

“Digital Me. Digital be.” The 9th rheingold salon Congress – Program

Moderation: Jens Lönneker

10 am **Welcome**
Jens Lönneker, Ines Imdahl

10:15 am **“Digitalization! Dream or Nightmare?”**
Jens Lönneker – Psychologist, CEO, and owner of rheingold salon

Everything is new, everything is different? What is changing, what moves us, and how? The world is not becoming digital, it **is** digital. And this is changing our entire lives and what it means to be human. How do people become human? Will things that can be experienced immediately continue to exist? Eating bread? Dancing? Being happy? Or will these things become digital too? And how do we feel in a digital world? On the basis of daydream analogies, we can show what digital life already feels like today.

10:45 am **“We are Rocking the Internet or Rock Stars in the Digital World“**
Philipp Westermeyer – Head of “Online Marketing Rockstars”

Everyone is online constantly and everywhere. Today we wonder what people did before the Internet. But more important is the question: How are companies reacting to this? How can companies react to digital challenges? A look at the state of the German Internet.

11:15 am **Offline: Real Coffee – with a Digital Course (by known-sense)**

11:45 am **“From Marketeer to Digiteer”**
Monika Schulze – Global Head of Customer & Digital Experience at Zurich Insurance Group

She has already perfectly made the transformation from a marketeer to a digiteer. In this process, are we passive witnesses or active shapers? What ups, downs, and pitfalls are there? Does the wheel really have to be reinvented, as the digital industry often suggests? What do marketeers have to learn? What can the digital industry learn from the strategies of classic marketing? At the end of the day, how important are brands in the transformation process?

12:15 pm **“Digital Hit – Digital Shit. Or the Errors of Digitalization”**
Ines Imdahl – Psychologist, CEO, and owner of rheingold salon

Digital advertising and algorithms are the saviors of the new world. But how much truth and how much wishful thinking is there in advertising? What old mistakes are being repeated? What really moves people on the Internet and what

should companies book? What is suitable for whom? And what should one steer clear of? No one knows the rules, but everyone believes there is something to gain.

12:45 pm **Offline: Lunch**

2 pm **“A Taste of Digital Magic”**
Carsten Fenner – Interactive Magic Moments
by the Artist of the Year as Dessert

2:15 pm **“Alexa... Interactive Magic Moments by the Artist of the Year as Dessert”**
Volker Wissmann – is a member of the Management Board of Online Software AG

“It is not always technologies that bring about success or failure in sales and retail. But it is always missing technologies.” For years now digital sales technologies have been taking stationary trade by storm. The question is no longer “whether” but “how” digital components can be used effectively.

2:45 pm **rheingold salon – Digital Studies**
Of Instagram Influencers, YouTuber Types, Selfie Shows, and Permanent Dating

- Influencer or influenza?
- Typically YouTube! How young people view YouTubers.
- From AI to AL (artificial love)? How genuine will our feelings be in the future?
- **„Generation Z: What makes young people tick?”**
Charles Bahr – founder tubeconnect media

4:15 pm **Offline: Real coffee – with a Digital Course (by known_sense)**

4:45 pm **“Future Identity or Digital Existence“**
Richard David Precht – Philosopher, publicist and author

5:15 pm **“How to Act Under the Digital Dictatorship?“**
Jens Lönneker & Ines Imdahl
What remains of people in the digitalized world? Instructions on how to be happy or: It can work digitally too. Which digital strategies match which companies and/or which industries and us people.

From
5:45 pm **Return to the Analog World**

Get together and chill out with drinks, snacks, and music. After our excursion into the digital world there is a lot to talk about. In an analog way – with friends, acquaintances, and business partners (until approximately 9:00 pm).