

d3con Advertisers Day

March 17th, 2026 MAIN STAGE

MAIN STAGE

08:30 Welcome

Our doors open at 8:30 am - so you can start networking at the first coffee and secure the best seat.

MAIN STAGE

09:20 Opening

A short welcome from the organisers.



Robert Fey
d3con



Max Visser
d3con

MAIN STAGE

🗣️ PRESENTATION

09:30 When times are tough, don't reduce your Marketing budget!

Current economic times require strong leadership, innovation and new ideas. Taking risks and trying new territories is vital to stay ahead of the curve. Maria will show insights into the digital roadmap from Marketing POV; which topics should make it on to your agenda right now, which efforts bring a positive ROI in Marketing and how can AI support this approach as well?

Stay tuned for the opening keynote which will lay out the current State of Marketing from her current and past work experiences and how to move forward successfully.



Maria von Scheel-Plessen
Founder The Dual Shift, Director EMEA Luxury Brand

MAIN STAGE

10:00 Coffee break

Enjoy a coffee and make new connections with the attendees and partners of d3con.

MAIN STAGE

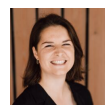
💬 PANEL
DISCUSSION

10:30 Leading Advertisers Strategy

How can successful marketing be achieved in times of data overload, growing competitive pressure and rising customer expectations? Leading advertisers provide insights into their strategies and solutions: Which technologies make the difference for them? How do they use analysis and automation in practice? And which campaigns deliver proven results?



Sven Hasselmann
Deutsche Bahn



Katharina Simeth
Universal Music Deutschland

Host



Ralf Scharnhorst
Scharnhorst Media, m42m

MAIN STAGE

12:15 Lunch Break

Enjoy the food and make new contacts with the visitors and exhibitors of the d3con.

MAIN STAGE



PANEL
DISCUSSION

13:30 DOOH around the world: innovations, insights and impact

Digital out-of-home (DOOH) is growing rapidly worldwide - but what can we learn from successful international models? In this panel, experts from various markets will shed light on successful DOOH strategies, creative use cases and technological innovations. We will discuss which approaches have proven successful globally, how cultural differences influence campaigns and which trends are shaping the international DOOH business.



Magdalena Pusch
FRAMEN

Host



Lothar Krause
VEVE

MAIN STAGE



PANEL
DISCUSSION

14:15 How we are already using AI today - and what is not working (yet) in digital marketing

AI has arrived in digital marketing - from content creation to personalization. But not everything works smoothly. This panel shows where AI offers real added value today, where its limits lie and what pitfalls marketing experts should be aware of. With practical insights and honest assessments from everyday life.



Marlen Schenk
*S-Communication
Services*




Jack Rodriguez
Takko Fashion

MAIN STAGE

15:00 Coffee break

Enjoy a coffee and make new connections with the attendees and partners of d3con.

MAIN STAGE

 PANEL

DISCUSSION

15:30 From insights to impact: what commerce media data can really achieve

Retail and customer transaction data is far more than just a reporting tool - it is the key to real competitive advantage along the entire customer journey. In this panel, we will discuss how marketers can not only use this data to gain valuable insights, but also use it specifically for target group activation and success measurement. At the same time, we will address the exciting question of whether the use of data ends there, or whether the data can also be used for campaign creation and AI.



Cathleen Burghardt
Tamaris

Host



Kolja Brosche
LiveRamp /
SkillProjects

MAIN STAGE

 PANEL

DISCUSSION

16:15 Responsible Marketing: Real, Honest, Successful?

In a world full of advertising promises, one thing counts more than ever: credibility. How do brands manage to communicate authentically, sustainably and ethically - without greenwashing or empty promises? This panel will provide inspiring insights, real success strategies and exciting discussions with experts who will show how responsible marketing is not only done right, but also really successful!



Michael Fritz
Viva con Agua



Manfred Meindl
VAUDE



Daniel Polte
BURGER KING
Deutschland

Host



David Kettner
Picsters.tv / shifter
Consulting

MAIN STAGE

17:00 d3con Speaker Awards Ceremony

Vote in our app for the most inspiring, charismatic or innovative speakers. The top three speakers on the Main Stage will receive a Speaker Award.

MAIN STAGE

 PRESENTATION

17:15 In preparation

MAIN STAGE

18:00 NETWORKING & DRINKS

MAIN STAGE

18:30 Advertisers Day Beerpong Tournament

d3con Advertisers Day

March 17th, 2026 STAGE II

STAGE II

08:30 Welcome

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STAGE II



PRESENTATION

10:00 From Lovebrand to Lovecode: How AI is shaping the future of brand love

Brands that people love are based on emotion - but how can AI help build deeper connections with customers?



Antonia Buß
Storck

STAGE II

10:30 Coffee break

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STAGE II



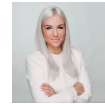
PANEL
DISCUSSION

11:00 Performance Marketing Pros

Top performance marketers open their toolbox: Which setups deliver performance? Which channels are in focus? And which partnerships really pay off? Find out first-hand how smart structures and technologies lead to measurable results.



Thomas Gloyer
Westwing



Melanie Batson
The Quality Group



**Angelika
Rozanowski**
*Volkswagen Financial
Services*

Host



Thorsten Meffert
DB Cargo

STAGE II

PANEL
DISCUSSION

11:45 Sustainable Advertising 2026

How far along is the digital advertising ecosystem on the path to greater sustainability in March 2026? What joint strategies can advertisers, agencies, media and marketers develop? What role will technology, data and AI play in this process? These and other questions are the focus of this expert discussion.



Anna-Lena Mikoteit-Zerb
Kleinanzeigen.de

Host



Eric Hall
Halls of ...

STAGE II

15:00 Coffee break

Enjoy a coffee and make new connections with the attendees and partners of d3con.

STAGE II

PANEL
DISCUSSION

15:30 Agency Managing Directors Panel

Data, technology and automation present agencies with new challenges - and at the same time open up new opportunities. How do they need to position themselves today in order to remain relevant? What new requirements do data-driven campaigns entail - and how can successful collaboration with advertisers be achieved in this dynamic environment? A look at challenges, role changes and real potential.



Julica Hauke
Grabarz & Partner



Kerstin Lachmann
OMD Germany

STAGE II

16:15 Global Market Experts



Rishika Choumal
Henkel



Kateryna Smelyanskyy
Nestlé

STAGE II

16:45 Ad fraud & AI: Is artificial intelligence accelerating the media dilemma?

Advertisers regularly lose media budgets due to clicks and impressions that do not originate from people. How do leading marketing and media managers and consultants assess the current situation? Has the problem of fraud been exacerbated by AI? How should marketing decision-makers deal with the situation?



Patrick Swientek
Danone



Dr. Christian Bachem
MARKENDIENST Berlin

Host



Markus Caspari
Dentsu Germany GmbH

STAGE II

18:00 NETWORKING & DRINKS

STAGE II

18:30 Advertisers Day Beerpong Tournament



d3con Advertisers Day

March 17th, 2026 MASTERCLASSES

MASTERCLASSES 08:30 Welcome

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MASTERCLASSES 10:30 Coffee break

Enjoy a coffee and make new connections with the attendees and partners of d3con.

MASTERCLASSES 12:30 Lunch Break

🗣️ PRESENTATION

Enjoy the food and make new contacts with the visitors and partners of the d3con.

MASTERCLASSES 15:10 Coffee break

Enjoy a coffee and make new connections with the attendees and partners of d3con.

MASTERCLASSES 18:00 NETWORKING & DRINKS

MASTERCLASSES 18:30 Advertisers Day Beerpong Tournament



d3con Advertisers Day

March 17th, 2026 MASTERCLASSES II

MASTERCLASSES 08:30 Welcome

II

👤 PRESENTATION

The doors open at 8:30 am - so you can start networking over your first coffee or find yourself a good seat.

MASTERCLASSES 10:30 Coffee break

II

👤 PRESENTATION

Enjoy a coffee and make new connections with the attendees and partners of d3con.

MASTERCLASSES 12:30 Lunch break

II

👤 PRESENTATION

Enjoy the food and make new contacts with the visitors and partners of the d3con.

MASTERCLASSES 15:10 Coffee break

II

👤 PRESENTATION

Enjoy a coffee and make new connections with the attendees and partners of d3con.

MASTERCLASSES 18:00 NETWORKING & DRINKS

II

MASTERCLASSES 18:30 Advertisers Day Beerpong Tournament

II