

One Day Meeting Germany - Agenda

26th MARCH 2019



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The meeting is convened by:

Yvonne Engler, Bayer Pharma AG
 Katja Birke, Produkt + Markt
 Johanna Glaser, Point Blank Research & Consultancy
 Janine Ruhl, Sanofi

Venue:

Umweltforum Auferstehungskirche
 Pufendorfstrasse 11
 1029 Berlin

Time	Agenda	
08.45 - 09.15	Welcome Coffee - Foyer, Great Hall	
09.15 - 09.40	Seminar 9 Full Members Forum - discussion and opportunity to network Topic for discussion – GDPR – what questions still need answers? Convenors: Yvonne Engler and Janine Ruhl	Great Hall Associate Members Forum - discussion and opportunity to network Topic for discussion – GDPR – what questions still need answers? Convenors: Katja Birke and Johanna Glaser
09.40 - 09.50	Welcome and introduction to the day - Great Hall by Convenors	
09.50 - 10.30	Session 1: Hidden in plain sight: translating knowledge to meaning Speakers: Fenna Gloggner, HRW & speaker tbc, Bayer	
10.30 - 10.50	Networking Coffee Break - Foyer, Great Hall	
10.50 - 12.20	Session 2: GDPR update and discussion This session will provide attendees with an update on GDPR from several perspectives and will focus on key issues of high importance in our industry: <ul style="list-style-type: none"> - Target lists - Rights of the data subject and documentation Speakers/Panellists: Michael Stockmann, Consultant in Data Protection; Gerrit Burghardt, Searchlight; Konrad Hecker, Data Privacy Officer, Sanofi	

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12.20 - 13.10	Networking Lunch - Foyer, Great Hall
13.10 - 13.50	Session 3: Movimiento – the power of video
Convenor:	Speaker: Barbara Lang, Point Blank Research & Consultancy
13.50 - 14.30	Session 4: From gamification to creating an immersive experience
	Speakers: Anna Dnes, The Planning Shop & Annalena Lahav, Bayer Pharma
14.30 - 15.45	Session 5: 'World Café' Session
Convenor:	Following our 3 innovative papers, this is an opportunity for you to engage in lively, high energy round table discussions in groups to explore the implications for our businesses from these papers. What do they mean practice for you?
15.45 - 16.45	Farewell Drink - Foyer, Great Hall
	Have a safe journey home!