

KONFERENZPROGRAMM

memex 2017 | 08. SEPTEMBER | eye square GMBH

Zeit	Titel		Referent	Firma
Ab 8:00	Registrierung + Frühstück	Moderation	Stefan Schönherr	Unit Lead Brand & Media, eye square
09:30 - 10:00	Keynote: „Receptivity – Über Technik und Kunst der erfolgreichen Kundenberührung“		Michael Schiessl	CEO eye square GmbH
10:00 - 10:40	„Mit Content ins Herz und Hirn der Konsumenten – Der Wirkung von Native Ads/Advertorials auf der Spur.“		Tanja Seiter	Head of Client Research Hubert Burda Media
10:40 – 11:15	“Receptivity and User Experience: It`s all about Interface Creation.“		Krzysztof Kania	Head of User Experience StepStone GmbH
11:15 - 11:45	<i>Kaffeepause</i>			
11:45 - 12:15	„Warum gerade die BVG-App? – Zusammenspiel von Produkt und Brand“		Jekaterina Cechini	Head of eCommerce and sales innovation Berliner Verkehrsbetriebe (BVG)
12:15 – 12:40	„Viewability als Baustein einer neuen Aufmerksamkeitsökonomie.“		Dr. Philipp von Hilgers	CEO Meetrics GmbH
12:40 – 13:15	“Touchpoint Soul. Customer Needs eat Companies` Wants for Breakfast“		Dr. Guido Beier	Customer & Design Research, Deutsche Telekom AG
13:15 - 14:15	<i>Mittag – Lunch</i>			
14:15 - 14:45	“A Contribution to Better AdReaction: building advertising receptivity across generations“		Duncan Southgate	Global Brand Director (Media & Digital) KANTAR Millward Brown
14:45 - 15:15	“What do context effects mean for advertising practitioners? Insights of the ARF – The Advertising Research Foundation“		Manuel Garcia- Garcia, PhD	SVP – Global Research and Innovation The Advertising Research Foundation (ARF)
15:15 - 15:40	“Receptivity – Implicit Impact“		Dr. Jacques Blanchard	CEO Metavue
15:40 - 16:00	<i>Kaffeepause</i>			
16:00 - 16:30	“The Impact of Digitalization on Receptivity“		Dr. Julia Nitschke	Director Digital eye square GmbH
16:30 – 17:00	“Transportation: Stimulating Receptivity by Telling Stories“		Dr. Pablo Neder	Lehrstuhl für Marketing, Universität Bayreuth
Ab 17:00	„Virtual Store – Ein Rundgang durch virtuelle Kunstrealitäten“		Katharina Weinstock Dennis Rudolph	Kunsthistorikerin Maler
18:00 - 21:00	<i>Foodtruck & Boote am eye square Beach</i>			

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WIFI: memex Passwort: touchpoint

CONFERENCE PROGRAM

memex 2017 | 08th of SEPTEMBER | eye square GMBH

Time	Titel		Speaker	Company
from 8 am	Registration + Breakfast	Moderation	Stefan Schönherr	Unit Lead Brand & Media, eye square
9:30 - 10 am	Keynote: "Receptivity – On technology and the art of successful customer contact"		Michael Schiessl	CEO eye square GmbH
10 - 10:40 am	"With content in the heart and mind of the consumers - The effect of native ads / advertorials."		Tanja Seiter	Head of Client Research Hubert Burda Media
10:40 – 11:15 am	"Receptivity and User Experience: It`s all about Interface Creation."		Krzysztof Kania	Head of User Experience StepStone GmbH
11:15 - 11:45 am	<i>Coffee Break</i>			
11:45 - 12:15 am	"Why the BVG-App now? – Interaction between product and brand."		Jekaterina Cechini	Head of eCommerce and sales innovation Berliner Verkehrsbetriebe (BVG)
12:15 – 12:40 am	"Viewability as the building block of a new attention economy."		Dr. Philipp von Hilgers	CEO Meetrics GmbH
12:40 – 1:15 pm	"Touchpoint Soul. Customer Needs eat Companies` Wants for Breakfast"		Dr. Guido Beier	Customer & Design Research, Deutsche Telekom AG
1:15 - 2:15 pm	<i>Lunch</i>			
2:15 - 2:45 pm	"A Contribution to Better AdReaction: Building advertising receptivity across generations"		Duncan Southgate	Global Brand Director (Media & Digital) KANTAR Millward Brown
2:45 - 3:15 pm	"What do context effects mean for advertising practitioners? Insights of the ARF – The Advertising Research Foundation"		Manuel Garcia- Garcia, PhD	SVP – Global Research and Innovation The Advertising Research Foundation (ARF)
3:15 - 3:40 pm	"Receptivity – Implicit Impact"		Dr. Jacques Blanchard	CEO Metavue
3:40 - 4:00 pm	<i>Coffee Break</i>			
4:00 - 4:30 pm	"The Impact of Digitalization on Receptivity"		Dr. Julia Nitschke	Director Digital eye square GmbH
4:30 – 5 pm	"Transportation: Stimulating Receptivity by Telling Stories"		Dr. Pablo Neder	Department of Marketing, Universität Bayreuth
from 5 pm	"Virtual Store – A Tour through virtual realities."		Katharina Weinstock Dennis Rudolph	Art historian Artist
6:00 - 9:00 pm	<i>Foodtruck & Boats at eye square Beach</i>			

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