

Challenging the fundamentals of consumer engagement – Strategies for tomorrow's advertising, retail and public spaces

CONFERENCE PROGRAMME // 23rd June 2016

Combined Main Track: Smart Cities

Presentations & Panel

Digital Transformation: How smart cities are impacting our lives

From public telephones, to transport shelters and railway terminals - digital is transforming our lives. The demand for digital public services, real-time information, security, as well as numerous commercial applications, is driving smart city concepts around the world. Digital signage creates essential touch points in most smart city concepts. The next big boost is Internet of Things (IoT) applications, which connect and measure almost all devices in public, as well as private, surroundings. Making use of all the new data available and using it to benefit people makes for a fascinating challenge.

New York City and Dubai are the first global hubs to roll out smart city concepts. Link NYC and Smart Palm Dubai are two very different approaches to the smart city idea. Despite their difference, both rely heavily on digital signage as digital touch points.

DSS Europe 2016 will present fascinating insights into smart city projects in New York and Dubai, as well as soon to be launched concepts in Europe.

Room: Munich I

 10:00 - 10:25 **Keynote // Digital Public Spaces to Smart Cities – Digital Touch Points bringing Life to Cities**

 **Florian Rotberg** / invidis consulting

 10:30 - 10:55 **Keynote // The future of intelligent urban infrastructure building a Smart City in New York City**

 **Brad Gleeson** / CIVIQ Smartscapes

 11:00 - 11:25 **Presentation // Changing Urban Transportation with Real-Time Screens**

 **Ryan Croft** / Transitscreen

 11:30 - 12:15 **Panel // Digital Transformation: How Smart Cities are impacting our lives**

 **Brad Gleeson** / CIVIQ Smartscapes, **Bruno Guerrero** / Ayuda, **Hannes Schwaderer** / Intel, **Ryan Croft** / TransitScreen

 12:15 - 13:45 Networking & Matchmaking / 12:00 Lunch

12:45 - 13:45 DSF Europe Membership Meeting

CONFERENCE PROGRAMME // 23rd June 2016

Digital-out-of-Home & Multiscreen

Track I: Data Driven Campaigns

Track II: DooH Planning and Booking

Room: Munich I - Data Driven Campaigns

Presentations

Utilising data to improve advertising messaging in DooH

One of the catalysts of the rise of public video has been the trend towards multiscreen campaigns. Public video/DooH perfectly complements online video beyond consumers' personal devices. The strengths of DooH are particularly prevalent during a person's commute and when they are close to the point of sale. Therefore, multiscreen campaigns need the large digital picture to activate consumers throughout the day. Creating, planning and managing multiscreen remains a huge challenge, especially when you consider that campaigns have work for both the onezone online audience and for the one2many public space audience.

This is breaking down long established media type silos. Budgets move from online video to DooH, and metrics and measurement are very challenging. On top of that, varying screen resolutions and technical platforms present further obstacles for creative agencies and media owners.

📅 13:45 - 14:10

Presentation // „Dynamic by default“ – Data Driven Campaigns in London's Highstreet

🗣️ **Alex Matthews** / JCDecaux

📅 14:15 - 14:40

Presentation // Realtime DooH Ad Serving and Attribution using Mobile Data

🗣️ **Bruno Guerrero** / Ayuda

📅 14:45 - 15:10

Presentation // The Power of the 'Context Effect': Programmatic Creative for DooH

🗣️ **Neil Morris** / Grand Visual

📅 15:15 - 15:40

Presentation // Engaging customer journey – Best Concepts for Digital Signage Branded Content

🗣️ **Hoss Khosravi** / Visualart Sweden

📅 15:45 - 16:15 Networking & Coffee

Room: Munich II - DooH Planning & Booking

Presentations & Panel

Best practices and future trends in multiscreen metrics and measurements

In the past, market research has been a relatively easy task. Each media type established more or less standalone metrics and measurements – all tailored to prove maximum reach and effectiveness. But the emergence of digital has challenged the media-specific approach to metrics and measurements. Multiscreen campaigns need new media currencies, or at least compatible approaches. These tasks become even more challenging where one2many meets onezone. DooH/Public video is at the heart of this development. Online video metrics and measurements need to be adapted to public video.

In Europe, established DooH operators - defending their static assets - have hampered this development. The majority of the DooH market players have not been in the financial position to establish dedicated and/or multiscreen research standards.

DSS Europe will analyse and debate best practice and future trends in multiscreen metrics and measurements with network owners and experts from market research and media agencies.

📅 13:45 - 14:10

Presentation // Multiscreen Measurement & Metrics – bridging the Gap between Online and Out of Home

🗣️ **Tilman Rotberg** / GfK

📅 14:15 - 15:00

Panel // Best practices and future trends in Multiscreen

🗣️ **Benjamin Wey** / Goldbach, **Eva Adelsgruber** / 7Screen, **Dr. Kai-Marcus Thäsler** / Posterscope Deutschland, **Tilman Rotberg** / GfK

📅 15:15 - 15:40

Presentation // Out of Home goes Programmatic

🗣️ **Dr. Kai-Marcus Thäsler** / Posterscope Deutschland

CONFERENCE PROGRAMME // 23rd June 2016

Digital-out-of-Home & Multiscreen

Track I: Data Driven Campaigns

Track II: DooH Planning and Booking

📍 Room: Munich I - Data Driven Campaigns

Continuation Presentations

Utilising data to improve advertising messaging in DooH

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🕒 16:15 - 16:40

Presentation // Digitization era at Frankfurt Airport fo truly excellent Customer Experience

🗣️ Kai Schmidhuber / Fraport

🕒 16:45 - 17:10

Presentation // Dubai Duty Free – excelling Retail – Data Driven Campaigns for travel retail

🗣️ Stewart Caddick / Connectiv

🕒 17:35 - 17:45

Closing

🗣️ Florian Rotberg / invidis consulting, Pamela M. Taggart / InfoComm International

Digital Signage Evening Event & Award Ceremony

In the evening, the organisers invidis consulting and Integrated Systems Events host the Digital Signage Evening Event & Award Ceremony, which recognised the industry's top performers. Also three new versions of the invidis yearbook will be launched at the DSS Evening Event. invidis yearbooks offer the most comprehensive market overviews for digital signage and DooH in Western Europe. Alongside the two German language editions - Digital Signage Jahrbuch 2016/17 and DooH Jahrbuch 2016/17 - invidis will also publish its English language edition - invidis Digital Signage Yearbook 2016/17 - at the evening event.

The event will take place at the „Airbräu“ located directly at the Munich airport. Attendees will be able to enjoy the evening to network and enjoy Bavarian food and drinks. The Event is open to all conference ticket holders and exhibitors.

🕒 18:00 - 23:00 Evening Networking Reception - hosted by InfoComm International

📍 Room: Munich II - DooH Planning & Booking

Presentations & Panel

Programmatic buying, the media mix and real time advertising campaigns
Digital media enables near real time campaigns. DooH is one of the leading elements of the media mix when it comes to real time advertising campaigns. Advertising copy can be instantly amended with the help of data feeds, user interaction or an external trigger. More and more real time campaigns also lead to very short-term media buying habits. Programmatic buying is changing the way digital media sales are being managed - be it last minute (premium) or just automated sales of unsold inventory (bulk sales).

Various supply side platforms (SSP) and demand side platforms (DSP) are currently attractive to business. Programmatic buying has huge potential for public screens/DooH, but inconsistency in technical platforms and media requirements is a huge challenge. DSS Europe will focus on best practice, analyse existing DooH schemes and discuss the requirements of the future. Programmatic is often a very political discussion, as it disrupts existing value chains. We will focus on technical and sales challenges from a multiscreen point of view.

🕒 16:15 - 16:40

Presentation // Regionality as enabler for DooH – Why Digital Out of Home works regionally

🗣️ Andreas Noack / heinekingmedia

🕒 16:45 - 17:30

Panel // Programmatic Buying, the media mix and real time advertising campaigns

🗣️ Andreas Noack / heinekingmedia, Dirk Hülsermann / Vukunet, Radjen van Wilsem / MyAdBooker, Willibald Müller / Goldbach

CONFERENCE PROGRAMME // 24th June 2016

Combined Main Track: Turning Stores into Stories

Presentations & Panel

Turning stores into stories

In retail, airport, education and enterprise, digital touch points are essential for smart customer experiences in physical environments. Digital signage complements mobile applications in many ways. Emotional customer journeys at the point of sale (POS), point of information (POI), or in office surroundings need to offer seamless user experiences on multiscreen platforms.

The panel session 'Turning stores into stories' will give insights into how to design and plan smart digital solutions by incorporating beacon, mobile and large format solutions. Learn the dos and don'ts of digital touch points in public spaces and how to convert impressions into business. The panellists will discuss standout projects from around the world and give insight into how to avoid common mistakes.

📅 09:30 - 10:10 **Keynote // Turning Stores Into Stories – Digitally enabled Customer Journey**

🎤 **Florian Rotberg** / invidis consulting, **Oliver Schwede** / invidis consulting

📍 **Room: Munich I**

📅 10:15 - 10:40 **Keynote // Retailers know – People count: Audience measurement, What's Next.**

🎤 **Michael MacMillan** / Vizualize

📅 10:45 - 11:30 **Panel // Turning Stores into Stories**

🎤 **Damian Rodgett** / pilot Screentime, **Michael MacMillan** / Vizualize, **Sascha Martini** / Razorfish, **Stewart Caddick** / Connectiv

📅 11:30 - 13:30 Networking & Matchmaking / 12:00 Lunch

CONFERENCE PROGRAMME // 24th June 2016

Digital Signage

Track I: Digital Signage Best Concepts

Track II: IoT / Retail Omnichannel

📍 **Room: Munich I - Digital Signage Best Concepts**

Presentations

Digital Signage Best Concepts

The Digital Signage Best Concept track will show future retail concepts and the technology behind them from leading agencies. Through several presentations, we will develop the understanding of how standard web technology will influence projects and supply chains in the near future, and show how the digital transformation processes are influencing digital signage now and tomorrow.

🕒 13:30 - 13:55

Presentation // Digital employee communication „State of SEEN MEDIA“ – Company information in the Digital Age

🗣️ Markus J. Derserno / SEEN MEDIA

🕒 14:00 - 14:25

Presentation // Enhancing the Customer Experience through Digital Signage

🗣️ Linda Ralph / Mood Media UK

🕒 14:30 - 14:55

Presentation // Valora Innovative Digital Platforms and Initiatives

🗣️ Adrienne Schmidhals / Valora, Thorsten Wien / Visualart

🕒 15:00 - 15:25

Presentation // Virtual Reality at the Point of Sale – Best of Digital Media Agency

🗣️ Sascha Martini / Razorfish

🕒 15:30 - 15:55

Presentation // New age of Digital Signage – Public Computing

🗣️ Rastislav Brencic / ENPLUG

🕒 16:00 - 16:30 Networking & Coffee

📍 **Room: Munich II - IoT / Retail Omnichannel**

Presentations and Panel

Internet of Things (IoT) and Retail Omnichannel - Customer experiences, new channels and revenue streams

The last two years have shown that IoT has become very important for physical retail environments, as customer expectations of the shopping experience are constantly changing and rising. The IoT sessions at the DSS Europe 2016 will focus on retail and in-store use cases.

While providing insights into shopper and retailer benefits, we will reference relevant digital signage concepts. The sessions will cover the following topics: changes in customer behaviour and expectations, personalised marketing, multichannel retail, curation of products, checkout and payment, and will provide information about what it takes to build the infrastructure and to create the applications for data analytics in order to make IoT come alive.

🕒 13:30 - 14:55

Presentations & Panel // IIoT and Omnichannel - Customer experiences, new channels and revenue streams

🕒 13:30 **Presentation** 🗣️ Ger O'Keefe / Intel

🕒 13:50 **Presentation** 🗣️ Ernő Kovacs / NEC Labs

🕒 14:10 **Presentation** 🗣️ Sven Haiges / SAP Hybris

🕒 14:30 **Panel**

🗣️ Ernő Kovacs / NEC Labs, Ger O'Keefe / Intel, Sven Haiges / SAP Hybris

🕒 15:00 - 15:25

Presentation // Virtual Mall – Lobby Shopping in Corporate Environment

🗣️ Damian Rodgett / pilot Screenshot

🕒 15:30 - 15:55

Presentation // Content drives technology

🗣️ Korbinian Frank / Exozet

CONFERENCE PROGRAMME // 24th June 2016

Combined Main Track: Digital Signage

📅 16:30 - 16:55

Presentation // The potential of free-form LCDs for Digital Signage as strategic interface in cities

🗣️ **Luc Yao** / Merck

Panel

DSF Europe Digital Signage and DooH Worldwide Industry Outlook 2017/18

In retail, airport, education and enterprise, digital touch points are essential for smart customer experiences in physical environments. Digital signage complements mobile applications in many ways. Emotional customer journeys at the point of sale (POS), point of information (POI), or in office surroundings need to offer seamless user experiences on multiscreen platforms.

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📅 17:00 - 17:40

Panel DSF Europe Digital Signage & DooH „Worldwide Industry Outlook 2016/17“

🗣️ **Abdul Bakhrani** / SmartScreen, **Bob Raikes** / Meko, **Harry Horn** / Scala, **Maarten Dollevoet** / Broadsign, **Rich Ventura** / NEC Display Solutions of America

📅 17:45 - 17:55

Closing

🗣️ **Florian Rotberg** / invidis consulting

📅 18:00 - 20:00 Open Bar