

Programm Tag 1

23.11.2021 MAIN STAGE

MAIN STAGE

09:00 Welcome

The doors open at 9 am - so you can start networking over your first coffee or find yourself a good seat.

MAIN STAGE

09:30 Opening

A short welcome from the organizer.



Thomas Promny
d3con

Moderation:



Inken März
d3con Moderation

MAIN STAGE

09:40 A different kind of football

How FC St. Pauli most likely became the most popular sports club in Germany, if not in the whole world, without having ever won a significant trophy.



Martin Drust
FC St. Pauli

Moderation:



Inken März
d3con Moderation

MAIN STAGE

10:00 Creativity, campaigns and technology: Reality and visions in the area of Lufthansa Marketing Communication

Claudia Dreismann and Moritz Dammas speak about central developments, typical stumbling blocks and future plans on the digital pitch – about performance marketing, personalized communication, ad technology, cooperation projects and first AI classes.



Moritz Dammas
The Goodfellows



Claudia Dreismann
Lufthansa

Moderation:



Lothar Krause
Digital Consultant

MAIN STAGE

10:30 Social Media Out of Control

How Toyota's entirely new social media concept made the company become best performer number 1 in the automobile industry. Sarah and Niels report about how the submission of control drives forward the context-related rebranding of the brand. Key take outs:

- How social media can be used as a channel for context-related rebranding
- Why diversity, thematic openness and courage are important mindsets
- Why defining new team structures and cooperation with agencies is essential
- Why the marketing manager should not have the last word



Niels Klamma
Toyota



Sarah Mooslechner
The&Partnership Germany

Moderation:



Inken März
d3con Moderation

MAIN STAGE

11:00 Coffee Break

MAIN STAGE

11:30 Smart strategies vs Roadblocks within a business: How can we move forward more quickly?

Representatives of leading advertisers talk about the difficulties and hurdles in their company for the implementation of innovative marketing strategies and how they are currently in the process of overcoming them.



Jenny Fleischer
Ottobock



Timo Baumgarten
univativ



Ralf Strauss
*Marketing Tech Lab /
Deutscher Marketing
Verband*

Moderation:



Julia Schössler
schoesslers

MAIN STAGE

12:15 Quality Boost for Programmatic Advertising

Which measures, skills and tools are becoming more and more essential in order to implement high quality programmatic campaigns and how should quality be defined? Experienced advertisers from B2B and B2C share their experiences and discuss essential developments in the industry.



Jenny Görlich
DKB



Maria von Scheel-Plessen
Gucci



Simone Bremser
Deutsche Telekom

Moderation:



Jenny Gruner
Hapag-Lloyd

MAIN STAGE

13:00 Lunch Break

MAIN STAGE

14:00 How can we get more transparency for our agencies?

Leading advertisers report how they design their agency relationships more transparently and how they have achieved more access to relevant KPI's.



Henrik Schulte
DSM



Erik Siekmann
Digital Forward

Moderation:



Raoul Fischer
StoryWorks

MAIN STAGE

14:45 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?



Nadine Bruer
OMD Hamburg



Siamac Rahnavard
Echte Liebe



Kia Zolfaghari
VIVALU



Julian Simons
mediascale



Marion Heine
spring brand ideas

Moderation:



Jens Jokschat
PrimeUp

MAIN STAGE

15:30 Coffee Break

MAIN STAGE

16:00 Marketing organization – What do efficient team structures in innovative startups look like?

What is more important, potential or experience? How can continuous innovation be incorporated into the organization? Who ideally ensures that driven data plays a distinct role in daily marketing work? And how can the interlocking of branding and performance driven approaches be guaranteed?



Florian Heinemann
Project A

Moderation:



Inken März
d3con Moderation

MAIN STAGE

16:20 Leading Tech Providers

What technological developments will change the business in the upcoming years and how can I prepare myself as an advertiser for this today?



Stefan Beckmann
FreeWheel



Manuel Hinz
CrossEngage



Leonard Sommer
BrandMaker



Elmar Stein
RMS

Moderation:



Ina Börner
NO DIRTY TALK

MAIN STAGE

17:00 From Classified Ads to Performance Marketing

Middle Class? Store system? Franchise? How is your performance marketing going? Not at all? No idea? Has it taken over by some kind of agency? You are throwing your money out the window! How the study group was able to increase their customer acquisition by 25% in 3 years, thereby spending 10% less on marketing per new customer.



Andreas Durth
Studienkreis

Moderation:



Inken März
d3con Moderation

MAIN STAGE

17:30 d3con Advertisers Day Award Ceremony



The three best speakers will be awarded. You decide and vote in the d3con app. [App-Download](#)

Moderation:



Inken März
d3con Moderation

MAIN STAGE

17:45 End of the event

Programm Tag 1

23.11.2021 MASTERCLASSES

MASTERCLASSES

11:30 Win the attention battle in a privacy first world

What does the cookie-free future look like? We will show you how you can reach your customers in a world without cookies effectively and accurately. With our "Contextual Full Stack" solution, we offer you an AI based, contextual addressing logic that attracts attention onto its brand in combination with unique high impact formats.



Jan-Philipp Kröll
Seedtag



Raul Molina
Seedtag

Moderation:



Susanne Hohenschuh
Agentur Frau Wenk +++

MASTERCLASSES

12:15 B2B Advertisers' Strategy

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



Carsten Sichler
thyssenkrupp Industrial Solutions



Anastasia Albert
Project A

Moderation:



Eric Hall
The Media Trust | HO|DS - Halls Of Digital Strategies

MASTERCLASSES

14:00 Simply Better together: Von der Persona zu care plus

Marketing measures and channels can only live up to their true potential if they are combined usefully and yield a mutual payoff. We will demonstrate which potential lies in a customer journey that is oriented towards Sales Funnel as well as the micro interests of the user. Using practical examples and memorable procedure models, we will show you why See-Think-Do-Care is actually not enough and why our personas urgently need to be validated through data.



Patrick Dörfler
Echte Liebe

Moderation:



Susanne Hohenschuh
Agentur Frau Wenk +++

MASTERCLASSES

14:45 Shopping re-experienced: Augmented Reality Shopping and E-Commerce on Snapchat

Experience the future of shopping! Jan Müller, Sector Lead Performance Snap Inc., will show how AR changes the shopping experience, how e-commerce functions on Snapchat and how the smartphone has become a generations shop window. Virtual try on, dynamic ads and the integration of shops in profiles. Discover everything about e-commerce on Snapchat.



Jan Müller
Snap

Moderation:



Susanne Hohenschuh
Agentur Frau Wenk +++

MASTERCLASSES

16:00 DOUGLAS Partner Program - The way to the platform and the results in online marketing.

In recent years, Douglas has developed itself from a former stationary retailer to a digital beauty platform in Europe. In this session, Max will demonstrate how the Douglas partner program (selective marketplace) continuously changes not only the platform, but also the online marketing channels.



Max Melching
Douglas

Moderation:



Danuta Florczyk
Tectumedia

MASTERCLASSES

16:15 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?



Philipp Klösel
Fashion ID



Christian Leihner
Unilever



Sven Hasselmann
Deutsche Bahn

Moderation:



Danuta Florczyk
Tectumedia

MASTERCLASSES

16:45 End MASTERCLASSES I

Programm Tag 1

23.11.2021 ROUNDTABLES

ROUNDTABLES

14:00 Tomorrow's Ad Tech Leaders: Inspiring the next generation

Who will be tomorrow's leaders of the Ad Tech industry? And what will it take to get to the top? Four leaders discuss the challenges ahead, including gender diversity - and what we need to know to push the industry forward.



Maria von Scheel-Plessen
Gucci



David Lange
adlicious



Tatjana Kiel
KLITSCHKO Ventures

Moderation:



Sibel Boner
BBC Global News

ROUNDTABLES

15:00 Agile Content Strategy Development at Toyota

A content strategy covering the brand subject "hybrids", not planned on a drawing board as usual, but developed using a customer-relevant approach with "agile techniques" instead. Stumbling blocks, surprises and learnings. An experience report by Niels Klamma / General Manager Brand & Marketing Communications Toyota Germany.

Moderation:



Niels Klamma
Toyota

ROUNDTABLES

15:30 Advertiser Roundtable

Exchange and small round and only for managers. Participation only for CMOs, leaders of online marketing and so on.

Moderation:



Erik Siekmann
Digital Forward

ROUNDTABLES

16:15 The identity strategy of advertisers for 2021

Increased big-brand advertisers make use of ID solutions that give them control back over the management of the communication with their customers. What challenges need to be acknowledged? Which advantages do advertisers have through the use of a stable ID solution? How can this be related to CX? Why is external/consulting support so important here?

Moderation:



Kolja Brosche

LiveRamp / SkillProjects

ROUNDTABLES

17:00 Performance Marketing Roundtable

High level exchange covering the subject Performance Marketing. Only for advertisers, not for agencies or any other retailers.

Moderation:



Florian Heinemann

Project A

ROUNDTABLES

18:00 End ROUNDTABLES