

PROGRAMM VivaKi

dmexco 2011



VivaKi @ dmexco

Seit drei Jahren ist VivaKi Partner der dmexco.

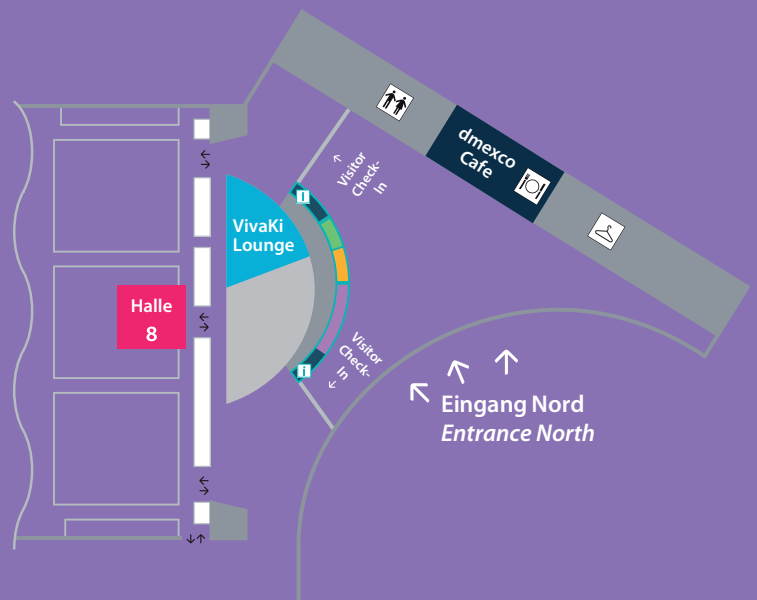
Unsere Highlights in 2011:

- Internationale Top-Speaker unseres Networks im Kongress
- Workshop
- VivaKi Lounge

Christian Muche,

Director Business Development, Strategy & International dmexco Koelnmesse:

"We are extremely happy and thankful that VivaKi shared our vision of the dmexco from the very beginning on. The decision of one of the leading media networks to be part of the newly 'Agency Lounge' with the opportunity to host their clients and business partners and being involved and represented in our various conference session with their global and regional TOP executives like Maurice Lévy, Steve King, Jack Klues, Dr. Nicole Prüsse a.o., documents the relevance and importance of the dmexco. VivaKi's engagement at the dmexco supports and helps to be the leading expo & conference for the digital business."



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Programm Kongress

21. September



Wann?	Was?	Wo?
14 – 14.45 Uhr	Road to (Re-)Like – Motivationsmanagement im Social Web Workshop mit: Jens Nagel-Palomino, Chief Innovation Officer VivaKi und Marc Czesnik, Head of Newcast Digital	Seminarraum 2 (Kongresszentrum, 2.OG)
15 – 15.45 Uhr	Debate Media Optimization: The Digital Fair Share at the Expense of Quality? (dt.) mit: Dr. Nicole Prüsse, Chairman VivaKi DACH, Hans Kilander, Head of Media DACH Kraftfoods und Matthias Ehrlich, Vorstand United Internet Media AG, Moderation: Wolfram Kons	Debate Hall
15.50 – 16.45 Uhr	Session: Advertising Marketplaces - who leads the Deal? New Alliances & Competions (engl.) Curt Hecht, CEO Vivaki Nerve Center Michael Barrett, CEO Admeld, Brian O'Kelley, CEO & Founder AppNexus, Bob Carrigan, CEO IDG, Rik van der Kooi, Corporate VP, Advertiser and Publisher Solutions Group, Microsoft (requested), Moderator: Michael Toedman Intro-Speech: Role of Media Companies in networks and exchanges (Bob Carrigan, CEO IDG)	Congress Hall

22. September

Wann?	Was?	Wo?
12 – 12.45 Uhr	CEO-Media-Talk: A Global Tour of tomorrow's Media Strategies and Quality (engl.) Steve King, CEO Worldwide ZenithOptimedia, Jürgen Blumenkamp Group M, Maria-Luisa Francoli, Global CEO MPG, Mainardo de Nardis, CEO OMD, Moderation: Peter Minnium	Congress Hall
13.15 – 13.45 Uhr	One2One - Uncovered: The Cologne Debate Steve King, CEO Worldwide ZenithOptimedia, Carolyn Everson, Vice President, Global Marketing Solutions, Facebook, Moderation: Wolfram Kons	Debate Hall

Programm in der VivaKi Lounge

21. September

Wann?	Was?	Wo?
11.30 Uhr	Begrüßung durch Dr. Nicole Prüsse, Chairman VivaKi DACH Gast: Curt Hecht, CEO VivaKi Nerve Center	VivaKi Lounge
13.00 Uhr	Mittagssnack. Danach besuchen Sie gemeinsam mit Ihren Ansprechpartnern der VivaKi-Agenturen den VivaKi-Workshop mit Jens Nagel-Palomino und Marc Czesnik	
15 – 15.45 Uhr	Neue Digitale / Razorfish Showcase Andreas Gahlert, CEO Neue Digitale / Razorfish. Entwicklung der Agentur und Highlight-Cases. Vorstellung Digitas, die führende Digital-Agentur aus USA kommt nach Deutschland.	
ab 16 Uhr	Kaffee & Kuchen	

22. September

Wann?	Was?	Wo?
ab 10 Uhr	Frühstück	VivaKi Lounge
11 – 11.30 Uhr	Einführung in Google + (Lars Lehne, Country Director Sales Google)	
ab 12 Uhr	Mittagssnack	