



Time	Topic	Speaker
from 9:00	<i>Arrival @ Accreditation</i>	
10:00 – 10:30	Welcome	Sören Stamer, CEO, CoreMedia
10:30 – 11:15	Dematerialisation – the New Reallocation of the World in Times of Digital Darwinism	Dennis Schenkel, Projektleiter, Strategieberatung neuland
11:15 – 11:45	Partner Elevator Pitch	
11:45 – 12:15	Finnair – Digital User Services with Agility	Ari Maronen, Development Manager, Web & Mobile Portals, Finnair
12:15 – 12:45	Three Years of CoreMedia at MTV.fi Satisfied Journalists and a Happy Tech Team	Lauri Lampi, Service Manager, Operations / Web, Mobile and OTT Services, MTV.fi
12:45 – 14:30	<i>Lunch</i>	
14:35 – 15:10	Organizational Transformation Starting with the Web	Cathy Ash, Director Allison Freeman, Manager Customer Experience Doug Wagner, Program Manager, Emerson
15:10 – 15:45	How to Handle More than 1 Mio Service Contacts per Week Online	Jonathan Schreyer, Head of Online Service Consumer, Telekom Germany
15:45 – 16:15	<i>Break</i>	
16:15 – 16:45	CoreMedia Live Demo: Creating Compelling User Experiences – Bringing Together Content and Commerce	Oliver Heyden, Head of Solution Architects, CoreMedia
16:45 – 17:30	Biohacking and the Upgraded Body	Dr. Patrick Kramer, Chief Cyborg Officer, Digiwell
17:30 – 18:00	CoreMedia Innovation Award	Florian Grebe, CSO, CoreMedia
then	<i>Boat Trip to Evening Location Henssler's Küche</i>	