

# Plane deine Google Sessions auf der DMEXCO.

Vergiss nicht, alles, was Du nicht verpassen möchtest, mit einem Lesezeichen zu versehen!

## Google & YouTube Keynotes & Panels

Sept, 20 10:20-10:40	Center Stage	<a href="#">The Great Ads Shift: Looking ahead with Google AI [EN]</a> Guarav Bhaya, VP & GM Google Ads, Measurement, Google
Sept, 20 12:00-12:30	BVDW Masterclass MC8B	<a href="#">NTR Artificial Intelligence: Mastering innovative possibilities with AI</a> Inga Lüders, GMP BizDev/ Responsible Innovation, Google Jens-Christian Jensen, Chief Strategy Officer, Digitas Pixelpark Dr. Fabian Göbel, Managing Partner, The Nunatak Group GmbH Eva Werle, CEO, Basilicom GmbH, Vizepräsidention BVDW Fritz-Ulli Pieper, Fachanwalt für IT-Recht, TaylorWessing PartGmbH
Sept, 20 15:45-16:15	BVDW Masterclass MC8B	<a href="#">Digital Video 2023 – Guiding through the Galaxy</a> Steffen Hutmacher, Video Sales Lead, Google Fabian Burgey, Director SME Business Europe, RTL AdAlliance / smartclip Anja Kayser, Senior Managerin Digital Video Marketing, Media Impact GmbH & Co. KG
Sept, 20 17:50-18:25	Media Stage	<a href="#">Was sagen die Daten: Wie misst man die Effizienz von Retail Media?</a> Eric St. Gemme, Head of Data & Measurement Solutions - Retail, Google Nikolaus Röttger, Managing Partner, FutureStory GmbH Demet Ikiler, EMEA COO, Publicis Groupe Marc Fischli, Executive Managing Director, EMEA, Criteo Dennie-Alexander Trost, Principal, Channel Sales, OBI First Media Group
Sept, 21 13:40-14:00	Center Stage	<a href="#">Uncovering a new world of video and creative possibilities – How Google AI will help you to unlock transformative growth on YouTube</a> Andreas Briese, Country Director YT Germany, Regional Director YT CE, Google Michalina Seekamp, Video Sales Lead, Central Europe, Google
Sept, 21 14:10-14:50	Media Stage	<a href="#">New Ways of Operations: Wie verändert KI das Marketing?</a> Timo Seewald, Head of Performance Leads, CE, Google Ingo Schwab, Head of Media Digitization, Deutsche Telekom AG Cathrin Bialek, Korrespondentin Horizont, dfv Mediengruppe Susanne Kunz, General Manager OWM
Sept, 21 15:00-15:30	BVDW Masterclass MC8B	<a href="#">Road to DSA 2024</a> Sebastian Grantz, EMEA Industry Relations Privacy Manager - Finance, Google   Christiane Ash, Director, Ash Marketing   Juliana Mani, Head of Content, Des Wahnsinns Fette Beute   Larissa Brockmann, Senior Analyst, Statista GmbH   Martin Krieg, Director Digital, IVW   Romy Hoffmann, Performance Marketing Manager, Civey GmbH   Sarah Taheri, Head of Operations & Junior E-Commerce Manager, A&T Handelsgesellschaft mbH   Sarah Weber, Advisor, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Tobias Demming

## Google & YouTube Masterclasses

Sept, 20 10:00-11:15	Halle 7, Google Masterclass Track	<a href="#">I have to watch this! Mit YouTube's Content Highlights zur vollen Aufmerksamkeit.</a> Alexandra Borges   Jana Davidoff   Ulrich Meyer   Henning Schulte   Sina Stieding (Google) Saskia Duxmann (EssenceMediacom)
Sept, 20 11:30-12:45	Halle 7, Google Masterclass Track	<a href="#">The New World of Measurement – KI-unterstützte Digital Analytics Lösungen.</a> Janik Hasselkus   Eric Hunkele   Sandra Schwinn (Google) Michael Bräutigam-Groß (BAUR Versand) Mathilde Buisson   Dr. Laura J. Hornbake (Lufthansa Group)
Sept, 20 13:00-14:15	Halle 7, Google Masterclass Track	<a href="#">Festive Foresight - Turning Peak 2023 into a time of profitable growth [EN]</a> Christoph Driemer   Eva Lukai   Bjarne Schreck (Google) Jan Grothkopf   Harshita Tiwari (C&A)
Sept, 20 14:30-15:45	Halle 7, Google Masterclass Track	<a href="#">Der Schlüssel zu wertvolleren Kund:innen – First-Party-Daten mit KI-gestützten Google-Ads-Lösungen aktivieren.</a> Denis Dautaj   Dennis Gingele   Katinka Schwanecke   Michaela Tada (Google) Teresa Ruskamp (Home24)
Sept, 20 16:00-17:30	Halle 7, Google Masterclass Track	<a href="#">Heißhunger auf Performance? Wie Google Ads mit nur zwei KI-gestützten Lösungen Eure Ziele erreicht.</a> Tamina Batarsé   Christoph Driemer   Bjarne Schreck Nadine Kamski (L'Oréal)
Sept, 21 10:00-11:15	Halle 7, Google Masterclass Track	<a href="#">Erfolgreiche YouTube Kampagnen – mehr fürs Budget mit effektiven Lösungen.</a> Lioba Gnauert   Steffen Hutmacher   Anna Lorenz
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## Privacy Sandbox Keynotes, Panels and Masterclasses

Sept, 20 10:00-10:30	DMEXCO Masterclass Track	<a href="#">Privacy Sandbox: Custom Audiences in a Cookieless World</a> Sven May, Lidia Schneck
Sept, 21 10:00-10:20	Center Stage	<a href="#">Privacy Sandbox: Unlocking the potential of a more private internet</a> Anthony Chavez, Vice President, Product Management Privacy Sandbox Hanne Tuomisto-Inch, Director, Privacy & Chrome Partnerships EMEA
Sept, 21 15:45-16:15	DMEXCO Masterclass Track	<a href="#">Privacy Sandbox: Panel discussion on how the industry is preparing for 2024</a> Joey Trotz