

MediaTech Festival 2022

# FRIDAY FULL PROGRAM

|   |                |  |            |
|---|----------------|--|------------|
| ● | 8:30-9.30 AM   | REGISTRATION & COFFEE  |            |
| ● | 9:30-10.15 AM  | KEYNOTE BY LARS SILBERBAUER, GLOBAL HEAD OF BRAND, MARKETING AND DIGITAL, THE OLYMPICS (IOC)   | MAIN STAGE |
| ● | 10.15-10.30 AM | SHORT BREAK  | MAIN STAGE |
| ● | 10.30-11.15 AM | KEYNOTE BY DIMITRA LETSA, NEWS & PUBLISHERS STRATEGIC PARTNERSHIPS, NORDICS, GOOGLE. WHAT'S NEXT FOR GOOGLE AND THEIR PARTNERSHIPS WITH MEDIA  | MAIN STAGE |
| ● | 11.15-12.00 PM | KEYNOTE BY RASMUS HØGDALL, CREATIVE STRATEGIST AT META. WHAT'S NEXT FOR META?  | MAIN STAGE |
| ● | 12.00-1.00 PM  | LUNCH & NETWORKING   |            |
| ● | 1.00-2.00 PM   | PANEL DISCUSSION ABOUT DSA & DMA WITH ASTRID HAUG, CEO, ASTRID HAUG BUREAU, AND THOMAS LUE LYTZEN, DIRECTOR OF AD SALES & TECH, EKSTRA BLADET. | MAIN STAGE |
| ● | 2.00-3.00 PM   | TECH GIANTS VS MEDIA. PANEL DISCUSSION WITH GOOGLE, JP/POLITIKENS HUS, DANSKE MEDIER AND MORE.   | MAIN STAGE |
| ● | 3.00-? PM      | DANISH "FREDAGSBAR". DRINKS & NETWORKING. GOODBYE & SEE YOU NEXT YEAR.   |            |