

FROM OUR STAGE TO THE NEXT STAGE

DIGITAL|K

DRAFT AGENDA

May 30th & 31st 2019

Sofia Event Center

DAY 1 - May 30th

Digital Transformation, Media, Advertising, Leadership

09:00 - 09:45	REGISTRATION AND NETWORKING COFFEE		
10:00 - 10:20	Jeff Hoffman ENTREPRENEUR	keynote	Innovation and How to Inspire It
10:20 - 10:40	Maja Vujinovic OGROUP	fireside chat	How to design your business and prepare your people for the next level of digital innovation
10:40 - 11:00	Alex Genov ZAPPOS	keynote	Understand Your Customers as People: A call for holistic person-centric research approach in business
11:00 - 11:20	Jeremiah Owyang CATALYST COMPANIES	keynote	Navigating with a Digital Map: Discover Your Innovation Path
11:20 - 11:40	Stephanie Fried CONDE NAST	fireside chat	Data-Driven Content Development at Condé Nast
11:40 - 12:00	Axel Szymanski DXC	keynote	Master the digital trends to become market leader
12:00 - 13:00	LUNCH BREAK		
13:00 - 13:20	David Shing VERIZON	keynote	Are we there yet? How brands are surviving the new paradigm of retail in this overwhelming influx of technology trends
13:20 - 13:40	David Armano EDELMAN	keynote	The Purpose Paradox: How Brands Live Their Values Without Co-Opting Culture
13:40 - 13:55	Stephanie Peterson ADIDAS	keynote	Mean More By Doing Less: The Power of Digital Transformation

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13:55 - 14:15	Tobin Nageotte 72ANDSUNNY AMSTERDAM	keynote	Communicating Transformation - 'Advertising' in a Rapidly Changing World
14:15 - 14:30	Rebecca Lieb KALEIDO INSIGHTS	keynote	Automated Content: How Artificial Intelligence Impacts Content Throughout the Organization.
14:30 - 14:45	Jimmy Naraine ENTREPRENEUR	keynote	The future of branding - why content creation is a must for any company
14:45 - 15:00	Jeffrey Smith SMULE	fireside chat	Building Community Around Music
15:00 - 15:15	Jure Tepina POP TV Oliver Lewis THE FIFTH Stephanie Fried CONDE NAST	panel	Content Creation Challenges in the Dynamic Digital Landscape
15:15 - 15:45	COFFEE BREAK		
15:45 - 16:05	Shobana Ahluwalia UBER	keynote	Listening, Learning and Leadership
16:05 - 16:25	Joachim Fuchs ATLASSIAN	keynote	Teamwork in the enterprise: past, "agile" present and future
16:25 - 16:40	Vesko Kolev PROGRESS	keynote	Failure: The Foundation for success
16:40 - 17:00	Joost Ouwerkerk HOPPER	keynote	Inside Hopper's AI Infrastructure: Developing Personalization With Limited Organic Feedback
17:00 - 17:10	Speaker TBC TURKISH AIRLINES	keynote	
17:10 - 17:30	Nigel Clark HEDERA HASHGRAPH	keynote	Building The Trust Layer Of The Internet: What Does It Take
17:30 - 17:45	Cristoph Solich THE PITCH DOCTOR	keynote	The 2020 Pitch

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PARALLEL AGENDA / WORKSHOPS

14:00 - 16:00	Startup Competition	
16:00 - 17:00	Speaking skills Workshop	Peter Hopwood

DAY 2 - MAY 31ST Tech, Blockchain, Entrepreneurship

09.30 - 10:00	NETWORKING COFFEE		
10:00 - 10:15	Stelli Efti CLOSE.IO	keynote	How to develop a winning sales mindset
10:15 - 10:30	Troy Malone ALL TURTLES	keynote	Practical AI: How AI is improving our lives in very unimaginable, yet seamless ways
10:30 - 10:50	FUND OF FUNDS Participants TBC	panel	Trends in the Local Investment Landscape
10:50 - 11:05	Igor Ilic MICROSOFT	keynote	AI and The Future of Work
11:05 - 11:20	<i>Speaker TBC</i> HPE	keynote	<i>Topic TBC</i>
11:20 - 11:40	Alex Pachikov SUNFLOWER LABS	keynote	Innovation for Next Level Home Security
11:40 - 12:10	Andreas M. Antonopoulos AUTHOR	keynote	The Future of Programmable Money
12:10 - 13:00	LUNCH BREAK		
13:00 - 13:15	Jamie Burke OUTLIER VENTURES	keynote	The Convergence Stack: Crypto Assets + Blockchain + IoT + AI
13:15 - 13:30	Saeed Hareb Al Darmaki ALPHABIT DIGITAL	panel	Investment challenges in blockchain technology

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	CURRENCY FUND		
13:30 – 13:45	Patrick McCorry, KING'S COLLEGE, PISA RESEARCH	fireside chat	Scaling Cryptocurrencies via Offchain Protocols
13:45 – 14:00	Tone Vays BLOCKCHAIN EXPERT Pavel Matveev WIREX	fireside chat	<i>Topic TBC</i>
14:00 – 14:15	Adeo Ressi FOUNDER INSTITUTE	keynote	Finding Your Purpose through Entrepreneurship
14:15 – 14:30	Darren Staufer DEALROOM.COM	keynote	<i>Topic TBC</i>
14:30 – 14:45	Pascal Condamine INDIEGOGO	keynote	<i>Topic TBC</i>
14:45 - 15:00	Marvin Liao 500 STARTUPS	keynote	<i>Topic TBC</i>
15:00 – 15:30	COFFEE BREAK		
15:30 - 15:50	Dan Lupu, Ondrej Bartos, Apostolos	panel	Perspectives for CEE Unicorns
15:50 - 16:05	Ethan Pierse CRYPTOASSETS INSTITUTE	keynote	<i>Topic TBC</i>
16:10 - 16:30	Volker Hirsch AMADEUS CAPITAL Magda Lukaszewicz BALDERTON CAPITAL Mira Mihaylova PITON CAPITAL Hussain Kanji HOXTON VENTURES	panel	The London VC Scene
16:30 - 16:50	STARTUP COMPETITION: FINAL PITCH		

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16:50 - 17:00	STARTUP COMPETITION: WINNERS ANNOUNCED		
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PARALLEL AGENDA / WORKSHOPS

11:00 - 12:00	Inbound PR: 8 Steps to Running a Successful Campaign	Ilyana Stareva HUBSPOT
13:30- 14:30	Introduction to Bitcoin and Open Blockchain	Andreas M. Antonopoulos AUTHOR
15:00 - 16:00	Better visibility, predictability and collaboration with Agile Solutions. Equip your enterprise with AgileCraft & Jira	Joachim Fuchs ATLASSIAN