Messe München

Connecting Global Competence

ISPO Digitize Summit 2019

Program overview Wednesday, July 03

11:00–11:25 Room 1 / Auditorium DE	**Welcome Speech** Klaus Dittrich, Messe München GmbH & Judith Gerlach, Staatsministerin
11:30–11:55 Room 1 / Auditorium EN	**Digital in der realen Welt /** ***Digital in the real world*** Steffen Hack, Dr. Tim Janaway , ADIDAS AG
12:00–12:25 Room 1 / Auditorium EN	**Erhalten Sie 4x mehr mit weniger Aufwand /** ***Get 4x more with less*** John Scully, Neocles
12:40–16:30	**Workshops, Program see other side**
15:25–15:50 Room 1 / Auditorium EN	**Jenseits des Omni-Channels – Die nächste Welle digitaler Innovationen /** ***Beyond omni-channel – The next wave of digital innovation at scale*** Dr. Moritz Hagenmüller, Accenture Strategy
15:55–16:20 Room 1 / Auditorium EN	**Digitale Transformation – Beyond the Buzz /** ***Digital Transformation – Beyond the Buzz*** Jens Monsees
16:25–16:50 Room 1 / Auditorium EN	**Online to Offline – Wie der stationäre Sporthandel mit Connected Retail wieder stark wachsen kann /** ***Online to Offline – How stationary sports retailing can grow strongly again with Connected Retail*** Dr. Carsten Keller, Zalando SE
16:55–17:20 Room 1 / Auditorium EN	**Power durch partnerschaftliche Vernetzung – Best practice Beispiele von SPORT 2000 und ANWR GROUP /** ***Power through networking based on partnerships – Best practice examples from SPORT 2000 and ANWR GROUP*** Gregor Bernhart, ANWR Media; Hans-Hermann Deters, SPORT 2000; Johannes Nölscher, Zilect; Robin Leichsenring, 11teamsports
17:25–17:50 Room 1 / Auditorium DE	**First mover im eSport – Darum investiert der FC Schalke 04 in den eSport und geht neue Wege /** ***First mover in eSports – That's why FC Schalke 04 invests in eSport*** Tim Reichert, Schalke 04
18:00–23:00 Foyer	**ISPO Digitize** **GOOD DAY. GOOD NIGHT.** ***Having had an inspiring and packed first day of the ISPO Digitize Summit it's time to give ourselves a treat. Let's grab a drink and gather at the Digitize Arena (Foyer ICM).***

ISPO Digitize

ISPO Digitize Summit 2019

Workshops Wednesday, July 03

12:40–15:00
Room 4a
DE

VSD-Sportplatz-Talk: Copycat oder Innovation?! – das Sponsoring und Marketing im eSport
Stephan Peters, VSD e.V.

12:40–13:10
Room 2
EN

ICAROS eSports – from StartUp to Global Race Organizer
Michael Schmidt, ICAROS

12:40–13:40
Room 3
DE

Voice geht ab! Die Potenziale von Voice Technologie im Sport
Daniel Sprügel, Sports Maniac

12:40–13:10
Room 4b
DE

Digitale Preisschilder für Fashion + Sportswear
Michael Unmüßig, SES-imagotag

12:40–13:40
Room 11a
DE

Workshop: Der digitale Showroom in der Sportbranche
Reinhold Wawrzynek, MobiMedia AG

12:40–13:10
Room 11b
EN

Launch of new Retail Point of Sale Benchmarking Report
Pauline Shepherd, EOG

12:40–13:40
Room 12a
DE

Evolution oder Revolution?
Welche Chancen hat das Händlermodell von heute? Wie Händler mit Herstellerinformationen an allen POS ihren Umsatz steigern – mit loadbee.
Stefan Herzog; Prof. Dr. Karl-Peter Fischer; Hermann Demmel; Jochen Schnell; Henri Dieterle; vds / Partner

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12:40–13:40
Room 5
EN

Gamification and Serious Games to create a positive impact on physical and mental well-being
Eckehard Fozzy Moritz, Innovationsmanufaktur

13:10–14:10
Room 12b
DE

Stop imitating – Be creative!
Daniela Krug-Gottwald, Centrado
Uli Köhler, Trendbüro

13:40–14:40
Room 5
DE

Your Freedom To Grow
Niklaas Leniger, Shopware AG

13:40–14:10
Room 11b
EN

Social Media in Sports in Brazil
Ricardo Silva,
SSTUDIO Marketing

13:40–14:10
Room 12a
DE

Next Generation Digital Commerce – der Weg zur Zukunftsfähigen Customer Experience Plattform
Alexander Damm, mediawave

14:10–15:10
Room 4b
EN

Stretchable Printed Conductive Cables with Liquid Metal
Linda Zhang, Teng Fei
Mark Ronay, Liquid Wire Inc.

14:10–15:10
Room 11a
DE

ASICS Frontrunner – Ambassador Community vs Influencer Marketing
Katja von der Burg, Projecter
Jan Erik Kruse, ASICS

14:10–15:10
Room 3
EN

The Infinite Marathon
Anna Rojahn, enable2grow

14:10–15:10
Room 11b
DE

Trends, die Retail maßgeblich verändern
Jörn Leogrande, Wirecard AG

14:10–15:10
Room 2
EN

The key's to success of the world's best B2B system
John Scully, Neocles

14:40–15:10
Room 12b
EN

Working with Influencers across Europe – How Freestak and Stance have collaborated with content creators to support trade and direct sales
Simon Freeman, Freestak
Rich Philip, Stance

14:40–15:10
Room 12a
EN

Digital Evolution of the Classic Colour workflow
Francesco Tomasello, Pantone

15:00–15:30
Room 4a
DE

Twitch – das neue Fernsehen?
Über das Wachstum von Live-Streaming und wie Marken ein schwer erreichbares Publikum authentisch ansprechen können.
Kusuma Chumpuree-Reyntjes,
Twitch Masterclass

15:30–16:00
Room 4a
DE

eSports: von der Nische in die breite Masse – und welche Möglichkeiten sich dabei in Deutschland ergeben
Stefan Zant, 7Sports

16:00–16:30
Room 4a
DE

Die Costess erobert den Markt
Nastassja Köhler,
Creative Exhibition Promotions

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Program overview Thursday, July 04

09:05–09:30
Room 1 / Auditorium
EN

Sport neu gedacht – mit KI /
Sports Reimagined, powered by Artificial Intelligence
Sebastian Lancestremere, Microsoft GSIC

09:35–10:30
Room 1 / Auditorium
EN

Die Zukunft der DIGITALEN (Marketing und) Trends. Wie Prozessänderungen notwendig sind, um Organisationen in Richtung digitale Welt zu verändern. /
The Future of DIGITAL (Marketing and) Trends. How process changes are needed to change organisations towards the digital world.
ECD Panel Talk:
Alexander Otto, Tradebyte Software GmbH
Ryan Mullins, ADIDAS AG
Thorsten Mühl, Walt Disney Company GSA

10:45–14:30 **Workshops, Program see other side**

13:00–13:25
Room 1 / Auditorium
EN

Das Zeitalter des Influencers – Reloaded /
The Age Of The Influencer – Reloaded
Melanie Mohr, yeay GmbH

13:30–13:55
Room 1 / Auditorium
DE

Die Zukunft des Handels gestalten – Den Point of Sale digitalisieren / ***Shaping the Future of Retail – Digitalizing the Point of Sale***
Vanda Astfäller, Wirecard AG

14:00–14:25
Room 1 / Auditorium
DE

Services are eating the world. Warum Ihren Kunden Ihr Produkt völlig egal ist. Und wie Sie das ändern können /
Services are eating the world. Why your customers don‘t care about your product at all. And how you can change that
Bastian Scherbeck, Ray Sono AG

14:30–17:00 **Workshops, Program see other side**

16:00–16:50
Room 1 / Auditorium
DE

Are digital services and products really eating the world?
Die Relevanz digitaler Produkte und Services in der Sportindustrie als Ergebnis des Unternehmensleitbilds Customer Centricity. / ***The relevance of digital products and services in the sports industry as a result of the corporate mission Customer Centricity.***
Digital Sports Panel:
Bastian Scherbeck
Moritz Kuhn, Haglöfs AB
Manfred Meindl, VAUDE
Sascha Welters, W. L. Gore
Dirk Rutschmann, corpus.e AG / SIDAS Group

17:00–17:25
Room 1 / Auditorium
DE / EN

eSports on the Rise. The New World Summit ES_COM 2019
ISPO Digitize Summit – Wrap Up:
Dan Ram (Moderator IDS)
Robin Rottmann (Moderator ES_COM)
Mario Viska (FIFA Spieler)

ISPO Digitize

ISPO Digitize Summit 2019

Workshops Thursday, July 04

10:45–11:15
Room 4a
DE

A Mediacompany goes eSports
Andreas Gerhardt, Sport1

10:45–11:15
Room 2
EN

Practical Workshop: Connected Retail, how does it work exactly?
Dr. Carsten Keller, Zalando SE

10:45–11:45
Room 5
EN

K5 Female-in-Retail Panel – Careers off the beaten track
Sven Rittau, K5
Elena Gatti, Acoya
Sibyll Brüggemann, Klarna Group

10:45–11:15
Room 3
EN

How platforms change the rules of play in digital retail
Matthias Schulte, Tradebyte Software GmbH

10:45–11:45
Room 4b
DE

Inside Digital Product Developement: How we built Talentpioneer
Sebastian Borggrewe, Productsquads

10:45–11:45
Room 12b
EN

Change Management and Digital Culture in the age of Artificial Intelligence: What we can learn from China and Silicon Valley
Steven Mc Auley, TinyBox

10:45–11:45
Room 11b
DE

Auf geht‘s digital! So machen Sie Ihr Unternehmen fit für die Digitalisierung
Petra Balzer,
rpc The Retail Performance Company GmbH

10:45–11:45
Room 12a
EN

The Power of Curiosity for Sport
Vika Viktoria, VIKA MEDIA

11:15–11:45
Room 11a
DE

The Digital Destination
Hartmut Wimmer, Outdooractive

11:15–12:15
Room 2
DE

Digital change management and standardisation in the suply chain
Kai Timpe, ColorDigital GmbH
Sven Köhler, Maloja GmbH
Andreas Büdel, PB Büdel GmbH
Gerhard Karl, Assyst GmbH

11:15–12:00
Room 4a
DE

Die neue Premier Tour in League of Legends
Kolja Eckart,
Lagardére Sports / Riot

11:45–12:15
Room 3
EN

Re-inventing Sleepwear With A Front-To-Back Digital Business Model
Godecke Wessel, Foursource
Andreas Lenzhofer, Dagsmejan

11:45–12:45
Room 12b
DE

Omni-Channel debunked! Was Brands im Digital-Zeitalter erfolgreich macht
Oliver Kling, dotSource

12:00–12:30
Room 4a
DE

Esports in numbers – Nielsen Esports Insights
Michael Heina, Nielsen Masterclass

12:15–12:45
Room 4b
EN

Tackling online counterfeits with tech – How 4 big brands do it
Sergi Garcia, Red Points

12:30–13:00
Room 4a
DE

Aus passiven Zuschauern werden aktive Nutzer
Marc Schmitt, vAudience GmbH

13:00–14:30
Room 4a
DE

Das Leben eines eSportlers
Mario Viska,
Niklas Luginsland, Rise of a Champion

14:30–15:00
Room 4a
DE

Die neue Plattform für regionales Vereinssponsoring
Dirk Schlenzig, MyFavorito

14:40–15:10
Room 2
EN

BSI Sport Clearing Center – connecting sport businesses: Best practice und use cases
Bastian Tielmann, BSI

14:40–15:40
Room 3
DE

Digital Sports Hub – Chancen für KI-basierte Geschäftsmodelle in der Sport- und Fitnessindustrie
Lisa Knoche, Innovationsmanufaktur
Wolfgang Mehringer, Machine Learning and Data Analytics Lab, Friedrich-Alexander-Universität Erlangen-Nürnberg

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14:40–15:40
Room 12a
EN

How Subscriptions Actually Work – A View to Premium Content Experiences
Steven Spieczny, Clemens Hammacher, Piano

15:00–15:30
Room 4a
DE

eFootball im Hörsaal
Christoph Köchy, Amilla Marketing / Uni-Liga

15:30–16:00
Room 4a
DE

Fantastic Gamers and where to find them
René Heuser, Webedia

16:00–17:00
Room 4a
DE

The History of Gaming
Benjamin Engler, Marcus Meyer,
SBC Masterclass