

BRAND
EX

International Festival
of Brand Experience

02 | PASSION

14-01
2020

Messe Dortmund

Disruptive
Brand
Experience?

The
programme
has been
finalised!

02 | PASSION

To inspire passion in others, you must be passionate yourself ...“ Passion represents power and intense emotion – and is the central theme of the second International Festival of Brand Experience (BrandEx). Passion transforms trade show stands into fantasy landscapes, turns events into lasting memories and meetings into genuine encounters. But what drives this passion and how is it aroused? Where can you find it? And how do you keep it burning? With the International Festival of Brand Experience (BrandEx), the initiators BlachReport, FAMAB, Messe Dortmund and Studieninstitut für Kommunikation are creating an exclusive platform for event managers and creatives, PR and communication specialists, advertisers, marketers, scholars, service providers and bright young talents from the trade fair industry, architecture and live communication – nationally and internationally.

The emphasis will be on experiential marketing as one of the most important communications channels of our era, which is characterised by the demands of **digitalisation, sustainability, knowledge culture** und **NextGen**. These give rise to significant requirements for the **experiential marketing of the future** which will be discussed by visionaries and movers and shakers as well as entrepreneurs and newcomers at the BrandEx Festival under the provocative headline **‘Disruptive Brand Experience?’**.

The Festival takes place on **14 January 2020**. In various formats the Festival will examine relevant industry topics and trends in a multi-lingual setting. The BrandEx Awards will be presented to the best projects in the evening. With the BrandEx aftershow party the Festival is concluding.

More information: www.brand-ex.org

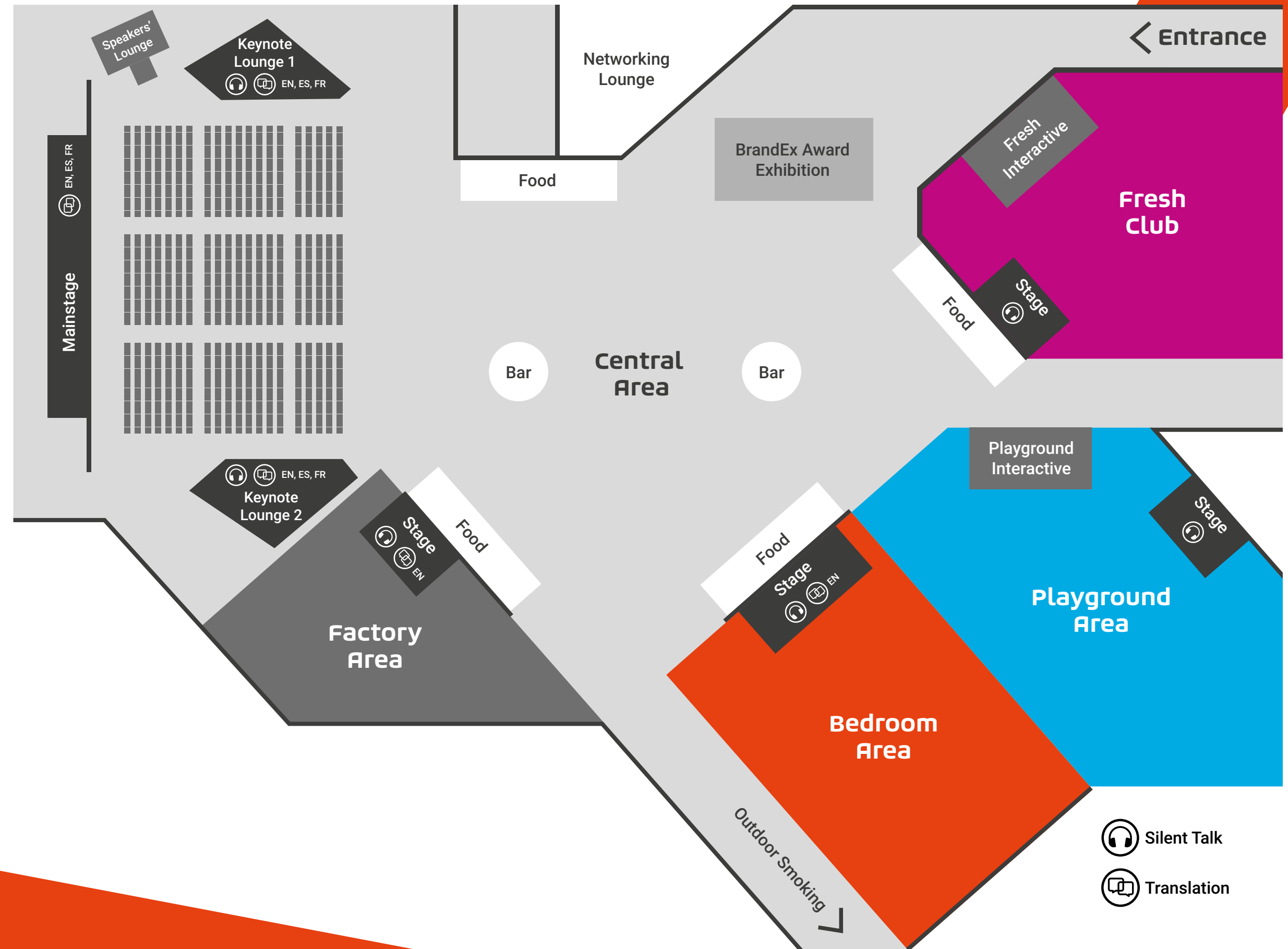
TIMETABLE

10:00 Uhr	Entry
11:00 Uhr	Festivalopening
20:00 Uhr	BrandEx Award
22:00 Uhr	Aftershow-Party



Spheres of Passion

You'll have the opportunity to experience more than 80 speakers on nine stages at the International Festival of Brand Experience. In addition to the area surrounding the main stage, the setting consist of four themed areas that whisk visitors away to various "spheres of passion".



OVERVIEW

Time	Mainstage	Keynote Lounge 1	Keynote Lounge 2	Factory Stage	Playground Stage	Playground Interactive	Bedroom Stage	Fresh Club Stage	Fresh Club Interactive
10.00 – 11.00	Entry and Breakfast by cateringmanufaktur								
11.00 – 11.10	Welcome & Morning Briefing Anja Backhaus, Moderation Karin Ruppert, FAMAB e.V.; Spokeswoman of the BrandEx Board of Trustees								
11.10 – 11.30	“The end of the ‘full speed ahead’ mindset” and now? Prof. Roland Lambrette, Founder of Atelier Markgraph and Rector of Hochschule für Künste Bremen								
11.45 – 12.15		Immersion – Presentation of the study ‘Beyond Realities’ Prof. Susanne Krebs, PHOCUS BRAND CONTACT GmbH & Co. KG Fritz Strempel, Architect, Artist and Entrepreneur Jan Fiedler, Hochschule Neu-Ulm Moderation: Frank Sonder, Management Consultant	Everything is design. Fuck U, free will. Philipp Dorendorf, EAST END COMMUNICATIONS GmbH	Serving great food within the limits of our earth? Laura Heerema, GiantLeaps Willem Treep, The Food Line-up Georg W. Broich, Broich Premium Catering GmbH, LECA	The agency: An obsolete model or the organisational form of the future? Detlef Wintzen & Guests, insglück, Gesellschaft für Markeninszenierung mbH	3 STEPS TO KNOW HOW PROTECTION: The (Trade) secret to your success Simone Bötcher, GREENFIELD IP Stoll Schulte Rechtsanwälte	Theatre and digitality – A presentation by Kay Voges Kay Voges, Schauspiel Dortmund	Agency Pitch Michael Ostertag-Henning, SCHMIDHUBER Brand Experience GmbH Alexander Nogolica, METZLER : VATER live GmbH Melanie Piorek, VOK DAMS Events & Live-Communication Petra Lammers, onliveline GmbH – Büro für Konzeption & Inszenierung Isabell Rütten, insglück Gesellschaft für Markeninszenierung mbH	Tell Me Your Story – or: The new credibility Detlef Altenbeck, Director m.next Denkwerkstatt, marbet Marion & Bettina Würth GmbH & Co. KG Moritz Schmidt, Student, marbet Marion & Bettina Würth GmbH & Co. KG
12.30 – 13.00		Forget about Customer Service, CX is the new normal! Angeles Moreno, the Creative dots	Data as the raw material for live communication – what we can learn from Google & Co. Dr. Christian Coppeneur-Gülz, ExpoCloud GmbH	Future of creativity Yemi A.D., JAD Productions	Live+Marketing Automation Data driven creativity for result driven WOW experiences Colja Dams, VOK DAMS Events & Live-Communication	DIRECTORS’ LOUNGE Pit Weyrich, Director and Moderator Lutz Heineking jr., Film producer and Director Hans-Christoph Mücke, Direction, Show Design, Conceptualisation Moderation: Vera Viehöfer, EREIGNISHAUS	Brand Experience in China – Success based on productive relationships Christian Zimmermann, Uniplan GmbH & Co. KG Andrea Barcaro, Director of Corporate Communications, Uniplan Shanghai	‘Blind Date’ as an employer Michael Veidt-Molzberger, FEDERFREI Hendrik Zilien, fischerAppelt, live marketing GmbH Verena Laetsch, MUTABOR Anja Osswald, PHOCUS BRAND CONTACT GmbH & Co. KG Andreas Horbelt, facts and fiction GmbH Christopher Werth, VOK DAMS Events & Live-Communication	From follower to influencer Christoph Müller-Girod, Social Media Specialist
13.15 – 13.45	Disrupt Invest Engage – Quo Vadis Brand Experience? Dr. Jana Dewitz, Messe Berlin GmbH Bernhard Neumann, AUDI AG Jeannine Koch, re:publica Johannes Plass, MUTABOR Moderation: Anja Backhaus								
14.00 – 14.30		LiveCom Alliance presents 4th ed. European Industry Survey Maarten Schram, LiveCom Alliance – European Institute for Live Communication	Don Don Donki: retail success through chaos, not consistency Steven Cichon, Peter Schmidt Group GmbH	Driving Engagement for Live Events by connecting technology and social media Frank Ditz, Facebook Germany GmbH	Creative destruction – a tobacco company without cigarettes: can it work? André Sorge, Philip Morris GmbH	Boring!! Kristian Kerkhoff, DEMODERN – Creative Technologies	Are you still counting or are you already tracking? Measuring the success of a brand experience Kerstin Dahnert, Porsche AG Stefan Ponikva, BMW Group Ralph Herrmann, Würth Group Christoph Beaufils, MESSE MÜNCHEN GMBH Moderation: Johannes Plass, MUTABOR	Fridays for Future: Importance of youth climate activism Hanna Zoike, Student & Climate Activist with Fridays for Future	Passion and the willingness to suffer: Completely overrated or an essential prerequisite for excellent results? Bettina Otto, BLAUEPFERDE Design & Experience Communication
14.45 – 15.15	Digital immersive experiences Polina Zakh, Sila Sveta								
15.30 – 16.00		Still presenting products or co-creating experiences already? Prof. Dr. Gernot Gehrke, Hannover University of Applied Sciences and Arts	The future is a story Jens Mayer and Julien Le Bas, Jack Morton Worldwide	Earth Day Every Day – Brand Experience in times of climate catastrophe Jędrek (Andrzej) Nykowski, Mea Group Sp. z o.o.	AI in Daily Business: Get Your Facts Right! Kai Ebert, Fork Unstable Media	Down-Syndrome and more – Changing the World before Boreout! Mareike Fuisz, Speaker, Entrepreneur, Social Activist	Society in transition – how gender equality is changing the industry. Pecha Kucha: Natascha Hoffner, herCAREER, messe.ocks GmbH Regina Mehler, 1ST ROW, WOMEN SPEAKER FOUNDATION Brigitte Nußbaum, trendhouse event marketing GmbH Ulrike Tondorf, Bayer AG We will also be welcoming the singer, actor, musical performer and television presenter Isabel Varell to the discussion. Moderation: Kerstin Wünsch, tw tagungswirtschaft	‘Ten things you never ...’ – for audience participation! Adone Kheirallah, STAGG & FRIENDS GmbH Simon Stahl, fischerAppelt, live marketing GmbH	Crash Course Text: Write out loud!? Michael Veidt-Molzberger, FEDERFREI
16.15 – 16.45		From 4 days show to 365 days network. Why it's not enough. Christoph Beaufils, MESSE MÜNCHEN GMBH	‘Trust is essential, everything else is secondary!’ André Gebhardt, T-Systems International GmbH	Unusual live marketing and event productions. Lehari Kaustel, Royal Experience	Interactive applications in the brand experience Till Beutling, FLUUR	Expo 2020 – the German cultural scene on a matchbox Markus Illing, VOSS+FISCHER GmbH		Connecting the real and the digital world of sports Pavel Kacerle, Live Penalty & smashbuster Inc.	Unfuck the experience! With evil UX Design to the perfect concept Irene Menke, Freelance Conception Designer
17.00 – 17.30	Shaping society through art. Cesy Leonard, Center for Political Beauty								
17.45 – 18.15		STARTUPS – Life’s a pitch ... Sven Wissebach, store2be GmbH Kaddie Rothe, goalgirls, co-creagency GmbH Thomas Teichmann, SCAL-UE GmbH	Is passion measurable? And if so, what are the implications? Michael Ostertag-Henning, SCHMIDHUBER Brand Experience GmbH	Recommendations, brand experience and why people should like you. Janne Björge, Heyman & Friends	Two concept developers divulge the secrets. Of their own style and joint work. Mario Nicolosi, METZLER : VATER live GmbH Pat Kalt, tisch13 GmbH	Emotional Triggers and Behaviour Change Dr. James Morgan, Event Tech Lab	Discussion about our changing market Petra Lammers, onliveline GmbH – Büro für Konzeption & Inszenierung Thomas Ziwes, capacity gmbh Stephan Schäfer-Mehdi, Studio Bachmannkern and Freelance Creative Thomas Junk, wysiwyg* digital product & brand design Georg P. Huber, Allianz Jörn Kubiak, PRG AG Simon Stahl, fischerAppelt, live marketing GmbH	How I am reinventing German boxing, but no one is noticing – A fuck-up talk given in 12 rounds Sönke Andersen, KOBUM	Creative Playground Impuls Session Jürgen Preiß, Consultant and Freelancer of Marketing, PR, Text and Events
18.30 – 19.00	Top or Flop? Your opinion is in demand! Wrap-up with representatives of the Board of Trustees Jan Kalbfleisch, FAMAB e.V.								
20.00 – 22.00	BrandEx Awards Ceremony, Moderation: Aljoscha Höhn								
22.00 – 03.00	Dinner by LECA and Aftershow-Party with „The News” & DJ Isabell (rheinrhythmik)								



Anja Backhaus
Moderation



Karin Ruppert
Head of Association
Communication FAMAB e.V.;
Spokeswoman of the
BrandEx Board of Trustees

Welcome & Morning Briefing

Beginn: 11.00 a.m.



Prof. Roland Lambrette
Founder of Atelier
Markgraph and Rector
of Hochschule für
Künste Bremen

“The end of the ‘full speed ahead’ mindset” And now?

What does the current change in societal values mean for everyone who is responsible for and designs communication? This change is followed by huge shifts: in content, in formats and especially in budgets. What does this mean for agencies, for customers, for brand experiences?

Start: 11.10 a.m.



Disruption | Investment | Engagement – Quo Vadis Brand Experience?

Disruption:

What developments are currently leading to radical changes in our industry?

Investment:

What are the potentials of brand experiences and where will investments be made as a result?

Engagement:

What makes the heart of the industry beat faster, what ignites our passion and what measurable energy is released in brand experience formats?

As an introduction and starting point for the discussion, **(5) Johannes Plass**, CEO at MUTABOR, will present a brief market survey that throws light on the all-important themes of sustainability, digitalisation, the knowledge society, and the next generation from the perspective of the industry.

Start: 13.15 p.m.

(1) Dr. Jana Dewitz

Marketing Director and Head of Marketing & Media, Messe Berlin GmbH

(2) Stefan Ponikva

Vice President Brand Experience, BMW Group

(3) Jeannine Koch

Director of the Digital Conference re:publica

The panel discussion will be moderated by **(5) Anja Backhaus**.



Polina Zakh
Senior Vice President,
Sila Sveta

Digital immersive experiences

Dance as an optical illusion. Poem as a 3D mapping synopsis. Music as a holographic projection. Sila sveta likes to break physical laws, invent new technological tricks, translate classical stories into multimedia language. Senior Vice President Polina Zakh provides insights into the work of Sila Sveta. You can look forward to breathtaking productions by the award-winning creative agency with offices in Moscow and New York.

Start: 14.45 p.m.

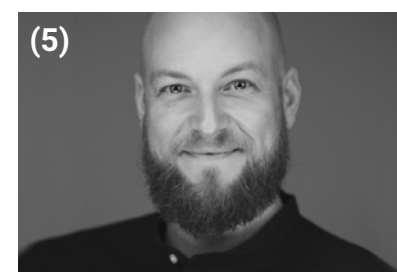


Cesy Leonard
Chief of the Planning Staff,
Center for Political Beauty

Shaping society through art.

Cesy Leonard presents the operations of the Center for Political Beauty and provides a look behind the scenes. 'In the times in which we live, everyone has to decide for themselves whether they can afford to be unpolitical.'

Start: 17.00 p.m.



Top or Flop? Your opinion is in demand!

Wrap-up with representatives of the board of trustees

Start: 18.30 p.m.

(1) Jan Kalbfleisch
CEO FAMAB e.V.

(2) Anja Backhaus
Moderation

(3) Karin Ruppert
Head of Association Communication FAMAB e.V.

(4) Johannes Plass
CEO, MUTABOR

(5) David Korte
Chief Digital Officer, DGT AG

(6) Vera Viehöfer
Director Live-Marketing EREIGNISHAUS

(7) Simon Stahl
Creative Director, fischerAppelt live marketing GmbH





Immersion – Presentation of the study ‘Beyond Realities’

Immersion is the magic word intended to spark our passion. Modern technologies enable us to immerse ourselves in parallel worlds and promise mind-blowing brand experiences. That’s the theory, anyway. But what does it look like in practice and how will it work in the future? The study entitled ‘Beyond Realities’ provides answers to these questions.

After an entertaining introduction, experts from the fields of psychology, technology and art discuss the results of the study and give their opinions on our opportunities for using augmented realities in corporate communications. Moderation: Frank Sonder.

Start: 11.45 a.m.

(1) Frank Sonder

Entrepreneur, Speaker and Management Consultant

(2) Prof. Susanne Krebs

CEO, PHOCUS BRAND CONTACT GmbH & Co. KG

(3) Fritz Stempel

Architect, Artist and Entrepreneur



Angeles Moreno
Founder & Managing
Partner, the Creative dots

Forget about Customer Service, CX is the new normal!

CX is every interaction, or touch point, your customer has with your brand. It not only includes the interactions (WHAT), but also the perceptions and feelings (HOWS) the customer experiences. Great CX is all about exceeding customer’s expectations, their expectations align with a brand’s value proposition, and this understanding of CX is transparent across the brand’s entire organisation. At an EVENT, brands enable participants to experience the brand’s promise. CX and experiential marketing meet in the creation of dynamic, rich, and emotional connections with brand followers and potential consumers that can generate FANS. At a particular event these connections occurring tend to be transactional and tactical; with CX, the connections occur continuously, consistently, and seamlessly at multiple touch points across channels along a Customer’s Journey.

Start: 12.30 p.m.



Maarten Schram

Founder & Managing
Director, LiveCom Alliance,
European Institute for Live
Communication

LiveCom Alliance presents 4th ed. European Industry Survey

The LiveCom Alliance European Industry Survey captures the major trends and economic impact drivers for the live communication industry. Founder and managing director Maarten Schram will reveal the outcome of the 2019 edition, executed by R.I.F.E.L. Institute.

Start: 14.00 p.m.



Prof. Dr. Gernot Gehrke

Professor for Management
and Marketing in the Event
Industry, Hannover University
of Applied Sciences and Arts

Still presenting products or co-creating experiences already?

In buyer markets, we are hardly moved by the actual product characteristics to buy, but by the multi-sensual experience associated with the product. Do we realize this in live communication at the booth or do we present products? A look at the best and worst-cases!

Start: 15.30 p.m.



Christoph Beaufils

Brand Manager ISPO,
MESSE MÜNCHEN GMBH

From 4 days show to 365 days network. Why it’s not enough.

ISPO as the world’s largest tradeshow in sports turned into a global network of services. This transformation is now serving as a stepping stone for what’s urgently needed in our age and what hopefully brings a new understanding of trade shows.

Start: 16.15 p.m.



STARTUPS – Life's a pitch...

... especially as a start-up. That's why this format offers three young disruptors in live communication and related disciplines a stage to explain their business model briefly and precisely in order to find potential business partners.
The rules: 5 minutes of elevator pitch, 5 minutes of Q&A.

Start: 17.45 p.m.



(1) Sven Wissebach

Founder & Managing Director, store2be GmbH

(2) Kaddie Rothe

Co-Founder, Creative Director, goalgirls, co-creagency GmbH



(3) Thomas Teichmann

CEO, SCALUE GmbH



Philipp Dorendorf
Creative Director, EAST END
COMMUNICATIONS GmbH

Everything is design. Fuck U, free will.

My passions are aroused when I expand my design space to include human perception and start to design with this in mind. We creatives should always be aware of the huge impact the experiential elements we design can have on people. Then everything is design. The free will of the individual is not as free as he thinks.

Start: 11.45 a.m.



Steven Cichon
Director Brand Spaces,
Peter Schmidt Group GmbH

Don Don Donki: retail success through chaos, not consistency

Do digital links and customer service really get consumers into stores? The Japanese department store chain Don Don Donki takes the opposite approach: It has made chaos its strategy, presenting back scratchers right next to tomatoes – and is successful.

Start: 14.00 p.m.



**Dr. Christian
Coppeneur-Gülz**
Managing Director,
ExpoCloud GmbH

Data as the raw material for live communication – what we can learn from Google & Co.

With a clear focus on process optimisation, automation and measurability, online marketing is increasingly expanding its share of the marketing mix. The effectiveness of live marketing is never called into question, but the industry still needs to provide quantitative evidence for it. Learn how new technologies from the Internet of Things (IoT) and the increasing digitalisation enable the live marketing industry to automate processes, enhance efficiency and measure the effectiveness of the measures implemented. Do we really want to leave the stage to Google & Co.?

Start: 12.30 p.m.



Julien Le Bas
SVP, Executive Creative
Director, Jack Morton
Worldwide

The future is a story

By ensuring that creativity is the core of our work, we channel the passion of our people to tackle every challenge. Whether its sustainability, our relationship with clients or how we perceive the future of brand experience, it boils down to maintaining our 'idea-led' ideology.

Start: 15.30 p.m.



Jens Mayer
Managing Director,
Jack Morton Worldwide



André Gebhardt
Tribe Lead Major Events &
Communities, T-Systems
International GmbH

'Trust is essential, everything else is secondary!'

Franz Kafka wrote, 'All talk is pointless without trust.' But what have we seen in marketing in recent years? A focus on automation, target-group-driven standardisation, and the reduction of budgets for trade shows and events. Business KPIs (order entry, leads, etc.) are used as 'currency', and everything is subjected to the drive for efficiency. Clients are bombarded with automated zombie e-mails on a daily basis, or pestered by telemarketing agents with product information. It's time to talk about the most crucial factor in business: trust – and how we can establish authentic trust.

Start: 16.15 p.m.



Michael Ostertag-Henning
Managing Director,
SCHMIDHUBER Brand
Experience GmbH

Is passion measurable? And if so, what are the implications?

Experiential marketing has grown up. Our culture of knowledge needs a new freedom. An important accelerator in the "visible area" of brand development is spatial communication. Today, our work serves many levels and caters to multiple new additional tasks. It is rarely this vulnerable, since it is always excellently strategically derived, professionally designed and, of course, success-measurable afterwards. But how do we still spark passion in this situation? How do we create "outstanding" work that gets under your skin and which people do we need for that?

Start: 17.45 p.m.



(1)

Serving great food within the limits of our earth?

The Food Line-Up and GiantLeaps have joined forces to serve delicious meals that are within the limits of the Paris agreement and raise awareness amongst their guests at the same time. During BrandEx they will share what they have learnt on their journey.

Start: 11.45 a.m.



(2)

(1) Laura Heerema

Founder, GiantLeaps

(2) Willem Treep

Co-owner, The Food Line-up

(3) Georg W. Broich

Broich Premium Catering GmbH, Spokesman of LECA



(3)



Yemi A. D.
JAD Productions

Future of creativity

The mis-conceptions usually perceived when you speak about 'creativity' is usually that 'some people are creative, and most aren't' and 'it's not required in business'. That's just not true. As a leader, you don't want to ghettoize creativity; you want everyone in your organization producing novel and useful ideas, including your financial people not just the R&D, marketing, and advertising departments. Thanks to social networks, companies now have new opportunities on how to connect with their customers and these are undoubtedly the fastest growing channels bar none! You can project the message to an audience instantaneously but at the same time you have only a few seconds to grab their attention. In a sea of 'mediocre information' creativity is what sets you apart from others. In our block "Future of Creativity", we will introduce you to world trends, backed up by successful case studies which will show you the way to the 'successful future of communication'.

Start: 12.30 p.m.



Frank Ditz

Head of Entertainment & Media, Facebook Germany GmbH

Driving Engagement for Live Events by connecting technology and social media

The strong competition for awareness demands innovative ways to engage with your audiences. This presentation talks about the current trends in social media and how brands can leverage technology to create innovative ways drive awareness and engagement for live events

Start: 14.00 p.m.



Jędrek (Andrzej) Nykowski

Creative Director, Mea Group Sp. z o.o.

Earth Day Every Day – Brand Experience in times of climate catastrophe

We'll talk about global projects based on promoting the responsible cleaning habit – similar to the healthy lifestyle – by promoting pro-ecological behavior, education, establishing cooperation with environmental organizations and by creating public available cleaning tools. This projects presupposes involvement of large brands and companies. Will we use our resources and knowledge of global partners to make real change not only green washing?

Start: 15.30 p.m.



Lehari Kaustel

Creative Director, Royal Experience

Unusual live marketing and event productions.

Sometimes money (big budget) is not the thing that will bring big success and big audience. How to set up the creativity to make your event having bigger impact and wider communication results. Pope visit in Tallinn.

Start: 16.15 p.m.



Janne Björge

Friend first, partner second,
Heyman & Friends

Recommendations, brand experience and why people should like you.

9 out of 10 brands are no longer relevant, the customers either like you or don't care. Let's look at the brand experience as the only religion that will affect the relationship and the loyalty to you as a company, brand or partner to the most important employer tomorrow. I will bring all my experience and everything I learnt during my years in the mission to create interesting brands, products and services in a world full of equal alternatives. I have no proposal in my back pocket, no pitch. Just a big ambition for us as partners and colleagues to be prepared for a new conversation with our business. Communication is a business critical skill, and brand experience have never been more important.

Start: 17.45 p.m.



Detlef Wintzen & Guests
CEO, insglück,
Gesellschaft für Marken-
inszenierung mbH

The agency:

An obsolete model or the organisational form of the future?

The labour market is undergoing a fundamental change. Megatrends such as sustainability, digitalisation and demographic change are increasingly prompting companies to rethink their business models and restructure their organisation. Everyone is talking about the concept of 'New Work', and recruiting passionate high potentials for one's own company is becoming more and more difficult. This change also affects the agency as an organisational model. Is the agency an obsolete model or is it actually the organisational form of the future?

Start: 11.45 a.m.



Colja Dams
CEO, VOK DAMS Events &
Live-Communication

Live+Marketing Automation

Data driven creativity for result driven WOW experiences

Gain insights into the latest trend in marketing and how data can be used to create results, drive success and ensure even more promising campaigns.

Start: 12.30 p.m.



André Sorge
Managing Director Sales,
Philip Morris GmbH

Creative destruction –

a tobacco company without cigarettes: can it work?

'Our goal is to sell no more cigarettes one day,' explained André Sorge, Managing Director, Sales at Philip Morris Germany. In his presentation, Sorge will explain how it came to this change of course, as well as the challenges accompanying such a comprehensive change process.

Start: 14.00 p.m.



Kai Ebert
General Manager,
Fork Unstable Media

AI in Daily Business: Get Your Facts Right!

The term "Artificial Intelligence" has come of age in 2019. But are we really clear on what can be termed AI and what can't? What factors should businesses consider? Join Kai Ebert as he dispels a few myths, shares some best practices, and beats the worst buzzwords.

Start: 15.30 p.m.



Till Beutling
Managing Partner,
FLUUR

Interactive applications in the brand experience

Multitouch, AR, VR and digital tools as far as the eye can see. In the wake of the digital transformation, the amount of interactive technology has rapidly increased. Partially, or primarily, in the context of brand experience design. So far, so good. However, the problem is that a large number of these applications look nice and cost a lot of money, but in the end, they aren't worth much. Till Beutling, the managing partner of FLUUR, talks about the potential and genuine added value of interaction and presents strategies for the sustainable and sensible use of interactive solutions and digital tools.

Start: 16.15 p.m.



Mario Nicolosi
Managing Director,
METZLER : VATER live GmbH



Pat Kalt
Managing Partner,
tisch13 GmbH

Two concept developers divulge the secrets.

Of their own style and joint work.

In April 2019 two agencies merged – both of them positioned in the experiential segment, but with two very different profiles. Creative and visual minds met strategists focussed on implementation. Great solutions met detail-obsessed wonkiness. And two creative directors with almost two decades of industry experience had to figure out how they would develop concepts together in the future. Each with his own strong opinions. Each with passionate commitment. In our presentation we give you a glimpse of how each of us found our calling over the years, how presentation styles and qualities developed, what creative processes we use and how we found the path to a shared signature style. In the workshop we will assign several small tasks to the participants. The presentation is aimed at the established young concept developers who want to see how the old hands fumble around time and again. Because concept development entails risky adventures and sheer passion.

Start: 17.45 p.m.



Simone Bötcher
Specialist in Intellectual
Property Rights, Attorney,
GREENFIELD IP Stoll Schulte
Rechtsanwälte

3 STEPS TO KNOW HOW PROTECTION: The (Trade) secret to your success

INFORMATION + VALUE= KNOW HOW

So secret that hardly anyone has noticed, a paradigm shift in trade secret protection took place. Pitch documents, customer lists, etc. – this may now be freely passed on. Unless you become active. Let me explain to you how that's done.

Start: 11.45 a.m.



(1)



(2)



(3)



(4)

DIRECTORS' LOUNGE

In the Directors' Lounge, we'll speak with directors Pit Weyrich, Hans-Christoph Mücke und Lutz Heineking Jr. about their passion for their profession, their individual careers and their experience in the various subjects. We want to know what skills you need as a director and how important talent, hard work and discipline are. What influence do directors have today on a brand experience? Has digitalisation generated new areas with which we should familiarise ourselves? Using exciting best-case examples, we show how good directing facilitates brilliant staging and campaigns.

Start: 12.30 p.m.

(1) Pit Weyrich
Director and Moderator

(2) Lutz Heineking jr.
Film producer and Director

(3) Hans-Christoph Mücke
Direction, Show Design, Conceptualisation

Moderation

(4) Vera Viehöfer
Director Live-Marketing, EREIGNISHAUS



Kristian Kerkhoff
Founder & Managing
Partner, DEMODERN –
Creative Technologies

Boring!!

Seen everything? What actually still blows you over when you go out? There's a simple formula: everything you don't expect. We call it the 'micro-amusement park' – it's the digital antidote to boredom.

Start: 14.00 p.m.



Dr. James Morgan
Founder, Event Tech Lab

Emotional Triggers and Behaviour Change

Designing emotional triggers into events to create behaviour change for brands equals success and a positive ROI on an event budget. But how do you build in these triggers? The session explores various emotions and how trigger them to create positive consumer behaviour at different types of events.

Start: 17.45 p.m.



Mareike Fuisz
Speaker, Entrepreneur,
Social Activist

Down-Syndrome and more – Changing the World before Boreout!

I see a world where people don't hold back to live their passion. – We need the "others" to prevent us from drowning in the ocean of conformity. People with Down-Syndrome are a lighthouse for freedom.

Start: 15.30 p.m.



Markus Illing
Managing Director,
VOSS+FISCHER GmbH

Expo 2020 – the German cultural scene on a matchbox

A match burns 20 seconds – the time left to inspire a visitor to the German Pavilion for German culture. How the Expo motto "Connecting the minds and creating the future" helps and how you can help.

Start: 16.15 p.m.



Kay Voges
Director & Artistic Director,
Schauspiel Dortmund

Theatre and digitality – A presentation by Kay Voges

Kay Voges describes his work at the intersection of theatre, stage and digital media, and names the institutional boundaries for this necessary work in the current theatre system.

Start: 11.45 a.m.



Christian Zimmermann
CEO,
Uniplan GmbH & Co. KG

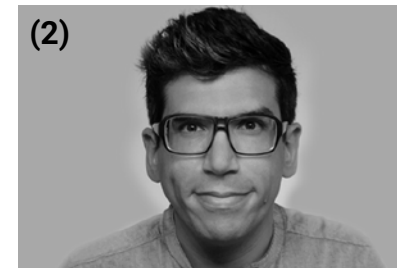
Brand Experience in China – Success based on productive relationships

China is considered to be a market with unlimited possibilities, but it also has its own rules. What factors are currently important in successful experience marketing? What is the key to productive client and employee relationships? Christian Zimmermann sheds light on the Chinese agency business.

Start: 12.30 p.m.



Andrea Barcaro
Director of Corporate
Communications,
Uniplan Shanghai



Are you still counting or are you already tracking? Measuring the success of a brand experience

'Nowhere is the encounter between brand and customer more intense than in brand experience formats.' This opinion, frequently shared in our industry, refers to the strength of multisensory stimuli, all the senses and the direct feedback from event visitors. But how measurable are these stimuli? And what precisely is required to generate positive feedback?

Compared to the digital channels, the brand experience format is still in its infancy for the most part. In many places, event visitors are only counted and surveyed; new technologies are used only cautiously. This panel aims to clarify customer expectations and embark on the search for the key performance indicators that we as an industry really should deliver to ensure that customers invest in brand experience formats with conviction in the future as well.

Start: 14.00 p.m.

(1) Kerstin Dahnert

Head of International Fairs, Porsche AG

(2) Stefan Ponikva

Vice President Brand Experience, BMW Group

(3) Ralph Herrmann

Head of Corporate Communication, Würth Group

(4) Christoph Beaufils

Brand Manager ISPO, MESSE MÜNCHEN GMBH

Opening und Moderation durch

(5) Johannes Plass

CEO MUTABOR



Society in transition – how gender equality is changing the industry

Diversity and demographic change are transforming society and causing companies to focus more intensively on the issues of gender equality and the promotion of women. Even though diverse management teams are frequently more innovative and more successful, women are still woefully underrepresented in executive management and earn less than their male colleagues. What will it take to advance gender equality in society, in companies and in the event industry? What role does the visibility of women play? What does it look like on the stages and behind the scenes at events?

We want to discuss these issues with female leaders in the industry, who will present their perspectives to the guests in a 30-minute Pecha Kucha format prior to the discussion.

Start: 15.30 p.m.

Pecha-Kucha Gender Equality:

(1) Natascha Hoffner

Founder herCAREER, Managing Director messe.rocks GmbH

(2) Regina Mehler

Serial Founder, Founder, 1ST ROW und WOMEN SPEAKER FOUNDATION

(3) Brigitte Nußbaum

Managing Director, trendhouse event marketing GmbH

(4) Ulrike Tondorf

Graduated Engineer – Interior Design, Head of Live & Experience Branding, Bayer AG

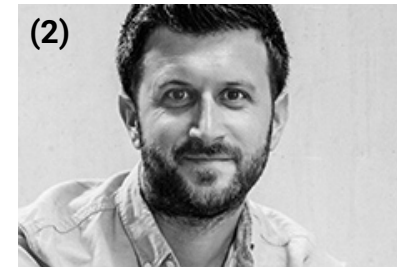
Talk Gender Equality:

We will also be welcoming the singer, actor, musical performer and television presenter **(5) Isabel Varell** to the discussion.

Moderation:

(6) Kerstin Wunsch

Editor-in-Chief, tw tagungswirtschaft



Discussion about our changing market

The market is undergoing dramatic changes, both with regard to customers (in-house knowledge, direct commissioning in packages, budget reduction and bundling [PR, brand, market, event, online], etc., as well as implementers, consultants and service providers (new players, network structures, budget vs. quality, positioning, etc.), and themes (agile, co-created, interactive, global, etc.). We will conduct a discussion with customers, agencies (event, strategic, liaising, digital, PR, new work, etc.), technology, construction, media producers, etc. in order to illuminate and reflect on the complex interrelationships of the transformation. a discussion from which each participant can draw their own individual conclusions and which we can use as a basis to further develop our industry.

Start: 17.45 p.m.

(1) Petra Lammers

CEO, onliveline GmbH – Büro für Konzeption & Inszenierung

(2) Thomas Ziwes

capacity gmbh

(3) Stephan Schäfer-Mehdi

Studio Bachmannkern und Freelance Creative

(4) Thomas Junk

wysiwyg* digital product & brand design

(5) Georg P. Huber

Allianz

(6) Jörn Kubiak

PRG AG

(7) Simon Stahl

Creative Director, fischerAppelt live marketing GmbH





Agency Pitch

Mirror, mirror, on the wall ... Agencies have a maximum of 5 minutes each to present 5 charts and themselves to young creative talents.

Start: 11.45 a.m.

(1) Michael Ostertag-Henning

CEO, SCHMIDHUBER Brand Experience GmbH

(2) Alexander Nogolica

Senior Project Manager, METZLER : VATER live GmbH

(3) Melanie Piorek

Creative Director, VOK DAMS Events & Live-Communication

(4) Petra Lammers

CEO, onliveline GmbH – Büro für Konzeption & Inszenierung

(5) Isabell Rütten

Concept Designerin, insglück Gesellschaft für Markeninszenierung mbH



'Blind Date' as an employer

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.

Start: 12.30 p.m.

(1) Michael Veidt-Molzberger

Freelance Creative Director Live-Communication, FEDERFREI

(2) Hendrik Zilien

Teamleader, fischerAppelt, live marketing GmbH

(3) Verena Laetsch

Inhouse Coach, MUTABOR

(4) Anja Osswald

Managing Director, PHOCUS BRAND CONTACT GmbH & Co. KG

(5) Andreas Horbelt

Creative Director, facts and fiction GmbH

(6) Christopher Werth

Director Strategy & Concept, VOK DAMS Events & Live-Communication



Hanna Zoike
Student & Climate Activist
with Fridays for Future

Fridays for Future: Importance of youth climate activism

'I'm from Fridays for Future and am attending the festival as a climate activist. I will be speaking on the topic of climate activism and how it can change young people's lives, but also on why this kind of activism is so important.'

Start: 14.00 p.m.



Pavel Kacerle
CEO & Founder, Live Penalty
& smashbuster Inc.

Connecting the real and the digital world of sports

Score against a real goalkeeper from the touch of your phone. We connect millions of gamers around the world on one stage at the same time.

Start: 16.15 p.m.



Adone Kheirallah
Managing Partner,
STAGG & FRIENDS GmbH

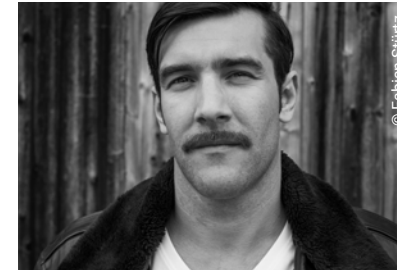
'Ten things you never ...' – for audience participation!

Now be honest: Would you go beyond your comfort zone? Our candidates do! In a lively round with Adone Kheirallah, Managing Partner at STAGG & FRIENDS, and Simon Stahl, Creative Director at fischerAppelt, answer your 10 questions that you would never ask an agency head or creative director.

Start: 15.30 p.m.



Simon Stahl
Creative Director, fischer
Appelt, live marketing GmbH



Sönke Andersen
Initiator and Boxing
Promoter, KOBUM

How I am reinventing German boxing, but no one is noticing – A fuck-up talk given in 12 rounds

ROUND 1

Why I got into the boxing-as-entertainment ring after a trip to the United States.

ROUND 2–9

How 'The Night of the Raging Bulls' was a hit with everyone, but forced me to my knees after ten years.

ROUND 10–12

I'm groggy, but nowhere near a knockout. Instead, I create the KOBUM boxing format. Now it's only a question of defeat or victory!

Start: 17.45 p.m.



Detlef Altenbeck

Director m.next Denkwerkstatt, marbet Marion & Bettina Würth GmbH & Co. KG



Moritz Schmidt

Student Messe-, Kongress- & Eventmanagement, marbet Marion & Bettina Würth GmbH & Co. KG

Tell Me Your Story – or: The new credibility

Two speakers – two paths In a dialogue with the audience, we explore what drives us. Are we dutiful service providers or advisors, subjective and trustworthy? Is it passion that drives us, or rather the love of checklists? Storytelling or meeting minutes – what do clients need, and what do agencies want?

Start: 11.45 a.m.



Bettina Otto

Creative Director and Member of the Executive Board, BLAUEPFERDE Design & Experience Communication)

Passion and the willingness to suffer Completely overrated or an essential prerequisite for excellent results?

Mediocrity rules! Subjective perception or fact? And if mediocrity actually rules, why? Incompetence? Is there a lack of appreciation? Recognition? Appropriate goals? Or is the problem simply a lack of willingness to suffer, a lack of willingness to dedicate oneself passionately to a cause? Even if – and especially when – it becomes arduous? Bettina Otto, the creative director at BLAUEPFERDE and a lecturer at the Academy of Fine Arts in Munich, will take up this theme in her Interactive Impulse presentation. Using her own biography as an example, she demonstrates impressively how passion makes itself known, what it can achieve and what the causal relationship is between the willingness to commit yourself passionately to a goal and achieving success. So why is it still worth it to push yourself to your limits?

Start: 14.00 p.m.



Michael Veidt-Molzberger

Freelance Creative Director Live Communication, FEDERFREI

Crash Course Text: Write out loud!?

Where do all the good mottoes come from? Are pictures really worth more than a thousand words? The fascination of good copy in live communication lies in the art of condensation, or in other words, its simplicity. Forty-five minutes during which Michael Veidt-Molzberger will be happy to take you at your word!

Start: 15.30 p.m.



Christoph Müller-Girod

Social Media Specialist

From follower to influencer

Effective use of the trendy platform Instagram for event professionals, companies and self-marketing based on the example of the influencer Lia.

Start: 12.30 p.m.



Irene Menke
Freelance Conception
Designer

Unfuck the experience!

With evil UX Design to the perfect concept

Top event, but something's not right ... Time to unfuck the experience. In an interactive workshop, participants will learn to think about live communication from the perspective of the user. Those who are aware of the users' needs have the basis for holistic concepts for interaction that will captivate all the participants.

Start: 16.15 p.m.



Jürgen Preiß
Consultant and Freelancer
of Marketing, PR, Text und
Events

Creative Playground Impuls Session

The Creative Playground Concept offers access to a full toolbox to increase your creative output. Use this impulse session for a brief insight into tried and tested methods and tools of creative and structured thinking, including fun factor and aha effect.

Start: 17.45 p.m.



We look forward to seeing you!

Initiators

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BOE
Internationale Fachmesse
für Erlebnismarketing

Directly following the BrandEx Festival, the BOE – the international trade show for experience marketing – will take place in Dortmund on January 15th and 16th. For more information, visit the website at: www.boe-messe.de

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