

**10:00 OPENING**

**BUSINESSCASE: NEWSROOM**

**10:10 – 10:50**  
**Monetization of regional News** Sascha Aurich, Anne Lena Mösen *Freie Presse*  
 Q&A with Prof. Ulrich Buser

**INFLUENCER MARKETING**

**11:00 – 11:40**  
**TikTok Advertising** Sven Oechler, Julia Richter *Pro & Me*  
 Q&A with Prof. Markus Drowatzky

**RADICALLY SUBJECTIVE - NEW NEW JOURNALISM**

**11:50 – 13:00**  
**Crossing Borders** Prof. Janis Brinkmann *Hochschule Mittweida*  
**Subjectivity in Journalism** David Donschen *Y-Kollektiv*  
 Q&A with Prof. Janis Brinkmann

**BREAK**

**DIGITAL LEADERSHIP**

**14:00 – 14:40**  
**Remember Your Values** Lunia Hara *LinkedIn Top Voice 2022*  
 Q&A with Prof. Ramona Kusche

**FACTUAL ENTERTAINMENT**

**14:50 – 16:00**  
**Behind the Screens** Gabriele Abegg-Karmalker *EndemolShine*  
**Format Development** Sebastian v. Wurmb-Seibel *JANUS Productions*  
 Q&A with Prof. Christof Amrhein

**AUDIO TECH INNOVATIONS**

**16:10 – 16:50**  
**Eurovision Song Contest '23** Jan Ehrlich *DirectOut*  
 Q&A with Prof. Mike Winkler

**TEACHING PRIZE AWARDED BY HOCHSCHULE MITTWEIDA**

**TALK DUALER RUNDfunk 2030**

**17:00 – 18:30**  
**Does the balance between public and private broadcasters need to be readjusted?**  
 Prof. Kai Gniffke *Chairman of ARD*  
 Oliver Schenk *Head of Saxon State Chancellery*  
 Claus Grewenig *RTL*  
 Prof. Markus Heinker *Hochschule Mittweida*

**RECRUITING LOUNGE**  
 - Conversations take place simultaneously -  
**10:30 - 13:30 & 14:30 - 16:30**  
 Speeddating with your favorite companies for coveted internships!

- 99pro media
- Accentus Music
- Alsterspree
- CinePLUS
- D-Facto Motion
- DDV Mediengruppe
- EndemolShine
- filmpool
- Freie Presse
- JANUS Production
- Jung von Matt
- Labo M
- Studio Berlin

**WORKSHOPS**  
 - Workshops take place simultaneously -  
**14:00 - 16:30**

- Vocal Coaching 39-338  
Winfried Bürzle
- Moderation Coaching 39-319  
Hanns-Seidel-Stiftung
- Podcast Masterclass Podcast-Bus smartEvents
- Personal Marketing 39-132  
DSCHOY
- Digital Marketing 40-111  
Telekom MMS
- CineAlta Cameras 39-301  
SONY Europe
- Strategy and Format Development 39-325  
MDR next

**STREAMING FORMATS**

**10:30 – 11:40**  
**Dirty Little Secrets** Julia Schweinberger, Friederike Wipfler *Bayerischer Rundfunk*  
**The World's Most Dangerous Show** Moritz Hohenfeld *Florida Factual*  
 Q&A with Prof. Rika Fleck

**VIRTUAL PRODUCTION EN**

**11:50 – 13:00**  
**Virtual Production 101** Adrian Weber *Virtual Production Supervisor*  
**Education & Career Pathways for Creators** Jodi Nelson-Tabor *Final Pixel*  
 Q&A with Prof. Linda Rath

**BREAK**

**PURPOSE DRIVEN SPORTS MARKETING**

**14:00 – 15:10**  
**Growth of Sports-Brands** Thorsten Harstall *Campus M University I adidas*  
**Sustainability in Sports** Viktor Fittler *Common Goal*  
**Brand Marketing** Florian Bünning *Fortuna Düsseldorf*  
 Q&A with Prof. Georg Puchner

**TALK VISUAL STORYTELLING EN**

**15:20 – 16:30**  
**How Netflix & Co. change Imagery and Narrations**  
 Oleg Jampolski *Bravado Media*  
 Guillaume Roy *Flair Media Group*  
 Caroline Schaper *Gebrueder Beetz Film*

**TALK LIVE PODCAST: SELFMADE JOURNALISM**

**16:40 – 17:50**  
**"Druckausgleich"** Marvin Wildhage *YouTuber*  
 A podcast of the magazine "journalist" by and with young media makers.  
 Leonie Schöler *Freelance Author; ZDF*  
 Luca Schmitt-Walz *Host*

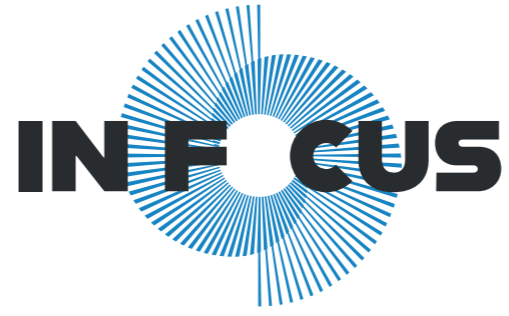
**17:50 CLOSING**

**WORKSHOPS**  
 - Workshops take place simultaneously -  
**10:30 - 13:00**

- Vocal Coaching 39-338  
Winfried Bürzle
- Moderation Coaching 39-319  
Hanns-Seidel-Stiftung
- Color Grading 39-010  
D-Facto Motion
- Audio Technik 39-320  
DiGiCo

**WORKSHOPS**  
 - Workshops take place simultaneously -  
**13:30 - 16:00**

- CineAlta Cameras 39-301  
SONY Europe
- Digital Marketing 40-111  
Telekom MMS
- Podcast Masterclass Podcast-Bus smartEvents
- Audio Systems 39-306  
DirectOut



- #MFMW23**
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