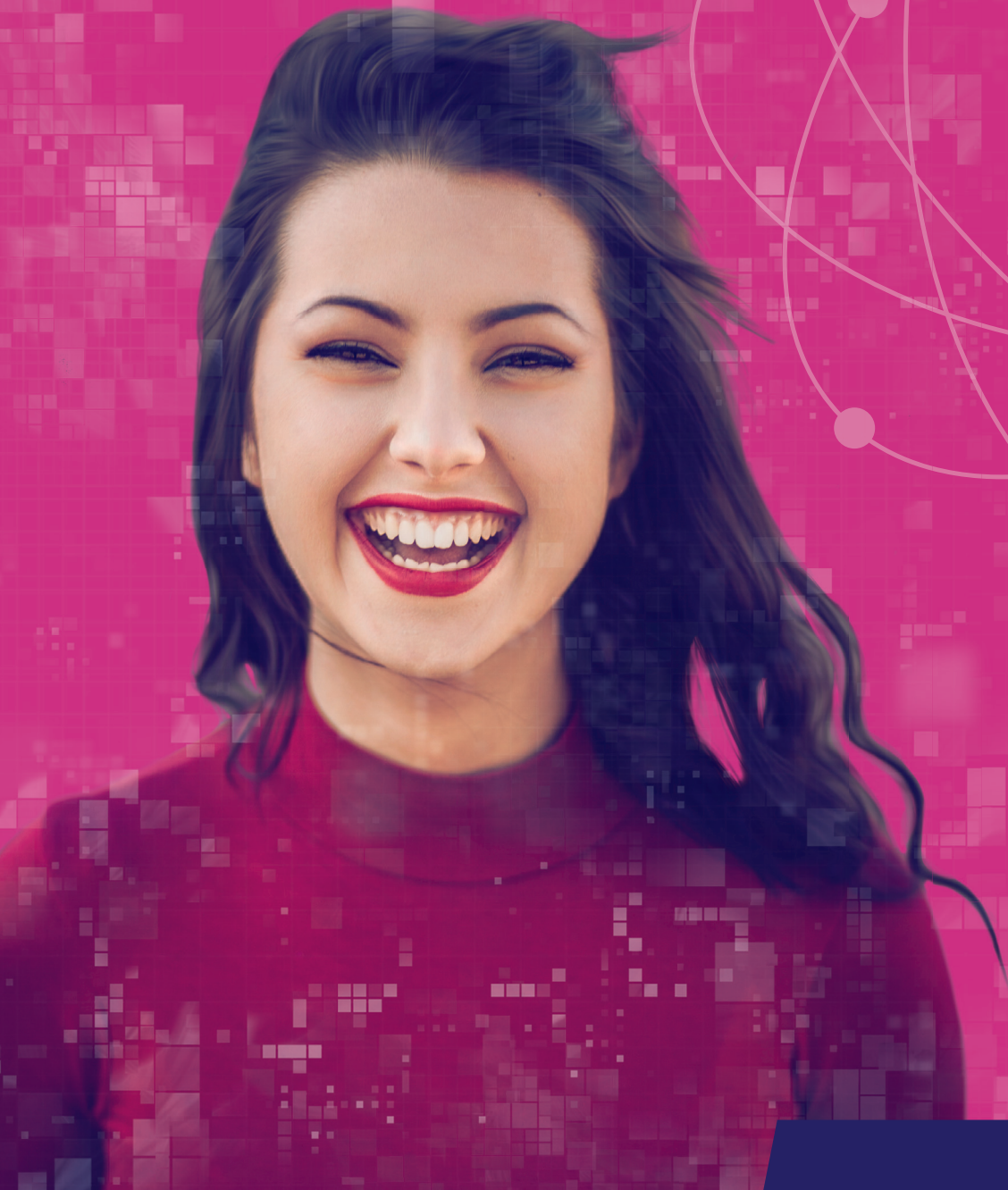


ProgrammatiCon

2018

10.–12. Okt.
Wien



Denk weiter.
Denk datadriven.

PREMIUM PARTNER



SPEAKING PARTNER



Konferenz 11. Okt.

SAAL 1

- 09:30 WELCOME
- 09:40 The Role of Technology in the Quest from Contact to Connection
David Sneddon (Google)
- 10:10 Media-Konsolidierung und die Relevanz von Technologie für Media
Lucas Brinkmann (Google)
- 10:40 PANEL: Media Consolidation
- 11:10

- 11:45 Brand Safety, Fraud Detection and Viewability - Sicher mit RTB unterwegs
Daniel Nago (enbrite.ly)
- 12:15 PANEL: Brand Safety & Fraud Detection
- 12:45

- 13:45 Keynote
Ben Hancock (CNN)
- 14:15 Video goes mobile - Small Screen, Big Impact
Andreas Rau (facebook)
- 14:45 Premium on Programmatic Video
Michael Janicek (Teads)
- 15:15 Audience Measurement und Ad Verification im Online Video Bereich
Oliver Vesper (Smartclip)
- 15:45

- 16:15 Programmatic Creativity
Siamac Alexander Rahnavard (Echte Liebe)
- 16:45 Personalisierungs-Strategien
TBA (Sizmek)
- 17:15 Democratizing Machine Learning
Katie Erbs (Google)

SAAL 2

- Wir haben eine DMP - Was nun?
TBA (Adform)
- The Age of Data Sharing - Warum wir neue Wege gehen müssen
Daniel Neuhaus (emetriq)
- 11:10

 ☕ Kaffeepause
- Header Bidding
Eike Benkert (Scout 24 Media)
- DSGVO
Alexander Krull (Webtrekk)
- 12:45

 🍴 Mittagspause
- Programmatic Audio: Warum jetzt shiften?
Stefan B. Müller (ADITION)
- Addressable Audio: Launch der 1. Audio DMP
Frank Bachér (RMS)
- Adressable TV
Matthias Zottl (IP)
- 15:45

 ☕ Kaffeepause
- High Impact - Kreatives Programmatic Advertising im Sales Funnel
Maximilian Pruschka (YOC)
- TBA
Stefan Rauch (Scout 24 Media)

🍷 Chillout

10. Okt. Trainings

SAAL 1

- 09:30 – 17:00 Programmatic Bootcamp
Siegfried Stepke (e-dialog)
- 09:30 – 17:00 Google Analytics für Programmatic Manager
Martin Frotzler & Arne Ruhkamp (e-dialog)

SAAL 3

- 09:30 – 17:00 Google Analytics für Programmatic Manager
Martin Frotzler & Arne Ruhkamp (e-dialog)

SAAL 2

- 09:30 – 17:00 Display & Video 360
Michaela Heger & Marietheres Koch (e-dialog)
- 09:30 – 17:00 Programmatic for Lower Budgets & Growth Hacker
Christian Arold (e-dialog)

SAAL 4

- 09:30 – 17:00 Programmatic for Lower Budgets & Growth Hacker
Christian Arold (e-dialog)

12. Okt. Deep Dives

SAAL 1

- 09:30 – 12:15 Programmatic Deals & Media Consolidation in der Praxis
Lisa Weichselbaum & Alexandra Urdea (e-dialog)

SAAL 2

- Data Studio für Programmatic Manager
Martin Frotzler (e-dialog)

SAAL 3

- Display Werbemittel richtig konzipieren
Marco Luschnat (Ministry Group)

- 12:45

 🍴 Mittagspause
- 13:15 – 16:00 Display & Video 360: Targeting & Bidding best practices
Michaela Heger & Marietheres Koch (e-dialog)
- Google Marketing Platform - Alles, was Sie wissen wollen
Lisa Weichselbaum & Siegfried Stepke (e-dialog)
- Data Driven Advertising für Kreative
Viktoria Schinkel & Patrick Völcker (Google)

Programmänderungen vorbehalten



ProgrammatiCon 2018

10.–12. Oktober 2018
Schloß Schönbrunn, Wien

INFO & TICKETS
www.programmaticon.net

MEDIEN- & VERBANDSPARTNER



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