

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*

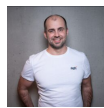
MAIN STAGE **17:45 d3con Speaker Awards Ceremony**

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

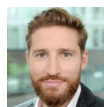
STAGE II 11:45 **The Emperor's Digital Clothes**

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

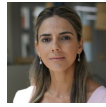
STAGE II 12:45 **Lunch Break**

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 12:30 Lunch Break
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