



ADC DIGITAL CONFERENCE

# ARTIFICIAL REALITIES

06.11.23 - DÜSSELDORF - K20

## CONFERENCE STAGE

10.00	<b>Welcome</b> Uke Bosse & Susanne Gaensheimer, K20
10.07	<b>Artificial Realities</b> Uke Bosse & Dominik Erhard, Politikmagazin
10.20	<b>State of Emerging Tech</b> Vicktoria Klich, w3.fund
10.35	<b>The future of luxury and fashion</b> Jürgen Alker
10.50	<b>Fashion in 3023 (EN)</b> Nataliya Grimberg
11.05	<b>Are we there yet? (EN)</b> Shane Griffin, Grif.studio
11.30	<b>Brand Experiences under the influence of new technologies</b> Antje Hundhausen, Telekom Pia Schörner, BMW Group
12.15	<b>Pause / Break</b>
13.10	<b>Expanding reality, today and tomorrow</b> Bastian Schütz, META
13.30	<b>not designed by rams</b> Moritz Pongratz
13.40	<b>The AI-Powered Director</b> Martin Haerlin
13.55	<b>PLAI with me!</b> Mieke Haase, loved
14.10	<b>AI Cinema: Crafting Stories in the Digital Age</b> Nicolas Neubert
14.20	<b>Fossil x Diesel: Vert</b> Mike John Otto & Patrik de Jong, Artificial Rome Philipp Feit, German Wahnsinn
14.55	<b>The Laws of Artificial Realities</b> Oliver Scherenberg
15.10	<b>From Hollywood to Reality (EN)</b> David Sheldon-Hicks, Territory Studios
15.35	<b>The handbook of non-toxic leadership in creative industries</b> Vera-Maria Glahn
15.55	<b>Pause / Break</b>
16.20	<b>Collaborative VR (EN)</b> Riccardo Bigi, Lamborghini
16.35	<b>Panel: How to stay ahead in the automotive industry (EN)</b> Tim Walther, Volkswagen Group David Sheldon-Hicks, Territory Studios Pia Schörner, BMW Group
17.10	<b>Panel: Pop-culture under the influence of AI and AR</b> Vicktoria Klich, w3.fund Phillip Böndel, THE AMBITION Temry
17.45	<b>Artificial Realities – Rise or Fall?</b> Uke Bosse Dominik Erhard, Politikmagazin
17.55	<b>Closing</b> Uke Bosse

## AUDITORIUM STAGE

10.30	<b>Panel: Customer Service – was braucht Kundenberatung der Zukunft?</b> Holger Grünwald, Experience One Florian Flicke, Handelsblatt Solutions
11.00	<b>Insight: Sonic Horizons: AI-Musik und -Stimmen</b> Marco Manzo, kids in a candy store / Studio Funk Julian Prießen, kids in a candy store / Studio Funk Tobias Bürger, kids in a candy store / Studio Funk
11.30	<b>Panel: Wie AI das Geschäftsmodell von Agenturen verändert</b> Peter Kabel, Seriengründer Nina Haller, Media.Monks Franziska von Lewinski, SYZYGY Max Orgeldinger, TLGG Moderation: Bärbel Egli-Unckrich
12.05	<b>Pause / Break</b>
12.35	<b>Insight: Service Design for the Metaverse</b> Marko Thorhauer, iBMiX
13.00	<b>Panel: Wie FMCG-Marken virtuell erlebbar werden</b> Belinda Belger, Migros Sascha Knöpfel, Henkel Lea Pahne, DEMODERN
13.30	<b>Insight: Technologie als Creative Engine für TikTok</b> Julius Winter, TikTok
14.00	<b>Panel: Der Impact von AI und dem Metaverse auf den eCommerce von Morgen</b> Ann Kathrin Heintz-Schekahn, OTTO Fabian Haustein, UNGER Fashion Jan Gutkuhn, DEPT
14.25	<b>Insight: minds over machine. (EN)</b> Juan Leguizamon, HAVAS
14.55	<b>Panel: Great branding in the age of AI (EN)</b> Iskra Velichkova, Kleinanzeigen Roger Dudler, Frontify Paul Watmough-Halim, Hyperfocus
15.20	<b>Insight: Prompt new world – The future of creative processes in the digital age.</b> Sadrick Schmidt, D'Art Design
15.50	<b>Wie AI die Welt der Schrift verändert</b> Sina Otto & Friedrich Althausen, Monotype
16.15	<b>Pause / Break</b>
16.30	<b>ADC Creative Club</b> Young Talents present their impressive work  Ärmin Ludl Rabea Marquardt Denise Hödl / Magdalena Jo Umkehrer Etienne Wagner / Dominik Krüger Maya Schormann Markéta Müllerová Fabian Heller / Karen Kircher
18:00	<b>Get Together</b> Temry, DJ MetaBrewSociety, Free Drinks