

	STAGE 1	STAGE 2	STAGE 3	STAGE 4	STAGE 5	STAGE 6	STAGE 7
10:00 – 10:15	OPENING						
10:15 – 10:45	STAGE 1 THE GREAT GLASSES REVOLUTION OF 2026  Liya Safina Google						
10:55 – 11:25	HOW TO DESIGN THE FUTURE?  Cecilia Tham Futurity Systems		QUANTUM COMPUTERS: FROM FASCINATION TO TECHNOLOGY  Lieven Vandersypen TU Delft	HOW TO BUILD AN AI-DRIVEN PERSONALIZATION PLAYBOOK  Mårten Bokedal Optimizely	THE RULES HAVE CHANGED: DESIGNING GROWTH IN THE NEW REALITY Kars Kooistra VML	BRIDGING THE GAP BETWEEN BUSINESS OBJECTIVES AND USER PREFERENCES Thomas Kuperus Framna Nederland	OMNICHANNEL MARKETING MASTERY – DRIVING GROWTH  Yuki Kuyper Quantcast
11:25 – 12:00	BREAK						
12:00 – 12:30	MARKETING– COMMUNICATIONS IN THE ALGORITHMIC ERA  Olya Dyachuk Heineken Interview	#FASHIONTECH FUTURES: “WHERE FASHION AND TECHNOLOGY MEET” Anouk Wiprecht Fashion Tech Labs	CAPRICORN AND BEYOND: REDUCING INEQUALITY IN PEDIATRIC CANCER CARE  Uri Ilan Prinses Maxima Centrum	SCROLL. STOP. IMPACT. Boyan van der Heijden Mediahuis	VAN INTUÏTIE NAAR INTELLIGENTIE DOOR DATACULTUUR Frank Dalhuisen Abovo Maxlead	A PATH TO PROFIT: MAKE LAST MILE YOUR FIRST PRIORITY  André Sikborn Erixon Ingrid.com	THE NEXT CHAPTER OF COMMERCE: HOW AI IS RESHAPING SHOPPING, SEARCH, AND CUSTOMER EXPERIENCES  Tony Majidi & Alex Wingelaar Vaimo
12:40 – 13:10	THE AGENTIC SELF: HUMAN IDENTITY IN THE AGE OF AI  Tracey Follows Futuremade	MEESTERWERKEN MET AI Jeroen van der Most Atelier Most	WAAROM STAAT JE INNOVATIE STIL TERWIJL IEDEREEN RENT? Marc Heijnen & Sebastian Schipper Nationale Nederlanden	PICKING AI WINNERS  Frederik De Bosschere In The Pocket	NEXT-LEVEL BRANDING: HOE GAMING ZORGT VOOR ECHTE ENGAGEMENT Isame Boukamir Azerion Nederland	AGENTIC AI IN MARKETING: FROM HYPE TO REAL IMPACT Quintijn van Kessel Incubeta	VAN MAATWERK NAAR COMPOSABLE COMMERCE: VERBOUWEN MET DE WINKEL OPEN Pascal Verstappen Korsit Dundle.com (i.s.m Relewise)
13:10 – 14:15	LUNCH						
14:15 – 14:45	DESIGING IMMERSIVE NARRATIVES FOR RADICAL AGENCY AND HUMAN CONNECTION  Joshua Rubin Subverse Narrative Consulting	BEYOND THE BUZZ: AI STRATEGIES AND SOLUTIONS THAT DRIVE REAL ROI  Emma Verhagen Ideal Shift AI & former Unilever	WAT GEBEURT ER ALS ONTWERPERS WÉL EEN MENING HEBBEN? Justus Bruns VOUW	HOW ELECTROLUX DRIVES GROWTH WITH A FULL-FUNNEL UGC STRATEGY  Tamara Brezovszky & Douglas Thorell Bazaarvoice	FUTURE PROOF IS A MYTH. BUILD FOR CHANGE INSTEAD  Seb Potter Lab Digital	OMNICHANNEL GETS SMARTER: WHAT AI AGENTS MEAN FOR RETAIL'S FUTURE  Joost van der Mersch Stripe	MARKETING EFFECTIVITEIT METEN: VAN SNELLE ROI SHOTS NAAR ECHTE IMPACT Youri Harmsen Springbok
14:55 – 15:25	THE FUTURE (STILL) BELONGS TO ALL OF US  Jon Alexander New Citizenship Project	INNOVATIE MET BALLEN; ZO BOUWT DE KNVB AAN DE TOEKOMST VAN VOETBAL Daphne van Dijk KNVB	GPT-NL: BUILDING A SOVEREIGN AND FAIR LANGUAGE MODEL FOR THE NETHERLANDS  Saskia Lensink TNO	DESIGNING EMOTIONAL LOYALTY WITH NEUROSCIENCE  Didric van den Borne & Tui Six Merkle	WEBSHOP.AI – KANTELPUNT IN B2B & B2C E-COMMERCE Bas Kroontje Webshop. AI (i.s.m. Pangaea)	WAAROM MARKETPLACES IN TIJDEN VAN AI ONMISBAAR BLIJVEN VOOR MERKEN Thijs Verhoef Brandsom part of Follo	NAVIGATING THE FUTURE OF ECOMMERCE  Lucas Nutbey DEPT
15:25 – 16:00	BREAK						
16:00 – 16:30	RETHINKING AI AND HOW AGENTS IMPACT BUSINESS AND HUMANITY  Daniel Hulme Satalia	HOE SIMULATIE MILITAIREN VOORBEREIDT OP DE MISSIE VAN VANDAAG Daniëlle ter Haar Koninklijke Landmacht	STERKE FANRELATIES BOUWEN MET FESTIVALBEZOEKERS WERELDWIJD Lichai Cohn Superstruct Digital Services		ZEVEN VAN DE TIEN MERKEN LATEN BUITEN KANSEN LIGGEN, ZO MAAK JIJ ÉCHT IMPACT Mink Zwolsman Global Media & Entertainment	COMPOSABLE COMMERCE: AGILITY AT THE FRONT, STABILITY AT THE CORE Thijs Den Dikken SAP Customer Experience	
16:40 – 17:10	STAGE 2 THE INTERNET’S NEW POWER BROKERS: THE RISE OF THE CREATOR ECONOMY  Elizabeth Hartnett Youtube						
17:10 – 18:30	DRINKS						