

09:45 **OPENING**

GOALS OF SPORTS MARKETING

10:00 - 11:00

It's a jungle out there	Holger Hansen	Accenture Song
Content is King, Context is Queen	Maximilian Sommer	LOBECO

Q&A with Prof. Georg Puchner

ON TV: FROM SCRIPT TO SCREEN

11:15 - 12:15

VOX "Zwischen Tüll und Tränen"	Roger Melcher	99pro media
RTL "Ninja Warrior Germany"	Thomas Goseberg	RTL STUDIOS

Q&A with Prof. Christof Amrhein

MUSIC MEETS BUSINESS

12:30 - 13:30

Growing Artists like "01099"	Leander Kirschner	Bamboo
Web3 & NFTs in Music Industry	Sigi Schuller	biddz

Q&A with Prof. Delia Balaban

BREAK

MEDIA TECHNOLOGY INNOVATIONS

14:30 - 15:30

SAT.1 "The Voice of Germany" Production Sound Mixing	Jens Steffan	United Brands
Broadcast Innovation Trends	Claus Pfeifer	Sony Professional

Q&A with Prof. Mike Winkler

LEARNING VIA VIDEO PLATFORMS

15:45 - 16:45

Investigative Entertainment	Robert Hecklau	funk "offen un' ehrlich"
Educational Storytelling	Friedl Wynants	youknow

Q&A with Prof. Rika Fleck

TALK LIVE PODCAST "DRUCKAUSGLEICH"

17:00 - 18:30

A Podcast by young media makers: "fail - get up - move on"	Carolin von der Groeben	funk "Y-Kollektiv"
	Victoria Reichelt	funk "Deutschland3000"
	Luca Schmitt-Walz	Host
	Annkathrin Weis	Host

RECRUITING LOUNGE

11:30 - 13:30 & 14:30 - 16:30

- RTL STUDIOS
- 99pro media
- DRIVE beta
- cine plus
- Freie Presse
- Alsterspree
- D-Facto Motion
- Labo M
- We Are Era
- Endemol Shine Germany
- MDR SACHSEN
- Studio Berlin
- filmpool entertainment
- Saxonia Media Filmproduktion
- LOOKSfilm
- Sons of Motion Pictures



YOUNG AUDIENCE. NEW CONCEPTS.

10:00 - 11:30

ZDF "Terra Xplore"	Frieda Lichtenstein	Labo M
Digital Formats	Hannes Jakobsen	DRIVE beta
MDR "Irgendwas mit Medien"	Roman Twork	MDR Junge Angebote

Q&A with Prof. Christof Amrhein

TALK ZELENSKY: THE RISE OF A PRESIDENT EN

11:45 - 13:00

Kvartal 95 ARTE Netflix "Servant of the people" (Series)	Sergii Rudenko	Author
How an actor and comedian became commander-in-chief	Claire Walding	Director
	Gunnar Dedio	LOOKSfilm
	Prof. Peter Gottschalk	Host

BREAK

IMMERSIVE PRODUCTION EN

14:00 - 15:00

X-Raying Virtual Production	Erik Wolff	HALOSTAGE
Interactive Media and Games beyond the Metaverse	Michael Geidel	Actrio Studio

Q&A with Prof. Linda Rath

TALK THE TRUTH. NOTHING ELSE?

15:15 - 16:15

"Tausend Zeilen" (Movie)	Hermann Florin	Screenwriter
Interpretative book adaption starring Elyas M'Barek, Jonas Nay and Jörg Hartmann etc.	Michael Bully Herbig (online)	Director
	Prof. Janis Brinkmann	Host

16:30 **TEACHING-AWARD CEREMONY OF THE HSMW**

TALK MITTWEIDA - WHAT'S NEXT?

16:45 - 17:45

University - and then? Graduates of the HSMW will talk about their career journey into the world of media	Tino Israel	Deutsche Fußball Liga
	Nona Brodersen	Freelancing Moderator
	Tobias Grabow	ZDF Digital
	Josie Quadejacob	Host
	Lukas Hässner	Host

17:45 **CLOSING**

WORKSHOPS

10:00 - 13:00

Vocal Coaching	40-110
Daniel Synelnikov	
Digital Marketing Masterclass	40-111
Marie-Anne Keller	T-Systems MMS
Ronald Schulz	T-Systems MMS
Sony Masterclass	39-301
Jin Koide	Sony Professional
Susanna Kosa	Filmmaker
Immersive Audio	39-306
Jochen Sommer	Adamson

10:00-11:00 39-001
Scholarship information event

WORKSHOPS

14:00 - 17:00

How to Podcast	40-110
Bony Stoev	Sound Designer
Vincent-Vitus Leitgeb	SZ
The Art of Foley	39-306
Henrike Sommer	D-Facto Motion
Wolfgang Liebig	D-Facto Motion
LinkedIn Masterclass	39-233
Stephanie Tilenius	FOUNDress
DiGiCo SoundGrid Integration	39-234
Michael Mäurer	DiGiGrid
Falko Urban	United Brands



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