

No. 17.12 / Cologne, August 7, 2017

#dmexco #conference #2017 #program

All the sessions, all the topics and all the speakers — the 2017 dmexco conference program is now online

New alliances, connected worlds, changing perspectives, known challenges and surprising solutions, as well as additional possibilities for digital business... The 2017 dmexco conference will outline the key trends and issues that will be moving the global digital economy in the next few years. Spread across over 250 hours of program, more than 570 speakers will present valuable insights, provide food for thought, and encourage creativity and innovation for pure business at dmexco. The full 2017 dmexco conference program is now available at http://dmexco.com/conference_program

Concentrated expertise and big names from the fields of marketing, media and technology await visitors at this year's dmexco conference. True to the conference slogan "Lightening the Age of Transformation", today's most important personalities and brands along with the most exciting newcomer and start-ups of the global digital economy will be presenting key trends and issues, and visualizing the full diversity of current and future digital business. The world's biggest advertisers, the most influential technology companies, the most exciting publishers and the most innovative agencies will be presenting the most important strategies and prospects for the coming months in their keynotes. Among others, these include Sheryl Sandberg (Facebook), Marc Pritchard (Procter & Gamble), Bob Lord (IBM), Bob Greenberg (R/GA), Alison Lewis (Johnson & Johnson), Susan Schramm



SEPTEMBER 13 & 14, 2017
COLOGNE

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(McDonalds), Tim Kendall (Pinterest), Marc Mathieu (Samsung) and B. Bonin Bough.

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Efficient strategies for successful digital business

The need for new ways of thinking and new skills in the age of transformation will be presented by co-founder Allen Blue (LinkedIn) at the opening summit "Lightening the Age of Transformation: Do We Need a New Mindset?" and Mozilla CMO Jascha Kaykas-Wolff in the leadership debate "Digital Mindshift: From Pure to Mindful Marketing Business". Christian Schmalzl (Ströer) and Matthias Schrader (SinnerSchrader) will be discussing current challenges to future transformation management. In their "Visions of Leaders" Nigel Morris (Dentsu Aegis Network), Matt Lodder (R/GA), Mark Singer (Deloitte) and Caroline Foster Kenny (IPG Mediabrands) will explain how agencies have to position themselves today to be successful in the future. Personalities including Jack Dorsey (Twitter), Suresh Vittal (Adobe), Sabine Eckhardt (ProSieben), Sir Martin Sorrell (WPP), Martin Lütgenau (BurdaForward), Susanne Kunz (Procter & Gamble), Maike Abel (Nestlé), Florian Adamski (Omnicom Media Group), Mark Thompson (The New York Times), Philipp Welte (Burda), Martin Ott (Facebook), Rasmus Giese (UIM), Katja Reis (Zenith), Sascha Jansen (Omnicom Media Group) and Philipp Markmann (L'Oreal) will take a critical look at current digital developments.

New business perspectives of the connected world

Under the heading "Connecting the World", Dieter May (BMW), Rik van de Kooi (Microsoft) and others will show the potential for entirely new consumer experiences that the connected world has to offer. Beate Rosenthal (Merck), Andreas Heyden (Bundesliga / DFL Digital), Rosa Riera (Siemens) and others will take a close look at the new branding potentials provided by virtual reality. The new megatrend of voice control will be the focus of the

"Voice Lab" with Dan Wright (Amazon), Shenda Loughnane (iprospect) and Adrian Cutler (Microsoft).

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Artificial intelligence is taking marketing by storm

Artificial intelligence is becoming the leading topic of our economy as it enables personalized advertising, individualized content and automated processes. This is fundamentally changing the world of digital marketing. In the opening keynote, Bob Lord will discuss the connection between AI and creativity. Beck Kloss (eBay), Jordan Bitterman (IBM Watson Content & IoT Platform), Rajeev Goel (Pubmatic) and Babak Hodjat (Sentient) will be taking a closer look at this game changer in the "Leaders' Talk". Shiseido's CDO, Alessio Rossi, will explain the growing importance of AI in marketing communication. Jon Suarez-Davis (Salesforce), Paul Papas (IBM iX), Howard Lerman (Yext), Frank Riemensperger (Accenture), Katharina Borchert (Mozilla), Philipp Justus (Google) and others will discuss the role that artificial intelligence can play in the entire marketing transformation.

Valuable insights from renowned influencers

From outsiders to superstars — social influencers have become coveted partners of the advertising industry due to their authenticity and popularity. At dmexco, influencers and business insiders will explain what is required for successful influencer marketing. These include international celebrities like Rachel Levin (RCL Beauty 101, 12 million followers on YouTube), Felix von der Laden (dner), Reza Izad (Studio71), Sir John Hegarty (BBH), Aline Santos Ferhat (Unilever), Philippe von Borries (Refinery29), Verena Hubertz (Kitchen Stories), UK TV-Star Stevie Johnson (Open Influence) and Lindsay Kaplan (Casper).

Equality as an important factor for success

Strong women are as integral to success as digital is to business. Among others, Carolyn Everson (Facebook) and Bessie Lee (Withinlink) will discuss career opportunities for women around the globe at dmexco. At the "Women's Leadership Table", Dana Anderson (MediaLink), Kim Kadlec (Visa), Alissia Hatch (Deloitte) and others will talk about the new possibilities that the focus on diversity is providing companies with. Other leading female managers at dmexco 2017 will include Claudia Willvonseder (IKEA Group), Julia Jäkel (Gruner+Jahr), Margit Wennmachers (Andreessen Horowitz), Alma Lipa (L'Oréal), Franziska von Lewinski (fischerAppelt) and Jean Lin (Isobar).

Innovations and start-ups

The "Storytelling Experience" with Jon Collins (Framestore), Jeff Gomez (Starlight Runner) and Ann Rubin (IBM) will provide insight into exciting innovations in the area of storytelling. Lou Severine (NYIAX / NASDAQ), Shermin Voshmgir (BlockchainHub), Dr. Mark Grether (Sizmek) and Curt Simon Harlinghausen (Publicis Media) will take a critical look at the megatrend blockchain in their "Tech Check". The grand finale of the first "dmexco and Procter&Gamble Start-up Hatch" — the new dmexco start-up competition with 20,000 Euros prize money — promises further innovations with its jury comprising Sophie Blum (Procter & Gamble), Christoph Schuh (Lakestar), Florian Heinemann (Project A Ventures), Terry Kawaja (Luma Partners) and Bessie Lee (Withinlink).

Creative highlights and specials

Exciting digital worlds will be presented by Thomas Hoyer (3spin) and Michael Zawrel (Microsoft) as part of their live demonstration "How holograms will change marketing (and our life) forever" as well as Meabh Quoirin (Foresight Factory) and Simon Gosling (Unruly) in their demo house "The Future at Home". Stewart Copeland (founding member & drummer of "The Police"), Thomas Reiter (former astronaut & ESA coordinator) and David

Meza (Chief Knowledge Architect at NASA) will provide pure inspiration at the 2017 dmexco conference as they dare to take a somewhat different approach to the current digital trends with their extraordinary performances.

Christian Muche and Frank Schneider, both of dmexco: "What a program! As the creative minds, leading companies and innovative formats at this year's conference clearly indicate, dmexco will be defining next year's trends. And the budgets in the millions that the speakers represent show dmexco's clear focus on business. In the past eight years, we have managed to establish in Germany the most important global show for digital business, innovation, insights and solutions, which is unique around the world due to its diversity, efficiency and potentials. The two-day program of dmexco 2017 will provide visitors with a combination of quality and diversity unmatched by any other event. We are proud of this and look very forward to dmexco 2017. We'll see you in Cologne!"

The full 2017 dmexco conference program is now available at

http://dmexco.com/conference_program.

dmexco tickets are available at <http://dmexco.com/tickets> — for just 99 Euros until August 21st.



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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, www.facebook.com/dmexco, <http://twitter.com/dmexco>, and www.youtube.com/dmexcoveideo.