

THURS DAY

Eventloft

Restaurant

Spreeblick

Else
where

09.30 Festivalopening

10.00
Keynote
Deutschland – der Weg in die digitale Championsleague
Dorothee Bär
Federal Government Commissioner for Digital Affairs, Deutscher Bundestag



10.30 ROOM CHANGE

10.35
Best Case
Innovation curation for desirable futures
Martin Wezowski
SAP

Best Case
The Four-Workday-Company or how to disrupt economy
Gregor Kalchthaler
Intraprenör

11.05 NETWORKING BREAK

11.20
Best Case
Code instead of capital: How blockchain alters the value chain
Prof. Dr. Christian Gärtner
Quadriga University of Applied Sciences

Best Case
How to build a winning team
Nico Reinhold, Deutsche Bank
Best Case
Attitude, authenticity and focus. Shaping a digital footprint with the right communication patterns
Michael Matern, Unicepta Gesellschaft für Medienanalyse

11.50 ROOM CHANGE

11.55
Best Case
When change meets rocket science
Nike Möhle
RUAG Space

Best Case
Venture Incubation – How established organizations need to identify and integrate technology drivers
Prof. Dr. Christian Heinrich
Quadriga University of Applied Sciences

12.25 ROOM CHANGE

12.30
Best Case
Future Shopping Experiences – Why we need startups to revolutionize retail!
Martin Wild
MediaMarktSaturn

Fireside Chat
Stakeholder Management for Communication Leaders
Julian Trautwein
Airbnb

13.00 ROOM CHANGE

13.05
Keynote
Transforming mobility
Annette Winkler
CEO and Director of Smart Automobile
Daimler

13.35 NETWORKING BREAK

14.30
Workshop
The mindset of digital leadership – 8 roles for leadership in the digital world
Ben Sahlmüller
LEAD Academy

Workshop
Recode Relations: Rituals as drivers of digital transformation
Matthias Wesselmann
fischerAppelt

Workshop until 18.30
Transform your company – Organizational agility in a digitized world
Kai Anderson
Mercer Promerit

Mind-setting Journey starts at 14.00

16.30 ROOM CHANGE

16.35
Best Case
Nerds to leaders – The changing role of developers
Klaas Flechsig
Stripe

Best Case
Innovate or die
Karel Golta
INDEED Innovation

17.05 ROOM CHANGE

17.10
Best Case
Information, Innovation, Inklusion – Wie durch die Digitale Transformation eine bessere Wirtschaft gelingen kann
Manouchehr Shamsrizi & Marco Richardson
Inclusify



Best Case
Think no channel if you want to include every channel
Franziska von Lewinski
fischerAppelt

17.40 ROOM CHANGE

17.45
Best Case
Mensch-Maschine-Mischmasch – Wie sich Kommunikation durch die neuen technischen Möglichkeiten ändert und worauf wir achten müssen
Sascha Lobo
Author, Blogger, Strategic Advisor



Best Case
Digital services and basic income experiment in Finland
Marjukka Turunen
The Finnish Social Security Institution

18.15 Wzap-Up

19.00 TYB PARTY at fischerAppelt's Wonderland Studios in Prenzlauer Berg

Startup Tour to:
Babbel
FreightHub

**FRI
DAY**

Eventloft

Restaurant

Spreeblick

**Else
where**

08.00 Sport @TYB: Yoga and Running

09.15 Opening Remarks

09.30
Keynote
Europe needs a welcome culture for Artificial Intelligence
Chris Boos
Founder and CEO
arago

10.00 ROOM CHANGE

10.05
Best Case
On's success story or how to disrupt the running shoe industry
Marc Maurer
On

Best Case
Mastering the future with the dynamics of the youth and the wisdom of the experienced – A guide for the 21st century
Ali Mahlodji
Whatchado

Best Case
The Personal Data Economy: Five statements about one golden opportunity
Johannes Stock
Futurice

10.35 NETWORKING BREAK

11.05
Best Case
Business Case: Beauty and adventure in real estate
Jan Knikker
MVRDV

Best Case
The changing role of the Chief Marketing Officer in digital transformation
Jan Pilhar
IBM iX agency family

Best Case
Driving performances development in a multi-generational workforce
Deshun Deysel
Deshun Deysel & Associates

11.35 ROOM CHANGE

11.40
Best Case
Networked Organizations – Digital era organisational structure & process
David Galbraith
Anthemis Group

Best Case
How Mars leverages data and digital tools to improve the Pet, Client and Vet experiences
Alejandro Bernal
Mars

12.10 ROOM CHANGE

12.15
Best Case
When AI, big data and human rights converge: Putting people (and their rights) at the centre of digital transformation
Eimear Farrell
Amnesty International London

Best Case
The future of retail & what it means for your business
Dirk Graber
Mr. Spex

Best Case
The future of sickcare is healthcare
Koen Kas
Healthskouts

12.45 ROOM CHANGE

12.50
Panel until 13.30
Provocation as a strategy in business and politics
Andrea Römmele, Hertie School
Cornelius Winter, 365 Sherpas
Dirk Graber, Mr. Spex
Host: Prof. Dr. Mario Voigt

Best Case
(S)he who dares wins. Open Banking – A clear and present danger/opportunity
Michael O'Loughlin
Token

Spotlight
Will your teammate be a robot?
Luisella Giani
Oracle

13.20 NETWORKING BREAK

14.30
Workshop
The mindset of digital leadership – 8 roles for leadership in the digital world
Ben Sahlmüller
LEAD Academy

Workshop
How will you delight your customer tomorrow?
Koen Kas
Healthskouts

Workshop
Transform your company – Organizational agility in a digitized world
Kai Anderson
Mercer Promerit

Mind-setting Journey

Tour to:
Deutsche Bank
Digital Lab

16.30 ROOM CHANGE

16.35
Best Case
Sprinter auf der Langstrecke: Transformation braucht mehr als Technik und Prozesse
Michael Müller-Wünsch
Otto

Best Case
What if it's all about the people?
Magdalena Rogl
Microsoft

17.05 ROOM CHANGE

17.10
Best Case
How blockchain transforms your business
Kaustav Bhattacharya
R/GA London

Startup Slam
Ehsan Khaljani, HygNova
Lasse Kroll, Cuckoo
Christian Alsen, ecratum

17.40 ROOM CHANGE

17.45
Keynote
Post-Capitalism and Self-Aware Technologies
Alan N. Shapiro
Technologist, Future Designer and Transdisciplinary Thinker

18.15 BBQ at Alte Münze

SATURDAY

RESTAURANT

SPREEBLICK

09.30	NETWORKING BREAKFAST	
09.45	Keynote Collaboration hubs: where the Future of Work will happen Johann Butting Slack	
10.15	Barcamp Mindset & Culture – Communications for transformation and change Klaus Motoki Tonn Lumen	Barcamp Future of HR Marlin Watling Lumen
11.45	NETWORKING BRUNCH	
12.15	Impulse Innovations Transforming the UK National Health Service: a systematic approach to accelerate adoption Karen Livingstone, SBRI Healthcare	
12.45	Barcamp Design Thinking Melina Costa Coeava Innovation	Barcamp Meaningful Disruption Daniel Nowack Yunus Social Business – Global Initiatives
14.15	GOOD BYE	

THE BARCAMP SATURDAY



10.15–11.45 MINDSET & CULTURE COMMUNICATIONS FOR TRANSFORMATION & CHANGE

Klaus Motoki Tonn is agency founder, advisor and researcher for digital and innovation topics. He initiated shift, which is an interdisciplinary format fostering discourse on digital, ethics and culture. On Saturday, shift will be our guest at TYB with four different barcamps. Motoki Tonn hosts the barcamp „Mindset & Culture Communications for Transformation & Change“, which discusses Corporate Mindset as a tool for managers to influence corporate culture and transformation.

Barcamp instructor:
Klaus Motoki Tonn, Founder Lumen and shift



12.45–14.15 DESIGN THINKING

Melina Costa is Co-Founder of Coeava, a Berlin-based innovation agency, which helps organisations to develop new product ideas and business models in an agile and creative manner. She hosts the podcast „Making the New“ about the innovation scene in Germany and works as a business journalist. Her Barcamp on Saturday will introduce you to Design Thinking as an intelligent tool to solve complex problems. With hands-on practices you will experience the main characteristics of Design Thinking, which is one of the most successful methods for user-centered innovation.

Barcamp instructor:
Melina Costa, Co-Founder Coeava Innovations



10.15–11.45 FUTURE OF HR

Marlin Watling, former Head of HR at Roche Diagnostics Operations, brings 15 years of HR experience in major businesses to the Barcamp table. He has held senior positions in strategic human relations management and focuses on transformation and change management, as well as the future of HR. With Marling Watling, you will discuss the future of HR at the Barcamp on Saturday. Which role does corporate HR play in the transformation of businesses? Is there an ROI for transformation?

Barcamp instructor:
Marlin Watling, former Head of HR Roche Diagnostics Operations



12.45–14.15 MEANINGFUL DISRUPTION

Daniel Nowack describes himself as a data-driven innovator. He has been directing corporate accelerator programs for Yunus Social Business for many years. He held various roles in startups such as CEO, CFO and Head of Business Development, following a career at international companies such as Siemens, McCain and IKEA. His Barcamp on Saturday will focus on „Meaningful Disruption“. He will introduce you to new ways for businesses to write not only „Science Fiction“, but also „Social Fiction“ with the help of accelerator programs, intranpreneurship and innovative Spin-Offs.

Barcamp instructor:
Daniel Nowack, Head of Business Development Yunus Social Business