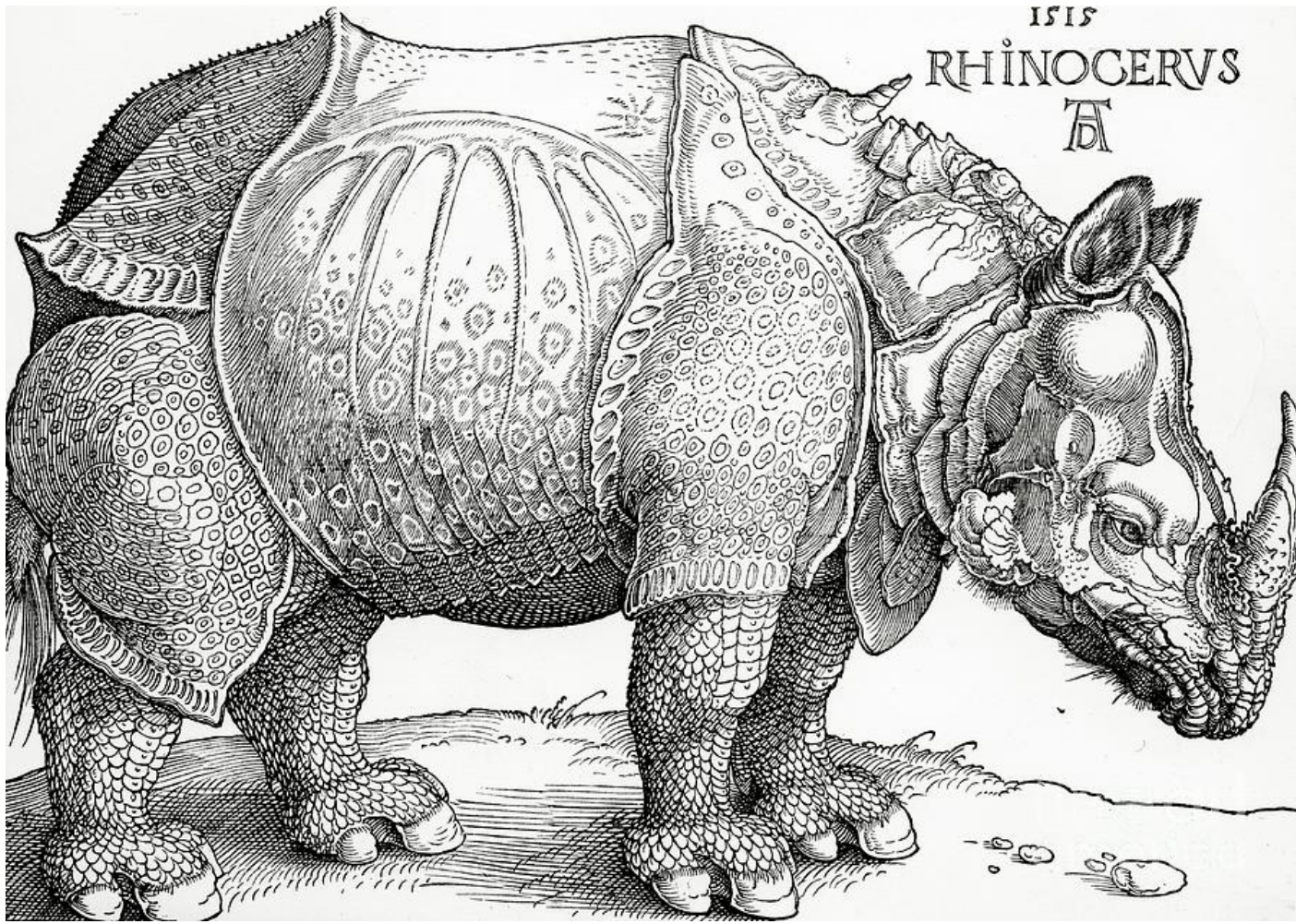




Welcome!

EXCELLENCE | FORUM 
#Forum55

SCHAEFFLER



WE SHARE since 2005

Confidential exchange of data (benchmarks) and experiences

EXCELLENCE
BENCHMARKING & REPORTING SERVICES

Managers

BEST POSTS	KPI TRENDS	SEARCH VISIBILITY	SDG CEO ECHO	TOPIC TRENDS
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MONTHLY

Content.ONE
OMNICHANNEL TOPIC DASHBOARD

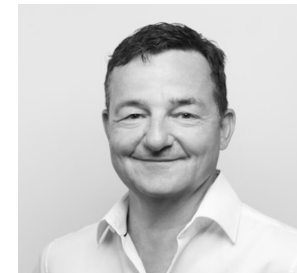
WEB	SOCIAL	PAID	EARNED
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EXCELLENCE
COMMUNITY

CORPORATES ONLY

CONFERENCES
semi annual

MEMBER-CIRCLES
MONTHLY



Service Packages: 9.9k or 24.k yearly

Excellence #Forum56 - 10 & 11 Oct. 2023
SIEMENS AG HQ Wittelsbacher Platz 1, München

Save the DATE!



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

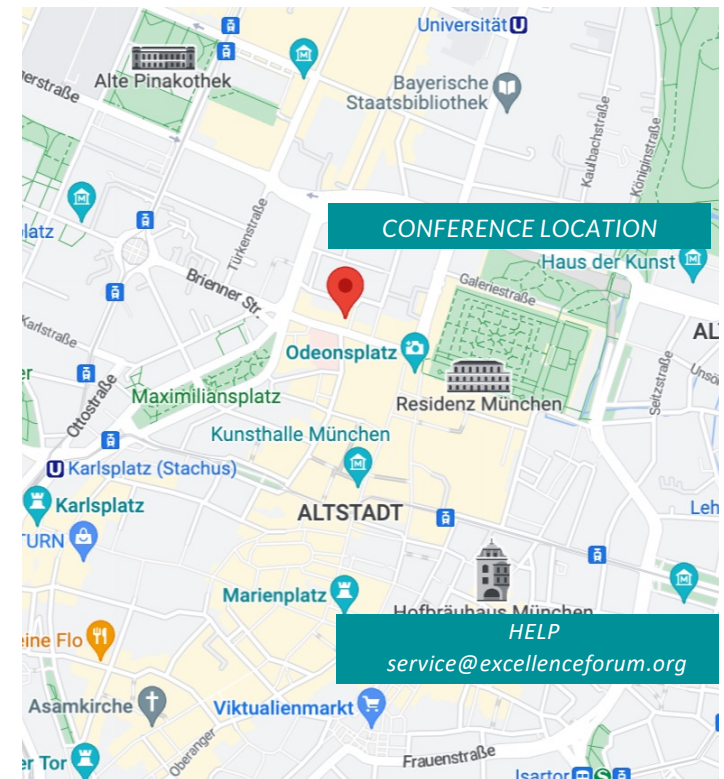
TICKETS

EXCELLENCE GUEST
Corporates only, signed NDA

899 EUR

EXCELLENCE FORUM MEMBERS
Benchmarking Subscribers

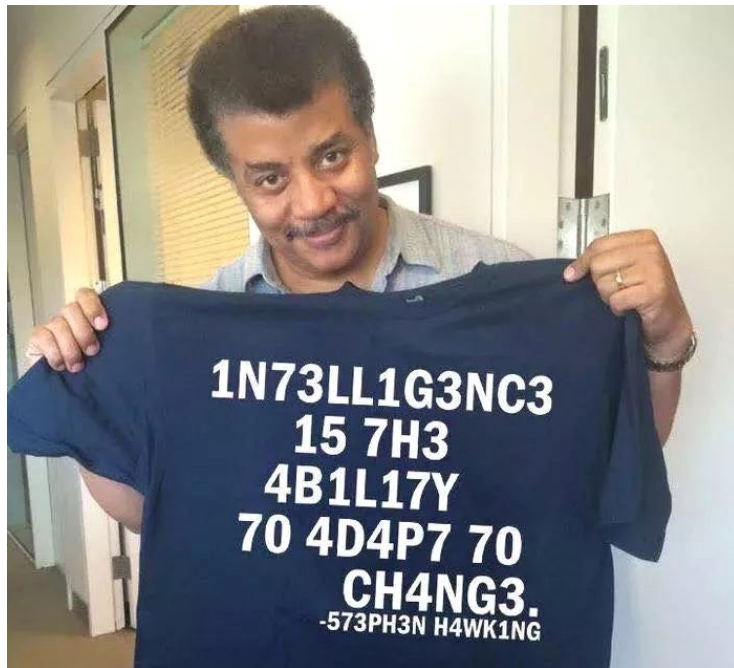
free



CONFERENCE LOCATION

HELP
service@excellenceforum.org

"Intelligence is the ability to adapt to change" - Stephen Hawking



*"The measure of intelligence is the **ability to change.**" – Albert Einstein*

*"The disadvantage of intelligence is that one is **incessantly forced to learn.**" - George Bernard Shaw*

New Intelligence for Communications



EXCELLENCE FORUM #55: Mittwoch 21. Juni


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

EXCELLENCE | FORUM 

Sharing Communications Excellence

08:00 Excellence Community – Check In, Coffee and Talks

09:00 Opening & Introduction of Participants
Start
Michael Heine; Frank Sielaff - EXCELLENCE FORUM (XF) 

09:15 Keynote SCHAEFFLER AG
Keynote
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 Panel: New Intelligence for Communications?
Excellence Podium
How to surf the AI wave
Dr. M. Schmidtke, Bosch; D. Nadeschdin, Covestro; N.N. TBD 


11:00 Owned, Paid & Earned Rankings
Sharing Resilient Data
Justus Hug, EXCELLENCE FORUM (XF) 


11:10 Excellence Community – 20 min break

11:40 Predictive Marketing and Digital Responsibility
Sharing Practical Experience
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 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


13:00 Excellence Community – 50 min Lunch Break

13:50 Search Visibility Benchmarks – Live Results
Sharing Resilient Data
Frank Sielaff, EXCELLENCE FORUM (XF) 

14:10 Scoring with Impact
Sharing Practical Experience
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 New brand – new culture – no marketing?
Sharing Practical Experience
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 What's next? Update Excellence AI Projects
Shared Services
Michael Heine, Excellence Forum 

16:00 Digital Cooperation @ Audi Comms
Sharing Practical Experience
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


08:30 Excellence Community – Breakfast and Talks

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

09:10 **Content Factory @ SCHAEFFLER** 
Sharing Practical Experience Foundation for consistent, engaging, personalized experience
Florian Kiesel, VP Content Factory & Digital Channels, Schaeffler
12:40 Discussion with Excellence Forum Anchor: Michael Heine

10:10 **Media Intelligence - the KION way** 
Sharing Practical Experience What we will measure and how.
Philipp Dethloff, 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	Search Visibility – discussion of results and future services
Organisation & Culture	Aligned Messaging across borders – how do we get there?
Data driven Comms	Data & Decisions - Who needs what?"

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