



VDZ Verband Deutscher Zeitschriftenverleger e.V. | Markgrafenstraße 15 | D-10969 Berlin

**FREEDOM – DIVERSITY – COMPETITION**  
**#VDZPS16**

**PUBLISHERS' SUMMIT 2016**

**Monday, 7<sup>th</sup> NOVEMBER 2016 – BCC**

08:30 – 11:00	<b>BREAKFAST AND EXPO</b>
09:30 – 10:30	<b>MEMBER ASSEMBLY*</b> General-Interest Publications Specialized Press
<b>Moderation</b>	<b>Andrea Thilo</b>
11:00 – 11:10	<b>WELCOME</b> // Stephan Scherzer, CEO VDZ
11:10 – 11:30	<b>PRESIDENT'S-KEYNOTE</b> // Prof. Dr. Hubert Burda, President VDZ
11:30 – 12:00	<b>KEYNOTE POLITICS</b> // Dr. Wolfgang Schäuble, Federal Minister of Finance
12:00 – 12:30	<b>KEYNOTE INTERNATIONAL</b> // Juan Señor, Partner, Innovation Media Consulting Group
12:30 – 13:00	<b>KEYNOTE INDUSTRY PARTNERS</b> // Hans-Otto Schrader, Chairman of the Board Otto Group
13:00 – 14:15	<b>PUBLISHERS' LUNCH</b>
14:15 – 14:40	<b>FREEDOM AND RESPONSIBILITY</b> // Christian Lindner, Chairman of the Free Democratic Party

VDZ  
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14:40 – 15:10	<b>KEYNOTE INTERNATIONAL</b> // Michael Brunt, Chief Marketing Officer and Managing Director The Economist
15:10 – 15:20	<b>MY BIG POINTS 2017</b> // Dr. Andreas Wiele, Vorstand Axel Springer
15:30 – 15:50	<b>KEYNOTE INDUSTRY PARTNER</b> // Stefanie Wurst, Marketing Director BMW Group Germany
15:50 – 16:00	<b>MY BIG POINTS 2017</b> // Philipp Welte, Board Member Hubert Burda Media
16:00 – 16:30	<b>KEYNOTE EUROPE</b> // Günther H. Oettinger, EU Commissioner Digital Economy and Society
16:30 17:00	<b>NETWORKING BREAK AND EXPO</b> <b>END OF DAY 1</b>

Telekom Berlin Representative Office:  
 18:30 Publishers' Night – Admission  
 19:30 – 21:15 Publishers' Night – Award Ceremony  
 21:15 Publishers' Night – After Show Party



**Tuesday, 8<sup>th</sup> NOVEMBER 2016 – BCC**

08:00 – 09:45	<b>BREAKFAST AND EXPO</b>
Moderation	Andrea Thilo
09:45 – 10:00	<b>KEYNOTE PUBLISHERS</b> // Prof. Dr. Hubert Burda, President VDZ
10:00 – 10:30	<b>IMPACT, RELEVANCE, CREDIBILITY</b> // Prof. Dr. Renate Köcher, CEO Institute für Demoskopie Allensbach
10:30 – 10:40	<b>MY BIG POINTS 2017</b> // Stefan Rühling, CEO Vogel Business Media, Spokesman Deutsche Fachpresse
10:40 – 11:10	<b>CURRENT AFFAIRS</b> // Prof. Dr. Herfried Münkler Chair of Theory of Politics Humboldt-Universität Berlin
11:10 – 12:10	<b>JOURNALISM PANEL DISCUSSION</b> // Klaus Brinkbäumer (Der SPIEGEL) // Giovanni di Lorenzo (Die Zeit) // Tanit Koch (BILD) // Christian Krug (stern) // Robert Schneider (FOCUS) // Dr. Uwe Vorkötter (Horizont)  Moderation: Bettina Cramer, Journalist and Host
12:10 – 12:20	<b>MY BIG POINTS 2017</b> // Manfred Braun, CEO FUNKE MEDIENGRUPPE
12:20	<b>OUTLOOK</b> // Stephan Scherzer, CEO VDZ
12:30 – 14:00	<b>LEADERSHIP-LUNCH // EXPO</b>





END OF CONVENTION

14:00 – 18:00      TEDxBerlinSalon  
„Leading In The Digital Age“ \*\*

(Book this conference as a registered Publishers' Summit attendee at a favorable offer with a 25 % discount. The number of discounted tickets is limited.)

\* with special invitation

\*\* TEDxBerlinSalon must be booked separately! [www.tedxberlin.de](http://www.tedxberlin.de)

