



DIGITAL CONFERENCE

04.11.2024

CONFERENCE STAGE

- 10.00** **Welcome**
Vivian Perkovic
- 10.05** **Germany in the AI Era: Are we ready?**
Christina von Messling, Future Today Institute
Ole Reißmann, DER SPIEGEL
- 10.20** **No Algorithm for Culture – How Humans See What AI Can't**
Toygun Yilmazer, TBWA
- 10.40** **The Next Lens: Exploring the Future of AI Photography**
Sevda Albers
- 11.00** **On a dance with AI**
James Gerde, @gerdegotit
- 11.20** **About inspiration and co-creation in the age of Data & AI**
Cedric Kiefer, onformative
- 11.40** **Memories of my youth**
Sara R. Scholl & Fabian Gröger, ADC Talent Grand Prix 2024
- 11.50** **The Reality Check:**
AI's Limitations in Shaping Brands and how to handle them
Ivana Radovanovic & Philipp York Martin, Mutabor.AI
- 12.05** **ADC Kunden des Jahres: Wie sich Marketing 2025 verändert (DE)**
Karsten Kühn, HORNBACH
Martell Beck, Deutsche Bahn
Eva-Maria Schmidt, HORIZONT (Moderation)
- 12.35** **Break / Pause**
- 13.20** **Recap Connect 2024**
Ricardo Mueller META
- 13.40** **Merging digital and physical worlds**
Florian Wägerer, borabora studios
- 13.55** **Untitled.**
Christian Mio Loclair, JOURNEE
- 14.15** **The rollercoaster in the living room**
André Hennen, curious company
- 14.30** **AR is the imagination engine for tomorrow**
Hannah Johnson, SNAP
- 14.45** **Reinventing Brand Storytelling**
Cindy Richter, Lufthansa
Karsten Krämer, C3
- 15.05** **Whats the agency model for tomorrow?**
Kristina Bulle, Procter & Gamble
Ulrich Klenke, Telekom
Franziska von Lewinski, The Observatory (Moderation)
- 15.35** **Break / Pause**
- 16.00** **Creating resonant experiences by tapping into human behaviour.**
Andreas Schimmelpfennig, Elasticque.
- 16.15** **User over AI.**
An appeal for your creative strategy on TikTok.
Julius Winter, TikTok
- 16.35** **Beauty, Purpose, Innovation.**
Marcus Wendt, field.io
- 16.55** **Bringing brands to life through art, design & tech**
Vincent Lammers, BUCK
- 17.15** **Exclusive Keynote: Behind the scene of hollywood prodctions**
David Sheldon-Hicks, Territory Studios
Will Htay
- 17.50** **Germany in the AI Era: Are we ready?**
Christina von Messling, Future Today Institute
Ole Reißmann, DER SPIEGEL

BUSINESS STAGE

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