







EXCELLENCE FORUM #55: Mittwoch 21. Juni

NEW INTELLIGENCE FOR COMMUNICATIONS – *how intelligent Tech & Org shape Comms and Marketing*

08:00 Excellence Community – Check In, Coffee and Talks	
09:00 Start	Opening & Introduction of Participants Michael Heine; Frank Sielaff - EXCELLENCE FORUM (XF) 
09:15 Keynote	Keynote SCHAEFFLER AG Purpose-driven positioning in disrupted industries Nadja Lemke, SVP Senior Vice President Global Branding & Marketing, Schaeffler 09:55 Discussion with Excellence Forum Anchor: Michael Heine 
10:00 Excellence Podium	Panel: New Intelligence for Communications? How to surf the AI wave Dr. M. Schmidtke, Bosch; D. Nadeschdin, Covestro; N.N. TBD 
11:00 Sharing Resilient Data	Owned, Paid & Earned Rankings Justus Hug, EXCELLENCE FORUM (XF) 
11:10 Excellence Community – 20 min break	
11:40 Sharing Practical Experience	Predictive Marketing and Digital Responsibility How BARMER uses advanced Tech for Communications Dr. Herbert Flath, Marketing- and PR-Coordinator, BARMER Health Insurance 12:00 Discussion with Excellence Forum Anchor: Frank Sielaff 
12:20 Sharing Practical Experience	Content Factory @ SCHAEFFLER Foundation for consistent, engaging, personalized experience Florian Kiesel, VP Content Factory & Digital Channels, Schaeffler 12:40 Discussion with Excellence Forum Anchor: Michael Heine 

13:00 Excellence Community – 50 min Lunch Break	
13:50 Sharing Resilient Data	Search Visibility Benchmarks – Live Results Frank Sielaff, EXCELLENCE FORUM (XF) 
14:10 Sharing Practical Experience	Scoring with Impact How GEA Global manages Communication & Brand Davy Moortgat, Vice President Digital Channels at GEA Group 14:30 Discussion with Excellence Members Anchor: Frank Sielaff 
14:50 Sharing Practical Experience	New brand – new culture – no marketing? How Vitesco Technologies organizes next level communications Dr. Anne-Kathrin Bräu, SVP Group Communications, Vitesco Technologies 15:10 Discussion with Excellence Members Anchor: Michael Heine 
15:30 Excellence Community – 20 min	
15:50 Shared Services	What's up coming? Update Excellence AI Projects Michael Heine, Excellence Forum 
16:00 Sharing Practical Experience	Digital Cooperation @ Audi Comms How Teams and Tech transform together Richard Tigges, Director Reputation Mgmt & Strategic Communications, Audi 16:30 Discussion with Excellence Members Anchor: Michael Heine 
16:45 End of Programme, Hotel Check In, Shuttle-bus to Nürnberg at 17:20	
17:50 Guided Tour: Museum der Kommunikation	
19:00 Networking Dinner Altstadt Nürnberg	


EXCELLENCE FORUM #55: Donnerstag, 22. Juni

NEW INTELLIGENCE FOR COMMUNICATIONS – *how intelligent Tech & Org shape Comms and Marketing*


08:30 Excellence Community – Breakfast and Talks

09:00 **Start** 
 Begrüßung Michael Heine; Frank Sielaff - EXCELLENCE FORUM (XF)

09:10 **Pioneering Integration** 
 Sharing Practical Experience Schaeffler's Data Structuring Journey
 Alvin Chew, Head of Global Digital Channels
 Christoph Müller, PM Data Centric Marketing Industrial
 09:40 Discussion with Excellence Members Anchor: Michael Heine

10:10 **Media Intelligence - the KION way** 
 Sharing Practical Experience What we will measure and how.
 Philipp Dehtloff, Senior Professional Media Intelligence
 10:30 Discussion with Excellence Members Anchor: Frank Sielaff


10:50 Excellence Community - 10 min Break

11:00 **3 parallel Excellence Workshops** 

CommTech & Tools	<i>Search Visibility – discussion of results and definition of future services</i>
Organisation & Culture	<i>Aligned Messaging across borders – how do we get there?</i>
Data driven Comms	<i>Data & Decisions - Who needs what?"</i>

12:40 **Workshop Results** 

CommTech & Tools	Organisation & Culture	Data driven Comms
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13:00 **Intelligent Use of AI** 
 Sharing Practical Experience How GPT3 et al. can create corporate value without safety risks
 Simon Hegelich, Prof. Political Data Science TU München, dductr
 13:30 Discussion with Excellence Members Anchor: Michael Heine

13:45 **THANK YOU for SHARING and Good-Bye** 
 Michael Heine; Frank Sielaff - EXCELLENCE FORUM (XF)

14:00 Excellence LUNCH & Open End

Excellence Fachtag #55: Location & Info

AIR CAMPUS CONFERENCE CENTER : Thurn-und Taxis-Straße 10, 90411 Nürnberg

Register: companion.de/xf-fachtag



EXCELLENCE | FORUM 
FORUM#55
SCHAEFFLER, Nürnberg
21 & 22 June 2023



TICKETS

EXCELLENCE GUEST Corporates only, signed NDA	899 EUR
EXCELLENCE FORUM MEMBERS Benchmarking Subscribers	free

HOTEL

Mövenpick Nuremberg Airport
Flughafenstrasse 100; Bus Transfer

Single ab 129 €
Booking. Keyword: "Forum 55"

Nuernberg.Airport.Reservation@movenpick.com

NETWORKING EVENTS DAY 1

GUIDED TOUR
Museum für Kommunikation

NETWORKING DINNER
Altstadt Nürnberg



Excellence Fachtag #56

SIEMENS AG Hauptverwaltung Wittelsbacher Platz 1, München



EXCELLENCE | FORUM 
#FORUM56
SIEMENS HQ, München
10 & 11 Oct. 2023

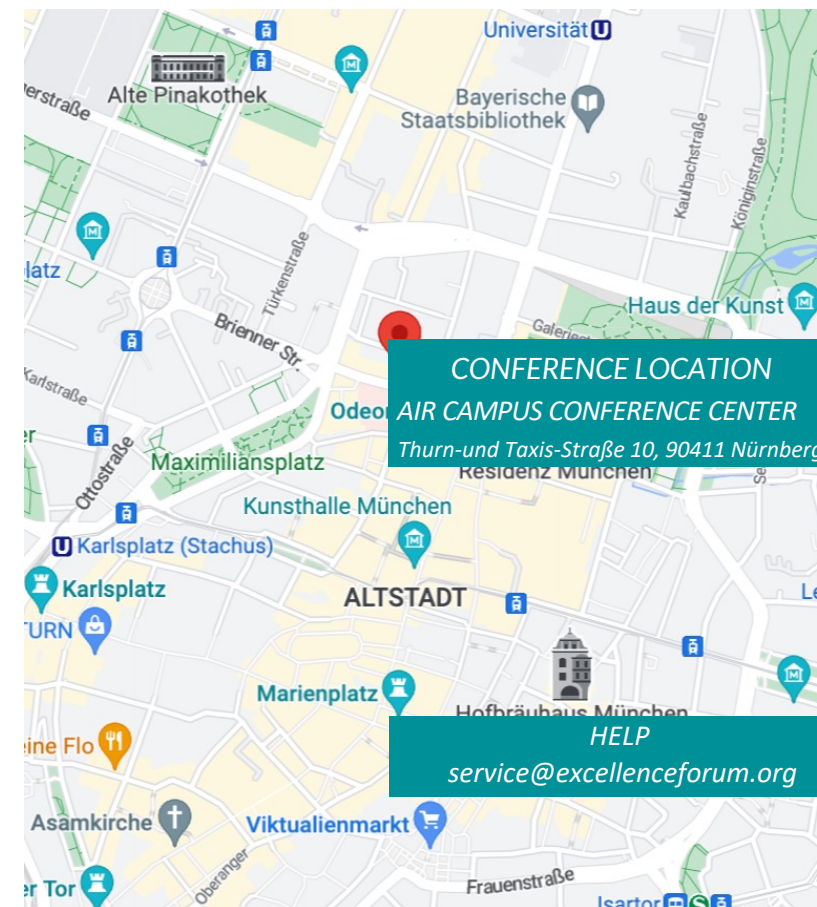
TICKETS

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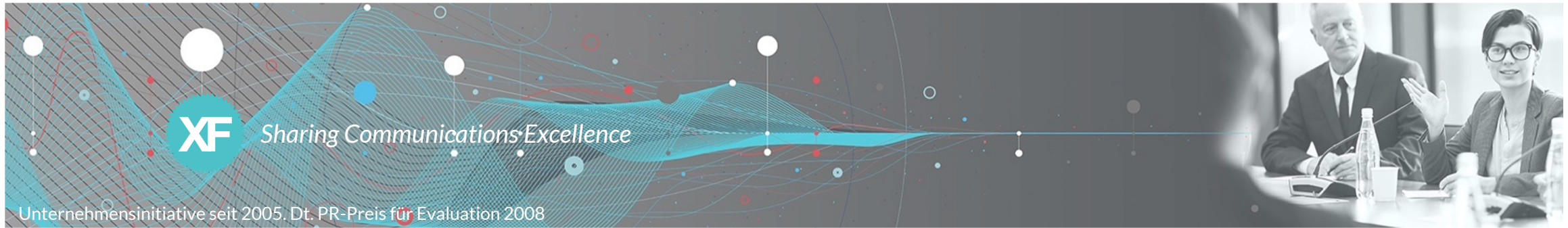
EXCELLENCE FORUM MEMBERS
Benchmarking Subscribers

free



Excellence Forum – vertraulicher Benchmarking-Kreis mit exklusiven Auswertungsdiensten

XF bietet offenen Austausch von Erfahrungen und Leistungsvergleichen. XF liefert vollautomatisches Reporting quer über alle Kanäle (Omnichannel)



"Digital Silos"

Integrierte Reports. Datenkultur.

Vertraulicher Austausch von Daten und Erfahrungen

OWNED Media

WEB, INTRA, MAIL, SOCIAL, PODCAST...

PAID Media

SOCIAL, VIDEO, DISPLAY, SEA...

EARNED Media

PRESS, WEB, SOCIAL...



EXCELLENCE BENCHMARKING PRACTICE

LEISTUNG & WIRKUNG einheitlich bewerten – ein Service für alle Kanäle

CONTENT PERFORM.	BEST CONTENT	TOPIC TRENDS	SEARCH VISIBILITY	SDG /CEO ECHO
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BOT- REPORTS



Omnichannel DASHBOARD
UNIFIED KPI & TAGGING
für Owned, Social, Paid, Earned

EXCELLENCE COMMUNITY

COMMUNICATORS ONLY

FACHTAGE bei Unternehmen

WEB-CIRCLES Praxisberichte

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