

Program Dialogkoferansen 2019

SØNDAG

25.08.19

08:30 **Express bus Copenhagen - Tostrup and Lyngby**

12:00 **Express Bus Oslo Central Station**

15:00 **Check in opens at Strömstad Spa and Laholmen**

WORKSHOP

15:30
- 17:30



Workshop i Strategisk innovasjon

Sofie Lindblom
Former Global Innovation Manager, Spotify

Rom: Main stage

19:30
- 20:00 **Bus transport from Strömstad to Laholmen & sunset dinner**

20:00
- 22:30 **Barbecue on the terrace**
Overlooking the sea - in the beautiful sunset

23:00
- 01:00 **Soft music & chill lounge**
Bar mingling at both Strömstad Spa and Laholmen

MANDAG

26.08.19

06:45 **Early Bird Express Bus Oslo**

10:00 **Day Express Bus Oslo**

KEYNOTE: MAIN STAGE

WORKSHOP

09:00
- 09:45



Driving engagement and experience at Aston Martin

Simon Sproule
Vice President, Aston Martin Lagonda

09:00 - 11:45
Agile Marketing Advantage

Andrea Fryrear
Agile Marketing Trainer and Coach,
AgileSherpas

10:00
- 10:45



A Multi-Armed Bandit Framework for Recommendations at Netflix

Jaya Kawale
Senior Research Scientist, Netflix

Rom 4

11:00
- 11:45



How to go from Reverence to Relevance

Emanuele Madeddu
Executive VP of Global Brand Strategy,
National Geographic

11:45
- 12:30

Lunch

CASES

THE FUTURE

WORKSHOP

12:30
- 13:10

Innovasjon gjennom data - 3 tips fra Spotify Business
Bjørn Idren, Spotify for Business

Rom 1 og 2

DNBs «hemmelige» reklameformel
Aina Lemoen Lunde, DNB ASA

Rom 3

No makeup and winning with Millennials
Max Gouchan, seriegründer

Rom 3

12:30 - 14:30
Creating Connected Experiences

Jeff Cram,
Connective DX

Rom 4

12:30 - 14:30
Hvordan lykkes på Facebook?

Helga Stormo &
Charlene Walkoff,
Netlife Dialog

Rom 5

13:20
- 14:00

Den eventyrlige kundereisen

Janneke Tranås Hjorth,
Gjensidige

Rom 1 og 2

De som «har fasiten», har den minst av alle!

Øyvind Waage, Per Høj

Rom 3

Å fokusere på positivitet

Martine Kveim, Young Happy
Minds

Rom 3

14:10
- 14:50

The New Era of V-Commerce: What Marketers Need to Know about Alexa, Siri and the AI Revolution

Meg Goldthwaite, National
Public Radio

Rom 1 og 2

The inch wide and mile deep approach to marketing and advertising

Ian Irving, Kemosabe

Rom 3

Markedsspråket i klikkagnets tidsalder

Kim Bjørnqvist, Westerdals
Institutt for kommunikasjon
og design

Rom 3

15:00
- 15:40

Infinite Campaigns Forever

Haftan Eckholdt,
Understood.org

Rom 1 og 2

The Black Box Era

Erik Otterberg, Trigger
Company

Rom 3

The New Omni-Channel Stack

Tony Byrne, Real Story Group

Rom 3

15:00 - 17:00

Analytisk drevet kommunikasjon - steg for steg

Miriam Gade Nicolaisen & Therese Ugland,
Netlife Dialog

Rom 4

KEYNOTE: MAIN STAGE

15:50
- 16:30



The Creative Ways Uber is Using AI & ML to Improve Growth, Retention and Engagement

Mario Vinasco
Marketing Analytics and Data Science
Manager, Uber

16:40
- 17:20



The Science of Subscriptions

Jodie Osborne
Acquisition Marketing Director,
The Wall Street Journal

17:20
- 18:00

Discover Dialogkonferansen!

Make new friends, say hello to old ones!

KEYNOTE: MAIN STAGE

19:00
- 19:30



Official opening & State of the Union

Arild Horsberg
CEO, Netlife Dialog

19:30
- 03:00

Costume Party & Formal Dinner at Stromstad Spa

Official Photo Shoot - Outdoor Champagne Reception, Entertainment - Bar - Outdoor Lounge - Dance - DJ

TIRSDAG

27.08.19

KEYNOTE: MAIN STAGE

08:30
- 09:10



The future of the digital economy

Harper Reed
Former CTO, Obama for America

BEST OF LOYALTY

MARKETING SCIENCE

THE FUTURE

ROUNDTABLE

WORKSHOP

09:25
- 10:05

What do you expect?

Annika Bülow,
IKEA Group

Rom 1

Why every marketer should be rushing to test their digital ads

Raj Manocha,
Methodify

Rom 2

Drive your business and your brand via voice & digital assistants

Diana Mosa &
Kajsa Tretow,
TalkingToMe

Rom 3

09.30 – 10.30 Roundtable with Harper Reed

Harper Reed,
Former CTO,
Obama for America

Rom 4

09:30 – 11:30 The Right Way to Buy Marketing Technology

Tony Byrne, Real Story Group

Rom 5

10:20
- 11:00

Foredrag kommer

Rune Hadland & Jan Fornes,
COOP Norge SA

Rom 1

Using Marketing Automation to keep customers engaged

Martin Jonassen,
Storytel

Rom 2

How AI is Revolutionizing Influencer Marketing

Neal Schaffer,
NealSchaffer.com

Rom 3

11:00
- 12:00

Lunch

KEYNOTE: MAIN STAGE

12:00
- 12:40



Creative Thinking

Jamie Anderson
Professor, Antwerp Business School

	BEST OF LOYALTY	MARKETING SCIENCE	THE FUTURE	WORKSHOP	
12:55 - 13:35	<p>Utvikling av kunde-DNA – Kundeinnsikt på høyt nivå Linda Eidenvall & Ulrika Jacobsson, SAS</p> <p>Rom 1</p>	<p>Har din merkevare funnet riktig balanse mellom branding- og performanceaktiviteter? Mads Rikter-Svendsen, Wavemaker</p> <p>Rom 2</p>	<p>Marketing in 2020: Demystifying Smart Assistants & AI Amy Bishop, Epsilon</p> <p>Rom 3</p>	13:30 – 16:15 Segmentation, automation and personalization Jeanne Jennings, Email Optimization Shop Rom 5	13:30 – 16:15 Happy customers? Focus on the Jobs To Be Done Ellen Altenburg & Rob Punselie, ContentKings Rom 4
13:50 - 14:30	<p>Tittel på foredrag kommer Tonje Opdal Vangsnes, ICE Norge</p> <p>Rom 1</p>	<p>Web analytics 2.0 Charles Farina, Analytics Pro</p> <p>Rom 2</p>	<p>Hvordan merkevarer bruker Internet of Things for å oppnå konkurransefortrinn Markus Wulff, Analog & Tech</p> <p>Rom 3</p>		
14:45 - 15:25	<p>Know your customers to win their heart Javier Artal Herbella, Boozt.com</p> <p>Rom 1</p>	<p>From storytelling to story-doing Eva Zahrawi Ruiz, Vodafone</p> <p>Rom 2</p>	<p>Digital transformasjon handler om medarbeiderne, ikke teknikk Troels Skjelbo, Visma e-conomic A/S</p> <p>Rom 3</p>		
15:40 - 16:20	<p>Foredrag kommer Jørgen Lindbäck-Larsen</p> <p>Rom 1</p>	<p>Snapchat, nye muligheter og spennende norske caser Steffen Rabben, Snapchat</p> <p>Rom 2</p>	<p>The more a brand gives, the more it gets back. So be generous. Alistair Campbell, We Are Social</p> <p>Rom 3</p>		
KEYNOTE: MAIN STAGE					
16:30 - 17:15	 <p>GRATULERER, du lever</p> <p>Else Kåss Furuseth Komiker</p>				

19:00

Beautiful sunset trip to Koster Island

Our own island ferries (from both Laholmen and Strömstad Spa) - Fantastic Buffet - Entertainment

23:30
- 24:00

Express ferry to both Strömstad Spa and Laholmen

24:00
- 02:30

Club, dance, DJ, bar at Stromstad Spa

ONSDAG

28.08.19

KEYNOTE: MAIN STAGE

08:30
- 09:15



Inside Apple Advertising - Working the Steve Jobs Way

Ken Segall
Steve Jobs' ad guy for 12 years

BRAND HEROES: KEYNOTE

09:30
- 10:10



Designing Connected Content

Mike Atherton
Facebook
Rom: Main stage

ENTREPRENEURS

Reklame med strenge regler

Magnus Dandanell, Mackmyra, Svensk Whisky

Rom 2

THE FUTURE

Hvordan lage kampanjer som smeller

Andreas Frølich, Sheriff Film Company

Rom 3

10:25
- 11:05



Practical Attribution

Jacob Bradbury
Wordstrom
Rom: Main stage

Sosialt entreprenørskap - engasjement som forandrer samfunnet

Charlie Eriksson, Aldrig Ensam

Rom 2

Do chatbots dream of AI sheep?

Iain Preston, EMEA, R/GA

Rom 3

11:05
- 12:00

Lunch

BRAND HEROES: KEYNOTE

12:00
- 12:40



The Managing Magic Story

Sonja Schiefer
BMW Group Designworks
Rom: Main Stage

ENTREPRENEURS

Relentless determination

Caprice Bourret, By Caprice

Rom 3

12:55
- 13:35



The Brand Shaping of Spotify

Alex Bodman
Spotify

Rom: Main stage

Dare to disagree & fuck hierarchies

Lisa Farrar, Nordic Choice Hotels

Rom 3

KEYNOTE: MAIN STAGE

13:50
- 14:30



Et rikt liv med enkle midler

Dag Terje Klarp Solvang
Generalsekretær, Den Norske Turistforening

14:30
- 14:40



Dialogkonferansen 2019 - Closing

Arild Horsberg
CEO, Netlife Dialog

15:00

Buses for Oslo and Copenhagen