

	OPERTERRASSEN	CAFE HALL	SCHAUSPIEL KÖLN	UNDERGROUND LOBBY	BACKSTAGE
10 am					
11 am	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)	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)		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	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)	A.D.A.M.: DIE MUSIKAUTOREN MELDEN SICH ZU WORT 11.45 am – 12.45 pm Deutsch Keynote: Michael Söndermann (Member of the Governing Board of the UNESCO Institute for Statistics, Montreal) – Panel: Jörg Evers (President, Deutscher Komponisten Verband), Frank Dostal (President, Deutscher Textdichter-Verband), John Groves (President, Composers Club) Moderation: Micki Meuser (Vice President, mediamusic e.V.)	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	
2 pm			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)		
3 pm	LIVE ENTERTAINMENT ODER ADVERTAINMENT ...	SPECIAL INDIES ISSUES - BY VUT	BOOKS - GUTENBERG 2.0 2.30 – 4 pm Deutsch Panel: Birgit Schmitz (Head of Program, Berlin Verlag & Berliner Taschenbuch Verlag / BvT), Jonathan Landgrebe (Managing Director, Suhrkamp Verlag), Kurt Thielen (Managing Director, Zebralution), Karl Heinz Pütz (Managing Director, Random House Audio), Annabella Weisl (Strategic Partner Manager, Google Book Search)	VERTRIEBE IM DIGITALEN ZEITALTER 2.15 – 3.15 pm Deutsch Workshop & Discussion: Stefan Vogelmann (CEO, Broken Silence), Michael Wendt (CEO, NMD – New Music Distribution GmbH), Michael Schuster (CEO, Cargo), Matthias Böttcher (Director Sales & Repertoire, GoodToGo) – Moderation: Stephan Benn (Attorney)	MATCHMAKING 2 – 5.30 pm Englisch with international festivals powered by Europareise (by registration only/please see page 40, 41)
4 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 (Group Manager Planning, OMD Germany), Thomas Rosenfeld (Senior Brand Manager, AXE)	
5 pm				EINKOMMENSRECHTLICHE KLARHEITEN FÜR FREIBERUFER UND GEWERBETREIBENDE 4.15 – 5 pm Deutsch Workshop & Discussion: Michael Romes (Tax Consultant, jamtax.Romes.Rautenberg)	
				WIR SIND KREATIV (-WIRTSCHAFT) – UND JETZT? 5.15 – 6 pm Deutsch Workshop & Discussion: Eva Kiltz (Managing Director, VUT)	
6 pm			MEET & GREET 5 – 6 pm // hosted by Lautstark	BLUE HOUR 5.30 – 6.15 pm English Daniel Miller (Founder of Mute Records) interviewed by Heiko Hoffmann (Editor in Chief, Groove)	