

d3con Conference

March 22nd, 2023 MAIN STAGE

MAIN STAGE

08:30 Welcome

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

MAIN STAGE

09:20 Opening

A short welcome from the organizer.



Nina Kress
d3con

Moderation:



Inken März
d3con Moderation

MAIN STAGE

09:30 How marketers will solve the global disinformation crisis

The disinformation crisis is solvable. A small handful of adtech companies dictate where billions of advertising dollars go every year. These companies use an opaque system to send ads to sites that pump out hate speech and disinformation — against the wishes of advertisers. Check My Ads has taken millions out of the disinformation economy and has disrupted Dan Bongino, Steve Bannon, Charlie Kirk, and others. Their groundbreaking research shows that blocklists are not enough to cut off the flow of ad dollars to the disinformation economy — that we need to go deeper into the supply chain. How are marketers going to save the world from disinformation? Claire and Nandini will show you how it's done and how YOU can play a role in solving the disinformation crisis.



Claire Atkin
Check My Ads

Moderation:



Bobi Carley
ISBA

MAIN STAGE

10:30 Coffee Break

MAIN STAGE

11:00 Experts Panel: Programmatic 2023

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

Moderation:



Julia Schössler
schoessler

MAIN STAGE

11:45 DOOH – Status Quo and what’s next?

The triumph of programmatic Digital Out of Home can no longer be stopped. Experts discuss different opportunities regarding innovative advertising material, targeting options, inventory selection and success measurement for all participants.

Moderation:



Lothar Krause
Digital Consultant

MAIN STAGE

12:30 Lunch Break

MAIN STAGE

13:30 From linear TV to streaming, Connected TV, Addressable TV and Programmatic Cinema

Is the market moving towards addressable TV? How will Netflix ads influence the CTV market? Which new opportunities does programmatic cinema have to offer? CTV and cinema advertisements yield enormously large potential for advertisers. Which strategies lead to major campaign success?



Joe Pawlas
Netflix

MAIN STAGE

14:15 Programmatic Audio Advertising

Throughout the recent years, digital audio has developed itself to one of the most promising market segments in the area of advertising marketing. Even in critical times, digital audio is a stable and reliable channel for advertisers. Experts of the audio and podcast industry speak about this development and give an outlook into the future.

MAIN STAGE

15:00 Coffee Break

MAIN STAGE

15:30 Mobile Advertising

Which mobile advertising formats work the best? What kinds of trends are emerging? In which way can advertisers achieve the most success with mobile advertising?

MAIN STAGE

16:15 d3con Innovation Award 2023

Here you will see the most exciting innovations of the industry briefly demonstrated. Be inspired and vote!

MAIN STAGE

17:00 d3con 2023 Summary

Together with a selection of inspiring guests, Julia and Ralf will summarize the highlights of d3con 2023 and present a forecast for the upcoming year.

Moderation:



Julia Schössler
schoesslers

MAIN STAGE

17:45 d3con Speaker Awards Ceremony

Moderation:



Inken März
d3con Moderation

d3con Conference

March 22nd, 2023 STAGE II

STAGE II

10:00 **Keynote**



Benjamin Spiegel
P&G Beauty

STAGE II

11:00 **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?



James Buckle
PHD



Anthony Katsur
IAB Tech Lab

Moderation:



Bobi Carley
ISBA

STAGE II

11:45 **Publisher Summit**

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?



Julia Wehrle
Media Impact

STAGE II

13:30 **BVDW-Panel**

STAGE II

14:15 **The Power of Publishers Beyond the Cookie**

Publishers report about their experiences and challenges after the removal of third-party cookies. What does the future of leading publishers look like, and which solution approaches does Google have to offer?

Moderation:



Jochen Kalka
schoesslers

STAGE II

15:30 Guide to Brand Safety & Brand Suitability

Brand safety vs. brand suitability – what are the most recent findings on the market and why does brand suitability need to further establish itself? What role do cybersecurity, ad fraud, viewability and brand risk play and which strategies are available to advertisers and publishers?



Danny Wilming
BURGER KING Deutschland

Moderation:



Bettina Fengler
Senior Strategic Advisor / Marketing and Brand

STAGE II

16:15 IAB Europe-Panel

STAGE II

17:00 Live Podcast

The d3con Podcast is the largest German language podcast that deals with programmatic advertising.

Moderation:



Erik Siekmann
Digital Forward

d3con Conference

March 22nd, 2023
MASTERCLASSES I

MASTERCLASSES I 10:00 Netflix Ads



Joe Pawlas
Netflix

MASTERCLASSES I 10:30

MASTERCLASSES I 11:00

MASTERCLASSES I 11:45

MASTERCLASSES I 13:30

MASTERCLASSES I 14:00

MASTERCLASSES I 14:30

MASTERCLASSES I 15:00

MASTERCLASSES I 15:30

MASTERCLASSES I 16:15 Publishing experts fire-side chat

How can you optimize your programmatic setup? What technologies yield the best results? What are the decisive factors in viewability and ad verification? Experts from publishers have asked these questions and will explain their current solutions. Participants are invited to ask questions and talk about their own experiences.

Moderation:



Alexander Schott

AdOps.Consulting | Admanagerforum

MASTERCLASSES I 17:00

d3con Conference

March 22nd, 2023
MASTERCLASSES II

MASTERCLASSES II 10:00 **Viva con Agua – how to digitalize NGO-Marketing fast**

Analogue events used to be the most successful marketing method for the Hamburg established NGO Viva con Agua for years. Drawing attention to the global drinking water situation at festivals and in stadiums whilst advertising the own brand in a joyful and positive way – a great plan, until all of this was not possible anymore. For Viva con Agua, the pandemic was an accelerator for the transformation towards digital marketing.



Johannes Tomczak
Viva con Agua

MASTERCLASSES II 10:30

MASTERCLASSES II 11:00

MASTERCLASSES II 11:45

MASTERCLASSES II 13:30

MASTERCLASSES II 14:00 **Index Exchange Masterclass**

MASTERCLASSES II 14:30

MASTERCLASSES II 15:00

MASTERCLASSES II 15:30

MASTERCLASSES II 16:15

MASTERCLASSES II 17:00