



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, CDO Mutabor & Chairman ADC
11.40	Uncharted Laura Jordan-Bambach
12.00	DixonBaxi Simon Dixon & Aporva Baxi
12.20	Domestic Data Streamers Maria Moreso Vinals & Ricard Garcia
12.40	Break
01.30	Sibling Rivalry Lauren Hartstone
01.50	Builders Club Julien Simshauser
02.10	Condé Nast Nicola Ryan
02.30	Break
03.15	Chris Kore
03.35	Mutabor Philipp York Martin & Chris Neie
03.55	Vincent Schwenk
04.15	Break
04.45	Meta Claudia Studtmann
05.15	flora&faunavisions Leigh Sachwitz

CHURCH STAGE

12.05	TBA. Felix Damerius, Peter Schmidt Group
12.20	Next Gen Careers – Berufseinstieg im Zeitalter von AI (DE) Carsten Rasner, BVDW Sebastian Dettmers, Stepstone Claudia Diaz Sanchez, ressourcenmangel & GWA Luisa Bomke, Handelsblatt
12.50	Owning every moment: Building connected brands in the digital age Nicolas Hürner, Frontify
01.15	Brand Experience Agent Florian Schimmer & Fabian Eustrup, Denkwerk
01.30	KI-Transformation: Wer bleibt – Agenturen oder CMOs? (DE) Annabelle Jenisch, TLGG Katja Johansson, Internsack Wolfgang Merkle, University of Europe for Applied Sciences Eva-Maria Schmidt, Horizont
02.00	Break
02.45	CALL-A-PET Lukas Bausch, Philipp und Keuntje
03.00	Rethink Marketing – Welche Agentur ist der richtige Partner? (DE) Katrin Menne, Merck Group Mona Roberts, Primark Juliane Apel, Yello Strom Oliver Klein, cherrypicker
03.30	Conversational AI Agents Jeremy Hofmeister Mac Lynn & Luca Schiefer, Journee
03.45	Agentur, Startup oder Corporate – Wer baut das Produkt der Zukunft? (DE) Tanja Vogt, Vodafone Jan Gutkuhn, Dept Oliver Stock, Business Punk
04.15	Heart of Joy Philip Hansen, Parasol Island
04.30	Break
04.45	From Stadium to Stream – How Technology is Redefining Fan Experience Marc Isken, Seven.One Entertainment Group Lauren Hartstone, Sibling Rivalry Amelie Pamp, Mutabor
05.15	From Hobby to Career – How Passion Projects turn into a Profession Baugasm Chris Kore Burkhard Müller, Mutabor
05.45	Moneytalk: Gehälter, Strukturen & Fairness in der Kreativbranche Sarah Köster, ADC Talent & Scholz & Friends Etienne Wagner, ADC Talent Claudias Diaz Sanches, ressourcenmangel & GWA

