

DAY 1

THURSDAY, MAY 3<sup>TH</sup>

from 9:30 clock Registration (VAZ, Mezzanine)

Time	STRATEGY (Room 905)	BEST PRACTICE (Room 901)
10:15 - 10:45	Welcome & Organizational (Room 900) Horst Huber, WERK II / priint Group	DE EN
10:45 - 11:30	Why still marketing - everything becomes digital anyway! (Room 900) Horst Huber, WERK II / priint Group	DE EN
11:30 - 12:15	priint:suite 4.1.5 - The leading platform for print publishing (Room 900) Kay Puffer, WERK II / priint Group	DE EN
12:15 - 13:15	LUNCH BREAK - HOUSE HUMBACH IN THE CASINO	
13:15 - 13:50	Facet catalog: Print On Demand at Wago Artur Wozniak, Wago	DE EN Perfion und priint:comet - Standard meets Design Uli Finkler, gaficon / Paul Gielow, Perfion
14:00 - 14:35	What role does print play in the customer journeys? Marco Kersch, AZ Direct	DE EN Usage of a global publishing plattform Pierre Saint Michel, Thomas Aucouturier, priint France
14:35 - 15:15	COFFEE BREAK - DOME	
15:15 - 15:50	Experience Business and the Democratization of Design Ingo Eichel, Adobe	DE EN Hansgrohe - Quotation preparation with CRM, ERP, PIM & priint:suite Timo Zimmermann, Hansgrohe
16:00 - 16:35	Digital transformation in marketing at E/D/E Michaela Schwandt, E/D/E	DE EN HiPP publishes automated and data-safe labels for several hundred products in up to 30 languages. Cornelia Brinck / Joachim Schopf
16:45 - 17:20	Welcome to the priint:community censhare, inRiver, semantic PDM	DE EN
17:20 - 18:45	CHECKIN, CHANGE, MAKE FRESH	
18:45 - 19:15	Get together with sparkling wine in the dome	
19:15 - 19:45	Awards ceremony priint:awards (Room 900)	
from 19:45	Dinner & Social Event (Room 900) with tournament from 20:30 in the dome and convivial conclusion	

BUSINESS LOUNGE

TIME & SPACE FOR INDIVIDUAL CONVERSATIONS

LEARN MORE ABOUT THE PRIINT:SUITE

PRIINT:HUBS

The BUSINESS LOUNGE in the House Tabor

Time for discussions with sponsors, for your business with priint Group / WERK II and for getting to know each other and product discussions around the priint:suite.

Make an appointment now at the info-desk of priint Group / WERK II

ALL SESSION DETAILS

[www.priint-day.com](http://www.priint-day.com)



DAY 2

FRIDAY, MAY 4<sup>TH</sup>

from 8 o'clock Registration (VAZ, Mezzanine)

Time	STRATEGY (Room 905)	BEST PRACTICE (Room 901)
08:30 - 09:10	Control between Digital Euphoria, Disruption & Disaster <span>DE EN</span> <b>Joachim Graf</b>	
09:15 - 10:00	The next 99 weeks <span>DE EN</span> <b>Expert discussion</b>	
10:00 - 10:30	COFFEE BREAK - DOME	
10:30 - 11:05	The right place for those people that dont want to make their roles obsolete. <span>DE EN</span> <b>Haeme Ulrich</b>	Basic Data Protection Ordinance - How do I deal with this as a contract processor? <span>DE</span> <b>Ulf Glende, Glende Consulting</b>
11:10 - 11:45	Digital Transformation in Sales & Marketing at 3M <span>EN</span> <b>Markus Köster, 3M</b>	Automated label production: Turning the process chain upside down. <span>DE</span> <b>Ulrich Wismann, Brillux</b>
11:50 - 12:25	The Snake - Marketing meets Technology - where to start? Prioritization of a digitization strategy <span>DE EN</span> <b>Stefan Herold, Osudio Deutschland GmbH</b>	Next-Gen PIM: What AI can do for Product Data <span>DE</span> <b>Christian Farra, Informatica</b>
12:30 - 13:30	LUNCH BREAK - HOUSE HUMBACH IN THE CASINO	
13:30 - 14:15	Speakers Corners (Room 900) As always, we have something innovative and new in our program: on the 9th print:day 2018 it will be a „Speakers’ Corner“ area, where several speakers will be presenting a provocative theme in parallel and in succession, each speech lasting 10-15 minutes After the Speakers’ Corner slots there will be a panel discussion with selected speakers.	
14:15 - 15:00	Panel discussion (Room 900)	
15:00 - 15:15	Award & Closing Ceremony (Room 900)	

TAKE PART & WIN!

WIN:

- 1 x iPad
- 2 x Creative Cloud subscription for 1 year
- 1 x Adobe Creative Cloud Photo-Subscription for 1 year
- 2 x "Innovatives Brand Management" by Günther Misof and Michael Schwarz

On May 4th our Speakers Corner will take place from 1:30 pm. 15 speakers will briefly and provocatively present their thesis. With your two winning cards you now have the opportunity to vote for two speakers (one speaker per card); please give the cards to the speakers of your choice (don't forget your name, because of participating in the competition). The speakers who received the most votes will participate in the panel discussion.

ALL SESSION DETAILS

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