

# d3con Advertisers Day

March 11th, 2025 MAIN STAGE

**MAIN STAGE** **09:20 Opening**  
A short welcome from the organizer.



**Gerrit Scott-Reger**  
*d3con*

**MAIN STAGE** **09:30 app.agenda\_pdf.tbd**

**MAIN STAGE** **10:30 Coffee Break**

**MAIN STAGE** **11:00 Leading Advertisers Strategy**  
Leading advertisers discuss their strategies and successes on the subject of adtech and programmatic. What technologies, what strategies do they use and what successes have they achieved with them?

*Host*



**Ralf Scharnhorst**  
*Scharnhorst Media,  
m42m*

**MAIN STAGE** **12:30 Lunch Break**

**MAIN STAGE** **13:30 Cooking Up Success: Programmatic for Digital Advertising in the Food Industry?**



**Silke Reuter**  
*planetao*



**Eloy Gut**  
*COLLIDE beverages &  
more*

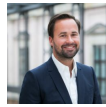
*Host*



**Gunnar Brune**  
*Tricolore Marketing*

**MAIN STAGE**

**14:15 Digital Billboards, Real Results - Unlocking the Power of Programmatic Advertising in DOOH**



**Tom Laband**  
*adsquare*

*Host*



**Lothar Krause**  
*Opinary*

**MAIN STAGE**

**15:30 B2B-Advertisers Strategy**

Leading B2B marketing managers demonstrate and discuss their strategies and marketing technology setups.

*Host*



**Ina Börner**  
*NO DIRTY TALK*

**MAIN STAGE**

**16:15 Crafting Compelling Mobile First-Strategies Across Emerging Channels**

**MAIN STAGE**

**17:00 The power of algorithms - Can AI redefine programmatic advertising?**

*Host*



**Björn Radde**  
*T-Systems  
International*

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March 11th, 2025 STAGE II

**STAGE II** 10:00 "It's the idea, stupid!" Why impact needs creativity.



**Diether Kerner**  
*FischerAppelt*

**STAGE II** 11:00 app.agenda\_pdf.tbd

**STAGE II** 13:30 **Agency managing directors panel**

How do agencies have to define their role new today and which challenges and chances does programmatic bring with itself for the relationships between agencies and advertisers?



**Tobias Henning**  
*PIA Advertising*

**STAGE II** 14:15 **Performance Marketing Pros**

Leading performance marketers present their strategies and tech setups. In which structures and channels and together with whom do successful performance marketers work today?



**Stefan Matyjasiak**  
*Alpha Industries*



**Uwe Schüder  
(Flying Uwe)**  
*Smilodox*

*Host*



**Thorsten Meffert**  
*DB Cargo*

**STAGE II** 15:30 **d3con Creation Awards**

These leading creative agencies each present a case together with a client that revolves around their own imagination and inventiveness. It's all about exciting storytelling, innovative ideas and interesting backgrounds - there are no limits to imagination or creativity! Who will convince the jury and earn the d3con creation Award 2025?

*Host*



**Eric Hall**  
*Halls of ...*

STAGE II

**16:30 app.agenda\_pdf.tbd**



**Lukas Flöer**  
*met[ads]*

STAGE II

**16:45 app.agenda\_pdf.tbd**



# d3con Advertisers Day

March 11th, 2025 MASTERCLASSES

[MASTERCLASSES](#) 10:00 app.agenda\_pdf.tbd

[MASTERCLASSES](#) 10:30 Coffee Break

[MASTERCLASSES](#) 11:00 app.agenda\_pdf.tbd



# d3con Advertisers Day

March 11th, 2025 MASTERCLASSES II

**MASTERCLASSES** 10:00 app.agenda\_pdf.tbd

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**MASTERCLASSES** 10:30 Coffee Break

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**MASTERCLASSES** 11:00 app.agenda\_pdf.tbd

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**MASTERCLASSES** 11:30 app.agenda\_pdf.tbd

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**MASTERCLASSES** 12:30 Lunch Break

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**MASTERCLASSES** 13:30 app.agenda\_pdf.tbd

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**MASTERCLASSES** 14:00 app.agenda\_pdf.tbd

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**MASTERCLASSES** 15:00 Coffee Break

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**MASTERCLASSES** 15:30 app.agenda\_pdf.tbd

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**MASTERCLASSES** 16:00 app.agenda\_pdf.tbd

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