

# d3con Conference

March 12th, 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 Experts Panel: Programmatic 2024**

Leading experts in the industry discuss the latest challenges and trends.



**Martin Pichler**  
*gutefrage*

*Host*



**Julia Schössler**  
*schoesslers*

**MAIN STAGE**

**11:45 From Data to Decisions - Optimizing Programmatic Campaigns through Advanced Measurement and Attribution Techniques**



**Christian Bachem**  
*MARKENDIENST*



**Svenja Schick**  
*Hurra.com*



**Florian Glashoff**  
*About You*

*Host*



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

**MAIN STAGE** **13:30 CTV Unplugged - Exploring Programmatic Opportunities in the Connected TV Era**



**Florian Lormes**  
*airtango*

**MAIN STAGE** **14:15 Listening to the Future: The Role of Programmatic in Audio and Voice Advertising Evolution**



**Carolin Heise**  
*Spotify*



**Christian Schalt**  
*RTL Radio  
Deutschland*

*Host*



**Nils Kopnarski**  
*NO DIRTY TALK*

**MAIN STAGE** **15:00 Coffee Break**

**MAIN STAGE** **15:30 app.agenda\_pdf.tbd**

*Host*



**Cosma Nouschirvan**  
*PwC*

**MAIN STAGE** **16:15 d3con Innovation Award 2025**  
Here you will see the most exciting innovations of the industry briefly demonstrated. Be inspired and vote!

**MAIN STAGE** **17:00 Summary Panel d3con 2025**

*Host*



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

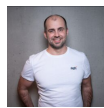
**MAIN STAGE** **17:45 d3con Speaker Awards Ceremony**

**STAGE II** 10:00 **Publisher Keynote**

**STAGE II** 10:30 **Coffee Break**

**STAGE II** 11:00 **Publisher Summit reloaded**

Leading publishers report about their strategies, achievements and new challenges. What chances currently exist for publishers in the area of programmatic advertising and which advertising formats will be key in the future?



**Robert Blanck**  
*Axel Springer National  
Media*



**Christoph Rüttgers**  
*Kölner Stadt-Anzeiger  
Medien*

*Host*



**Stefan Krüger**  
*Cocodibu*

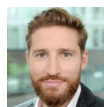
**STAGE II** 11:45 **The Emperor's Digital Clothes**

How the viewer effect, diffusion of responsibility and groupthink influence our digital campaigns. And why it takes a "devil's advocate" to stand up for media diversity.



**Norman Wagner**  
*Utiq*

**STAGE II** 12:00 **Publisher Panel**



**Mark-Olaf Winter**  
*SPIEGEL Media*



**Norman Wagner**  
*Utiq*

*Host*



**Jochen Kalka**  
*schoesslers*

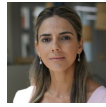
**STAGE II** 12:45 **Lunch Break**

**STAGE II** 13:30 **app.agenda\_pdf.tbd**

## STAGE II

### **14:15 Global Markets Experts**

Leading experts from international markets discuss the latest trends in programmatic. What can the German market learn from the colleagues in the US and UK?



**Celeny Da Silva**  
*MarketMakers*

## STAGE II

### **15:00 Coffee Break**

## STAGE II

### **15:30 Data Best Practice**

Alongside a customer each, leading agencies present a case for how you can successfully implement external targeting data for campaigns.

*Host*



**Oliver Busch**  
*Author - Angel -  
Advisor*

## STAGE II

### **16:15 Guide to data protection and compliance in marketing**



**Ulrich Hegge**  
*European netID  
Foundation*



**Dirk Freytag**  
*Content Pass*

*Host*



**Christian Bachem**  
*MARKENDIENST*

## STAGE II

### **17:00 Live Podcast**



# d3con Conference

March 12th, 2025 MASTERCLASSES

**MASTERCLASSES 16:15 Publisher Experts Fireside Chat**

*Host*



**Alexander Schott**  
*MediaMarktSaturn |  
Admanagerforum*



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March 12th, 2025 MASTERCLASSES II

**MASTERCLASSES** 10:00 app.agenda\_pdf.tbd  
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**MASTERCLASSES** 10:30 app.agenda\_pdf.tbd  
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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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