

WEDNESDAY 4th JULY 2018

EXHIBITION AREA OPEN FROM 9:30 - 22:00

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 Wor- ld's Leading Retail Design Agency
12:00-12:25	FLORIAN ROTBERG invidis consulting RICHARD OFFERMANN Ströer Digital Group ALASTAIR KEAN Dalziel and Pow	PANEL Rebooting Experiences – The Future of Consumer Connection
12:30-14:00	LUNCH & NETWORKING	
CUSTOMER JOURNEY	14:00-14:25	DAMIAN RODGETT pilot Screentime PRESENTATION Music, Art and Virtual Reality - Digital Experience at Panik City
	14:30-14:55	IBRAHIM BAKHRANI Digicomm PRESENTATION VR meets Retail – Engaging with Mall Entertainment
	15:00-15:25	MARCO WASSERMANN xplace PRESENTATION Innovations for the digital Customer Journey
15:30-16:00	COFFEE & NETWORKING	
CUSTOMER JOURNEY	16:00-16:25	HOSS KHOSRAVI Visualart PRESENTATION How DooH you DooH -DooH's role in a multiscreen strategy
	16:30-16:55	DAMJAN HAYLOR Popcomm PRESENTATION Creating enga- ging and effective Touch Experi- ences
	17:00-17:25	FRANK LARSEN Aitame DR. ULRICH SCHOOF Sentibar PRESENTATION Meeting Rooms meet DS - More variety for DS content
	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	

BREAKOUT STAGE		
TIME	SPEAKER	CONTENT
12:30-14:00	LUNCH & NETWORKING	
PRODUCT INFORMATION AND PRICING	14:00-14:25	DORUK EKER ngage Media DAAN KRIJNEN ngage Media PANEL Augmented Reality in Out-of- Home
	14:30-15:25	ERIK WOLFF ICT DR. GABRIEL SEIBERTH Accenture STEVE WOOHYUNG KIM Samsung SDS STEVE LEYLAND Electrosonic PANEL Changing Times for Systems Integration – From Project to Roll-out Business
15:30-16:00	COFFEE & NETWORKING	
INNOVATION DRIVERS (AI, XR & IOT)	16:00-16:40	FLORIAN ROTBERG invidis consulting JÖRG LEHMANN / MAT- THIAS HUMMEL vizona PANEL Transforming Retail Experiences into Reality
	16:45-17:55	STEFAN SCHIEKER ResultMC STEWART CADDICK RCD DANIEL BROOKES Intel DANIEL MARINKOVIC Vizualize IMAN NAHVI Advertima PANEL Dubai Duty Free: Optimizing Retail with Analytics - Focus on Customer Journey Design and ROI
18:15-22:00	EVENING EVENT WITH INVIDIS AWARDS	

SKYLOFT		
TIME	SPEAKER	CONTENT
12:30-14:00	LUNCH & NETWORKING	
WORKSHOPS	14:00-14:25	KAZUKI YOSIDA Sharp WORKSHOP Technology Hands-on 8k Digital Signage - The Potential of 8k for digital signage today
	14:30-14:55	MICHIEL KRUIT ICT WORKSHOP Technology Hands-on 3D Digi- tal Signage - AR enabled 3D
	15:00-15:25	BEN PHELPS Trison SILVIA RAVETLLAT Akwue WORKSHOP Scent Marketing - The sweet smell of successful customer experiences
15:30-16:00	COFFEE & NETWORKING	
18:15-22:00	EVENING EVENT WITH INVIDIS AWARDS	

THURSDAY 5th JULY 2018

EXHIBITION AREA OPEN FROM 8:30 - 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 - Trend Scouting for Corporate Digital Signage
10:15-10:55	MICHAEL LUCK SCHNEIDER ESI Design	KEYNOTE Elevating the 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 N.N. JCDecaux	KEYNOTE Enhancing Passenger Experiences - Digital Storytelling at Global Airports
12:15-13:30	LUNCH & NETWORKING	
13:30-13:55	ALEX BAKER Clicksys	PRESENTATION Engaging Content Concepts
14:00-14:25	CHRIS MCINTYRE-BROWN Futuresource	PRESENTATION The Market Update - Display and LED Research Insights
14:30-14:55	MATTHIAS CLOSTERMANN Infinite Mind Studios	PRESENTATION Digital Environments - Breaking the Walls. Don't advertise, emotionalize!
15:30-15:55	FLORIAN ROTBERG invidis consulting	WRAP-UP Driving Digital Transformation Strategies
16:00-17:00	OPEN BAR	

BREAKOUT STAGE		
TIME	SPEAKER	CONTENT
13:30-14:10	DANIEL BROOKES Intel HUBERT VAN DOORNE Nexosphere RALPH SIEGFRIED AXIS TORE MEYER NUIA / 4TIITOO ANDREAS BIB NEC Displays	PANEL The Age of Interaction - Making sense of Sensors and AI in Digital Signage
14:15-14:55	MITCHELL GOSS Zero-in PETER CRITCHLEY Beaver Group MICHEL BARONNIER TMM STEWART CADDICK RCD	PANEL The Rise of Experience Platforms
15:00-15:25	CHRIS MC-INTYRE-BROWN Futuresource JOE RABAH RMG LEIF LILJEBRUNN Zeta Display VINCENT ENCONTRE Intuilab	PANEL The Great Debate - What's next for Digital Signage
16:00-17:00	OPEN BAR	

SKYLOFT		
TIME	SPEAKER	CONTENT
13:30	LEIF LILJEBRUNN Zeta SIMON JACKSON Nec	MEMBER ONLY DSF Europe Member Meeting Summer 2018 DSF Europe Board
16:00	MICK ZAKON Media Frankfurt	MEDIA FRANKFURT / JC DECAUX AIRPORT TOUR
16:00-17:00	OPEN BAR	

WORLD CLASS CONTENT

BEST PRACTICE

MEMBER ONLY

WORK-SHOP / TOUR