

	OPERTERRASSEN	CAFE HALL	SCHAUSPIEL KÖLN	UNDERGROUND LOBBY	BACKSTAGE
10 am					
11 am	CREATIVE MUSIC BUSINESS THE BIG PICTURE 2.0 11 – 11.45 am <i>English</i> Welcome 11.15 – 11.45 am Keynote: Jim Griffin (Managing Director, OneHouse Chorus)			MEET & GREET BREAKFAST 10 – 12 pm	
12 pm	BEST CASES 12 – 1 pm <i>English</i> Elevator Presentation: Niklas Ivarsson (Content Director, Spotify), Duncan Freeman (Founder and CEO, BandMetrics), Amke Block (CEO, Audiomagnet), Malte Behrens (Senior Marketing Manager, MySpace), Alexander Ljung (Founder & CEO, Soundcloud), Stefan Schneider (CEO, livebeats) Moderation: Ossi Urchs (Managing Director, F.F.T. MedienAgentur)			DISTRIBUTION 12 – 1.30 pm Deutsch Workshop: Gerrit Pohl (Head of Music, Axel Springer)	
1 pm	BEST CASES FINAL SESSION 1 – 1.45 pm <i>English</i> Discussion with the best cases Moderation: Ossi Urchs (Managing Director, F.F.T. MedienAgentur)	POLITICS, EDUCATION & CREATIVITY 2.0 BRUSSELS 2.0 12.30 – 2 pm <i>English</i> // hosted by ADE Impulse Lecture: Heinz R. Miko (Responsible for Information and Communication, European Commission) Panel: Carl Mahlmann (Director Business Planning, EMI), Thomas Nortvedt (Adviser/Deputy Attorney, Norwegian Consumer Council), Charles Caldas (Managing Director, Merlin), Harald Summa (Managing Director, eco – Verband der deutschen Internetwirtschaft e.V.), Heinz R. Miko (Responsible for Information and Communication, European Commission) – Moderation: Wolf D. Schoepe (Attorney, IAEL, Schoepe Fette J. Pennartz Reinke – Rechtsanwälte)			
2 pm		CAMPUS SPOTLIGHT ② DIGITAL MENTALITY 2009: A SURVEY 2.15 – 2.45 pm <i>English</i> Presentation: Hergen Woebken (Managing Director, IFSE – Institut für Strategieentwicklung)		DISTRIBUTION & COMMUNICATION EUROPEAN FUNDING ... EU Culture Programme (2007 – 2013) The key to successful applications! 2 – 4 pm <i>English</i> Workshop: Sabine Bornemann (Director, CCP-Cultural Contact Point Germany)	
3 pm	ABOUT HUMAN BEHAVIOUR 3 – 3.15 pm <i>English</i> Lecture: Duncan Freeman (BandMetrics) ABOUT FUNDING AND FINANCING 3.15 – 3.45 pm <i>English</i> Conversation: Markus Corallo (Senior Investment Manager, bmp AG) & Ossi Urchs	WERTE 2.0 – GEISTIGES EIGENTUM VS NETZKULTUR 3 – 4.30 pm Deutsch Lars Sobiraj (Chief Editor, Gulli.com), Mark Chung (Managing Director, Freibank Musikverlags- und -vermarktungs GmbH), Christian Hufgard (Press Officer, Piratenpartei), Georg Oeller (Member of the Executive Board, GEMA), Stefan Herwig (Management Director, Dependent, Mindbase) Moderation: Johnny Haesler (Editor, Spreeblick/re:publica)			
4 pm	DO IT YOURSELF IN GERMANY 4 – 4.45 pm <i>English</i> Discussion: Marcin Öz (Musician, The Whitest Boy Alive), Birgit Hoff (Head of Coaching, Smarten-Up/Angelika Express), Jürgen Söder (CEO, Licensingdepartment) Moderation: Tina Funk (CEO, Creative Lobby)				
5 pm	CAMPUS SPOTLIGHT ① A PRICE FOR MUSIC 5.30 – 6.15 pm <i>English</i> Presentation: Peter Jenner (Serial Manager, Sincere Management and President Emeritus of the IMMF), Neil Meikle (Telecoms and Media Consultant Detica) Final Keynote: Peter Jenner	WERTE 2.0 – GEISTIGES EIGENTUM & URHEBERSCHAFT IM DIGITALEN ZEITALTER 4.45 – 6 pm Deutsch Panel: Dieter Gorny (President, Bundesverband Musikindustrie), Dominik Landwehr (Head of Pop and New Media, Direktion Kultur und Soziales, Migros-Genossenschaftsbund), Thomas Krüger (President, Bundeszentrale für politische Bildung), Susanne Binas-Preisendorfer (Professor, Institut für Musik / Musik und Medien, Universität Oldenburg) Moderation: Max Dax (Editor in Chief, Spex)		CHINA 2.0 4.30 – 6 pm <i>English</i> Presentation & Discussion: Anja Goette (Cultural Manager of the German Pavilion EXPO 2010 Shanghai, Koelnmesse International GmbH), Jean Hsiao Wernheim (Head of International A-Peer Synergy Group), Nee-Bing (Lychee Productions – The Leading Music/Multimedia Arts Promotion Team in China), Mumu Wang (Cultural Manager, Goethe Institut Beijing) Moderation: Memo Rhein (Manager R&D, UNLIMITED MEDIA)	
6 pm					
	ELECTRONIC BEATS SOIREE 6.15 – 8 pm (by invitation only)				

	OPERTERRASSEN	CAFE HALL	SCHAUSPIEL KÖLN	UNDERGROUND LOBBY	BACKSTAGE
10 am					
11 am					
			MEET & GREET BREAKFAST 10 – 12 pm // hosted by GEMA		
12 pm	COMMUNICATION & DISTRIBUTION	MUSIC & IMAGES	BRANDS BANDS FANS The best campaigns 09/08 12 – 12.30 pm English // hosted by FRUKT Presentation: Dominic Hodge (Director of Planning, Frukt)	GAMES – MUSIK INS GAME 12 – 1 pm Deutsch Panel: Konrad von Löhneysen (Managing Director, Ministry of Sound), Dirk Weyel (COO, Frogster Interactive Pictures AG), Thimo Prziklang (Deputy Director Industry, GEMA / Proxy, PAECOL GmbH) Moderation: Ralf Plaschke (Founder, Popdata)	GET-TOGETHER NRW POPFÖRDERUNG 10.30 am – 1 pm Deutsch (by registration only)
1 pm			STILL (A)LIVE 12.45 – 1.45 pm English Panel: Melanie Turner (Grant and Marketing Manager, POP Montreal International Music Festival), Gunnar K. Madsen (Managing Director, ROSA-Dansk Rock Samrad & SPOT-Festival), Martin Elbourne (Creative Director, The Great Escape), Boris Fust (Editor in Chief, Festivalguide), Mirko Whitfield (Europa & International Development, SXSW) Moderation: Manfred Tari (Managing Director, POP 100)	CAMPUS SPOTLIGHT ③ GAMES - KREATIVE KOOPERATIONEN 1.15 – 2.15 pm Deutsch Panel: Uli Mücke (Vice President Marketing, EMI Music), Martin Lorber (Head of PR, Electronic Arts), Carsten Schumacher (Freier Journalist), Ibrahim Mazari (Director Public Relations, Turtle Entertainment GmbH) Moderation: Ralf Plaschke (Founder, Popdata)	
2 pm				SPECIAL INDIES ISSUES - BY VUT	
				ONE DAY IN THE LIFE OF AKIM WALTA 1 – 2 pm Deutsch Akim Walta (Managing Director, HipHop-Stützpunkt)	
3 pm	LIVE ENTERTAINMENT ODER ADVERTAINMENT ...	BOOKS - GUTENBERG 2.0	TV & MUSIC	MATCHMAKING	2 – 5.30 pm Englisch with international festivals powered by Europareise (by registration only/please see page 40, 41)
4 pm					
5 pm	LIVE ENTERTAINMENT ODER ADVERTAINMENT ... 3 – 4 pm Deutsch // hosted by Lautstark Moderation: Fabian Gerhartz (Lautstark), Frank Karch (1Live) – Panel: Chris Reitze (CEO, 2Bild), Ralf Lülsdorf (Head of Brand Properties, Deutsche Telekom), Hamed Shahi (CEO, SSC Group GmbH), Florian Brauch (CEO, Sparta Entertainment), Saskia Trautwein (Senior PR & Talent Relations Manager, Styleheads)	BRANDED CONTENT... Glaubhaft bleiben trotz Markenkooperation 4 – 5 pm Deutsch // hosted by Lautstark Panel: Bettina Schasse de Araujo (General Director, Piranha Musik & IT), Philipp Maiburg (Head of Carhartt Music), Dominik Dreyer (Director Business Development, Universal), Dominik Scholta (Media Planner, OMD Germany), Thomas Rosenfelder (Senior Brand Manager, AXE)	MEET & GREET 5 – 6 pm // hosted by Lautstark	WIR SIND KREATIV (-WIRTSCHAFT) – UND JETZT? 5.15 – 6 pm Deutsch Workshop & Discussion: Eva Kiltz (Managing Director, VUT)	
6 pm		BLUE HOUR 5.30 – 6.15 pm English interviewed by Heiko Hoffmann (Editor in Chief, Groove)	EINKOMMENSRECHTLICHE KLARHEITEN FÜR FREIBERUFER UND GEWERBETREIBENDE 4.15 – 5 pm Deutsch Workshop & Discussion: Michael Romes (Tax Consultant, jamtax.Romes.Rautenberg)		