FASHIONTECH BERLIN
CONFERENCE & EXHIBITION
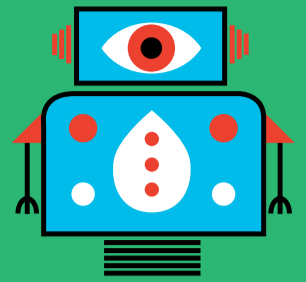
PRESENTED BY OLE TILLMANN

LISTEN!
#STAGE - Get inspired by top-notch keynotes and pitches

KEYNOTES

10:30   ANITA TILLMANN (MANAGING PARTNER, PREMIUM GROUP)
OLE TILLMANN (FOUNDER & CEO, PEAK CREATIVE LEADERSHIP)
WELCOME

10:45   SHARMADEAN REID (FOUNDER, WAH NAILS) curated by SLEEK
LESSONS FROM LONDON'S HOTTEST INDIE BRAND ON HOW TO BE „DIGITAL FIRST"

11:10   HYWEL DAVIES (PROGRAMME DIRECTOR FASHION, CENTRAL SAINT MARTINS)
MELANIE ASHLEY (COMMUNICATIONS FASHION, CENTRAL SAINT MARTINS) curated by SLEEK
HOW THE WORLD'S LEADING FASHION SCHOOL IS DEALING WITH DIGITAL

11:35   DR. MARC SCHUMACHER (MANAGING DIRECTOR, LIGANOVA THE BRANDRETAIL COMPANY)
FROM POS (POINT OF SALE) TO POEX (POINT OF EXPERIENCE) –
A NEW RETAIL PARADIGM

12:00   ANNE MUHLETHALER (CONSULTANT FOR CHRISTIAN LOUBOUTIN GROUP, AVM CONSULTING) curated by SLEEK
SOCIAL CHANNELS & CHATBOTS SERVICE REINVENTED

12:15   THIMO SCHWENZFEIER (DIRECTOR OF MARKETING & COMMUNICATION TEXTILES &
TEXTILE TECHNOLOGIES, TEXPERTISE NETWORK MESSE FRANKFURT)
EVERYTHING YOU NEED TO KNOW ABOUT SMART FABRICS

12:30   ANTJE HUNDHAUSEN (VICE PRESIDENT BRAND EXPERIENCE, DEUTSCHE TELEKOM)
CHRISTIAN BRACHT (CEO & PUBLISHER, SLEEK MAGAZINE)
PROF. DR. PAUL LUKOWICZ (GERMAN RESEARCH CENTER FOR ARTIFICIAL INTELLIGENCE)
DR. TORSTEN WINGENTER (SENIOR DIRECTOR DIGITAL INNOVATIONS, LUFTHANSA)
AI MEETS FASHION - INTRODUCING TELEKOM FASHION FUSION CHALLENGE @LUFTHANSA FLYING LAB

13:00   LUNCH BREAK

14:00   DAVID FISCHER (FOUNDER, HIGHSNOBIETY)
AN EXPERT GUIDE TO STORYTELLING IN A DIGITAL AGE

14:25   CLOUDY ZAKROCKI (EDITOR IN CHIEF, REFINERY29 GERMANY)
NORA BECKERSHAUS (DIRECTOR OF OPERATIONS AND MARKETING, REFINERY29 GERMANY)
ANITA TILLMANN (MANAGING PARTNER, PREMIUM GROUP)
INTERVIEW: HOW THIS US LEADER IN FASHION CONTENT CRACKED THE GERMAN MARKET

14:40   JONAS THAYSEN (LEAD CREATIVE STRATEGIST, CREATIVE SHOP CENTRAL EUROPE, FACEBOOK)
HOW TO DRIVE BUSINESS IMPACT ON FACEBOOK: THE MOBILE MAKEOVER

14:55   VICTORIA POOLE (MARKETING DIRECTOR, THE MILL)
IMMERSION & EMOTION IN FASHION

15:15   JEROME COCHET (MANAGING DIRECTOR, ZALANDO MEDIA SOLUTIONS)
HOW TO CONNECT BRANDS WITH CONSUMERS

15:30   COFFEE BREAK

START-UPS & ENTREPRENEURSHIP

16:00   YAEL KOCHMAN (CEO, FASH&TECH)
DISRUPTIVE FASHIONTECH TRENDS IN RETAIL AND ISRAELI STARTUPS AT THE CENTER OF THE REVOLUTION

16:15   LIHI PINTO FRYMAN (CMO & CO-FOUNDER, SYTE - VISUAL CONCEPTION)
WHY THIS FASHION SEARCH ENGINE HAS FINALLY GOT IT RIGHT

16:25   JULIUS HENNE (CO-FOUNDER, MMOODDEELL)
LUDWIG HENNE (CO-FOUNDER, MOODDEELL)
THE DIGITAL REVOLUTION IN MODEL BOOKING: HOW THIS STARTUP IS CHANGING THE TALENT INDUSTRY

16:35   AYHAN YURUK (FOUNDER AND MANAGING DIRECTOR, SHOWROOMING - DIGITAL MEETS PHYSICAL)
HOW TO MAKE SHOWROOMING WORK FOR YOU - A GUIDE TO CREATING CUSTOMER EXPERIENCE

16:45   NICLAS ROHRWACHER (CRO & FOUNDER, FACTORY BERLIN)
BERLIN, THE STARTUP MAGNET: WILL THE CITY BECOME THE SILICON VALLEY OF EUROPE?

17:00   ANITA TILLMANN (MANAGING PARTNER, PREMIUM GROUP)
OLE TILLMANN (FOUNRDER & CEO, PEAK CREATIVE LEADERSHIP)
CLOSING REMARKS

LEARN!
#MASTERCLASSES - Deepen your knowledge and strenghten your digital competences!

EDITED   ALIGN YULAN CREATIVE   #SHOWROOMING Digital meets Physical   facebook   PREMIUM GROUP

10:45   JOANNE YULAN JONG (FOUNDER, YULAN CREATIVE)
HELPING FASHION BUSINESSES UNDERSTAND
HOW TO ALIGN THEIR CREATIVE AND STRATEGIC VISION AND BUILD A STRONG AND RESILIENT BRAND

12:00   CARL KAMMERER (BUSINESS DEVELOPMENT MANAGER, EDITED) &
EMMA HEVEZI (RETAIL STRATEGIST, EDITED)
FASHION MATH: HOW TO RETAIL EFFECTIVELY USING DATA

14:00   AYHAN YURUK (FOUNDER & MANAGING DIRECTOR, SHOWROOMING)
THERESA KELLER (CREATIVE STRATEGIST, SHOWROOMING)
NORA KATO (OMNI-CHANNEL EXPERT, SHOWROOMING)
NICK VAN DEN BICHELAER (PRODUCER & DIGITAL EXPERT, SHOWROOMING)
FROM POS (POINT-OF-SALE) TO POX (POINT-OF-EXPERIENCE)

15:00   JONAS THAYSEN (LEAD CREATIVE STRATEGIST, CS CENTRAL EUROPE, FACEBOOK)
ANNE SCHNEIDER (CLIENT SOLUTIONS MANAGER DACH, FACEBOOK)
HOW TO WIN THE STAGE ON FACEBOOK AND INSTAGRAM FOR BEAUTY & FASHION

16:15   JEANNY WANG (PRODUCT INNOVATION CONSULTANT)
THOMAS LORENZ (DIRECTOR DIGITAL & BUSINESS DEVELOPMENT,
PREMIUM GROUP &FOUNDER, PREMIUM DIGITAL)
CO-CREATE THE FUTURE

EXPERIENCE!
#EXHIBITION - Encounter the future of fashion!

ACANTHURUS TECHNOLOGY   DANAROK   MODEL   Style   T··· LIFE IS FOR SHARING.

MariElla Member of MariElectronics Group   NIGHTINGALE   SMARTVIEW 360   ELEKTROCOUTURE