

ADD VALUE – What is Communications Next Level?

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

09:00 Start

09:10 Welcome from Lynette Jackson

Global Head of Communications, Siemens



09:20 Advantage Digital Experience

Keynote

Why and How SIEMENS manages DX across all interfaces

Greg Gibbons, Global Head of Digital Experience, Siemens



09:50 Discussion with Excellence Forum Anchor: Michael Heine

10:00

Excellence Podium

Panel Discussion:

Future Value Add – What is Communications Next Level?

Communications Leaders of 4 Companies



11:00 Excellence Community – 20 min Break

11:20 Excellence Benchmarks: New Reports 2024

Sharing Resilient Data

Justus Becker, EXCELLENCE FORUM (XF)



11:40 Generatively Empowered

Sharing Practical Experience

How AI supports content planning at Siemens

Connie Hwang, Product Owner Generative AI, Siemens Communications



12:20 Discussion with Excellence Forum Anchor: Michael Heine

12:45 Excellence Community – 45 min Lunch Break

13:20 Next Level Excellence

Shared Services

Update on Excellence Forum Projects



13:35 Practice @ BCG

Sharing Practical Experience

Confidential Report, Boston Consulting Group

Angelika Y. Köhler, Head of Marketg. & Comms GSA & Central Eastern Europe, BCG



14:05 Discussion with Excellence Members Anchor: Frank Sielaff

14:15

Sharing Practical Experience

Walk the talk

How the Covestro brand connects vision & business truth

I. Victoria, A. Uhlmann, Corp. Brand & Integrated Comms, Covestro



14:45 Discussion with Excellence Members Anchor: Michael Heine

14:50 Excellence Community – 20 min

15:10 Content Factory @ SCHAEFFLER

Sharing Practical Experience

Foundation for consistent, engaging, personalized experience

Florian Kiesel, VP Content Factory & Digital Channels, Schaeffler



15:40 Discussion with Excellence Members Anchor: Frank Sielaff

15:50

Sharing Practical Experience

Next Horizons - where is AI taking Us?

Insights into the Siemens AI Journey

Benno Blumoser, Head of Siemens AI Lab, SIEMENS



16:20 Discussion with Excellence Members Anchor: Michael Heine

16:40 Guided Tour : The new Siemens Headquarter

19:30 Networking Dinner: Restaurant Hackerhaus

ADD VALUE – Next Level Intelligence for Communications

08:30 Excellence Community – Breakfast and Talks

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

09:10 Center of Excellence @ Munich RE
Sharing Practical Experience
How we organize collective expertise & collaborative development
Philipp End, Global Head of Digital Communications, Munich RE 
09:40 Discussion with Excellence Members Anchor: Michael Heine

10:10 Dispersion vs. Consolidation @ BSH
Sharing Practical Experience
What is the future of our social media accounts?
Julia Reichert, Global Social Lead; BSH UK & Ireland 
10:30 Discussion with Excellence Members Anchor: Frank Sielaff

10:50 Excellence Community - 10 min Break

11:00 3 parallel Excellence Workshops 

CommTech
& Tools

Brand Value – *discussing methods & KPI for impact of Comms*
Host: Covestro – Isabel Victoria

Organisation
& Culture

More courage – *which leadership principles for more agility?*
Host: Volkswagen – Naïs Graswald

Data driven
Comms

How to measure DX? – *Methods & KPI for digital experience*
Host: Siemens – Silke Wieland, Florian Hießl

12:40 Workshop Results 

CommTech
& Tools

Organisation
& Culture

Data driven
Comms

13:00 Automated Usage of Intent Data
Sharing Practical Experience
How SIEMENS makes use of predictive marketing data
Aly Burke, Director of Intent Data & Reporting, Siemens 
13:30 Discussion with Excellence Members Anchor: Michael Heine

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

14:00 Excellence LUNCH & Open End