

# d3con Conference

March 13th, 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**

## MAIN STAGE

**09:30 Keynote**

In Preparation



**Augustine Fou**  
*Marketing Science  
Consulting Group*

## MAIN STAGE

**10:00 In Preparation**



**Maïke Abel**  
*Nestlé*

## 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.



**Marian Hanke**  
*Vodafone*

**Moderation:**



**Julia Schössler**  
*schoesslers*

## MAIN STAGE

**11:45 In Preparation**



**Jason Modemann**  
*Mawave*

**Moderation:**



**Ralf Scharnhorst**  
*Scharnhorst Media, m42m*

**MAIN STAGE**      **12:30 Lunch Break**

**MAIN STAGE**      **13:30 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?

**MAIN STAGE**      **14:15 Revolution AI?**



**Peter Kabel**  
*AECAL Asian E-Commerce Alliance*



**Julia Barsch**  
*BURGER KING Deutschland*



**Jan-Philipp Thomas**  
*ALDI SÜD*

**Moderation:**



**Björn Radde**  
*T-Systems International*

**MAIN STAGE**      **15:00 Coffee Break**

**MAIN STAGE**      **15:30 More Programmatic Advertising through Privacy**

In this discussion, industry experts and opinion leaders from the field of digital marketing will come together to discuss the exciting topic of combining programmatic advertising and data protection. How can companies use the possibilities of programmatic advertising to offer targeted advertising? And how can strict data protection guidelines be adhered to and the privacy of users be respected at the same time?



**Dirk Freytag**  
*Content Pass*

**MAIN STAGE**      **16:15 d3con Innovation Award 2024**

Hier seht ihr die spannendsten Innovationen der Branche kurz vorgestellt. Der beste Vortrag erhält den d3con Innovation Award 2024 - ihr stimmt ab!



**André Baden-Semper**  
*Nexx360*

**Moderation:**



**Oliver Busch**  
*Author - Angel - Advisor*

**MAIN STAGE**

**17:00 d3con 2024 Summary**

Together with a selection of inspiring guests, Ina and Ralf will summarize the highlights of d3con 2024 and present a forecast for the upcoming year.

**Moderation:**



**Ina Börner**

*NO DIRTY TALK*

**MAIN STAGE**

**17:45 d3con Speaker Awards Ceremony**

# d3con Conference

March 13th, 2024 STAGE II

**STAGE II**

**10:00 In Preparation**

**STAGE II**

**11:00 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?

**STAGE II**

**11:45 In Preparation**

**STAGE II**

**12:00 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?



**Robert Blanck**  
*Axel Springer National Media*



**Martin Pichler**  
*gutefrage*

**Moderation:**



**Jochen Kalka**  
*schoessler*

**STAGE II**

**13:30 In Preparation**

**STAGE II**

**14:15 Data Best Practice**

Alongside a customer each, leading agencies present a case for how you can successfully implement external targeting data for campaigns.



**Christian Seidel**  
*Porsche*



**Uwe Roschmann**  
*OMG*

**Moderation:**



**Oliver Busch**  
*Author - Angel - Advisor*

**STAGE II**

**15:30 Digital advertising platform 2.0: European telco giants and their groundbreaking alliance for the advertising landscape of the future**

In this discussion, high-level representatives from the telecommunications industry will provide insights into the groundbreaking joint venture between the European telecommunications giants - Telekom, Vodafone, Telefonica and Orange - and discuss how their joint digital advertising platform will shape the future of the European advertising landscape.



**Norman Wagner**

*Utiq*

**Moderation:**



**Arndt Groth**

*ACG Consulting*

**STAGE II**

**16:15 In Preparation**

**STAGE II**

**17:00 Live-Podcast**

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



**Erik Siekmann**

*Digital Forward*

**Moderation:**



**Erik Siekmann**

*Digital Forward*

**STAGE II**

**17:30**

# d3con Conference

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MASTERCLASSES I

MASTERCLASSES I 10:00

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 **In Preparation**

**MASTERCLASSES I** 17:30

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MASTERCLASSES II

MASTERCLASSES II 10:00 In Preparation

MASTERCLASSES II 10:30 In Preparation

MASTERCLASSES II 11:00 In Preparation

MASTERCLASSES II 11:45 In Preparation

MASTERCLASSES II 13:30 In Preparation

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