











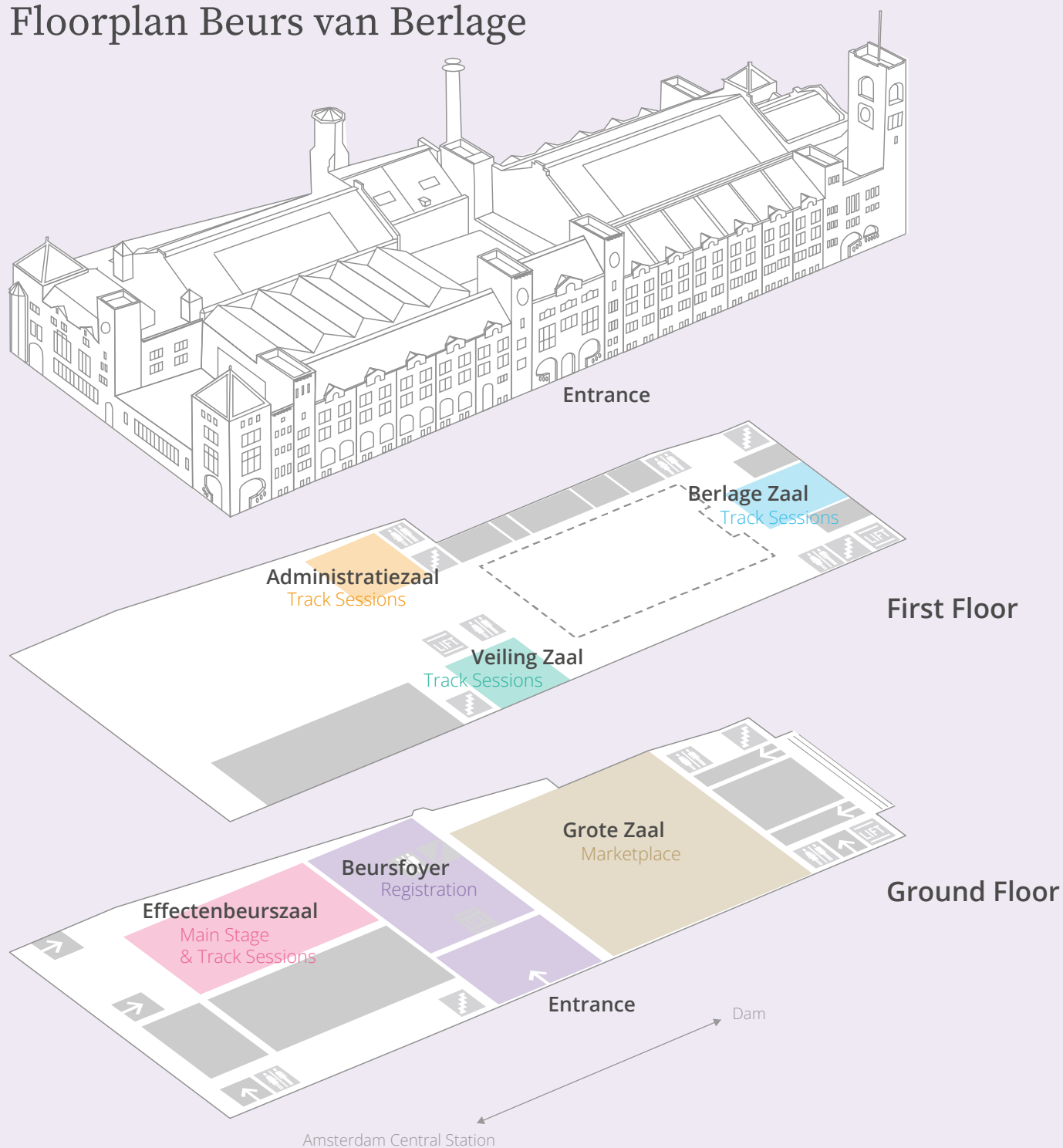


## Agenda

09:30 - 10:00	Registration & Coffee – Beursfoyer & Grote Zaal			
10:00 - 13:30	MAIN STAGE PROGRAM – Effectenbeurszaal			
10:00	<b>Welcome @Intershop Inpulse</b> Isabell Zeitz, <i>Director Corporate Marketing, Intershop</i> & Tobias Giese, <i>Executive VP Customer Success, Intershop</i>			
10:10	<b>Online Business Boosters</b> Markus Klahn, <i>CEO, Intershop</i>			
10:40	<b>Inpulse Innovation Marketplace</b> Tobias Giese, <i>Executive VP Customer Success, Intershop</i>			
11:00	<b>Artificial Intelligence (AI): The Good, the Bad and the Ugly</b> Mieke De Ketelaere, <i>Adjunct Professor at Vlerick Business School   AI Expert   Author</i>			
12:00 - 13:30	LUNCH @Marketplace & Networking – Grote Zaal			
13:30 - 15:35	TRACK TIME!			
TRACK 1 13:30 - 14:05	<b>Veiling Zaal</b>  <b>Boost Your Conversion Rate with Intershop's AI-Powered Search and Recommendation Engine</b> Chi Shing Chang, <i>CEO, SPARQUE.AI</i>	<b>Effectenbeurszaal</b>  <b>Let's Debunk the Myths of "Easy Internationalization"; About Countries, Processes, Content &amp; People</b> Wibke Reidenbach-Meiler, <i>Business Process Owner International, TÜV SÜD Akademie GmbH</i> Host: Tobias Hartmann, <i>Technical Director, digital commerce experts GmbH</i>	<b>Berlage Zaal</b>  <b>Omnichannel? Multi-Channel? Cross-Channel? How to Support the Right Channel?</b> Dirk Preising, <i>Head of Technology, Mister Spex</i> Host: Peter Dietrich, <i>VP Sales DACH, Intershop</i>	<b>Administratiezaal</b>  <b>The Ultimate Online Customer Experience!</b> Marlies Wilms Floet, <i>Lead Conversion Rate Optimization, UX Research and Customer Insights, De Nieuwe Zaak</i> Host: Gerrit Enthoven, <i>Sales Director EMEA, Intershop</i>
TRACK 2 14:15 - 14:50	<b>Veiling Zaal</b>  <b>What's New at Intershop to Compose Your Future-Proof Digital Commerce Experience?</b> Nils Breitmann, <i>Principal Enterprise Architect, Intershop</i> Mario Vesper, <i>Director Product Management, Intershop</i>	<b>Effectenbeurszaal</b>  <b>How to Use Your Own Data and Algorithms to Level Up Your Online Recommendations</b> Leonie Jansen, <i>Online Marketeer, Isero</i> Host: Marco Flapper, <i>Director Consultancy, Wunderman Thompson Commerce</i>	<b>Berlage Zaal</b>  <b>The Role Digitalisation Plays in Transforming to a Servitisation-Based Business Model</b> Martijn Reissenweber, <i>Global Director Services, Huisman Equipment</i> Host: Nick Janssens, <i>Managing Partner, Fenego</i>	<b>Administratiezaal</b>  <b>Making a Multi-Channel Dinosaur (Omnichannel) Successful and Future-Proof...</b> Gerco van Leeuwen, <i>E-Business Specialist, Würth Group</i> Host: Gerrit Enthoven, <i>Sales Director EMEA, Intershop</i>
TRACK 3 15:00 - 15:35	<b>Veiling Zaal</b>  <b>Upgrade to Intershop N, in 3 Easy Steps</b> Jakob Linhardt, <i>Practice Manager, Intershop</i>	<b>Effectenbeurszaal</b>  <b>Paredes, Masters of Customer Satisfaction Through Successful Transition to Online Sales</b> Émilie Caplat, <i>Chief Digital Officer, Groupe Paredes S.A.</i> Host: Philippe Audibert, <i>CTO, DataSolution</i>	<b>Berlage Zaal</b>  <b>How to Roll Out E-Commerce Globally in a Complex B2B Environment</b> Gertjan Kleinhout, <i>Group Manager Client Support &amp; Digital Commerce, Rijk Zwaan</i> Host: Herbert Pesch, <i>Commercial Director, Valtech (previously Evident)</i>	<b>Administratiezaal</b>  <b>The Digital Market Needs Analysis – Of What Customers Really Want...</b> Marc Fischer, <i>CEO, NAWIDA GmbH</i> Host: Ronny Höpfner, <i>VP Channel Development, Intershop</i>
15:35 - 16:00	Break @Marketplace & Networking – Grote Zaal			
16:00 - 17:00	MAIN STAGE PROGRAM – Effectenbeurszaal			
16:00 - 16:45	<b>Boom! Boom! Boom!</b>			
16:45 - 17:00	<b>Wrap-up &amp; Closing</b> Isabell Zeitz, <i>Director Corporate Marketing, Intershop</i> , Tobias Giese, <i>Executive VP Customer Success, Intershop</i> , Atul Jain, <i>Managing Director - Wunderman Thompson Commerce</i>			
17:00 - 17:30	Drinks & Bytes @Marketplace & Networking – Grote Zaal			
18:30 - 24:00	EVENING PROGRAM			
18:30	<b>Boat Tour – Explore and Enjoy Amsterdam – More Drinks &amp; Bytes</b> Embark at Restaurant d'Vijff Vlieghe – Spuistraat 294 – Amsterdam			
20:00	<b>Dinner and Party @Harbour Club Amsterdam-Oost</b> Cruquiusweg 67, 1019 AT Amsterdam			
24:00	<b>End of Party – Back to Beurs van Berlage by bus at 23.00 or 24.00</b>			

## Floorplan Beurs van Berlage



+ WUNDERMAN  
THOMPSON

contentful

DNZ  
De Nieuwe Zaken

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nShift

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The after market specialist

Smart Commerce  
The eCommerce People

valtech

DATASOLUTION  
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Fenego

signTEK

alpenite

COEXYA

CSSCOMMERCE

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Internet Technology AG

Microsoft

room

SWC CONSULTING

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