



Now

Donnerstag

Freitag

Favoriten

**Keynote Stage**

Growth Stage

Media Stage

Talent Stage

Tech Stage

Google Trac

**Hinweis:** Das Programm wird laufend aktualisiert und kann sich bis zum Festival noch ändern.

DONNERSTAG

09:00 - 10:30

**Registration & Breakfast**

DONNERSTAG

10:30 - 11:00

**Keynote Stage****Festival Opening**

DONNERSTAG

11:00 - 11:30

**Keynote Stage**

KEYNOTE

**Sam Olstein, Global Director of Innovation, GE****Storvtelling with Real Big Data**



**DONNERSTAG**

**11:30 - 12:00**

**Keynote Stage**

**KEYNOTE**

**Frank Salzgeber, Head of Technology, European Space Agency**

**We Need More Space: Don't Wait Another 50 Years**



**DONNERSTAG**

**12:00 - 12:30**

**Keynote Stage**

**KEYNOTE**

**Håkan Nordkvist, Head of Sustainability Innovation, IKEA**

**Sustainability: A Driver of Innovation and Transformational Change**



**DONNERSTAG**

**12:30 - 14:00**

**Keynote Stage**

**Break**

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**DONNERSTAG**

**14:00 - 14:30**

**Keynote Stage**

**FIRESIDE CHAT**

**Felix Dürichen, Head of Design Europe, Dii**



Felix Durichen, Head of Design Europe, DJI

Steli Efti, CEO, Close.io

WYSIWTF: Designing Messages

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DONNERSTAG

14:30 - 15:00

Keynote Stage

KEYNOTE

Kwame Nyanning, VP Experience Design, McKinsey & Company

CX, UX... \$X?! Why Designing for Business Value Matters

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DONNERSTAG

15:00 - 15:30

Keynote Stage

KEYNOTE

Nadine Neubauer, Brand Development Lead, Instagram

Marketing auf Instagram: Von Inspiration zur Handlung

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DONNERSTAG

15:30 - 16:00

Keynote Stage

Break

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DONNERSTAG

16:00 - 16:30

Keynote Stage

KEYNOTE

**Oliver Grohmann, VP Global Human Resources, LG Electronics**  
**Aliens Exist**

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DONNERSTAG

16:30 - 17:00

**Keynote Stage**

KEYNOTE

**Florian Gschwandtner, CEO & Co-Founder, Runtastic**  
**Culture Is No Coincidence**

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DONNERSTAG

17:00 - 17:30

**Keynote Stage**

KEYNOTE

**JP Kuehlwein, Fr. Managing Director Global Strategy & Innovation,**  
**Procter & Gamble**  
**Ueber-Branding: The Art of Balancing Longing and Belonging**

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DONNERSTAG

ab 18:00

**John Harris Fitness Evening Run with Florian Gschwandtner**

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DONNERSTAG

18:30 - 20:00

KEYNOTE  
**Networking**

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DONNERSTAG  
ab 20:00

**Speakers' Dinner**

ENTRY VIA FESTIVAL PASS PLUS ONLY

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DONNERSTAG  
ab 20:00

**Dinner with a Stranger**

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DONNERSTAG  
ab 20:00

**Evening Guide**

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# Hallo.

Wir sind Unternehmen, Marke und Community zugleich. Und brennen für eine Idee, die sich an den Schnittstellen von Wirtschaft, Innovation und Kreativität entzündet. Mit stets internationalem Blickwinkel fördern wir Menschen und Organisationen in ihrem Wachstum.

Fifteen Seconds GmbH

Hans-Resel-Gasse 24/59, A-8020

Graz

Lerchenfelderstraße 74/1/6, A-1080 Vienna

hello@fifteenseconds.co

+43 31 62 32 137

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**IMPRESSUM**

**DATENSCHUTZERKLÄRUNG**

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