



## PROGRAMME EWMD International Conference 2017

22.- 24. September, 2017, Boehringer Ingelheim  
BIC Auditorium, Ingelheimer Straße

### “Brave New Media World“ – a subject of daily challenges

Moderation: **Jacki Davis**, Brussels.  
Conference language: English

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## PROGRAMME - SCHEDULE

### Friday, 9/22/2017, 1 pm – 11 pm

01.00 pm - 01.30 pm	Arrival of participants (Foyer)
01.30 pm - 02.00 pm	<i>Welcome</i> EWMD and Boehringer Ingelheim (Auditorium) <b>Denise Hottmann</b> , Head of D&I Germany, Boehringer Ingelheim <b>Sieglinde Schneider</b> , President EWMD Germany
02.00 pm - 04.00 pm	<i>Plant tour</i> (Boehringer Ingelheim)
Alternative	<i>EWMD Workshop</i> (Auditorium) “Opportunities and Challenges for leadership in changed world of media. Legal Aspects.” <b>Dr. jur. Julia Wulf</b> , lawyer und notary, partner TaylorWessing
04.00 pm - 05.00 pm	Networking and Coffee Break (Foyer)
05.00 pm – 07.00 pm	Hotel transfer and check-ins
06:30 pm	bus transfer from IBB Hotel via Station Ingelheim
07.00 pm - 11.00 pm	„EWMD President's Talk“, Moderation: <b>Nadin Meloth</b> Kloster Engelthal / Wasem
11:15 pm	bus transfer to IBB Hotel Ingeheim via Station Ingelheim



## Saturday, 09/23/2017 9:00 am – 05:00 pm

08.00 am - 09:00 am Registration

### Morning Session (Auditorium)

09.00 am - 09.30 am *Welcome* EWMD and Boehringer Ingelheim  
**Simone Menne**, member of Board of management, Boehringer Ingelheim, CFO  
**Nadin Meloth**, Co-President EWMD International

Moderation: **Jacki Davis**

09.30 am - 09.45 am *Future Parcours: Start-Up-Project*  
"Best Practice Price Corporate Design". **Simon Broich**

09.45 am -10.20 am *Keynote*  
"To be on course in heavy sea. Strategies and Innovations in the Digital Media World"  
**Eva-Maria Bauch**, CEO of G+J Digital Products

10.20 am-10.35 am *Future Parcours: Start-Up-Project "Anderwärts"*  
**Ann-Kathrin Ganzhorn, Nadine Langendörfer**

10.35 am - 11.05 am Networking and Coffee Break (Foyer)

11.05 am -11.40 am *Keynote*  
Why Fake News is not the real issue  
**Marco Maas**, Data Journalist, Media-Entrepreneur

11.40 am - 11.55 am *Future Parcours: Start-Up-Project "Wingcopter"*  
**Tom Plümmer, Jonathan Hesselbarth**

11.55 am-12.55 pm *Panel Discussion*  
**Simone Menne, Eva-Maria Bauch, Marco Maas, Nadine Meloth**

Moderation: **Jacki Davis**

12:55 pm-01.55 pm Lunch and Future Parcours exhibition stands (Foyer)



## Afternoon Session Saturday

02.00 pm – 02.15 pm *Introduction to **Dialogue Workshops*** (Auditorium)  
**Jacki Davis**

02.15 pm - 03.00 pm Parallel ***Dialogue Workshops*** (Workshop Rooms)

**Workshop 1:** (Room K13, 2nd floor)  
Replacing HR by computers - can software really evaluate people?  
**Dr. Katharina A. Zweig**, Professor on Socioinformatics,  
University of Kaiserslautern

**Workshop 2:** (Rooms K11 and K12, 2nd floor)  
The transformation of Corporate Media Relations,  
**Judith von Gordon**, Head of Media & PR, Boehringer Ingelheim

**Workshop 3:** (Room K16, 2nd floor)  
Visualization – the power of images,  
**Marco Maas**, Data Journalist, Media-Entrepreneur

**Workshop 4:** (Rooms K14 and K15, 2nd floor)  
Gender Trouble in New Media: What are the News in Images of  
Women and Men?  
**Dr. Dorothee Beck**, Communication expert and Media Consultant

03.00 pm – 03.30 pm Dialogue- and Coffee break (**Foyer**)

03.30 pm - 04.15 pm Parallel ***Dialogue Workshops*** (Workshop Rooms)  
(rerun - see above)

04.15 pm - 05.10 pm Wrap up ***Dialogue Workshops***  
**Jacki Davis** (Auditorium)  
*Closing*  
**Selen Ghioni**, Co-President EWMD International

## Evening Session

06:30 pm Bus transfer from IBB Hotel  
via station Ingelheim, via Hotel Michel to the boat

7.00 pm – 11.00 pm **Dinner & Dance** on the River Rhine

11:15 pm Bus transfer to IBB Hotel  
via Hotel Michel and station Ingelheim



**Sunday, 09/24/2017 10:00 am – 03:00 pm**

## **Annual General Meetings EWMD 2017**

08.15 am

Registration

09.00 am

**Annual General Meeting** EWMD International e.V.

12.00 am - 01.00 p.m

Lunch

01.00 am - 03.00 p.m. **Annual General Meeting** EWMD Germany e.V.