

AUSSEN WIRTSCHAFT ZUKUNFTSREISE

FUTURE OF DIGITAL MARKETING

SOCIAL MEDIA, CONTENT AND AUTOMATION

Montag, 20.06.2022 – Mittwoch, 22.06.2022

PROGRAMM

Ort: Dublin | Irland

Stand: 24.05.2022 | Änderungen vorbehalten

MONTAG, 20.06.2022

INDIVIDUELLE ANREISE NACH DUBLIN

Ryanair FR7366 – 11.40 – 13.25 // Aer Lingus EI661 – 10.25 – 12.20

14.00 – 15.30

Abholung & Transfer ins [Mespil Hotel](#) & Check-in

Begrüßung und Vorstellung der einzelnen Teilnehmer

- Dr. Josef Tremel, Der österreichische Wirtschaftsdelegierte in Dublin

15.50 – 16.00

Zwei Mal Umfallen zu LinkedIn

16.00 – 18.00

LINKEDIN MARKETING SOLUTIONS

As the world's biggest social media platform for professionals, LinkedIn is constantly growing in importance for every online marketer. Started as a job search platform, LinkedIn is evolving more and more to a content platform that steps in the ring with traditional players.

Hear about the opportunities for your marketing, get best practices of LinkedIn's use for HR management and learn about content that attracts your target audience.

Vortragender: Maximilian Wunsch, Account Director, LinkedIn Marketing Solutions

18.00 – 18.10

Rückkehr ins Hotel

19.30 – 20.00

ON-BOARDING (Seminarsaal im Hotel)

Programmbesprechung & Abklärung der Erwartungen (Kurator)

- Lukas Hetzendorfer, R+7 Hetzendorfer Consulting

20.00

WELCOME DINNER

Ort: Schoolhouse Pub, 2-8, Northumberland Rd, Ballsbridge, Dublin 4

DIENSTAG, 21.06.2022

08.30	Abholung im Hotel und Spaziergang zu Google
9.00 – 11.30	GOOGLE The relevance of this company goes without saying. Google not only keeps reinventing online performance marketing but is also one of the main drivers of global digitalization. Look behind the scenes in the EMEA headquarters, which is home to more than 7.000 Googlers. Hear first-hand knowledge about the current state of online performance marketing and hear about how machine learning, artificial intelligence and automation can make your online marketing better. Vortragende: Maria Lieb, Global Program Manager Fabian Bastian, Agency Development Manager Alpine
11.30 – 12.00	Bustransfer zum Microsoft EMEA HQ, Sandyford
12.00 – 15.00	MICROSOFT (inkl. Lunch) With digital transformation and data management continuing to evolve at record pace, organisations that can connect people, customers, products and data are leading the pack. Microsoft Dynamics 365 Marketing software is designed to resolve these challenges. Automating these tasks across channels and enabling a personalized approach to customers not only increases marketing effectiveness and ROI, it leads to happier, more satisfied customers as well. Discuss with Microsoft in-house experts about their vision on marketing automation and future product features of their solutions. Vortragende: Natascha Talos, Solution Specialist Azure Cloud
15.00 – 15.30	BusTransfer zu WeWork, Charlemont
15.30 – 17.00	Salesforce Marketing Automation & CRM: Better Together; Learn the benefits of having Marketing Automation and CRM as a unified platform, explore best practices and hear where the future journey goes. Vortragende: tbc
17.00 – 18.00	TikTok (hybrid) TikTok offers a brilliant opportunity for marketers to reach younger audiences all over the world, in a highly creative and playful way. TikTok does not require huge budgets for video content creation either, as spontaneous content produced in ordinary surroundings has just as much as a chance of cutting through. Vortragender: Simon Fröhlich Brand Partnerships Manager
18.00 – 18.30	Spaziergang zum Networking
18.30 – 20.30	AUSTRIAN BUSINESS CIRCLE / SUMMER DRINKS (CIL AIRNE SCHIFF)

MITTWOCH, 22.06.2022

7.30 – 8.30	AUSCHECKEN (GEPÄCK IN DEN BUS)
08.30 – 10.00	DATA DRIVEN MARKETING – WAS IST NOCH MÖGLICH? (DISKUSSION) • Irish Data Protection Commissioner (angefragt) • Alexandra Vetrovsky-Brychta, Dialog Marketing Verband Österreich – DMVÖ
10.00 – 10.30	Bustransfer
10.30 – 12.00	INSTAGRAM, WHATSAPP, FACEBOOK With more than 1.6bln daily active users, those three apps have shaped Social Media like no others. A visit to their new EMEA headquarters. An overview about new Marketing opportunities in the Facebook ecosystem and insights how to make your Social Media Content more valuable to users Vortragender: Luis-Felipe Latorre, Strategic Account Manager Austria
12.00	Ende der Veranstaltung
12.00 – 12.30	BUSTRANSFER FLUGHAFEN Ryanair FR7367 – 14.25 – 18.10