

## INTERNATIONAL

**CURATOR:**  
Monique van Dusseldorp

**PRESENTED BY:**

sinner Schrader



## 09:00 Data Love

**Moderation:** Monique van Dusseldorp

**Welcome**  
Rolf Schmidt-Holtz, Hanse Ventures

**Data Love**  
Matthias Schrader, SinnerSchrader

**Turning Data into Dollars**

Martin Groß-Albenhausen,  
Der Versandhausberater

**What's Next for Data-Driven Online Media?**

Wolf Allisat, ComScore

**To Have and to Hold: Data in a Mobile World**

Oliver Reichenstein, Information Architects

## 11:00 Algorithms That Govern Our Lives

Kevin Slavin, Area/Code

Peter Vesterbacka, Rovio

**The Future of Social Experiences**

Ralf Herbrich, Bing

**Moderation:** Boris Veldhuijzen van Zanten, The Next Web

## 13:30 Bright Data, Big City

**Moderation:** Monique van Dusseldorp

**Why Data Must Remain Neutral**

Andrew Keen

**Bright Data, Big City: How Data is Transforming Metropolitan Life**

Euro Beinart, Current City Foundation

Christopher Osborne, ITO World

Stefan Wehrmeyer, Mapnificent

Raül Krauthausen, Sozialhelden e.V.

## 15:30 Europe — Getting its Head out of its ASS

**NEXT Elevator Award Ceremony**

**Moderation:** Hermione Way, The Next Web

**Europe — Getting its Head out of its ASS**

Stefan Glänzer, White Bear Yard

Nikolaj Nyholm, Sunstone Capital

Sean Seton-Rogers, ProFounders Capital

Davor Hebel, Fidelity Growth Partners

**Moderation:** Paul Jozefak, Neuhaus Partners

## 17:30 Art Directors Club: Driven to Distraction

**The Zen of Continuous Partial Attention**

Jeremy Tai Abbott, Widgetlabs

**What Record are You Capable of Setting**

Dan Rollman, Universal Record Database

**Over-Connected is the New Over-Educated**

Rex Sorgatz, Kinda Sorta Media

**Helping the World Better Utilise Digital IRL Environments**

Andrew Zolty, Breakfast NY

**Moderation:** Jeremy Tai Abbott, Widgetlabs

**Data Love**

Pep Rosenfeld, Boom Chicago

**Moderation:** Monique van Dusseldorp

## COMMERCE

**CURATOR:**  
Alexander Ringsdorff  
Marcel Brindöpké

## 11:00 If Content is King, then Data is Queen

**Moderation:** Alexander Ringsdorff, ecomPunk.com

**Personalised Customer Experience**

Moritz Zimmermann, Hybris

**Preisuchmaschinen im Multi-Channel-Handel**

Gero Graf, Google

**Kundenzentrierte Sortimentsvermarktung mit Hilfe von Active Data**

Sven März, Demandware

**Challenges of Managing a Direct-to-Consumer Business**

Moritz Koch, next commerce

**Data in Mass Customisation**

Martin Zapart, youtailor

## 13:30 Data-Driven Business Models

**Moderation:** Alexander Ringsdorff, ecomPunk.com

**Accounting for Customer Journey and Customer Quality**

Florian Heinemann, Rocket Internet

**How Clicks Complement Bricks – Selling Efficiently on the Web**

Felix von Kunhardt, eBay

**Let Your Data Work for Inspiration**

Markus Siebold, Drei75

**Data as the Value Driver of Disruptive Business Models**

Alexander Drusio, DuMont Venture

## 15:30 Will Data Business Models Rule the World?

**Moderation:** Alexander Ringsdorff, ecomPunk.com

**Rich Relevant Data**

Martin Groß-Albenhausen, Der Versandhausberater

**What's Up Next with Magento?**

Michel Goossens, Magento

**The End of the E-Commerce Routine**

Lauront Burdin, SinnerSchrader

**It's About Experience, Not Ownership**

Stephan Uhrenbacher, Upspring

**The Retail Revolution**

Fransziska von Lewinski, Interone

## MEDIA

**CURATOR:**  
Anitra Egglar

**PRESENTED BY:**

azionare

mediaby | sinner Schrader

HORIZONT  
ZEITUNG FÜR MARKETING, WERBUNG UND MEDIEN

## 11:00 Boon and Bane of Analytics

**Moderation:** Anitra Egglar

**WTF? What Brand, Sales and Media Managers Need to Know About Next Media Innovations**

Thomas Promny, Velvet Ventures

**Provide Them with the Tools and Let Them Do the Work?**

Jason Kelly, AdMelti

**How to Gain Success with a Data-Driven Publisher, Marketing and Content Strategy**

Eduardo Santander, Mountain News

**Data-Driven Marketing: Insights from brands4friends and eBay**

Christopher Maas, brands4friends

## 13:30 The Click is Dead, Stop Loving it – Start Loving IT

**Moderation:** Anitra Egglar

**It's the Algorithm, Stupid!**

Pablo Metz, MBR Research

**It's the Semantics, Stupid!**

Robert Wauer, azionare

**What Makes Your Video Going Social?**

Claus Moseholm, Goviral

**The New Media Economy**

Ciaran O'Kane, exchangewire.com

**The Click is Dead, Stop Loving it**

Wolf Allisat, Comscore

Karin Rothstock, Tomorrow Focus Media

## 15:30 Next Generation Media Planning and Buying

**Moderation:** Anitra Egglar

**When Money Moves to Digital, Where Should it Go?**

Wolf Allisat, Comscore

**The New Dimension in your Cross-Channel Strategy**

Dimitrios Haratsis, AdClear

**How a First Mover Drives Sales Through Data Love**

Dörte Bruss, Tchibo direct

**Will Technology Kill Publisher and Ad Networks?**

Thomas Promny, Velvet Ventures

Ciaran O'Kane, exchangewire.com

Thomas Mendrina, AdMeld

Karin Libowitzky, mediaby

## MOBILE

**CURATOR:**  
Jörg Jelden

**PRESENTED BY:**

PayPal

Microsoft

IMMOBILIEN  
SCOUT 24

## 11:00 Smartware

**Moderation:** Jörg Jelden & Antje Gardyan, Metaplan

**Mobile Changemaking**

Harald Neidhardt, Smaato

**Innovation Potential of Mobile Communication**

Frank Fischer, Microsoft

**How APIs Enable Mobile Apps**

Torsten Oetke, ImmobilienScout24

**Smart People, Dumb Objects, Networked Environments**

Usman Haque, Pachube

**The System is the World**

Louisa Heinrich, Fjord

## 13:30 Transactionism

**Moderation:** Jörg Jelden & Antje Gardyan, Metaplan

**Mobile Payment - How Payment Innovations Spark Multi-Channel Commerce**

Holger Spielberg, Paypal

**Situational Shopping: How Augmented Reality Will Change Your Shopping Experience**

Olivier Audouze, Total Immersion

**Retail Revolution**

Matthias Schäfer, Interone & Björn Sievers, Focus Online

**Free Your Apps or Starve In Your Walled Garden**

Matthäus Krzykowski, Xyologic

**Shopping Apps: Five Rules of a Perfect User Experience**

Marcel Hastenteufel, SinnerSchrader

## 15:30 Entertainment

**Moderation:** Jörg Jelden & Antje Gardyan, Metaplan

**Why Check-out is More Important than Check-in**

Sam Morton, Screenreach

**The Future of Mobile Entertainment**

Adrian Hon, Six to Start

**Angry Birds – The Future of Gaming?**

Peter Vesterbacka, Rovio Mobile

**How Smartphones and Tablets Change Board Games**

Bertrand Duplat, Volumique

**Touchscreens and the Future of Screen Design**

Oliver Reichenstein, Information Architects

## 17:30 Dumphonia

**Moderation:** Jörg Jelden & Antje Gardyan, Metaplan

**Why it is Smart to Embrace Feature Phones, SMS and the Like**

Jessica Colaço, iHub Kenya

Fabio Sergio, frog design

## NEXT STAGE

**PRESENTED BY:**



nextelevator

HANSE VENTURES

W I F E D

YOU US NOW

## 09:00 NEXT Stage

**Moderation:** Hermione Way, The Next Web

**NEXT Elevator Pitch, Part I**

egoArchive

HalaIati

Joinbox

Newshype

nifu

replydone

## 11:00 NEXT Stage

**Moderation:** Hermione Way, The Next Web

**NEXT Elevator Pitch, Part II**

Scitotec

Shopgate

Spoovel

storylud

Trust You

wahwah.fm

**Corporate Website #fail**

Glenn Conradt, CoreMedia

Stephan Ehrlich, T-Systems MMS

## 13:30 Art Directors Club: Brands in Motion

**Moderation:** Elisabeth Stangl, ADC

**From Hand Axe to Handheld**

Jens Schmidt, MOCCU

Stefan Mohr, Jung von Matt/next

**Learning by Doing (But Does it Work on an iPad?)**

David Linderman, HI-ReSI –New York

**How Media Become Space and Backwards**

Joachim Sauter, ART+COM

## 15:30 Art Directors Club: Best of German Digital

**Moderation:** Elisabeth Stangl, ADC

Arno Lindemann, Lukas Lindemann

Rosinski

Martin Drust, kempertrautmann change

## WORKSHOP

**PRESENTED BY:**



AKQA

## 11:00 Art Directors Club: Where's the Beef? Creative Digital Ideas Unveiled

**Moderation:** Elisabeth Stangl, ADC

Bernd Krämer, Cream Colored Ponies

Christoph Bornschein, TLGG

## 13:30 AKQA: Working the Zeitgeist

Alexander Jordan, AKQA

## 17:30 AKQA: Working the Zeitgeist

Ian Crocombe, AKQA

## INTERNATIONAL

**CURATOR:**  
Monique van Dusseldorp

**PRESENTED BY:**

sinnerschneider



**09:00 Data Without Limits**

**Moderation:** Monique van Dusseldorp

**Data Without Limits**

Werner Vogels, Amazon

**The Story of Etsy: The Commercial Anthropologists Behind a Thriving Social Community**

Matt Stinchcomb, Etsy

**Simply the Best: Brands and Concepts That Use Data to Create Something Outstanding**

Garrett Graff, Washingtonian Magazine

**Cloud 101: Everything You Want to Know About Cloud-Minded and Cloud-Driven Architecture Patterns**

Jan Lehnardt, Couchbase

**11:00 The Personal Data Economy – and What It all Means**

Fabio Sergio, frog design  
Johan Staël von Holstein, MyCube  
Uwe Lübbermann, Premium Cola  
Julia Schramm, Piratenpartei

**Moderation:** Boris Veldhuijzen van Zanten, The Next Web

**Social Innovation**

James Hilton, AKQA

**13:30 Information is Power**

**It's More Fun to Compute: Marketing and Product Development Goes Data**

Martin Deinoff & Fredrik Marcus, Creuna

**Stay Healthy: Big Data and Our Bodies**

David Rowan, Wired UK

**The 4-Hour Body**

Tim Ferriss

**Moderation:** David Rowan, Wired UK

**15:30 Buttons, Behaviour, Robots and Toys**

**Moderation:** Monique van Dusseldorp

**What Happens When We Put Data in Things**

Russell Davies, Ogilvy

Rafi Haladjian, Sen.se

Wolfgang Würth, Mercedes-Benz Cars

Peter Reichard, Scholz & Volkmer

**Brilliant, Crazy, Cocky: How the Top 1% of Entrepreneurs Profit from Global Chaos**

Sarah Lacy, TechCrunch

**Data Love**

Pep Rosenfeld, Boom Chicago

LUNCH BREAK

## SOCIAL

**CURATOR:**  
Peter Bihl

**PRESENTED BY:**

kempertrautmann



**11:00 Social Change Through Social Media**

**Moderation:** Peter Bihl, ThirdWave

**How Data Creates Collective Action**

Mike Arauz, Undercurrent

**Next Level Engagement**

Will Samson, Contagious Magazine

**Social Change Through Social Media**

Amanda Rose, Twestival

**13:30 How Can My Business Leverage Social Media?**

**Moderation:** Peter Bihl, ThirdWave

**To Hell and Back – the Vodafone Brand in the Digital Age**

Florian Steps, Vodafone

**Use Social Media for Social Marketing – it Works!**

Michael Trautmann, kempertrautmann

**Microblogging at a Global Player: Web to Enterprise 2.0**

Jochen Adler, Deutsche Bank

**Being up-to-date**

Birgit Gebhardt, Trendbüro

LUNCH BREAK

**15:30 Community-Based Business Models**

**Moderation:** Peter Bihl, ThirdWave

**Earning Media through Collaboration – Don Draper Socialised**

Bastian Unterberg, Jovoto

**Community Matters**

Matt Stinchcomb, Etsy

**The Secret Diary of a Community Evangelist**

David Noël, SoundCloud

**17:30 The Social Bump**

**Moderation:** Peter Bihl, ThirdWave

**Social Activation: Eyeballs Don't Equal Sales?**

Matt Gierhart, OgilvyAction

**Social Data: What it Communicates, Who Owns it, and Why You Should Care**

Cornelius Puschmann, University of Düsseldorf

## BRANDING

**CURATOR:**  
Luise Hübbe  
Matthias Schmidt

**PRESENTED BY:**

SCHOLZ & FRIENDS

**11:00 Is This the End of Classic Advertising?**

**Moderation:** Matthias Schmidt, Scholz & Friends

**Inventing an Online Persona: How to Balance Authenticity and Your Online Brand**

Garrett Graff, Washingtonian Magazine

**Enhance Your Brand with Targeting: Brand Audience Insights and Agile Websites**

Volker John, nugg.ad

tbd

Gabriel McIntyre

**13:30 Data vs Creativity? Bullshit! Data as Inspiration for Creativity**

**Moderation:** Matthias Schmidt, Scholz & Friends

**Using the Power of the Archetypes to Create Hero Brands**

Vincent Schmidlin, Neuroversum of Archetypes

**Organic and Fair Trade is Trending, but Ethics are not a USP**

Alyssa Jade McDonald, Blyss

**Five Ways to Make Data Drive Creativity**

Robert Gaal, Wakoopa

LUNCH BREAK

**15:30 Excite But Don't Ambush: Advertising that Engages**

**Moderation:** Matthias Schmidt, Scholz & Friends

**When Sponsors Enhance, not Distract**

Keith Haskel, Improv Everywhere

**Using Data to Make Advertising More Human**

Glyn Britton, Albion

**The Creators Project. A Global Celebration of Creativity, Culture, Data and Technology**

Benjamin Ruth, Vice Magazine

## TECHNOLOGY

**CURATOR:**  
Holger Blank

**PRESENTED BY:**



sinnerschneider

**11:00 Driven by Data – Architecture Patterns and Building Blocks for Unlimited Scalability**

**Moderation:** Holger Blank, SinnerSchrader

**Next Generation Web-Apps with CouchDB**

Jan Lehnardt, CouchBase

**Node.js Digs Dirt - about Data-Intensive Real-Time Applications**

Isaac Z. Schlueter, Joyent

**Architecture for 10\*X**

Markus Wolf & Meno Abels, SinnerSchrader

**13:30 Development for Ongoing Mobilisation**

**Moderation:** Holger Blank, SinnerSchrader

**The Puzzle Pieces of a Mobile Web Approach**

Wolfram Kriesing, uxebu

**HTML5 and the Dawn of Rich Mobile Web Applications**

James Pearce, Sencha

**15:30 Performance – be Fast and Scale!**

**Moderation:** Holger Blank, SinnerSchrader

**Case Studies: Accelerating Dynamic Content Through Intelligence in the Cloud**

Thorsten Deutrich, Cotendo

**High Performance Websites in Internet Explorer 6**

Malte Ubl, Google

**Games Love Data**

Jonathan Weiss, Peritor

LUNCH BREAK

## NEXT STAGE

**11:00 NEXT Stage**

**Moderation:** Norbert Dierich, pr//ip - Primus Inter Pares

**Reasons to Love the Web - Neue digitale Geschäftsmodelle**

Manuel Stolle, SinnerSchrader

**Corporate Website #fail**

Glenn Conradt, CoreMedia

Stephan Ehrlich, T-Systems MMS

**13:30 Open Stage „Best of Voting“**

**Moderation:** Axel Schmiegelow

Axel Schmiegelow, dw capital

Daniel Kraft, netmedia

Michael Domsalla, KMTO

John Roberts, Gustodian

LUNCH BREAK

**15:30 Why Web Video is the Next Killer App**

**Moderation:** Markus Hündgen, Blinkenlichten

## WORKSHOP

**09:00 Make Open Data Work for You!**

Daniel Dietrich, Open Knowledge Foundation Germany  
Friedrich Lindenberg, Open Knowledge Foundation Germany  
Stefan Wehnmeyer, Magnificent Raul Krauthausen, Sozialhelden e.V.

**11:00 Meet the Money**

Paul Jozefak, Neuhaus Partners  
Nikolaj Nyholm, Sunstone Capital  
Sean Seton-Rogers, PROfounders Capital  
Stefan Glaesner, White Bear Yard  
Wouter Gort, Atomico

LUNCH BREAK