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#dmexco #conference #2016

Launch of the 2016 conference program: dmexco attracts digital superstars and top decision-makers to Cologne

More than 570 international top speakers, over 250 hours of events on 15 stages, and an exceptional program mainly in English — on September 14 and 15, dmexco 2016 will become the hotspot of the global economy. The lineup includes not only numerous CEOs and CMOs of leading international companies such as Nestlé, Lego, Mondelez, PepsiCo, P&G, RedBull, and BMW, but also stars of the digital economy such as Twitter CEO Jack Dorsey, VICE founder Shane Smith, Snapchat's Chief Strategy Officer Imran Khan, and Facebook's Chief Product Officer Chris Cox. At the heart of this year's program are the trend themes "connected world" and "video". Additional new stages have been created especially for them. The complete program of the 2016 dmexco conference is now available at www.dmexco.com/program

In line with this year's motto, "Digital is everything — not every thing is digital", the star-studded conference program of dmexco 2016 will bring together all the major theme worlds and disruptive trends of the digital economy and present them on a total of 15 stages. From leading international CEOs to founders of up-and-coming start-ups, and from digital prophets to creative masterminds, exceptional individuals and top decision-makers from all segments of the global digiconomy will illuminate the most important economic trends at dmexco. One key theme will be the networked



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www.dmexco.com

Contact:

André Hoffmann
Tel.
+49 40 679 446 53
Fax
+49 40 679 446 11
e-mail
dmexco2016@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



world, with a focus on the Internet of Things (IoT), artificial intelligence, and virtual and augmented reality. On the first day of dmexco, these issues will be addressed in a VR session featuring Marc Mathieu (CMO, Samsung Electronics), Lisa Donohue (Global Brand President, Starcom Worldwide), and Jake Silverstein (Editor in Chief, New York Times). Important insights into a new kind of customer experience will be provided by brands and innovators that are already successfully using these technologies and communication tools. One of the places where this will be happening is the new dmexco Experience Hall, with many new faces and leading players such as Matthew Luhn (Story Supervisor, Pixar), Lars Hinrichs (Founder and Executive Geek, HackFwd), Ambarish Mitra (CEO, Blippar), Dirk Arnold (Vice President, BMW i and Electro Mobility), and Matt Celuszak (CEO and Chairman, CrowdEmotion), who will demonstrate the most important trends in the connected world.

Efficient strategies for successful digital business

Efficient strategies for economic success will be presented by leading international corporate decision-makers such as Paul Bulcke (CEO, Nestlé), Jack Dorsey (CEO, Twitter), Sir Martin Sorrell (CEO, WPP), Shane Smith (CEO & Founder, Vice Media), Lisa Utzschneider (CRO, Yahoo), Sridhar Ramaswamy (SVP, Google), William Swayne (Global CEO, Carat), Greg Glenday (CRO, Shazam), Bob Lord (CDO, IBM), and Jacki Kelley (COO, Bloomberg Media).

Newcomers and visionaries define the potential of tomorrow

New strategies, creative thinking, and visionary insights into the future of the digital economy will be guaranteed, thanks to the many newcomers attending this year's conference, including Chris Cox (CPO, Facebook), Imran Khan (CSO, Snapchat), Cal Henderson (CTO, Slack), Dana Anderson (CMO, Mondelez), and James Quarles (Global Head of Business and Brand Development, Instagram).

International center for digital video communication

The “content generation” can’t get enough of videos and creative new ideas — and the marketing and media industry also knows just how effective they can be. At the Future Content Summit, Kerry Taylor (International & CMO UK, MTV/Viacom) and Mike Weissman (General Manager, Acting Chief Operations Officer, Vimeo), among others, will present the latest trends at their session on “Embracing the Short Form”. With SCREEN.ings in the new Motion Hall, dmexco is introducing its first forum dedicated to digital video and content, which will bring together at a single event all of the relevant national and international market players from across the media spectrum and around the world, integrating all the themes featured at the conference.

Content focusing on creativity, visual imaging, and storytelling

Relevant content, along with video, is one of the key success factors of digital communication. Creativity, visual imaging, and storytelling make all the difference. These topics, and in particular how companies can lay the right groundwork for the future, will be the subject of a talk at the Content Summit featuring, among other speakers, Susan Smith Ellis (SVP & CMO, Getty Images), Keith Jopling (Global Head Strategic Intelligence, Spotify), and Ryan Holmes (CEO & Founder, Hootsuite).

The next steps for mobile

The commercial opportunities offered by IoT and wearables as integrated parts of people’s daily lives are giving mobile networking another push. Sridhar Ramaswamy (SVP of Ads & Commerce, Google) will examine the new potential these developments offer for customer communications in his keynote speech “Building for a Mobile-first World”. In the session on “The New Customer World of Experience”, Dr. Rainer Kallenbach (CEO Bosch Software Innovations, Bosch) and other speakers will deliver insights into the communication opportunities offered by networked worlds.

Start-up Village: Fresh ideas from the international start-up scene

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The hottest newcomers in marketing, media, and tech will offer fresh ideas at dmexco's sold-out Start-up Village. Presentations will be given by start-up founders from countries including Israel, the USA, Sweden, Ireland, Austria, the Czech Republic, France, and Poland.

C-insights from the world's major agency networks

Global leaders of the most important agency networks will also be at dmexco. In addition to Sir Martin Sorrell (CEO, WPP), the speakers on the stage will include David Sable (CEO, Y&R), Mark Read (CEO, Wunderman), Steve King (CEO, Publicis Media), Stephen Allan (Global CEO, Mediacom), Dominique Delport (CEO, Havas Media), Rishad Tobaccowala (Chief Strategy Officer, Publicis Groupe), and Mainardo de Nardis (CEO, OMD worldwide).

Christian Muche and Frank Schneider from the dmexco team: "dmexco 2016 will present a first-class international program. We are proud that our lineup this year includes so many renowned experts, eminent personalities, and innovative brands. In terms of both quantity and quality, there is nothing like it anywhere else in the world. Once again, dmexco 2016 will demonstrate that it is the global business and innovation platform!"

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Program is live: #dmexco #Conference attracts digital superstars and leading decision-makers to Cologne —

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About #dmexco

dmexco is the global business and innovation platform of the digital economy. It connects the real economy with visionary trends and defines the commercial potential of tomorrow. Within a few years, dmexco has developed into the pioneer of the digital transformation. Today it is the engine of growth that is driving the global digiconomy forward by means of direct business deals, valuable new contacts, the evaluation of business ideas, new standards for the digital economy, maximum value creation, and concrete added value. dmexco — the leading global trade fair and conference of the digiconomy.

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.

You can find all the information about dmexco 2016 (September 14 and 15 in Cologne), as well as photographs, videos, and audio material from dmexco 2015, at www.dmexco.de, www.facebook.com/dmexco, <http://twitter.com/dmexco>, and www.youtube.com/dmexcovideo.