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#dmexco #2017 #conference #motto

dmexco Conference motto 2017: Lightening the Age of Transformation

“Lightening the Age of Transformation”: With this motto, the dmexco Conference 2017 is putting the ability to engage in systematic and sustainable transformation on the agenda of the global digital economy. After all, transformation is an ongoing and permanent process, and in the future it must continue to be one of our most important tasks so that we can successfully deal with the highly dynamic and lasting changes in the global economy. Together with leading movers and shakers from the fields of marketing, communication, and technology, the dmexco Conference 2017 will illuminate and simplify the entire transformation process at every level. **dmexco is the only global event that will address all the themes related to this transformation process.**

The digital world no longer thinks in terms of intermediate goals. Digital business requires an ability to constantly transform oneself in every industry of the economy at all levels — strategically, technically, and operationally. The core of digital change is the continuous transformation of marketing, brands, and entire companies. Only the business models that are in control of this continuous process of change, from communication to the product, will be fit for the future. dmexco is therefore staging the dmexco Conference 2017 under the motto “Lightening the Age of Transformation”. Together with leading personalities from the fields of marketing, communication, and technology in the most important markets, the dmexco Conference 2017 will illuminate and simplify the entire transformation process. In line with the



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www.dmexco.com

Contact:

André Hoffmann
Tel.
+49 40 679 446 53
Fax
+49 40 679 446 11
e-mail
dmexco@faktor3.de

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
www.koelnmesse.de

Management:
Gerald Böse (President and Chief Executive Officer)
Katharina C. Hamma
Herbert Marner

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarter and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

Associated Federation



overall “Pure Business” claim of dmexco, the dmexco Conference 2017 will present the key pioneering thinkers, the most popular influencers, and the most successful movers and shakers of the global digital economy, so that the participants can learn from these strategies, successes, and experiences and forge ahead with their own business operations.

Christian Muche and Frank Schneider from the dmexco team: “Various developments are bringing about fundamental changes in the world of marketing and brands — whether it’s the Internet of Things, the rapid increase of automation, the introduction of artificial intelligence in daily life, the democratization of experience through virtual reality, or the spread of voice control. Formerly effective strategies no longer work, and familiar boundaries are blurring. Moreover, simply relying on the right channels is no longer the point. Instead, we need to integrate ‘digital’ into our own DNA. This emphasis on digitalization will basically become unnecessary, because it has already become part of consumers’ daily life and companies’ daily business. Under the motto ‘Lightening the Age of Transformation’ we are ideally supporting companies in exactly this area at the dmexco Conference 2017.”

Further information at http://dmexco.com/conference_motto



Lightening the Age of Transformation - #dmexco Conference

Motto #2017 – http://dmexco.com/conference_motto



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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 OVK — Circle of Online Marketers, the BVDW is also the conceptual and professional partner 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, www.facebook.com/dmexco, <http://twitter.com/dmexco>, and www.youtube.com/dmexcovidéo.