Because with Design Offices and Siggate, two international pioneers from Germany are available and willing to provide answers – answers to the questions about tools, spaces, processes and cultures. Johannes Ceh will ask these questions and, together with the panel participants, will find the answers to why a CX also needs EX and what role the approaches of New Work offer in this regard.</p>
15.00 – 15.30	Power presentation	ME	<p>GROWING UP EMOTIONALLY: Moving confidently into an emotional future Christiane Varga, specialist in trend and future research</p> <p>We live in a real, digital era that is fundamentally determined by emotions. These are the response to a world that no longer offers unambiguous clarity. How can we develop emotional independence that elevates the potential of encounters to a higher level?</p>
15.45 – 16.15	Interview	SU	<p>Changes in perspective as motivation for encounters Matze Knop, comedian</p> <p>Matze Knop slips into such a wide range of roles so authentically that you'd gladly believe for a moment that the actual person he's portraying is standing in front of you. He will also be demonstrating his gift for the art of transformation on his current tour, entitled 'Willkommen in MATZEknopien' starting in early 2019, when he not only changes his appearance with sophisticated make-up and masks but thinks his way into the parodied personalities. The extent to which these changes in perspective can work as motivation for encounters and what he learns from them will be discussed in the interview with Anja Backhaus.</p>



Area 1 – URBAN INTERACTIVE

Time	Format	Track	Programme Event
Programme Coordinator: Anja Osswald			
11.15 – 11.45	Power presentation	CU	<p>The participant experience as a success factor – for events that your target group will love</p> <p>Matthias Schultze, GCB German Convention Bureau e.V.</p> <p>This presentation gives participants insight into the most important research results from the 'Future Meeting Space' project, which highlights new paths in event planning. Among other things, the participants learn about current and future meeting scenarios and requirements for events, what factors are crucial to success and how these mutually influence each other. In addition, they learn about the different types of participants and how the use of various methodological and technological elements of events affect knowledge transfer, learning success, networking and experiential value in these participants.</p>
12.00 – 13.15	Fishbowl	CU	<p>Live Communication: The Dinosaur of Corporate Communication?</p> <p>Stephen Rose, SIEMENS AG Stephan Hoffmann, Nüssli (Deutschland) GmbH Christian Flörs, BRUNS Messe- und Ausstellungsgestaltung GmbH Dirk Zieling, Expo Display Service GmbH Oliver Wurch, White Label Events Frank Sonder, foresee GmbH Matthias Schultze, GCB German Convention Bureau e.V. Hendrik Hochheim, AUMA</p> <p>Moderation: Prof. Dr. Cornelia Zanger and Reinhard Pommerel, member of the management board of R.I.F.E.L. e.V.</p> <p>Will brand experiences take place only in the virtual world in the digital age? Will live communication become the dinosaur of corporate communication? Certainly not! Our customers want to experience emotions – but this raises the question of what future scenarios will look like. How will the live communication formats be reinvented in the age of digitalisation in response to the changed expectations of our trade show visitors and event participants? These are exciting issues in our industry – experts will engage in dialogue on these topics in the fishbowl. Join the discussion!</p>
13.30 – 14.00	Power presentation	ME	<p>Co-creative customer events as a brand-strengthening encounter</p> <p>Prof. Stefan Luppold, Duale Hochschule Baden-Württemberg (Baden-Wuerttemberg Cooperative State University)</p> <p>The software industry has long been familiar with user conferences as co-creative events that also strengthen the relevant brand. This works in other sectors of the economy as well – as an intelligent and strategically staged form of live communication. The speaker has done his own research, published books and articles and organised his own events in this area. He presents various dimensions of impact that emerge around the collaborative ongoing development of products.</p>
14.15 – 14.45	'Ask me anything' session	ME	<p>Trade show stands: Put an end to 'lousy trade show performance' or keep on wasting money!</p> <p>Andreas Braasch, Brose Communication GmbH</p> <p>Honestly, aren't you tired of hurting your eye for quality with appalling, cheap trade show stands year after year? Or have you yourself been adversely impacted by the 'lousy trade show performance' of your company, which has ambitious goals but pathetically falls far short of them? Stop throwing good money after bad and get your act together with your colleagues. Overcome your internal hurdles and let trade show construction professional Andreas Braasch teach you how to avoid mistakes in your trade show stand and provide you with tips and tricks to help you join the top ranks of live communication. Plop any arbitrary trade show stand under the expert's nose and he'll tell you within seconds what it's worth or throw it in the bin. Register now and switch from 'lousy' to 'brilliant'!</p>
15.00 – 16.15	Workshop	IN	<p>Happiness and success through self-efficacy</p> <p>Alexandra Matzke, trainer and coach for self-efficacy</p> <p>Of hypochondriacs with brain tumours, self-promoters and self-fulfilling prophecies: effective people experience less stress, and are healthier, happier and more successful. And everyone can (learn to) be effective!</p>

LEGEND:

SP – Space

NB – No borders

CU – Cultural Change

ST – Staging



Silent Talk



Sign Language



Translation

NOTE: SUBJECT TO CHANGE.

IN – Individuality

ME – Multi-sensory Experiences

SU – Supranormal

FR – Fresh



Time	Format	Track	Programme Event
Programme Coordinator: Olaf Ginter			
11.15 – 11.45	Meetup	CU	<p>Meetup: 'She Means Mentoring', a new initiative for women in events Kerstin Wunsch, tw tagungswirtschaft Karin Ruppert, FAMAB e.V. Sabine Loos, Westfalenhallen Dortmund GmbH Bettina Metz, UN Women Nationales Komitee Deutschland e.V.</p> <p>Join us to talk and think about our new initiative: 'She Means Mentoring', a mentoring initiative for the events industry to aim for gender equality. 'She Means Mentoring' is inviting women all over the world to support each other and to empower young women.</p>
12.00 – 12.30	Interactive Stimulus	IN	<p>Bring on the good life! Happiness has side effects, and that's a good thing. Gina Schöler, Minister of Happiness</p> <p>What's truly important? What makes us happy? What can we personally do and change to achieve this? Gina as the Minister of Happiness creatively inspires you with her interactive encouragement to ponder and participate. That has positive effects on personal and societal well-being. Gina playfully presents insights, facts and figures from happiness research and positive psychology. With a good helping of fun, the interaction shows how you can integrate happiness in your everyday (working) life, and how to shape the good life, so that you can become an ambassador of happiness yourself!</p>
12.45 – 13.15	Power presentation	NB	<p>radical. digital. magical. Nicholas Qyll, designer, design researcher and creative consultant Björn Sorge, Pro7</p> <p>That's the motto of the presentation by Björn Sorge and Nicholas Qyll. These two gentlemen tell you what it takes for companies, organisations, departments and finally the employees to truly place the customer at the centre of their daily work. With the help of superb examples from their own careers, they want to shed light on how to provide a perfect experience for the customer at digital and analogue touchpoints, without the customer experiencing boundaries between these two worlds.</p>
13.30 – 14.00	Power presentation	SU	<p>Platoon: The Global Creative Alliance – people who change the world through culture Tom Büschemann, PLATOON cultural development GmbH</p> <p>PLATOON KUNSTHALLE is designed as an experimental space for artists and creatives, and for the members of the PLATOON NETWORK. The programme is curated by PLATOON Cultural Development and various invited curators. The venue hosts art projects, workshops and events in the realms of club culture, subcultural networks, global movements and more. It also presents a multitude of creative and artistic projects that clash with regular art institutions. Subculture at PLATOON KUNSTHALLE is presented in different formats like exhibitions, movie nights, concerts and multimedia performances, workshops, discussion panels and special events.</p>
14.15 – 14.45	Power presentation	ME	<p>Strong brands are emotional brands! Robin Hofmann, HearDis! Sebastián Mealla, ProtoPixel</p> <p>Emotions are created by memorable experiences. Impactful experiences are multisensory, where all senses unite to deliver tailor-made and dynamic brand experiences beyond the status quo!</p>
15.00 – 15.30	Open dialogue		<p>Pop-up Disc Space for unannounced topics</p>
15.45 – 16.15	Power presentation	ME	<p>The sound of space – alive and interactive Frederic Robinson, idee und klang</p> <p>People perceive spaces. And thanks to tracking technologies, it now works the other way around, too. The presentation presents a series of responsive audio concepts with which immersive, living and accessible worlds of sound can be created.</p>



Area 2 – NATURE INTERACTIVE

Time	Format	Track	Programme Event
11.15 – 12.30	Mindful Movement Session	IN	<p>The active festival break Christine Mack, yoga teacher</p> <p>A long day at the festival with presentations and workshops poses physical and mental challenges in equal measure. Mindful Movement Sessions, inspired by simple yoga sequences, energising breathing exercises and mindfulness-based meditation, offer the perfect balance for body and mind.</p> <p>This special form of encounter (with yourself and other participants) will help you to process information better. In addition, the sessions enhance your awareness of your body and your ability to concentrate. The 30-minute sessions can be done in normal clothing and without any prior knowledge or experience in the techniques. All equipment will be provided.</p>
12.45 – 13.15	Moments of encounter	IN	<p>Moments of encounter – Talk to me! Gina Schöler, Minister of Happiness</p> <p>An open ear: Minister of Happiness Gina invites you to an audience. Press the pause button briefly, gather impressions and let your thoughts flow freely. Say what's on your mind and what concerns you, moves you, motivates you. Gina will listen mindfully to whatever you have to say – without replying and without judging.</p>
13.30 – 14.00	Moments of encounter	IN	<p>Moments of encounter – Eye Contact Challenge Gina Schöler, Minister of Happiness</p> <p>Look me in the eye: interpersonal relationships develop through awareness and appreciation. Minister of Happiness Gina offers eye contact based loosely on the 'Eye Contact Challenge'. Feel the impact it can have on you when you simply look a stranger in the eye.'</p>
14.15 – 14.45	Mindful Movement Session	IN	<p>The active festival break Christine Mack, yoga teacher</p> <p>A long day at the festival with presentations and workshops poses physical and mental challenges in equal measure. Mindful Movement Sessions, inspired by simple yoga sequences, energising breathing exercises and mindfulness-based meditation, offer the perfect balance for body and mind.</p> <p>This special form of encounter (with yourself and other participants) will help you to process information better. In addition, the sessions enhance your awareness of your body and your ability to concentrate. The 30-minute sessions can be done in normal clothing and without any prior knowledge or experience in the techniques. All equipment will be provided.</p>
15.00 – 15.30	Moments of encounter	IN	<p>Moments of encounter – Free Hugs! Gina Schöler, Minister of Happiness</p> <p>Encounters create growth: People need up to 16 hugs per day and a hug should last more than 20 seconds to get the happiness hormones flowing. Minister of Happiness Gina will be distributing free hugs-sharing a large helping of happiness for free! Who dares to participate?</p>
15.45 – 16.15	Mindful Movement Session	IN	<p>The active festival break Christine Mack, yoga teacher</p> <p>A long day at the festival with presentations and workshops poses physical and mental challenges in equal measure. Mindful Movement Sessions, inspired by simple yoga sequences, energising breathing exercises and mindfulness-based meditation, offer the perfect balance for body and mind.</p> <p>This special form of encounter (with yourself and other participants) will help you to process information better. In addition, the sessions enhance your awareness of your body and your ability to concentrate. The 30-minute sessions can be done in normal clothing and without any prior knowledge or experience in the techniques. All equipment will be provided.</p>

LEGEND:

SP – Space

NB – No borders

CU – Cultural Change

ST – Staging



Silent Talk



Sign Language



Translation

IN – Individuality

ME – Multi-sensory Experiences

SU – Supranormal

FR – Fresh

NOTE: SUBJECT TO CHANGE.

Area 3 – INDUSTRIAL STAGE



Time	Format	Track	Programme Event
Programme Coordinator: Markus Illing			
11.15 – 11.45	Interactive Stimulus	IN	<p>Dare to be authentic – the path to more individuality in your career Claudia Michalski, OMC GmbH</p> <p>Many managers experience a desire for greater individuality after a few years on the job. The rigidly structured daily work, controlled by someone else, feels like a huge burden. How can you put greater individuality into practice, develop personal branding and finally become authentic in your profession?</p>
12.00 – 12.30	Power presentation	CU	<p>From human resources to human relations – branding in the context of contemporary HR work Julia Loske, systemic organisational consultant and coach</p> <p>Branding and community building in the context of contemporary HR work: a power presentation – with examples – on how companies and HR can recruit potential employees for their companies through targeted community and brand building.</p>
12.45 – 13.15	Concept presentation	SP	<p>Campus Germany – the German Pavilion at EXPO 2020 in Dubai. Marion Conrady, German Pavilion at EXPO 2020 Dubai Andreas Horbelt, facts and fiction GmbH</p> <p>How do you present a country at a world exhibition? How does an EXPO work – and which requirements result from these insights for a pavilion? Andreas Horbelt explains the concept of the German Pavilion, Marion Conrady its background.</p>
13.30 – 14.00	Open dialogue		<p>Pop-up Disc Space for unannounced topics</p>
14.15 – 14.45	Interactive stimulus	CU	<p>The gender shift needs role models! Patrizia Isabella Widritzki, EntwederUndOder Alexandra Matzke, EntwederUndOder Barbara Schiller, EntwederUndOder</p> <p>Gender what? None of my business. Or is it? And why is it so important to make role models visible? Let's question and explore norms and prejudices together. And change our perspectives! Attitudes, opinions and participation wanted!</p>
15.00 – 15.30	Power presentation	ST	<p>Playground E-Gaming: hello from the other side Detlef Wintzen, insglück</p> <p>Everyone's been talking about e-gaming for a while now, and not just since major sponsors such as Vodafone or McDonalds entered the arena. Immersion, networking, mediaisation – e-gaming has numerous aspects that are discussed here to answer the one big question: what can marketing professionals learn from e-gaming in terms of staging, content and content distribution? And what about those unknown beings – gamers? A thought starter from Detlef Wintzen: LIVE is a GAME! How live communication is changing rapidly at speed; how digital gaming tools are gaining ground and can intensify brand experiences.</p>
15.45 – 16.15	Talk	NB	<p>Eating brings people together Ulf Tassilo Münch, Initiator of the Street Food Congress Europe, international consultant and leading chef Mike Süsser, TV and leading chef K.F. Seetoh, Food Markets Gluttons Bay, Founder of the World Street Food Congress Michelle Adrillana, Philippines-based head chef and owner of Flavors on Fire</p> <p>Whether during travel, at festivals, in restaurants or simply meals at home – the culinary arts unite people and cultures. Eating can be so much more than just food and beverages. Food is a global ambassador for cultural identity.</p>

LEGEND:

SP – Space

NB – No borders

CU – Cultural Change

ST – Staging



Silent Talk



Sign Language



Translation

IN – Individuality

ME – Multi-sensory Experiences

SU – Supranormal

FR – Fresh

NOTE: SUBJECT TO CHANGE.

Area 3 – INDUSTRIAL INTERACTIVE

Time	Format	Track	Programme Event
Programme Coordinator: Christiane Zwick			
11.15 – 11.45	Power presentation	CU	<p>SEX, DRUGS & ROCK'N`ROLL?! Sascha Poddey, music4friends I entertainment gmbh – or: how to run of the most successful agencies for musicians & djs? Why does XING award a booking agency with their NEW WORK AWARD? Is it really possible for a band to work with the SRCUM method? And who wins: method or personality?</p>
12.00 – 12.30	Talk	ME	<p>More than greenwashing – socially responsible sustainability in the event industry Panel participants: Georg W. Broich, President of LECA, CEO Broich Catering & Locations Stephanie Forstner, Unit Head, Catering & Sustainability at Lemonpie Catering Jutta Kirberg, Founder, Owner and Managing Director of Kirberg Catering Oliver Wendel, Managing Director of LPS Event Catering Moderation: Henning Fischer Is socially responsible sustainability even possible in the event business? What's required to manage the event business in a socially responsible, sustainable manner in the harsh era of little time and little money? Or is the desire for sustainability mere lip service without serious intent to back it up?</p>
12.45 – 13.15	Power presentation	ST	<p>Nobody has the right to bore others!!! Dr. Oliver Haferbeck, timpact. GmbH Oliver works with executives on outstanding performances. Not only do the BrandEx visitors learn how to create rousing presentations, they are also inspired to stop boring business talks.</p>
13.30 – 14.00	Workshop	NB	<p>Remote Simultaneous Interpreting – moving to Interpreting 4.0 Stephan Hartmann, Neumann&Müller GmbH & Co. KG Marcel Scharmman, Neumann&Müller GmbH & Co. KG This workshop will discuss in detail how 'remote simultaneous interpreting' is already technically feasible today and what still needs to be developed to create a perfect service package.</p>
14.15 – 15.30	Stimulus/discussion	CU	<p>Faster, higher, VITER?! Prof. Dr. Gernot Gehrke, University of Hannover André Gebhardt, T-Systems International GmbH Generations of event managers have been trained in event marketing with the help of the 4 Ps (product, price, place, promotion). When it worked well, three more Ps were added (personnel, processes, physical locations) to explore the special features of the event industry as a service industry. With the VITER model, Ivna Reic (2016) presents a concept for a consumer-centered marketing approach that revolutionises the event management process by focussing on value, information, tangibles, experience and relationships.</p>
15.45 – 16.15	Power presentation	NB	<p>Trade Shows and Fairs – Analogue Instruments in a Digital World Dr. Peter Neven, AUMA AUMA says: No exhibitors – no trade show. If all interpersonal forms of communication were digitalised, trade shows and fairs without face-to-face-communication would become redundant. AUMA asks: To which extent does it make sense to digitalise fairs and exhibitions?</p>

LEGEND:

SP – Space

NB – No borders

CU – Cultural Change

ST – Staging



Silent Talk



Sign Language



Translation

IN – Individuality

ME – Multi-sensory Experiences

SU – Supranormal

FR – Fresh

NOTE: SUBJECT TO CHANGE.

Area 4 – 70S STAGE



Time	Format	Track	Programme Event
Programme Coordinator: Matthias Thoben			
11.15 – 11.45	Power presentation	CU	<p>BPitch culture – the new definition of a value system as the trigger for future pitch-formats!? Encounters</p> <p>Jonathan Geyer, Full Moon Group GmbH</p> <p>The current pitch culture doesn't create enough added value for agencies or for customers. Only a paradigm shift initiated by the industry itself can generate a fertile environment for fruitful encounters. A new value system defines the attitude of the industry and creates alternative encounter formats.</p>
12.00 – 12.30	Power presentation	NB	<p>How eventmarketing saves the world of retail</p> <p>Patrick Roubroeks, Xsaga</p> <p>The world of retail has changed dramatically. Just overnight we all started buying online. Is there still a future for shopping and retailchains? Yes there is. Eventmarketing is the answer. Patrick Roubroeks from XSAGA, one of the leading Dutch eventagencies, has a legacy on this subject and shows us how.</p>
12.45 – 13.15	Power presentation	CU	<p>Start with the customer and work backwards to the customer experience and new work</p> <p>Johannes Ceh, Independent Chief Customer Officer</p> <p>What exactly is customer centricity? Software? Marketing? Services? Business models? Products? Touchpoints? Organisational development? All these factors play a role in customer centricity. However, customer centricity consists primarily of one thing: leadership. Working for people. And with people. It's the way companies, together with their employees, design the relationship to their customers. Or not.</p>
13.30 – 14.00	Power presentation/ dialogue	SP	<p>Thinking in space</p> <p>Patrizia Isabella Widritzki Kristine Fester, Good to know</p> <p>Can you breathe away a brainchild? And what role does space play in knowledge transfer? In a dialogue-based sharing of experiences, we discuss why successful knowledge transfer requires personal encounter and exchange.</p>
14.15 – 14.45	Provocation	IN	<p>Connectivity instead of advertising: a provocation by Annabelle Atchison and Helge Thomas</p> <p>Annabelle Atchison, 42ponies* GmbH Helge Thomas, ottomisu communication GmbH</p> <p>Trust in companies and their advertising messages has never been as low as it is today. The consequence: marketing increases the obtrusiveness of advertising. The two creative minds show why this is the stupidest of all ideas, using inspiring examples.</p>
15.00 – 15.30	Power presentation	NB	<p>Brand experiences: the proof of the pudding</p> <p>Danielle Brons, brandXtension</p> <p>She won a Golden Giraffe Event Award with the gamechanging McDonalds Good Times Island case. The new approach to (even) marketing by the fast-food chain wasn't based on gut feeling, but on a neuroscientific foundation and lessons learned from what makes an event or activation powerful. At BrandEx Danielle Brons (brandXtension) takes you along in the world of impactful brand experiences.</p>
15.45 – 16.15	Power presentation	SP	<p>Eventarchitecture and its Function as Constructed Meeting-Space</p> <p>Tanja Kilzer, Institute of Art History, University of Cologne</p> <p>Learn how meetings and encounters in the context of event and entertainment architecture are designed using various spatial structures, architectural concepts and local circumstances.</p>

LEGEND:

SP – Space

NB – No borders

CU – Cultural Change

ST – Staging



Silent Talk



Sign Language



Translation

IN – Individuality

ME – Multi-sensory Experiences

SU – Supranormal

FR – Fresh

NOTE: SUBJECT TO CHANGE.

Area 4 – 70S INTERACTIVE

Time	Format	Track	Programme Event
Programme Coordinator: Christian Flörs			
11.15 – 11.45	Power presentation/ Talk	CU	<p>If you haven't got a clue, just stop and think Frank Sonder, foresee GmbH The success story of the free markets began with great promise. Competition brought sustained growth and prosperity. That's over. The 'hidden persuaders' overdid things. The economic and environmental consequences are now coming home to roost. Our imperial lifestyle is not invisible. This presentation is a rant against pseudo-innovation and the terror of consumerism. It's time for a new kind of communication!</p> <p>Transparent communication instead of floods of advertising – the sustainability report Clemens Arnold, 2bdifferent More and more spending for ever-shrinking results in the circus vying for attention. Communication in the sense of a sustainability report is a much more efficient means of presenting one's image credibly and transparently. The presentation provides an overview of the reporting standards and shows the options for implementation using the example of the German Sustainability Code.</p>
12.00 – 12.30	Open dialogue		<p>Pop-up Disc Space for unannounced topics</p>
12.45 – 13.15	Deep Dive	SU	<p>Show & Tell by the award nominees Qatar Opening National Library 2018 Jens Heinen, CEO/Creative Director Lichtfaktor GmbH</p>
13.30 – 14.00	Power presentation	NB	<p>Digital live formats as door openers for real brand experiences for Generation Y Nicolai Jakobs, nau media house How can real experiences and events benefit from digital communication, and how do I attractively integrate my viewers in my communication? How can brands communicate live on the Web and how corporate do they want to/can they be? How do you achieve high-coverage interaction with your target group? In this presentation, Nicolai talks about the blurring of boundaries, genuine emotions and the interaction of digital live communication with real experiences of Generation Y, using mobile live streams and interactive marketing.</p>
14.15 – 14.45	Deep Dive	SU	<p>Show and tell Award-Nominees How Samsung showcases its seamless Ecosystem of Products in Space Cheil MDLab – Intelligent Space Jan Schwiersch, Creative Director und Boris Banozic, Executive Creative Director</p>
15.00 – 15.30	Power presentation	CU	<p>Agile Event Management – More we. More impact. More WOW. Colja Dams, VOK DAMS Events + Live-Marketing Traditional project management is becoming increasingly ineffective and new approaches are needed in the era of digitalisation. The solution: agile event management – with measurable increases in effectiveness and motivation of all involved.</p>
15.45 – 16.15	Deep Dive	SU	<p>Show & Tell by the award nominees The Macallan Visitor Experience Kathrin Milic-Grunwald, Associate, ATELIER BRÜCKNER GmbH</p>

LEGEND:

SP – Space

NB – No borders

CU – Cultural Change

ST – Staging



Silent Talk



Sign Language



Translation

IN – Individuality

ME – Multi-sensory Experiences

SU – Supranormal

FR – Fresh

NOTE: SUBJECT TO CHANGE.



Time	Format	Track	Programme Event
Programme Coordinator: Jan Kalbfleisch			
11.15 – 11.45	Interactive stimulus	ME	<p>VALUE OF A POWERFUL & HEALTHY VOICE FOR LEADERS Alexandra Pengler, Vocal Coach</p> <p>As an experienced singer and vocal coach she has been travelling around the world for years, meeting a very diverse clientele. Leaders can quickly achieve success and consciously use their voice to really convince an audience.</p>
12.00 – 12.30	Power presentation	NB	<p>Brand experience in SMEs – Strategy. Implementation. Added value. Angela Karaman, Vaillant GmbH</p> <p>Those who attend this presentation will gain insight into the brand experience strategy of a large SME. They will learn about the roles played by the various experience touchpoints in the marketing mix of Vaillant. The company will also share its experience in the successful implementation of content formats and digitalisation approaches. Finally, the question of how to implement these and take stakeholders with you will also be answered.</p>
12.45 – 13.15	Power presentation	NB	<p>Emotion and simulation – digital transformation of experiences Christoph Kirst, insglück</p> <p>Currently, live communication focusses on direct experience and personal interaction. On the other hand, we are working intensively on refining digital simulation to the point where it is as similar to live experience as possible, or even surpasses the latter. What are the opportunities and challenges involved in this development?</p>
13.30 – 14.00	Open dialogue		<p>Pop-up Disc Space for unannounced topics</p>
14.15 – 14.45	Power presentation	SP	<p>Let's talk in space Timm Wilks, SCHMIDHUBER Brand Experience GmbH</p> <p>How is digitalisation manifested in space? How do we create experiences that literally go beyond our four walls? How do we create brand-new stories and ways of telling them by mixing space, virtual reality, time and content? A presentation on 'flying' and letting 'fly' in an exciting world.</p>
15.00 – 15.30	Talk	CU	<p>What's new, honey? Innovation encourages discussion. Dr. Marlon Braumann, store2be GmbH Michael Albrecht, A4VR – The Agency for Virtual Reality</p> <p>Live communication is currently undergoing numerous changes. This panel presents new technologies, new business models and new customer behaviors and discusses these from multiple perspectives. Michael Albrecht and Dr. Marlon Braumann will discuss the role that events play today and will play in the future, how familiar formats in the areas of trade shows and events will change and what will motivate target groups in 2025 to visit real or virtual events.</p>
15.45 – 16.15	Power presentation	NB	<p>Event formats in experience design Dr. Christina Buttler, MCI Deutschland</p> <p>Event formats such as Open Space or Speed Geeking are generally still discussed in positive terms, but rarely implemented. They cannot be exhaustively planned with a checklist, so that organisers and agencies frequently cling to already designed formats. The problem with this is that these formats rarely match the goals and target group of the relevant event. Instead of using the prefabricated formats, it's much better to implement the principles behind them, such as participation, dialogue at eye level, etc. and to integrate these in the process of experience design for events. I can show you how to do this – with a power presentation on the principles behind the formats and examples of innovative formats designed specifically for the respective purpose that have been implemented in practice. Questions from the audience are welcome.</p>



Area 5 - FUTURE INSTALLATION

Time	Format	Track	Programme Event
11.15 – 16.15	Installation	SU	Artificial Blues In their discussions on machine learning and artificial intelligence, the former students Christina Brandl, Kerstin End, Kevin Jung and Jochen Wiech painted a scenario that's not at all improbable: Five industrial robots projected onto screens perform identical work steps to a traditional 'work song'. When the robots 'feel' unobserved (face tracking), they develop lives of their own and integrate playful movements in their everyday work. The designers described this will to break out of the stupefying monotony in the future as follows: a time when machines are intelligent, learn things of their own accord but still submit to humans – due to a power imbalance between the creators and the created.



LEGEND:

SP – Space
IN – Individuality

NB – No borders
ME – Multi-sensory Experiences

CU – Cultural Change
SU – Supranormal

ST – Staging
FR – Fresh



Silent Talk



Sign Language



Translation

NOTE: SUBJECT TO CHANGE.



Time	Format	Track	Programme Event
Programme Coordinator: Michael Hosang, Moderation NAWUMO			
11.15 – 11.45	Pitch	FR	<p>Agency Pitch</p> <p>Christopher Werth, VOK DAMS Events + Live-Marketing Simon Stahl / Marco Ertz, marbet Marion & Bettina Würth GmbH & Co. KG Andreas Horbelt, facts and fiction GmbH Alexa Küddelsmann, Oliver Schrott Kommunikation GmbH</p> <p>Mirror, mirror on the wall... Agencies have a maximum of 5 minutes each to present 5 charts and themselves to young creative talents.</p>
12.00 – 12.30	Power presentation	FR	<p>Occupational profile: Events</p> <p>Leticia Hartel, Full Moon Group Vasindra Leick, BROICH Catering & Locations Lars Wessel, BROICH Catering & Locations</p> <p>Operational project management vs. creation: power presentations offer valuable insights into the various trades involved in live communication</p>
12.45 – 13.15	Blind Date	FR	<p>'Blind Date' as an employer</p> <p>Simon Stahl, marbet Marion & Bettina Würth GmbH & Co. KG Melanie Piorek, VOK DAMS Events + Live-Marketing Malte Heindl, insglück Gesellschaft für Markeninszenierung mbH Christopher Horn, PHOCUS BRAND CONTACT Christian Seidenstücker, JOKE Event AG Petra Lammers, onliveline GmbH</p> <p>Who's going to be your date? Analogous to the well-known TV format, agencies compete for the attentions of a young project manager or concept developer.</p>
13.30 – 14.00	Talk	FR	<p>Discussion panel: Career paths in the event industry</p> <p>Andrea Ahlbrecht, Baykomm Prof. Dr. Cornelia Zanger, TU Chemnitz Reinhard Pommerel, POMMEREL – Live-Marketing GmbH Christian Poswa, insglück Gesellschaft für Markeninszenierung mbH</p> <p>Discussion panel on the various professional fields in live communication: among other topics, questions such as 'What can I earn' or 'Freelance or company employee?' will be discussed.</p>
14.15 – 14.45	Pitch	FR	<p>Agency Pitch</p> <p>Philipp Dorendorf, insglück Gesellschaft für Markeninszenierung mbH N.N., Uniplan GmbH & Co. KG Karla Hoppe, STAGG & FRIENDS GmbH Pascal Jodocy, STAGG & FRIENDS GmbH Petra Lammers, onliveline GmbH</p> <p>Mirror, mirror on the wall ... Agencies have a maximum of 5 minutes each to present 5 charts and themselves to young creative talents.</p>
15.00 – 15.30	Fuck-up Talk	FR	<p>Fuck-up Talk</p> <p>Tom Inden, Mampe Spirituosen GmbH</p> <p>Life is a rollercoaster: an unusual career in the event industry.</p>
15.45 – 16.15	Power presentation	FR	<p>Event 4.0 – worlds of work</p> <p>Colja Dams und Katharina Strupp, VOK DAMS Events + Live-Marketing</p> <p>From agility to Generation Z: what opportunities and perspectives will the industry offer in the future?</p>



Area 6 – FRESH INTERACTIVE

Time	Format	Track	Programme Event
Programme Coordinator: Michael Hosang, Moderation NAWUMO			
11.15 – 12.30	Coaching	FR	<p>Career Coaching Thomas Kappler + 2 Junioren, marbet Marion & Bettina Würth GmbH & Co. KG Eva Köhler, PHOCUS BRAND Alexa Küddelsmann, Oliver Schrott Kommunikation GmbH Jana Marcinkowski, Oliver Schrott Kommunikation GmbH Sabrina Musenbrock, VOK DAMS Events + Live-Marketing N.N., Studieninstitut für Kommunikation GmbH Kai Janssen</p> <p>Application check: Selected professionals from the industry review cover letters, CVs and application portfolios and provide valuable tips.</p>
12.45 – 14.00	Workshop	FR	<p>WORKSHOP: Scenography: THINK – BUILD – RECREATE Christine Hartwig, freelance concept designer and scenographer</p> <p>How does an encounter work in a space? What can we learn from festivals? This interactive workshop shows how you can generate better ideas using prototypes and high-speed models.</p>
14.15 – 15.30	Workshop	FR	<p>WORKSHOP: Creativity: The little creative primer – from insights to ideas Irene Menke, VOK DAMS Events + Live-Marketing Kim Ermler, Uniplan GmbH & Co. KG</p> <p>How do I reach people with live communication? With even more people who participate. And a creative idea. In a small brainstorming session, the junior concept developers from treibhaus 8.0 show how you can achieve something.</p>
15.45 – 16.15	Talk	FR	<p>Talk with ethletic Marc Solterbeck, ethletic</p> <p>Behind the scenes: Q&A and discussion with the CEO of ethletic and Fresh briefing provider Marc Solterbeck.</p>



LEGEND:

SP – Space
 IN – Individuality

NB – No borders
 ME – Multi-sensory Experiences

CU – Cultural Change
 SU – Supranormal

ST – Staging
 FR – Fresh



Silent Talk



Sign Language



Translation

NOTE: SUBJECT TO CHANGE.

Speakers



Michelle Adrillana

Philippines-based head chef and owner of
Flavors on Fire



Michael Albrecht

A4VR – The Agency for Virtual Reality
CEO / Technical Director



Clemens Arnold

2bdifferent
Partner



Annabelle Atchison

42ponies* GmbH
Founder & CEO



Anja Backhaus

Moderator



Charles Bahr

tubconnect media
Founder & Owner



Christopher Bauder

WHITEvoid GmbH
Owner and Creative Director



Matthias Benz

Benz & Ziegler GbR
Founder



Andreas Braasch

Brose Communication GmbH
Head of New Business Development



Dr. Marlon Braumann

Store2be GmbH
CEO



Georg W. Broich

Broich Catering & Locations
CEO



Danielle Brons

brandXtension B.V.
Founder

Speakers



Dr. Steffi Burkhart

Human Capital Evangelist



Tom Büschemann

PLATOON cultural development GmbH
Managing Director



Dr. Christina Buttler

MCI Deutschland
Director Experience Development



Johannes Ceh

Independent Chief Customer Officer
Keynote Speaker & Columnist



Christian Clawien

fischerAppelt, live marketing GmbH
Director Digital Strategy



Marion Conrady

German Pavilion at EXPO 2020 Dubai
Press Officer



Colja Dams

VOK DAMS Agency for Events and Live-
Marketing, Managing Partner



Carolin Daniel

Social Match
Senior Account Manager



Kristine Fester

Good to know
Co-founder



Claus Fischer

VOSS+FISCHER gmbh
Executive Board Member ADC Europe



Christian Flörs

BRUNS Messe- und Ausstellungsgestaltung
Creative Director



Stephanie Forstner

Lemonpie Catering
Unit Head, Catering & Sustainability

Speakers



André Gebhardt

T-Systems International GmbH



Prof. Dr. Gernot Gehrke

Hannover University, Professor for Management and Marketing in the Event Industry



Martina Gollner

FullAccess Event Services OG
Co-founder and CEO



Dr. Oliver Haferbeck

timpect. GmbH
Managing partner



Stephan Hartmann

Neumann&Müller Veranstaltungstechnik
CEO



Sascha Hartmann

Design Offices



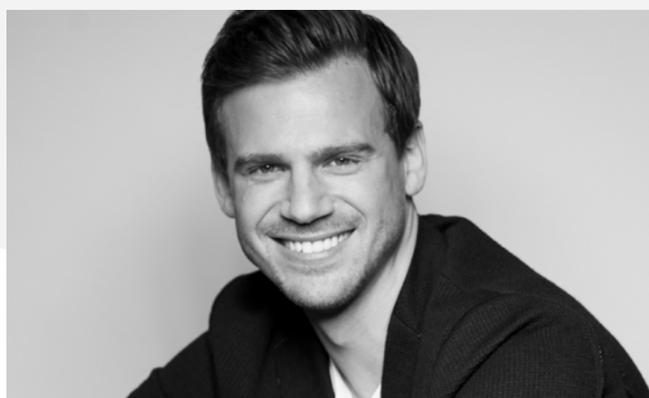
Prof. Stefan Hofmann

LICHTWERKE GmbH
CEO



Robin Hofmann

HearDis!
Co-founder and Creative Director



Aljoscha Höhn

Moderator



Karla Hoppe

STAGG & FRIENDS GmbH



Andreas Horbelt

facts and fiction GmbH Live-Kommunikation
Creative Director



Sigurd Jaiser

sipgate GmbH
Member of the Extended Executive Board

Speakers



Nikolai Jakobs

Jakobs Medien GmbH
Founder & CEO



Kai Janssen

Freelance Creative Director



Pascal Jodocy

STAGG & FRIENDS GmbH



Angela Karaman

Vaillant GmbH
Senior Manager Brand Experience



Tanja Kilzer

University of Cologne
Doctoral candidate



Christoph Kirst

insglück
CCO



Matze Knop

Comedian



Raúl Krauthausen

SOZIALHELDEN e.V. & AbilityWatch e.V.
Founder



Sabine Loos

Westfalahallen Dortmund GmbH
Managing Director



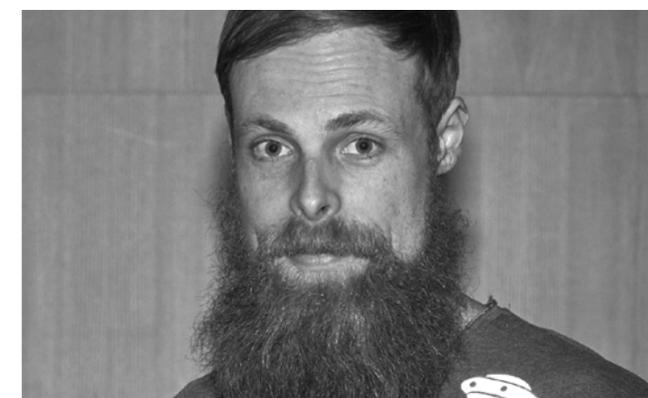
Julia Loske

systemic organisational consultant
and coach



Prof. Stefan Luppold

Professor at the Duale Hochschule
Baden-Württemberg (DHBW) Ravensburg



Florian Machner

prjctr.machner roth gbr
Owner

Speakers



Christine Mack

Yoga Teacher



Alexandra Matzke

Speaker, trainer and coach for self-efficacy



Sebastián Mealla

ProtoPixel
CEO



Bettina Metz

UN Women Nationales Komitee
Deutschland e.V., CEO



Claudia Michalski

OMC GmbH, Executive Coach und Business
Advisor, Senior Executive Consultant



Belén Montoliú

Curator of the Zurich Festival 2018



James Morgan

University of Westminster, London
Senior Lecturer in Events



Ulf Tassilo Münch

Initiator Street Food Congress Europe, Inter-
national consultant and top chef



Dr. Peter Neven

AUMA e.V. in Berlin
CEO



Mihaela Noroc

Romanian Photographer



Sara Nuru

nuruCoffee und nuruWomen e.V
Co-Founder, Model



Michael Ostertag-Henning

SCHMIDHUBER Brand Experience GmbH
Managing Director

Speakers



Alexandra Pengler

Vocal Coach



Johannes Plass

MUTABOR
Chief Executive Officer & Co-Owner



Sascha Poddey

music4friends | entertainment gmbh
CEO



Reinhard Pommerel

POMMEREL Live-Marketing GmbH
Managing partner



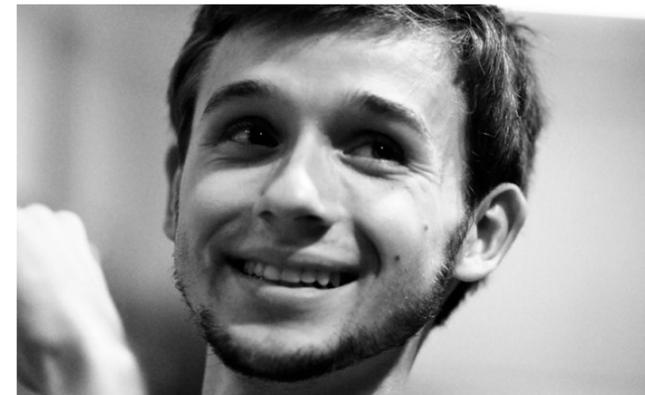
Nicholas Qyll

Designer, design researcher & creative consultant



Christina Riedler

FullAccess Event Services OG
Co-founder & CEO



Frederic Robinson

idee und klang GmbH, Sound artist and programmer for interactive audio applications



Stephen Rose

SIEMENS AG, Senior Vice President, Head of Global Communication Services



Patrick Roubroeks

Xsaga
Creative Director



Karin Ruppert

FAMAB Kommunikationsverband e.V.
Project manager BrandEx



Marcel Scharmann

Neumann&Müller GmbH & Co. KG
Project Manager



Barbara Schiller

pro Familia Köln-Zentrum
Educator and Sex Educator

Speakers



© Elmar Witt

Gina Schöler

Minister of happiness



Eyke Erk Schröder

fischerAppelt, live marketing GmbH
Senior Expert Concept & Creation



Matthias Schultze

GCB German Convention Bureau e.V.
CEO



K.F. Seetoh

Food Markets Gluttons Bay
Founder World Street Food Congress



Marc Solterbeck

etheltic
CEO and Fresh briefing provider



Frank Sonder

foresee GmbH
Co-founder and CEO



Björn Sorge

Pro7
Vice President Experience Design



Mike Süßer

Top chef



Helge Thomas

ottomisu communication GmbH
Creative Director



Julius van de Laar

VAN DE LAAR CAMPAIGNING
Campaign and strategy consultant



Christiane Varga

Christiane Varga e.U.
Specialist in trend and future research



Rönke von der Heide

INSPIRED EXPERIENCE
Creative, Consultant and Speaker

Speakers



Christoph von Marschall

Der Tagesspiegel, Diplomatic correspondent of the editor-in-chief



Prof. Ulrich Wegenast

Film- und Medienfestival gmbH
Artistic Director



Lars Wessel

BROICH Catering & Locations



Sjoerd Weikamp

EventBranche.nl
Editor in chief



Patrizia Isabella Widritzki

Good to know, Creative Director,
Social Influencer & Co-founder



Timm Wilks

SCHMIDHUBER Brand Experience GmbH
Creative Director



Detlef Wintzen

insglück
CEO



Kerstin Wünsch

tw tagungswirtschaft
Editor-in-chief



Univ.-Prof. Dr. Cornelia Zanger

TU Chemnitz; Management board
member of R.I.F.E.L. e.V.

Main Sponsors

DIAMOND

Ventem
Audiovisuelle Dienstleistungen



satis&fy

LECA MEMBERS



Dallmayr
EVENTCATERING

FPS CATERING |
quality delivered

FR CATERING
Farroch Radjeh

KIRBERG CATERING

Kuffler
catering
Frankfurt München Wiesbaden

KOFLER
& KOMPANIE

LEHRIEDER
begeistert

lemonpie
EVENTCATERING

LPS EVENT CATERING
Pioneers of Perfection

DER PARTY LÖWE
Event - Organisation - Agentur

R.
Rauschenberger.
EVENTCATERING

PLATINUM

cateringmanufaktur

DELAFAIR[®]
corporate concept

EVENT RENT
Event- & Exhibition-Equipment

JMT[®]

Sponsors and Partners

GOLD



SILVER



Sponsors and Partners

BRONZE



AIR PARTNER



MEDIA PARTNERS



konferenz+tagung



stagereport

LOGISTICS PARTNERS



INITIATORS



ORGANISERS

Messe Westfalenhallen Dortmund GmbH
 Strobelallee 45, 44139 Dortmund
 Tel.: +49 231 1204-521
 www.messe-dortmund.de
 Geschäftsführer: Sabine Loos, Christian Plothe