

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

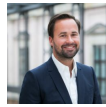
Host



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 15:00 Coffee Break

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