

DONNERSTAG 08.JUNI

Keynote Stage

10:30 - 10:40	-	Thiemo Gillissen, Co-Founder & Partner, Fifteen Seconds Stefan Stücklschweiger, Co-Founder & Partner, Fifteen Seconds
10:40 - 11:00	KEYNOTE	Sam Olstein, Global Director of Innovation, GE
11:00 - 11:30	KEYNOTE	Håkan Nordkvist, Head of Sustainability Innovation, IKEA
11:30 - 12:00	KEYNOTE	Frank Salzgeber, Head of Technology, European Space Agency
12:00 - 12:30	FIRESIDE	Taylor Newby, Social Media Manager, Netflix
12:30 - 14:00	BREAK	Mittagspause
14:00 - 14:30	KEYNOTE	Andreas Gall, Chief Innovation Officer, Red Bull Media House
14:30 - 15:00	KEYNOTE	Kwame Nyanning, VP Experience Design, McKinsey & Company
15:00 - 15:30	KEYNOTE	Adam Perlis, Fr. Design/UX Director, Time Magazine
15:30 - 16:00	BREAK	Pause
16:00 - 16:30	KEYNOTE	Denise White, Fr. Director Technology, Walt Disney
16:30 - 17:00	KEYNOTE	Florian Gschwandtner, CEO & Co-Founder, Runtastic
17:00 - 17:30	KEYNOTE	Christoph Auer-Welsbach, Partner, IBM Ventures
17:30 - 18:00	KEYNOTE	Nadine Neubauer, Brand Development Lead, Instagram
18:00 - 18:30	KEYNOTE	JP Kuehlwein, Fr. Managing Director Global Strategy & Innovation, Procter & Gamble

DONNERSTAG 08.JUNI

Growth Stage

11:00 - 11:40	SESSION	Jonas Thaysen, Lead Creative Strategist, Facebook
11:50 - 12:30	CASE STUDY	Alexander Weltzsch, Director Sales & Business Development, Facelift
12:40 - 13:20	SESSION	Mat Heini, CEO, Moving Brands
13:30 - 14:10	CASE STUDY	Lucas Schärf, CEO & Co-Founder, Content Garden
14:20 - 15:00	CASE STUDY	Lukas Rothauer, CEO, FOON Christian Sturz, Founder, FOON
15:10 - 15:50	SESSION	Pamela Reif, Instagram Influencer,
16:00 - 16:20	KEYNOTE	Magic Fox, Instagram Influencer, Pulse Advertising
16:30 - 17:10	CASE STUDY	Jürgen Bogner, Head of Digital Media & Sales, Warda Network Jakob Kattner, Creative Director, Warda Network
17:20 - 18:00	CASE STUDY	Robert Bogner, CEO, Pulpmedia Paul Lanzerstorfer, CEO, Pulpmedia

DONNERSTAG 08.JUNI

Media Stage

11:00 - 11:40	SESSION	Hanna Herbst, Deputy Editor, Vice Austria Markus Lust, Editor-in-Chief, Vice Austria
11:50 - 12:30	SESSION	George Nimeh, Founder & CEO, NIMEH & Partners
12:30 - 14:00	BREAK	Mittagspause
14:00 - 14:40	CASE STUDY	Tim Nieland, Head of Product Management, IP Deutschland
14:50 - 15:30	SESSION	Melissa Rosenthal, SVP Creative Development & Partnerships, Cheddar
15:40 - 16:20	SESSION	Jonathan Hunt, SVP Audience Development & Digital Strategy, National Geographic
16:30 - 17:10	SESSION	Fritz Jergitsch, Founder, Die Tagespresse Sebastian Huber, Deputy Editor, Die Tagespresse
17:30 - 18:00	PANEL DISCUSSION	TBA

DONNERSTAG 08.JUNI

Talent Stage

11:00 - 11:40	SESSION	Gelong Thubten, Tibetan Buddhist Monk, Kagyu Samye Ling Monastery
11:50 - 12:30	SESSION	Daniel Cronin, Co-Founder & Member of the Board, AustrianStartups
12:30 - 14:00	BREAK	Mittagspause
14:00 - 14:40	SESSION	Judith Jungmann, Fr. SVP People & Communications, Scout 24
14:50 - 15:30	SESSION	Peter Holmark, HR Director Europe, Nokia
15:40 - 16:20	SESSION	Steli Efti, CEO, Close.io
16:30 - 17:10	SESSION	David Done, CEO, RHP
17:20 - 18:00	SESSION	Niclas Rohrwacher, Chief Relationship Officer, Factory Berlin

DONNERSTAG 08.JUNI

Tech Stage

11:00 - 11:40	SESSION	Gerriet Danz, Innovation Expert,
11:50 - 12:30	CASE STUDY	Markus Ortmann, CCO & Founder, Mantro
12:30 - 14:00	BREAK	Mittagspause
14:00 - 14:40	SESSION	Daniel Krauss, Founder & Managing Director, FlixBus
14:50 - 15:30	SESSION	Mark Williams, CEO & Co-Founder, Firefly Vaporizers
15:40 - 16:20	SESSION	Franz-Joseph Miller, Co-Founder, Liefery

16:30 - 17:10 SESSION Leticia Gasca, Co-Founder, FuckUp Nights

17:20 - 18:00 SESSION Dema Tio, Founder, Vibease

DONNERSTAG 08.JUNI

Google Track

11:00 - 11:40 SESSION Evelyn Leu, Education & Training Specialist, Google

13:00 - 13:40 SESSION Benedikt Bitzi, Head of Sales, Google

14:00 - 14:40 SESSION Peter Rathmayr, Agency Relationship Manager, Google

16:00 - 16:40 SESSION Evelyn Leu, Education & Training Specialist, Google

17:00 - 17:40 SESSION Peter Rathmayr, Agency Relationship Manager, Google

18:00 - 18:40 SESSION Michael Plate, Head of Platforms Agency Networks DACH, Google

DONNERSTAG 08.JUNI

Startup Playground

11:30 - 12:00 - Startup Playground Opening

12:00 - 12:30 - Startups Meet the Mentors

12:30 - 13:00 BREAK Mittagspause

13:00 - 15:00 - Mentoring Session I

15:00 - 15:30 BREAK Pause

15:30 - 17:30 - Mentoring Session II

17:30 - 17:45 - UT11 Company Builder: Was ist das?

17:45 - 18:00 - Announcement: Ablauf Tag 2

18:00 - Startup Playground Tag 1 Closing

DONNERSTAG 08.JUNI

Workshops

12:00 - 13:40 WORKSHOPSven Wiesner, CEO, Havas beebop

14:00 - 15:40 WORKSHOPFranz Drack, Fr. Global Marketing Director, Absolut

16:00 - 17:40 WORKSHOPTBA

FREITAG 09.JUNI

Keynote Stage

09:30 - 10:00 KEYNOTE David Kaiser, Country Manager Germany, Amazon

10:00 - 10:30	KEYNOTE	Matthew Banks, Vice President, Oracle
10:30 - 11:00	FIRESIDE	TBA
11:00 - 11:30	BREAK	Pause
11:30 - 12:00	KEYNOTE	Michael Goldberg, Executive Creative Director, Victoria's Secret
12:00 - 12:30	KEYNOTE	Christian Flodén, Head of Partner Sales EMEA, Spotify
12:30 - 13:00	KEYNOTE	Ellen Petry Leanse, Leadership Coach, Stanford University
13:00 - 14:00	BREAK	Mittagspause
14:00 - 14:30	PANEL	TBA
14:30 - 15:00	KEYNOTE	Kelly Fredrickson, SVP Enterprise Marketing, Bank of America
15:00 - 15:30	-	Startup Playground Hosted by UT11: Final Pitch
15:30 - 16:00	KEYNOTE	Oliver Grohmann, VP Global Human Resources, LG Electronics
16:00 - 16:30	BREAK	Pause
16:30 - 17:00	KEYNOTE	Marc Schumacher, Managing Director, Liganova Serdar Kutucu, VP Brand, Marketing & Communications, Design Hotels
17:00 - 17:30	KEYNOTE	Thomas Holl, Co-Founder & Chief Strategy Officer, Babbel
17:30 - 18:00	KEYNOTE	Rob Lowe, Senior Director, LEGO
18:00 - 18:30	CLOSING FIRESIDE	Steli Efti, CEO, Close.io Scott Morrison, Fr. Marketing & Commercial Director, Diesel
18:30 - 18:40	-	Festival Closing

FREITAG 09.JUNI

Growth Stage

09:30 - 10:10	SESSION	Markus Gogolin, Director Strategic Marketing, Frankfurter Buchmesse
10:20 - 11:00	CASE STUDY	Andreas Roitner, Strategic Planning Director, Young & Rubicam Sebastian Bayer, CEO, Young & Rubicam
11:00 - 11:30	BREAK	Pause
11:30 - 12:10	CASE STUDY	Jacqueline Bourke, Senior Visual Anthropologist, Getty Images
12:20 - 13:00	CASE STUDY	Nikolaus Zottl, Etat Director, marketmind Kerstin Hofer, Etat Director, marketmind
13:10 - 13:50	SESSION	Daniel J. Jagsch, Global Marketing Director, Andritz
14:00 - 14:40	SESSION	Mercedes-Benz
14:50 - 15:30	CASE STUDY	Canon
15:40 - 16:20	CASE STUDY	Michael J. Kräftner, Founder & CEO, Celum

16:30 - 17:10	CASE STUDY	Sina Steinke, Head of Customer Base Marketing, Zalando Sebastian Fleischmann, Head of Sales DACH, Selligent
17:20 - 18:00	SESSION	Roxy Dinh, Marketing Director & Head of EMEA, Laundry Service

FREITAG 09.JUNI

Media Stage

09:30 - 10:10	SESSION	TBA
10:20 - 11:00	SESSION	Alix Fox, Erotic Journalist, The Guardian
11:00 - 11:30	BREAK	Pause
11:30 - 12:10	SESSION	Angela Everitt, Director Creative Strategy EMEA, The Economist
12:20 - 13:00	SESSION	TBA
13:00 - 14:00	BREAK	Mittagspause
14:00 - 14:40	SESSION	Jon Buscall, CEO, Moondog Marketing
14:50 - 15:30	SESSION	Jim Piercy, Creative Director, The Wall Street Journal
15:40 - 16:20	SESSION	Sebastian Tomich, SVP Advertising & Innovation, The New York Times
16:30 - 17:10	SESSION	Pamela Kaupinen, Executive Director Marketing, GQ
17:20 - 18:00	SESSION	TBA

FREITAG 09.JUNI

Talent Stage

09:30 - 10:10	SESSION	Anitta Krishan, Organizational Development Lead, Trivago
10:20 - 11:00	SESSION	Lucy Adams, Fr. HR Director, BBC
11:00 - 11:30	BREAK	Pause
11:30 - 12:10	SESSION	Andreas Hauser, SVP Design Services, SAP
12:20 - 13:00	SESSION	Pascal Dulex, Culture Coach, Freitag
13:10 - 13:50	CASE STUDY	Raphael Gielgen, Head of Research & Trend Scouting, Vitra
14:00 - 14:40	SESSION	Scott Morrison, Fr. Marketing & Commercial Director, Diesel
14:50 - 15:30	SESSION	Mandy Chooi, Fr. Global Director of HR Strategy & Innovation, ING
15:40 - 16:20	CASE STUDY	Waldemar Ariel, Founder & CEO, DESK.WORKS
16:30 - 17:10	SESSION	Caoimhe Keogan, SVP People, Places & Community, SoundCloud
17:20 - 18:00	SESSION	Jeremy Abbett, Fr. Creative Evangelist, Google

FREITAG 09.JUNI

Tech Stage

09:30 - 10:10	SESSION	David Mattin, Global Head of Trends & Insights, TrendWatching
10:20 - 11:00	CASE STUDY	Nadine Rigele, Communications & Sprint Facilitator, APA
11:00 - 11:30	KEYNOTE	Pause
11:30 - 12:10	CASE STUDY	Alexander Wankhammer, CEO, sonible
12:20 - 13:00	SESSION	Hubertus Bessau, Co-Founder, mymuesli
13:00 - 14:00	BREAK	Mittagspause
14:00 - 14:40	CASE STUDY	Thomas Grabner, Country Manager Austria, SIX Payment Services Roger Niederer, Head Merchant Services, SIX Payment Services
14:50 - 15:30	CASE STUDY	TBA
15:40 - 16:20	CASE STUDY	Helene Steiner, PostDoc Researcher, Microsoft
16:30 - 17:10	CASE STUDY	Mario Mayerthaler, Head of Innovation, Telekom Austria Group
17:20 - 18:00	SESSION	Sebastian Stricker, Founder, ShareTheMeal

FREITAG 09.JUNI

Google Track

11:00 - 14:00	SESSION	Michael Plate, Head of Platforms Agency Networks DACH, Google
13:00 - 13:40	SESSION	Johannes Oppermann, Analytical Lead, Google
14:00 - 14:40	SESSION	Stephanie Lehner, Analytical Consultant, Google
16:00 - 16:40	SESSION	Angelika Hruby, Agency Relationship Manager, Google

FREITAG 09.JUNI

Startup Playground

11:00 - 11:10	-	Warming Up für das Pitch-Event
11:10 - 12:40	-	Startup-Pitches Vorentscheidung
12:40 - 13:00	-	Beratung Jury
13:00	-	Bekanntgabe der 3 Finalisten (Final Pitch ab 15:00 auf der Keynote Stage)

FREITAG 09.JUNI

Workshops

10:30 - 12:00 WORKSHOP David Mattin, Global Head of Trends & Insights, TrendWatching

14:00 - 15:30 WORKSHOP Jeremy Abbett, Fr. Creative Evangelist, Google

16:00 - 17:30 WORKSHOP Pascal Dulex, Culture Coach, Freitag
