



# DIGITAL CONFERENCE

04.11.2024

## CONFERENCE STAGE

10.00	<b>Welcome</b> Vivian Perkovic
10.05	<b>Germany in the AI Era: Are we ready?</b> Christina von Messling, Future Today Institute Ole Reißmann, DER SPIEGEL
10.20	<b>No Algorithm for Culture</b> How Humans See What AI Can't Toygun Yilmazer, TBWA
10.40	<b>The Next Lens: Exploring the Future of AI Photography</b> Sevda Albers
11.00	<b>Where Movement Meets AI</b> James Gerde, @gerdegotit
11.20	<b>About inspiration and co-creation in the age of Data &amp; AI</b> Cedric Kiefer, onformative
11.40	<b>Memories of my youth</b> Sara R. Scholl & Fabian Gröger, ADC Talent Grand Prix 2024
11.50	<b>The Reality Check:</b> AI's Limitations in Shaping Brands and how to handle them Ivana Radovanovic & Philipp York Martin, Mutabor.AI
12.05	<b>ADC Kunden des Jahres: Wie sich Marketing 2025 verändert (DE)</b> Karsten Kühn, HORNBACH Martell Beck, Deutsche Bahn Eva-Maria Schmidt, HORIZONT (Moderation)
12.35	<b>Break / Pause</b>
13.20	<b>Recap Connect 2024</b> Marc Wirbeleit, META
13.40	<b>Merging digital and physical worlds</b> Florian Wögerer, borabora studios
13.55	<b>Untitled.</b> Innovation & decision making in times of uncertainty & hyper acceleration Christian Mio Loclair, JOURNEE
14.15	<b>The rollercoaster in the living room</b> André Hennen, curious company
14.30	<b>AR is the imagination engine for tomorrow</b> Hannah Johnson, SNAP
14.45	<b>Reinventing Brand Storytelling</b> Cindy Richter, Lufthansa Karsten Krämer, C3
15.05	<b>Whats the agency model for tomorrow? (DE)</b> Kristina Bulle, Procter & Gamble Dr. Christian Hahn, Telekom Franziska von Lewinski, The Observatory (Moderation)
15.35	<b>Break / Pause</b>
16.00	<b>Creating resonant experiences by tapping into human behaviour.</b> Andreas Schimmelpfennig, Elastique.
16.15	<b>Beauty, Purpose, Innovation.</b> Marcus Wendt, field.io
16.35	<b>Bringing brands to life through art, design &amp; tech</b> Vincent Lammers, BUCK
16.55	<b>World Building and beyond: From Hollywood productions into the real world</b> David Sheldon-Hicks, Territory Studios Will Htay
17.30	<b>Germany in the AI Era: Are we ready?</b> Christina von Messling, Future Today Institute Ole Reißmann, DER SPIEGEL

## BUSINESS STAGE

10.30	<b>Welcome</b> Lars Terlinden, The Office of Economic Development Düsseldorf Christian Zaum, Landeshauptstadt Düsseldorf
10.40	<b>A PETA Case Study: Driving Social Change with Immersive Conversational AI</b> Jason Brandt, Demodern
10.50	<b>Creating with Ray Ban Meta</b> Ricardo Mueller, META
11.15	<b>Real rocket science: the first watch face for our solar system.</b> Ben Merkel, Leo Burnett
11.25	<b>Going global: Scaling your agency (DE)</b> Alex Schill, SERVICEPLAN Bärbel Egl-Unckrich, campaign germany (Moderation)
11.55	<b>Next-Gen Voices: Redefining Brand-Voices and Identity with AI</b> Marco Manzo, Studio Funk
12.20	<b>Break / Pause</b>
13.15	<b>AI showed me how human I am</b> Sina Otto, Monotype
13.40	<b>The Revived</b> Resurrecting Ukraine's Fallen Athletes for the Paris Olympics Inna Tabachenko & Dejan Handjiski, BBDO
13.50	<b>Is there a future for Pitches? (DE)</b> Kim Alexandra Notz, KNSK (Moderation) Inga Wiese, Mobile.de Franziska von Lewinski, The Observatory
14.20	<b>Building trust in the age of AI</b> Julia Raab, Getty Images
14.45	<b>Breaking the AI Monoculture: The Case for Open-Source Creativity</b> Peter Kabel, Cogniwerk
14.55	<b>Exploring immersive Business</b> Pia Schörner, BMW Matthias Nawrocki, Ergo Lea Pahne, Demodern (Moderation)
15.25	<b>Break / Pause</b>
16.00	<b>The guy that is using AI</b> Lukas Bausch & Nicolas Klein, Philipp und Keuntje
16.10	<b>Branded Storytelling in the Age of AI</b> The Power of Real Stories and Data-Driven Insights David Incorvaia, Lure
17.00	<b>Einer muss sich ja zum AI Affen machen (DE)</b> Mieke Haase, loved Hendrik Heine, thjnk
17.10	<b>Is the World Ready for Prompt Artists?</b> Mieke Haase, loved Corinna Asmus, Beiersdorf Ivana Radovanovic, Mutabor (Moderation)
17.40	<b>Sense vs. Nonsense</b> Ein unverblümter Blick darauf, wie Technologie wirklich im Marketing helfen kann Felix Burger, Creative Innovation Lead, Grabarz & Partner Bastian Goldschmidt, CSO / Managing Partner, Grabarz & Partner