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**#dmexco #2017 #conference**

## **World premiere conference above the clouds: the Lufthansa FlyingLab for dmexco 2017**

**Ready for take-off: on September 11, 2017, the first dmexco pre-conference at an altitude of 33,000 feet will be taking place on board the Lufthansa FlyingLab for dmexco. Above the clouds on flight LH 405 from New York to Frankfurt, top-notch dmexco speakers including Natan Edelsburg (Shorty Awards), Jon Collins (Framestore), Cindy Chin (NASA Datanauts), David Meza (NASA), Rachel Levin (alias RCL Beauty) and Terence Kawaja (Luma Partners) will be providing insight into current trends and innovations related to influencer marketing, social media, virtual reality and the future of space travel. For further details, visit <http://dmexco.com/flyinglab>**

dmexco 2017 will take off on September 11, 2017 for passengers aboard flight LH 405 en route from New York to Frankfurt in the Lufthansa FlyingLab for dmexco. Top speakers will be presenting the most important trends and innovations as part of the first dmexco pre-conference at an altitude of 33,000 feet. Passengers can watch all the presentations via live stream and ask their questions in the subsequent Q&A session. Co-founder of the Shorty Awards, Natan Edelsburg, will be showing how to reach new heights of social media based on the examples of several of last year's award winners. President of Integrated Advertising at the Oscar-winning creative studio Framestore, Jon Collins, will be giving a live demonstration of inspiring VR campaigns. Cindy Chin (member of NASA Datanauts) and David Meza (Chief Knowledge Architect, NASA) will be providing insight into the future of space



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Headquarters and place of jurisdiction:  
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Associated Federation



travel, digital transformation at NASA, and new competitors. Youtube star and "beauty guru" Rachel Levin (RCL Beauty) has over 12 million followers on Youtube and will be giving the audience a sense of her work as an influencer, while Terence Kawaja (Luma Partners) will be presenting an exclusive dmexco LUMAScape.

**Top-notch speakers? Check! Top-notch topics? Check! Top-notch networking? Check!**

In addition to top-notch speakers and topics, the dmexco FlyingLab will provide an excellent opportunity for networking at cruising altitude! At the gate in New York and on board the Boeing 747-8 on the way to Frankfurt, dmexco pre-conference participants will have plenty of opportunities to make important business contacts. After arriving in Frankfurt, the dmexco guests will be welcomed by the dmexco team, quickly transported to Cologne via ICE train, and brought to the official exclusive VIP opening party on the evening of September 12, before the actual dmexco trade fair and conference begins on September 13. All of this and, of course, the entrance fee for both dmexco days are included in the extensive ticket package for the dmexco 2017 Lufthansa FlyingLab.

**Torsten Wingenter, Senior Director Digital Innovation Lufthansa Group:**

"We are pleased to be able to provide dmexco with a pre-conference for the first time on board the flight from North America to Germany with the Lufthansa FlyingLab. With the speakers of the official dmexco program, our guests on board will experience a unique and exclusive event on the topic of digitalization."

**Christian Muche and Frank Schneider, dmexco:** "In addition to the dmexco formats we've developed in the past, like the Agency Lounge, Motion Hall, World of Experience and the Start-up Village, the FlyingLab

proves one thing above all: dmexco remains a creative and business trend setter and creates true added value in the form of new ideas and innovations to impress new target groups. As one of the four leading global events focusing on the digital economy, it is our clear ambition to provide visitors with outstanding experiences in combination with a high level of relevance and a business atmosphere."

For further information about the Lufthansa FlyingLab for dmexco 2017, visit <http://dmexco.com/flyinglab>



The conference above the clouds: the Lufthansa #FlyingLab for #dmexco #2017 – <http://dmexco.com/flyinglab>



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### **About #dmexco**

dmexco is the global business and innovation platform of the digital economy. It sets the digital agenda and acts as the driver of ideas and growth for national and international business through direct business deals, valuable

new contacts, inspiring insights, and the evaluation of business ideas. dmexco stands for "Pure Business," brings together the key market participants from all over the world, and presents the most promising strategies, solutions, and trends from the field of marketing communications and technology. dmexco — the world's leading trade fair and conference of the digital economy. The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy — BVDW) is the owner of the dmexco brand. With special assistance from the Circle of Online Marketers (OVK), the BVDW is also the conceptual and professional sponsor of the trade fair and conference. dmexco is organized by Koelnmesse. dmexco 2017 will be held in Cologne on September 13 and 14, 2017. You can find all the information about dmexco 2016, as well as photos, videos, and original audio material, at [www.dmexco.com](http://www.dmexco.com), [www.facebook.com/dmexco](http://www.facebook.com/dmexco), <http://twitter.com/dmexco>, and [www.youtube.com/dmexcovidéo](http://www.youtube.com/dmexcovidéo).