

WEDNESDAY 4th JULY 2018

DIGITAL STORYTELLING - CHANGING THE NARRATIVE WITH DIGITAL SIGNAGE

EXHIBITION AREA OPEN FROM 10:00 - 18:00

CENTER STAGE

TIME	SPEAKER	CONTENT
10:00-10:25	FLORIAN ROTBERG invidis consulting STEFAN SCHIEKER ResultMC	KEYNOTE Changing the Narrative – Complementing, Not Replacing Storytelling
10:30-11:10	RICHARD OFFERMANN Ströer Digital Group	KEYNOTE Digital Customer Journey
11:15-11:55	ALASTAIR KEAN Dalziel and Pow	KEYNOTE Retail Design Meets Digital – Insights into the Work of the World’s Leading Retail Design Agency
12:00-12:25	RICHARD OFFERMANN Ströer Digital Group SABINE KRIEG Vitra TBA Dalziel and Pow	PANEL Rebooting Experiences – The Future of Consumer Connection

TIME	SPEAKER	CONTENT
------	---------	---------

12:30-14:00 LUNCH & NETWORKING

CUSTOMER JOURNEY

14:00-14:25	TBA Allianz Stadium Vienna	PRESENTATION Green Goes Digital - Allianz Stadium Vienna (Rapid Wien)
14:30-14:55	SIMONE MANG Deutsche Bank	PRESENTATION Becoming Truly Customer Focused - Deutsche Bank Reinvents Retail Banking
15:00-15:25	IBRAHIM BAKHRANI Digital Communication	PRESENTATION VR Meets Retail - Engaging with Mall Entertainment

PRODUCT INFORMATION AND PRICING

14:00-14:25	SABINE KRIEG Vitra FRITZ HANZEK SES-imagotag	PANEL Storytelling at the Shelf Edge - Amazon Meets Facebook Instore
14:30-15:25	ERIK WOLFF ICT DR. GABRIEL SEIBERTH Accenture TAEWON SONG Samsung SDS STEVE LEYLAND Electrosonic	PANEL Changing Times for Systems Integration – From Project Business to Roll-out

BREAKOUT STAGE

15:30-16:00 COFFEE & NETWORKING

CUSTOMER JOURNEY

16:00-16:25	ALEX BAKER Clicksys	PRESENTATION Engaging Data-Driven Content Concepts for Retail
16:30-16:55	DAMIAN RODGETT pilot Screentime	PRESENTATION Music, Art and Virtual Reality - Digital Experience at Panik City
17:00-17:30	DAMJAN HAYLOR Popcomm	PRESENTATION Creating Engaging and Effective Touch Experiences

INNOVATION DRIVERS (AI, XR & IOT)

16:00-16:55	DANIEL BROOKES Intel STEWART CADDICK RCD ANDREAS SPARRENBLAD Modcam MAC CHAN Vizualize STEFAN SCHIEKER ResultMC	PANEL Retail Relevance - Optimising the Customer Journey
17:00-17:55	MARCO WASSERMANN Xplace	PRESENTATION Innovations for the Digital Customer Journey

17:30-17:55	FLORIAN ROTBERG invidis consulting	PRESENTATION Building Inner City Auto Showrooms for Today’s Consumer
17:30-17:55	FLORIAN ROTBERG invidis consulting	WRAP-UP Adapt or Die - Wrap-Up Day 1

18:15-22:00 EVENING EVENT WITH INVIDIS AWARDS

DIGITAL SIGNAGE SUMMIT EUROPE 2018

DIGITAL SIGNAGE SUMMIT EUROPE 2018

A JOINT VENTURE OF

THURSDAY 5th JULY 2018

DIGITAL STORYTELLING - CHANGING THE NARRATIVE WITH DIGITAL SIGNAGE

EXHIBITION AREA OPEN FROM 10:00 - 17:00

CENTER STAGE

TIME	SPEAKER	CONTENT
08:45-09:25	FLORIAN ROTBERG invidis consulting STEFAN SCHIEKER ResultMC	EXECUTIVE MORNING SESSION Surviving Consolidation - Innovation, Agility and Global Reach
09:30-10:10	RAPHAEL GIELGEN Vitra	KEYNOTE The Art of Constantly Reinventing the Personal Future
10:15-10:55	MICHAEL LUCK SCHNEIDER ESI Design	KEYNOTE Elevating the Corporate Lobby Experience - Transforming Buildings into Experiences
11:00-11:25	THOMAS KOCH TKD Media	KEYNOTE Target Groups are Made of People - and DooH is Made of Gold
11:30-12:10	PEER SCHMITZ-KUO Media Frankfurt TBD JCDcaux	KEYNOTE Enhanced Passenger Experiences - Digital Storytelling at Global Airports

12:15-13:30 LUNCH & NETWORKING

WORLD CLASS CONTENT

13:30-13:55	IBRAHIM BAKHRANI Digital Communication FLORIAN ROTBERG invidis consulting	FIRE PLACE CHAT Taking Content to the Next Level - Creating Content for the World's Largest Video Wall
14:00-14:25	CHRIS MCINTYRE-BROWN Futuresource	PRESENTATION The Market Update - Display and LED Research Insights
14:30-14:55	DORUK EKER DAAN KRIJNEN NGAGE Media	PRESENTATION AR - DooH Innovation reimagined
15:00-15:25	CHRIS MCINTYRE-BROWN Futuresource JOE RABAH RMG LEIF LILJEBRUNN Zeta Display VINCENT ENCONTRE Intuilab	PANEL The Great Debate - Whats Next for Digital Signage
15:30-15:55	FLORIAN ROTBERG invidis consulting	WRAP-UP Driving Digital Transformation Strategies

BEST PRACTIC

13:30-14:10	DANIEL BROOKES Intel HUBERT VAN DOORNE Nexosphere RALPH SIEGFRIED AXIS TORE MEYER NUJA / 4TIITOO N.N. NEC Labs	PANEL The Measure of Success - Sensor Panel
14:15-14:55	MITCHELL GOSS Zero-in PETER CRITCHLEY Beaver Group MICHEL BARONNIER TMM STEWART CADDICK RCD STEFAN SCHIEKER ResultMC	PANEL The Rise of Experience Platforms

BREAKOUT STAGE

16:00-17:00 OPEN BAR