

## M2C Preliminary Program 2016

TIME	2016 PROGRAM: DAY 1 – MONDAY, MAY 09
8:00	REGISTRATION & NETWORKING BREAKFAST
09:00	WELCOME NOTE:  Beyond the Digital Mantra – From Platforms to Collaboration to Layers to Overall Business Performance: Why Digital Leadership Is Improvisation.
09:30	MARKETING STRATEGIES: The Key Driver for Successful Strategy Building? Eye-Balls, Sensors, and Radical Innovations in the Post-Digital Era!
10:45	NETWORKING COFFEE
11:15	MAINTAINING BRAND RELEVANCE: Why Being Different Means Digital Purpose
11:45	COMPANIES 2020: A Resource-Based View to Digital Differentiation and Price Premium
13:00	NETWORKING PICKNICK sponsored by SAP
14:00	VISUAL ATTENTION: Make It Amazing or Die!
15:00	COMPANY STRUCTURE – Digital Leadership Starts From Within. From Financial Products to Disruptive Start-Up Thinking

15:45	NETWORKING COFFEE
16:00	THE INNOVATION PROCESS: Digital Innovation vs. Digital Fear – Learn to Fix The Basics
17:00	SUMMARY DAY ONE AND DIGITAL OUTLOOK
20:00	SPEAKERS DINNER sponsored by HAMBURG MARKETING

TIME	2016 PROGRAM: DAY 2 – TUESDAY, MAY 10
9:00	DIGITAL MEDIA: Content is Your New Sales-Team
10:30	NETWORKING COFFEE
11:00	INSPIRATION: How to Get Customers Inspired in the Post-Digital Era? Curation.
12:30	CUSTOMER JOURNEY – Brand Touch-Point Thinking or Customer Journey - What Strategies Drive Digital Leadership For Real?!
13:00	LUNCH
14:00	MARKETING CHANNELS: Why the Ghost of Channel Complexity Is a Fake and The Only Channel That Matters is: THE CONSUMER
15:00	MARKETING BUDGET: The Right Digital Budget is Here!
15:45	NETWORKING COFFEE
16:15	DIGITAL CONTROLLING: Beyond Measurement of Interactions to Generating \$ / € From Every Click and Piece of Data!
17:00	DISCUSSION PANEL – Why Being Different Means Digital Leadership the Years Ahead.
18:00	CLOSING REMARKS M2C 2016