

Advertisers Day

March 12th, 2024 MAIN STAGE

MAIN STAGE

08:30 Admission

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.



Gerrit Scott-Reger
d3con

MAIN STAGE

09:30 Think of a color that doesn't exist

A lot has been said about artificial intelligence in the past few years. As generative AI becomes mainstream and people get more used to leverage AI tools to develop work, it is natural that we all ask whether AI is an opportunity or a threat. Fernando Machado, Chief Marketing Officer of NotCo (former CMO of Activision Blizzard and Burger King), discusses how the combination of AI and human talent can unlock creativity like never before.



Fernando Machado
NotCo

MAIN STAGE

10:30 Coffee Break

MAIN STAGE

11:00 Leading Advertisers Strategy

Leading advertisers report about their strategies and successes.



Corina Kurscheid
Beiersdorf



Sven Hasselmann
Deutsche Bahn

Moderation:



Ralf Scharnhorst
Scharnhorst Media, m42m

MAIN STAGE

11:45 Retail Media Flywheel: How retailers can use their transaction data for and with advertisers.

Retail media is one of the most exciting concepts for the future of programmatic growth. What have advertisers learned and how should they position themselves in the future? What is the added value for advertisers from the transaction data of retailers? How is the flywheel for retailers being created?



Patricia Grundmann
OBI First Media Group

Moderation:



Kolja Brosche
LiveRamp / SkillProjects

MAIN STAGE

12:30 Lunch Break

MAIN STAGE

13:30 OWM-Panel

MAIN STAGE

14:15 DOOH - The future of OOH advertising

Digital Out of Home is one of the most dynamic and fastest-growing industries in outdoor advertising. How is DOOH setting new standards with innovative technologies and creative concepts, and how can advertisers benefit from this medium?



Jan-Philipp Thomas
ALDI SÜD

Moderation:



Lothar Krause
Opinary

MAIN STAGE

15:00 Coffee Break

MAIN STAGE

15:30 In Preparation



Danny Wilming
H&M

MAIN STAGE

16:00 How brands can effectively reach the global gaming community

Gaming marketing is an important part of modern marketing strategies in 2024. How do companies reach the special target group of gamers and what trends and developments can be expected in this dynamic market?



Mathias Würdemann
InnoGames



Corina Kurscheid
Beiersdorf



Andreas Billker
Pringles DACH bei Kellogg

Moderation:



Sabrina Kraft
Growth Specialist for E-Commerce

MAIN STAGE

16:45 Keynote



Thorsten Meffert
DB Cargo

MAIN STAGE

17:00 B2B-Advertisers Strategy

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

MAIN STAGE

17:45 Advertisers Day Speaker Awards Ceremony

Advertisers Day

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STAGE II

09:20

STAGE II

10:00 **Keynote**

In Preparation



Peter Figge
Jung von Matt

STAGE II

11:00 **Successful in the FMCG market**

Leading FMCG groups provide insights into their approach to long-term planning, expertise and crisis management. How do these companies operate in the dynamic market environment and what best practices do they apply to increase their competitiveness?



Maximilian Steudel
Dr. Oetker



Dirk Hohnberg
Fisherman's Friend

Moderation:



Silke Reuter
femaktiv

STAGE II

11:45 **Beyond Cookies: Building Trust in a Cookieless World through Effective Consent Strategies**

How are advertisers preparing for the new era of privacy-compliant marketing and what are the alternatives for personalized advertising?



Katharina Weiß
Sky Deutschland



Vanessa Streit
S-Communication Services



Arnd Schröder
Verti Versicherung

Moderation:



Annika Geiger
Magnite

STAGE II

13:30 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?



Benjamin Bunte
pilot Agenturgruppe



Jenny Görlich
OMD



Sissy Griffiths
PHD



Chris Jungjohann
Ogilvy

Moderation:



Jason Modemann
Mawave

STAGE II

14:15 Data driven marketing for the middle class

Branding and performance increase are essential for middle class companies. Why is Programmatic especially relevant for middle size companies and which concrete strategies lead to success?



Oliver Hanke
GloryFeel

STAGE II

15:30 d3con Creation Awards

These leading creative agencies each present a case together with a client that revolves around their own imagination and inventiveness. It's all about exciting storytelling, innovative ideas and interesting backgrounds - there are no limits to imagination or creativity! Who will convince the jury and earn the first d3con creation Award ever?



Arnd Schröder
Verti Versicherung



Florian Gießmann
SOULMATES

Moderation:



Maïke Abel
Nestlé

STAGE II

16:30 In Preparation



Tim Schmidt
dm Deutschland

STAGE II

16:45 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?



Karen Mauer
Congstar



Timo Schulte
Oscar Bravo | LUFTHANSA GROUP



Carl-Frederic Korn
Krüger-Dirndl



Nils Schönburg
PAUL HEWITT

Moderation:



Karin Libowitzky
Accenture Song

STAGE II

17:30

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MASTERCLASSES I

MASTERCLASSES I 09:20

MASTERCLASSES I 10:00 **Sustainable Digitalization - why digital marketing should be environmentally friendly**

The Hamburg-based NGO Viva con Agua uses digital marketing to draw countless people's attention to the global water situation. As an environmental organization, a clear stance on climate and water protection is elementary and part of the brand communication. But what is the water footprint of your own website? Are Google Ads really more sustainable than posters at the main train station? And isn't data protection actually social sustainability? These and many other questions accompany Viva con Agua on its way to more growth. At d3con, you can get an insight into the answers.



Johannes Tomczak
Viva con Agua

MASTERCLASSES I 10:30 **In Preparation**

MASTERCLASSES I 11:00 **Offerista Group Masterclass**

MASTERCLASSES I 11:30 **In Preparation**

MASTERCLASSES I 11:45 **In Preparation**

MASTERCLASSES I 12:15 **In Preparation**

MASTERCLASSES I 13:30 **In Preparation**

MASTERCLASSES I 14:00 In Preparation

MASTERCLASSES I 14:30 In Preparation

MASTERCLASSES I 15:30 In Preparation

MASTERCLASSES I 15:45 In Preparation

MASTERCLASSES I 16:00 In Preparation

MASTERCLASSES I 16:30 In Preparation

MASTERCLASSES I 17:00 In Preparation

MASTERCLASSES I 17:30

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MASTERCLASSES II

MASTERCLASSES II 09:20

MASTERCLASSES II 10:00 In Preparation

Moderation:



Erik Siekmann
Digital Forward

MASTERCLASSES II 11:00 Coffee Break

MASTERCLASSES II 11:30 In Preparation

Moderation:



Erik Siekmann
Digital Forward

MASTERCLASSES II 13:30 In Preparation

MASTERCLASSES II 14:00 In Preparation

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Ana Verónica Heine
Puig



Magali Kirsch
SoPost

MASTERCLASSES II 17:30