

INHORGENTA TRENDFACTORY #ReInspire

Status 09.10.2020

Act	Time CET	Speaker	Topic
Welcome	10:00	Hannah Klose - Presenter Stefanie Mändlein - Messe München, Exhibition Director Inhorgenta	Welcome, Program Flow and Online Platform Explanation
Opening Keynote	10:10	Caro Henne - CARO Ltd. , Consultant Luxury Marketing & Strategy	Customer-focused marketing for luxury brands as teaser for her masterclasses
Future Retail	10:20	Philippe Roten - Favre Leuba, CEO Gerhard Novak - Porsche Design Timepieces, CEO Kai Tutschke - Garmin Deutschland, Managing Director DACH	Reinspire in Challenging Times
		Stéphane Galienni - Balistik Art, Co - Founder / Creative Strategist Katja Graisse - Balistik Art, Co - Founder / Digital Communication	The future of luxury - status quo and outlook from a leading agency
		Antonio Carriero - Breitling , Chief Digital and Technology Officer (CDTO) Christian Leffin - Salesforce, Strategic Advisor Office of the CEO	Digital - The new way of doing things // Best Practice
		Marius Schafelner - Juweliers.de / Dr Scharenberg online GmbH, Managing Director	"There is no business without an online strategy" - future retail models must use digital media
		David Walmsley - Pandora, Chief Digital & Omnichannel Officer	
News	11:00	Bernhard Bauhofer - Sparring Partners, Founder & CEO	The TRENDFACTORY Press
Sustainability	11:10	Jana Keller - ROYAL BLUSH, Founder & Creative Director	Visionary Reorientation - What is Real Luxury?
Future Retail		Alf Gegenfurtner - Interness Services, CEO Philipp Gegenfurtner - Interness Services, CTO	THE DIGITAL CLOCK IS TICKING! Offline - Online. A perfect symbiosis!
Weather Report		Markus Dreßler - City of Glashütte Mayor & Head of the Nicolas Hayek Foundation	The City of Glashütte - World class in the province
The Story		Marcel Benson - Benson Watch Cie. Founder & CEO	The Story of a true watch nerd
Break	11:40	Break	Break
Keynote	12:00	Michael Sandvoss - Luxury, Lifestyle & Media Expert Max Thinius - Futurologist	A futurologist approach: The watch and jewelry trade of the future
Brand Marketing	12:15	Alexander Biesalski - Biesalski & Company, Owner & Managing Partner Katerina Perez - KaterinaPerez.com Founder and Editor in Chief	Turning brands into value! Brand presence as a strategy Maximizing Instagram success in the current environment. The daily life of a top influencer in the global jewelry business
	12:30	Sven Mostögl - Oris, Region Manager Francesco Pesci - Georg Jensen, CEO & Chairman Søren Lynggaard - Ole Lynggaard, CEO & Owner	Modern family business - between tradition and digitalization
News	12:50	Bernhard Bauhofer - Sparring Partners, Founder & CEO	The TRENDFACTORY Press
Technology	13:00	Heike Kammerer - IBM Deutschland , Head of Industry LAB, IBM Watson Center Munich	How can AI shape your business success
		Patrick Bruch - Mawave, Founder &CEO Caro Henne - CARO Ltd. , Consultant Luxury Marketing & Strategy Christian Leffin - Salesforce, Strategic Advisor Office of the CEO	Platform, distribution channels and apps. How modern companies transform themselves
	13:20	Dr. Laurent Massi - AGAT - Académie de Gemnologie, Co-Founder & President Dr. Pierangelo Gröning - EMPA CTO	The role of the gemmologist in the 21st century. Tradition, education and challenges for the industry Material and Process Innovations Relevant for Watch Makers
Design	13:40	Alessio Boschi - Alessio Boschi Jewels, Founder & Creative Director Jothi-Séroj Ebroussard - Atelier Ebroussard, Master Sculptor & Jeweler	The role and work of a designer in the 21st century
Closing Keynote	13:55	Charles D.A. Ruffolo - The NetworKing Corporation, President	Reinspire into the future! It's all about Relationships through Networking
The End	14:00	The End	The End
MASTERCLASSES	14:00 - 15.30	MASTERCLASSES	MASTERCLASSES

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MASTERCLASS	14:00 - 15:30	Caro Henne - CARO Ltd. , Consultant Luxury Marketing & Strategy	Customer-focused marketing for luxury brands with Google's ex-head of luxury Part I: Customer-Centric Marketing for Luxury Brands - with Google's Ex-Head of Luxury Part II: Workshop: Building a Customer-Centric Marketing Strategy on the basis of a real life example
MASTERCLASS	14:00 - 15:30	Stéphane Galienni - Balistik Art, Co - Founder / Creative Strategist Katja Graise - Balistik Art, Co - Founder / Digital Communication	Newstalgia: Once upon a time, the future of luxury. How to define storytelling from heritage to innovation. Presented by the leading french luxury brands agency, Balistik Art.
MASTERCLASS	14:00 - 15:30	Antonio Carriero - Breitling , Chief Digital and Technology Officer (CDTO)	Future retail - Digital, the new way of doing things. Digital is a new way of doing things. Take the deep dive in a best practice lecture with Antonio Carriero, the master mind of Breitling's omni-channel strategy
MASTERCLASS	14:00 - 15:30	Christian Leffin - Salesforce, Strategic Advisor Office of the CEO	Sustainability - From the sidelines to major corporate goal Sustainability in action with the 1-1-1 model at the leading cloud computing specialist Salesforce. A hands-on workshop for every size of company to implement a working sustainability policy.
MASTERCLASS	14:00 - 15:30	David Walmsley - Pandora, Chief Digital & Omnichannel Officer	The post-COVID-19 shopping experience. Future retail after COVID-19, a best practice lecture with David Walmsley, the leading mind of Pandora's future retail strategy
MASTERCLASS	14:00 - 15:30	Alf Gegenfurtner - Interness Services, CEO Philipp Gegenfurtner - Interness Services, CTO	THE DIGITAL CLOCK IS TICKING! (German language lecture) Effects of the lack of a digital strategy in specialist retail, especially taking into account the current crisis. Offline - Online. A perfect symbiosis! (German language lecture) Holistic digital solutions - Holistic and sustainable solutions of digital strategies for manufacturers and specialist retailers to actively address and involve end consumers in a constant dialogue.
MASTERCLASS	14:00 - 15:30	Alexander Biesalski - Biesalski & Company, Owner & Managing Partner	Turning brands into value! Brand presence as a strategy Dynamic market environments demand agility and performance orientation, especially in the management of luxury brands. In his contribution, Alexander Biesalski, author of luxury brand studies for the leading business magazines 'Wirtschaftswoche' and 'Manager Magazin'. explains how brand value creation is measured and how the brand can be activated as a powerful driver of transformation.
MASTERCLASS	14:00 - 15:30	Marcel Benson - Benson Watch Cie. Founder & CEO	Story Time - The power of crafting an authentic story Marcel, the founder of Benson Watch Co., built his company from idea to notable enterprise. His work has been featured in several media outlets including The NY Times and Black Enterprise. Also, he was selected as the 2016 Modern Man by Black Enterprise. Follow his branding advice in a lively presentation.
MASTERCLASS	14:00 - 15:30	Heike Kammerer - IBM Deutschland , Head of Industry LAB, IBM Watson Center Munich	How can AI shape your business success AI will transform the world in dramatic ways in the coming years. Discover how AI can combine different forms of knowledge, unpack causal relationships, and learn new things on its own. Learn more in Heike's masterclass on the latest technologies and entirely new ways of thinking.
MASTERCLASS	14:00 - 15:30	Dr. Laurent Massi - AGAT - Académie de Gemmologie, Co-Founder & President	The role of the gemmologist in the 21st century. Tradition, education and challenges for the industry. Learn about the future of gemology from a world leading expert in his field of expertise.
MASTERCLASS	14:00 - 15:30	Charles D.A. Ruffolo - The NetworKing Corporation, President	It's all about Relationships through Networking Despite its demonstrable effectiveness, for many Networking is still a vague process that is difficult to grasp. Nevertheless, everyone has a network. More and more often, the success of your company is driven by the human dimension. Learn to network effectively with the Networking King, Charles Ruffolo.
MASTERCLASS	14:00 - 15:30	Katerina Perez - KaterinaPerez.com Founder and Editor in Chief	tba