



DIGITAL CONFERENCE

10.11.2025

UNDERGROUND STAGE

11:30	Welcome Dr. Stephan Keller, Mayor of City Düsseldorf
11:35	Opening ADC Digital Conference 2025 Burkhard Müller, MUTABOR & ADC
11:40	The Future of Agency Models (EN) Laura Jordan Bambach, Uncharted Studios Nina Kirst, Campaign Germany
12:00	Brand Design in the Digital Age (EN) Simon Dixon, DixonBaxi Aporva Baxi, DixonBaxi
12:20	When Accessibility Meets Emotion: A love story (EN) Maria Moreso, DOMESTIC DATA STREAMERS Ricard Garcia, DOMESTIC DATA STREAMERS
12:40	Break
13:30	The New (Creative) Era of Sports (EN) Lauren Hartstone, Sibling Rivalry
13:50	The Human Touch (EN) Julien Simshauser, BUILDERS CLUB
14:10	Designing for scale, without losing soul (EN) Nicola Ryan, Condé Nast
14:30	Break
15:15	Dreaming in Code: Live Visuals and the Future of Creativity (EN) Chris Kore
15:35	Do The Impossible (EN) Philipp York Martin, MUTABOR Chris Neie, MUTABOR
15:55	How to have fun or: The ultimate combination I have learnt so far (EN) Vincent Schwenk
16:15	Break
16:45	A new Area of Customer Engagement (EN) Claudia Studtmann, Meta Etienne Kiefer, charles
17:15	Beyond the Spectacle: The Art of Meaningful Immersive Design (EN) Leigh Sachwitz, flora&faunavisions

CHURCH STAGE

12:00	Welcome Lars Terlinden, Head of KomKuK City of Düsseldorf
12:05	From adaptation to avatar: How E.ON uses AI as a driver of innovation and branding (EN) Felix Damerius, Peter Schmidt Group Stefan Schneider, E.ON
12:20	Future Work – Karrieren und Kompetenzen im Zeitalter von KI (DE) Carsten Rasner, BVDW e.V Sebastian Dettmers, The Stepstone Group Claudia Diaz Sanchez, ressourcenmangel Luisa Bomke, Handelsblatt
12:50	Owning every moment: Building connected brands in the digital age (EN) Nicolas Hürner, Frontify
13:15	Back to simple: How the right data and tech lead to a more consistent, effective and in- spiring brand (EN) Florian Schimmer, Denkwerk Fabian Eustrup, Denkwerk
13:30	KI-Transformation: Wer bleibt – Agenturen oder CMOs? (DE) Anna Meissner, TLGG Katja Johannson, Intersnack Deutschland SE Wolfgang Merkle, University of Europe for Applied Sciences Eva-Maria Schmidt, Horizont
14:00	Break
14:45	CALL-A-PET (EN) Lukas Bausch, PUK
15:00	Rethink Marketing – Welche Agentur ist der richtige Partner? (DE) Katrín Menne, Merck Mona Roberts, Primark Dr. Juliane Apel, Yello Strom Oliver Klein, cherrypicker
15:30	BMW – Heart of Joy (EN) Philip Hansen, Parasol Island Moritz von Schrötter, Parasol Island
15:45	Agentur, Startup oder Corporate – Wer baut das Produkt der Zukunft? (DE) Tanja Vogt, Vodafone Jan Gutkuhn, DEPT Oliver Stock, Business Punk Christopher Schubert, charles
16:15	Break
16:45	Next Gen Sports: How Technology is Redefi- ning Fan Experiences (EN) Marc Isken, Seven.One Entertainment Group Lauren Hartstone, Sibling Rivalry Amelie Pamp, Mutabor Lisa Währer, FC Viktoria Berlin
17:15	Becoming your own Brand (EN) Vasjen Katro, Baugasm Chris Kore Burkhard Müller, MUTABOR & ADC
17:45	Moneytalk – Gehälter, Strukturen & Fairness in der Kreativbranche (DE) Sarah Köster, ADC Talent & Scholz & Friends Etienne Wagner, ADC Talent Claudias Diaz Sanchez, ressourcenmangel Vanessa Kerkhoff, VML