

Press release



"Survivor's Guide to the Adpocalypse": d3con 2020 Opening with Fernando Machado, Global CMO Burger King

Technology as a catalyst for creativity | Wide spectrum of topics at conference and Advertisers' Day | Numerous Association and media partners

Hamburg, January 30, 2020 – Brands, technology and creativity: d3con 2020 is celebrating its tenth anniversary event with this topical triad. The expectations, challenges and even opportunities and best-case scenarios linked to these buzzwords run throughout the whole two-day schedule that d3con founder Thomas Promny and his team have put together for this year's conference and Advertiser's Day. Following the motto "Programmatic in the 2020s: The era of advertisers", d3con 2020 will take place on March 31 (Advertisers' Day at Millerntor Stadium) and April 1 (conference at CinemaxX Dammtor) in Hamburg. Industry attendees can curate their own event schedule from a choice of over 50 sessions across the two days and look forward to hearing expertise and insights from more than 130 domestic and international speakers from leading advertising companies, publishers and marketers, agencies and technology service providers.

d3con conference: technology as a catalyst for creativity

For this year's opening keynote speech, d3con has been able to secure Global CMO of Burger King, Fernando Machado. The multi-award-winning creative marketing specialist will kick off the conference by offering insights into Burger King's brand strategy and pointing out the catalytic roles that data and technology can play in the development and design of creative marketing experiences.

Across the two conference stages and in the masterclasses, the other items on the schedule take up the topical triad through a variety of subject matters. The spectrum ranges from first-party data as a new currency in publishing, to the disruptive power of technology in marketing, the newest trends in programmatic marketing, and the question of how digital marketing can function without cookies. Leading advertisers will also report on their strategies, successes and failures in the area of adtech and programmatic, and creative tech minds will present exciting innovations within the industry.

Advertisers' Day: The warm-up event for the advertising industry

For the first time, d3con in 2020 will launch with Advertisers' Day. The new format on the first day of the event will focus on posing specific questions from within the advertising industry. Three parallel schedules – stage, masterclasses and round tables – will see advertisers sharing their experiences and shining a light on their success factors and showstoppers from the digital transformation of marketing. There will be discussions on the controversial area of data, technology and creativity, as well as measures, skills and tools to increase the quality of programmatic advertising. In addition, there will be presentations on groundbreaking best cases and success stories in practice. The contents range from co-marketing as a channel of growth, to successful strategies and technology setups of B2B marketers, and a panel on women in the programmatic business, which is made up exclusively of female experts.

Strong network of partners

Once again in 2020, d3con will be supported by several industry partners. Among the associations and industry organizations alongside the German Digital Media Association (BVDW) and the Expert Group for Online Media Agencies in the BVDW are returning partners the German Advertisers Association (OWM) and the Admanagerforum. International partners include IAB Austria, IAB Switzerland and IAB Europe as the European umbrella organization for the digital media and advertising industry.

Among this year's media partners are [CP Wissen/ LOU](#), [DIGITAL BUSINESS](#), [INTERNET WORLD BUSINESS](#), [Marketingbörse.de](#), [ONEtoONE](#), [OnlineMarketing.de](#) and [Werben & Verkaufen](#).

For more information on d3con 2020 and a first look at the event schedule, visit www.d3con.de. Visitors can purchase tickets [here](#).

Media representatives can find images for unrestricted use at: <https://d3con.com/Press/>

About d3con

With approximately 2,000 attendees in 2019, d3con is the largest trade conference in the programmatic advertising industry. Starting in 2011, the event was the first of its kind in Germany and was aimed primarily at advertising companies and agencies as well as online marketers and publishers. Internet entrepreneur Thomas Promny is founder and organiser of d3con.

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Press contact:

d3con GmbH

Nina Kress

Phone: +49 40 537 99 11 30

Email: presse@d3con.de

< elias communications >

Nadja Elias

Phone: +49 89 15 89 03 06

Email: presse@d3con.de