



CITY TOUR

Herzlich
willkommen!
Welcome!



DÜSSELDORF

**Vielen Dank an unsere
Partner!**

Thanks to our partners!

ACTUM Digital

P/A |  **UDG**



Agenda



- 12:30 – 13:15 **Networking Lunch sponsored by PIA UDG – Enjoy!**
- 13:15 – 13:20 **Intro + Welcome**
Simon Putzer, AVP, Sitecore
- 13:20 – 13:50 **The Power to Build for Measurable Impact**
Roger Connolly, CPO, Sitecore
- 13:50 – 14:20 **Content Lifecycle:**
How to increase content creation and consistency across channels
Thomas Obermeier, Senior Value Consultant, Sitecore
Christian Hahn, Solution Architect, Sitecore
- 14:20 – 14:30 **Kurze Pause | Short break | Please refresh with coffee, tea, soft drinks**

Agenda



- 14:30 – 15:00 **Unlocking Inclusivity: AI-Powered Summaries and Descriptive Alt-text**
Natalia Voinova, Associate Director & Head of Web Management, Christie's
Radek Zíma, Actum Digital
- 15:00 – 15:30 **Marketing im KI-Zeitalter**
Thorsten Heuberger, Digital Strategy & Business Transformation, Microsoft
- 15:30 – 15:45 **Coffee break sponsored by Unic**
- 15:45 – 16:15 **Generative UI: Eine neue Ära der Frontend Web Experience**
Julian Eckerle, Vercel
- 16:15 – 16:30 **Recap**
Simon Putzer, AVP, Sitecore
- 16:30 – 18:00 **Networking Drinks + Fingerfood sponsored by Actum**