

09:45 **OPENING**

TV ENTERTAINMENT

10:00 - 11:15	RTL „Dschungelcamp“	Jens Oliver Haas	Writer & Freelancer
	Pro7 „The Masked Singer“	Nadine Grünfeld	Endemol Shine Germany
	RTL „Let's Dance“	Jan-Philipp Scherz	Seapoint Productions
Q&A Prof. Christof Amrhein		J. O. Haas, N. Grünfeld, J.-P. Scherz	

FASCINATION TIKTOK

11:30 - 13:00	ARD „tagesschau“	Patrick Weinhold	Head Social Media
	TikTok Perspectives	Karsten Samland	TikTok Germany
	„Herr Anwalt“	Tim Hendrik Walter	Influencer
TALK Prof. Linda Rath		P. Weinhold, K. Samland, T. H. Walter, Lisa Dittmer (Reporter ohne Grenzen)	

BREAK

TRENDS IN MEDIA TECHNOLOGY

14:00 - 15:15	„Eurovision Song Contest“	Volker Schmitt	SENNHEISER
	Broadcast Innovation	Claus Pfeifer	SONY Professional
Q&A Prof. Mike Winkler		V. Schmitt & C. Pfeifer	

MIXED REALITY WORKFLOWS

15:30 - 16:30	New Content Workflows	Stefanie Jellen	ZDF Digital
	User Focused Projects	Lena Bichler, Valentin Kohlmeier, Normen Knöbel	ida
Q&A Prof. Janis Brinkmann		S. Jellen, L. Bichler, V. Kohlmeier, N. Knöbel	

MARKETING INNOVATIONS

16:45 - 17:45	BMW „HYPNOLPOLIS“	Paul Brenndörfer	Jung von Matt
	Social Video Trends 2020	Daniel Brückner	DIVIMOVE
Q&A Prof. Tamara Huhle		P. Brenndörfer & D. Brückner	

#INSPIRETOMORROW

18:00 - 19:00	TALK Chloë Weißbach	Christoph Köhler (ZDF Digital) Daniel Brückner (DIVIMOVE) Pola Sarah Nathusius (ida) Michael Bracher (DAZN)	
Disruptive technologies, media perspectives and new workflows in the upcoming media world			



RECRUITING LOUNGE

- interviews take place simultaneously -

11:00 - 13:00 & 14:00 - 16:00

Jung von Matt	Seapoint
DAZN	DIE ZEIT
MDR	DIVIMOVE
ZDF Digital	ida
Freie Presse	CinePlus
Endemol Shine	Tagesschau
filmpool	ACCENTUS Music

WEBINARE

11:30 - 13:00	SENNHEISER Masterclass	Volker Schmitt
11:30 - 13:00	SONY Masterclass	Ulrich Mors & Dennis Schmelz

WEBINARE

11:00 - 13:00	Audio Branding	Paul Brenndörfer
11:00 - 13:00	Event Management during COVID-19	Dr. Ralf Schulze

WEBINARE

14:00 - 15:30	SENNHEISER Masterclass	John McGregor
14:00 - 15:30	SONY Masterclass	Ulrich Mors & Dennis Schmelz
14:00 - 16:00	Find my Business Idea	Michèle Tille



LEGENDE

- Q&A / Talk
- Recruiting Lounge
- Keynote
- Webinare



MUSIC & TECHNOLOGY

09:45 - 10:45	Artificial Intelligence Music	Alex Braga	AI-Artist
Q&A Prof. Linda Rath		A. Braga	

PODCAST INNOVATIONS

11:00 - 12:00	„Fiete Gastro“, „Hotel Matze“ & Co.	Constantin Buer	CEO, Podstars
	FYEO „Deutsche Abgründe“	Vinzent-Vitus Leitgeb	Süddeutsche Zeitung
Q&A Prof. Markus Heinker		C. Buer & V.-V. Leitgeb	



MOSSAD, SHIN-BET & CO.

12:15 - 13:00	TALK Prof. Peter Gottschalk	Alan Rosenthal, Duki Dror, Alex Szalat	
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BREAK

VoD CONTENT STRATEGIES

14:00 - 14:45	„UEFA Champions League 2020“	Michael Bracher	Chefredakteur, DAZN
Q&A Prof. Christof Amrhein		M. Bracher	



REPORTING THE MIDDLE EAST

15:00 - 16:00	Grassroot Journalism in Yemen	Osama Khaled	Journalist & Filmmaker
	Journalistic War Reporting	Paul Ronzheimer	Stv. Chefredakteur, BILD
Q&A Prof. Janis Brinkmann		O. Khaled & P. Ronzheimer	

SYNCHRO & SOUNDDESIGN

16:15 - 17:15	German Synchro Market	Katrin Fröhlich	Voice Actress
	Synchro & Production	Michael Johnson	FFS Berlin
Q&A Prof. Michael Hösel		K. Fröhlich & M. Johnson	

SERIOUS CONTENT

17:30 - 19:00	Instagram: „Deutschland3000“	Eva Schulz	Influencerin
	TV: KiKA „Küchenkrimi“	Albrecht Elsternann	Yellow Table Media
	YouTube: Science vs. Fiction	Jack Pop	MDR Wissen
Q&A Prof. Rika Fleck		E. Schulz, A. Elsternann, J. Pop	

19:00 **ENDING**