

























	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5	STAGE 6
MODERATOR	Jim Stolze	Oisin Lunny	Jaspar Roos	Andy Zondervan	Leonard Bukonya	Andrea Orsag
10.00 - 10.15	PLENAIRE OPENING					
10.15 - 10.45	KEYNOTE: NEXT-GEN EMPATHY IN THE AGE OF AUTOMATION Pamela Pavliscak Pratt Institute 					
10.55 - 11.25	THE ADAPTABLE MINDSET, EVOLVE WITH DISRUPTION Robert Overweg Creative Artist 	THE SOCIAL SORTING EXPERIMENT The Smartphone Orchestra 	HOT DATA FROM WATER AND ICE Coen Janssen Hiber 	DIGITAL PRODUCTIONS: THINKING AHEAD OF THE CURVE Ate van der Meer Snakeware	VAN 'WASTE OF TIME' NAAR 'TIME WELL SPENT'. HOE MERKEN MARKTPLAATS-GEBRUIKERS SUCCESVOLLER KUNNEN MAKEN Martijn van Geelen Marktplaats	SUCCESS FACTORS FOR CUSTOMER RETENTION: BEST PRACTICES IN E-COMMERCE Björn Kolbmüller zenloop 
11.25 - 12.00	COFFEE BREAK					
12.00 - 12.30	CREATIVITY IN THE AGE OF SYNTHETIC REALITIES Andy Polaine Fjord 	GLIMPSE INTO ALIBABA'S SUCCESSFUL RETAIL EXPERIENCES Yuefeng SUN Alibaba Cloud i.c.w. Xebia 	MUSIC & BRANDS TEAMING UP Marleen Heemskerk First Day of Spring 	SUCCESSFACTOREN VOOR VERSNELDE INNOVATIE Tijmen van de Kamp Avanade	HOW DATA ANALYTICS AMPLIFIES CREATIVITY FOR RTL Hajo Wielinga RTL Nederland	DE WEG NAAR DE NUMMER 1 APP VOOR DE HELE DAG Robert Bernink DPG Media
12.40 - 13.10	DATA SCIENCE AT THE NEW YORK TIMES Chris Wiggins The New York Times 	FOOD EXPERIENCES FOR EXTREME ENVIRONMENTS Maggie Coblentz MIT 	PANEL DISCUSSION MANAGING HYPERGROWTH Top 10 European Start-up Awards 	UNLOCK THE POTENTIAL OF TECHNOLOGY IN RUNNING Remco Barbier NN Group / Lennart Boven TDE, a Handpicked agency	ONLINE ADVERTEREN ANNO 2020: KANSEN EN MOGELIJKHEDEN Linda Worp / Patricia Sonius Ster	20 YEARS NU.NL: THE POWER OF AN AUDIENCE-FIRST APPROACH Gert-Jaap Hoekman Sanoma
13.10 - 14.15	LUNCH BREAK					
14.15 - 14.45	INTERACTIVE MIXED REALITY IS HERE Halvor Vislie The Future Group 	HOW TO SERVE MILLIONS OF FORMULE 1 FANS. THE STORY BEHIND THE DUTCH GP Jeroen van Glabbeek CM.com / Jan Lammers Dutch GP 	THE STATE & FUTURE OF VOICE Maarten Lens-Fitzgerald Nodes / Christiaan Quak Heineken	SECRET DO'S & DONT'S FOR B2B COMMERCE (INCL. PRACTICAL LEKKERLAND SHOWCASE) Ilja Konikov Lekkerland / Boris Lokschin Spryker 	THE ICE-COLD TRUTH CONCERNING TRENDS Eelco van Collenburg Macaw 	ACHIEVE TRUE SYNERGY BETWEEN TRADITIONAL AND DIGITAL MEDIA Jasper Colijn / Rogier Bruggeman ZIGT
14.55 - 15.25	HOW CHINA IS DISRUPTING BUSINESS WITH DIGITAL INNOVATION Viveca Chan WE Marketing Group 	LOCATING THE NETHERLANDS MOST WANTED CRIMINAL BY SCRUTINISING INSTAGRAM Henk van Ess Bellingcat 	LIGHTYEAR ONE - THE MOST SUSTAINABLE CAR Lex Hoefsloot Lightyear 	CONTENT WITH PURPOSE; THE FUTURE OF BRANDED CONTENT Anne Marije de Vries Lentsch Hearst Netherlands	TWO HEADS ARE BETTER THAN ONE - SOLVING PRODUCT MANAGEMENT EXPERIENCE TOGETHER Tony Majidi Akeneo / Paddy Uduji Experius 	E-COMMERCE 2020: TRENDS AND TACTICS FOR MAXIMIZING THE DCX Marc Bohnes Episerver 
15.25 - 16.00	COFFEE BREAK					
16.00 - 16.30	AMAZON.AI Werner Vogels Amazon 	EMERGING CONTENT TRENDS ON YOUTUBE Marijn Poeschmann YouTube 	PANEL DISCUSSION DATA & DANCE Denis Doeland / Fatih Kahyaoglu / Peter Kan	THE CONNECTED FUTURE: DATA SPEAKS LOUDER THAN WORDS Lindsay McEwan Tealium 	AI COMPANY INITIATIVE Bart Voorn Ahold Delhaize / Maarten de Rijke UvA	
16.40 - 17.10	KEYNOTE: BEYOND THE SCREEN Sean Mc Loughlin 					
17.10 - 18.30	DRINKS BY MERKLE					