

PROGRAMME #VDZPS17

Monday, 6th NOVEMBER 2017

08:30 – 11:00 **BREAKFAST AND EXPO**

09:30 – 10:30 **MEMBER ASSEMBLY***
General Interest Publications
Specialized Press

(*at separate invitation)

Moderator Tatjana Ohm

11:00 – 11:10 **WELCOME**
// Stephan Scherzer, CEO VDZ

11:10 – 11:25 **PRESIDENT'S KEYNOTE**
// President VDZ

11:25 – 11:45 **GERMAN POLITICS POST-ELECTION**
// Prof. Monika Grütters MdB, Federal Government Commissioner for Culture and the Media

11:45 – 12:15 **THE VALUE OF JOURNALISM IN AN ENVIRONMENT OF FREE CONTENT**
// Prof. Dr. Renate Köcher, CEO Allensbach Institute for Public Opinion Research

12:15 – 12:25 **BIG POINTS 2018**
// Dr. Andreas Wiele, Member of the Board, Axel Springer

12:25 – 12:50 **PUBLISHING 2020**
// Torry Pedersen, Head of Publishing Schibsted Norway

12:50 – 14:15 **PUBLISHERS' LUNCH**

14:15 – 14:30 **BIG POINTS 2018**
// Julia Becker, designated Chairwoman of the Supervisory Board,
FUNKE MEDIA GROUP

14:30 – 15:00	INNOVATION AT THE WASHINGTON POST // Jeremy Gilbert, Director of Strategic Initiatives, The Washington Post
15:00 – 15:10	BIG POINTS 2018 // Philipp Welte, Member of the Board, Hubert Burda Media
15:10 – 15:30	ADVERTISING 2020 // Tina Beuchler, Digital & Media Director, Nestlé & CEO OWM
15:30 – 15:55	THE AGE OF ROBOTS & AUTOMATION // Prof. Dr. Sami Haddadin, Director Institute of Automatic Control, Leibniz University Hannover
15:55 – 16:20	B2B PUBLISHING – ROLE MODEL FOR CONSUMER MAGAZINES // Tim Brooks, Member of PPA Executive Committee & Chairman PPA Business, Professional Publishers Association
16:20	NETWORKING BREAK AND EXPO
17:00	END OF DAY 1

PUBLISHERS' NIGHT

from 18:30	Admittance to the Telekom Berlin Representative Office
19:30 – 21:15	PUBLISHERS' NIGHT – Award Presentation
21:15	PUBLISHERS' NIGHT – After Show Party

Tuesday, 7th NOVEMBER 2017

08:00 – 09:30 BREAKFAST AND EXPO

Moderator Tatjana Ohm

09:30 – 09:55 THE FUTURE OF WORKING
// Janina Kugel, Chief Human Resources Officer, Member of the Board, Siemens

09:55 – 10:25 INNOVATION AT THE NEW YORK TIMES
// Kinsey Wilson, Advisor to the President and CEO of NYT, The New York Times

10:25 – 10:55 INNOVATION AT AMAZON
// Glenn Gore, Chief Architect at Amazon Web Services, Amazon

10:55 – 11:30 NETWORKING BREAK

11:30 – 11:40 BIG POINTS 2018
// Stefan Rühling, Chairman German Business Media

11:40 – 12:05 THE FUTURE OF JOURNALISM
// Wolfgang Blau, President, Condé Nast International

12:05 – 12:50 JOURNALISTIC PANEL DISCUSSION
// Wolfgang Blau, Condé Nast International
// Marion Horn, BILD am Sonntag
// Robert Schneider, FOCUS
// Jörg Quoos, FUNKE Central Editorial Office

12:50 – 13:00 BIG POINTS 2018
// Manfred Braun, CEO FUNKE MEDIA GROUP

13:00 – 14:00 PUBLISHERS' LUNCH & EXPO

14:00 – 15:30

DEEP DIVE SESSIONS

EU DATA PROTECTION REGULATION: MOST IMPORTANT NOVELTIES

// Anouk Marie Bender, Head of Legal & Compliance, Hubert Burda Media

// Thorsten Feldmann, Jaschinski Biere Brexel Lawyers

// Oliver Hahne (LL.M.), Head of Legal & Compliance, Haufe Group

// Dr. Susanne Stollhoff, Head of Digital & Data Law, Axel Springer

// Moderator: Prof. Dr. Christoph Fiedler, Director of European and Media Policy,
VDZ, Chairman Legal Affairs, EMMA

NEW VDZ-DPAG SUBSCRIPTION STUDY: WHAT READERS WANT

// Wolfgang Dittrich, Managing Partner, DCORE

// Andreas Höcherl, Vice President Research, Siegfried Vögele Institute (SVI)

// Alima Longatti, Head of Direct Marketing & CRM, Condé Nast, Head of Dialogue
Marketing, PMV

// Moderator: Markus Schöberl, Editor, pv digest

END OF CONGRESS