

German Brand Convention 2023

Dialogue Corner 1 on the 1st floor

Dialogue Corner 2 on the 4th floor

3:00 - 3:30 p.m.

Opening & German Brand Monitor

Lutz Dietzold, Rat für Formgebung
Hans Meier-Kortwig, GMK Markenberatung

3:40 - 4:10 p.m.

Sport is a brand - more than ever

Sebastian Otten, Borussia VfL 1900
Mönchengladbach GmbH
Maximilian Arthen, DFB GmbH & Co KG

Brand Revival: Good brands live forever - but not by themselves

Armin Haery, Kao Corporation
Sebastian Uting, VIEREINHALB GmbH
Georg Voss, MAREDO GmbH

4:20 - 4:50 p.m.

Interaction as the key to success - experiencing brands through play

Andreas Billker, KELLOGG Deutschland GmbH
Jan König, ODALINE GmbH

Brand & Society: Is the food revolution a serious purchase driver?

Alfred Jansen, iglo GmbH
Insa Rücker, Rücker GmbH

5:00 - 5:30 p.m.

Brand in touch - presence is trumps again

Sebastian Mergler, Schaeffler Technologies AG &
Co. KG
Burkhard Zyber, HARIBO GmbH & Co. KG