

08.15-09.00	Registration & breakfast
	EGMONTHALLEN
09.00-09.15	<p>WELCOME</p> <p>Jesper Valentin, CEO at Agillic</p>
09.15-09.45	<p>THE NAKED TRUTH</p> <p>Why isn't everybody doing relevant 1:1 omnichannel communication with their customers?</p> <p>Rasmus Houllind, CSO at Agillic ...and friends</p> <p>If it were easy to always communicate relevant and timely with customers everybody would be doing it. Even though the available technology is more advanced than ever there is still a lot of work to be done and difficult topics to manage. In this session, Agillic's Chief Strategy Officer Rasmus Houllind will address and discuss some of these difficult topics together with a range of our valued customers.</p>
9.45-10.30	<p>KEYNOTE</p> <p>The Age of AI: What happens when Marketer and Machine Intelligence meet?</p> <p>Colin Shearer, CBDO at Agillic</p> <p>Every day we hear scare stories about how AI will take over jobs. But should marketers worry they're going to be rendered obsolete? Colin Shearer will tell the real story on what the technology means for marketers and how the combination of man and tech is a winning combination that raises marketing effectiveness to previously unobtainable levels. In an inspirational keynote, Colin will talk about the right – and the wrong – ways for organisations to adopt AI and he will present the principles that drove the design of Agillic's market-leading AI capabilities.</p>

10.30-11.00	BREAK		
	EGMONTHALLEN	FESTSALEN	BIOGRAFEN
11.00-11.30	<p>CUSTOMER SUCCESS STORY SPORTMASTER</p> <p>Leveraging first party data with paid media</p> <p>Stefan Kirkedal, Head of Omnichannel at SPORTMASTER</p> <p>Moderated by Rasmus Houliind, CSO at Agillic</p> <p>SPORTMASTER is one of the leading Danish retailers using AI. Based on first party data SPORTMASTER uses the Agillic AI engine to determine which segments are more profitable in terms of exposure to ads on e.g. facebook and google. Join Stefan Kirkedal to learn more about how SPORTMASTER successfully deploys AI to optimise the paid media spend.</p>	<p>CUSTOMER SUCCESS STORY MEDIEHUSENE MIDTJYLLAND</p> <p>Personalised News Execution</p> <p>Thomas Bank Møller, Udviklingschef at Mediehusene Midtjylland</p> <p>Villy Gravengaard, Vice President EG Digital Solutions</p> <p>Mediehusene Midtjylland has applied a bold business strategy inspired by the retail market's strong focus on user experiences and needs. As a result Mediehusene Midtjylland is now able to deliver highly personalised news execution.</p>	<p>TECH TALK</p> <p>Interactive emails – how to set your email apart from the bulk</p> <p>Rasmus Esbensen, Email Marketing Expert at Agillic</p> <p>Interactivity in emails has been picking up pace for a while and in 2018 it has become a major trend. Being able perform actions within the email can be both useful and entertaining when it is done right. Consider interactivity as a gift to the recipient, a little something that sets the email – and the sender – apart from the majority of static bulk emails. Join Rasmus for a session where he will go through some of Agillic's projects with interactive emails. You will be introduced to the development process of the interactive email and the pros and cons of interactive emails.</p>

11.30-12.00	<p>INSIGHT SESSION</p> <p>Marketing, technically speaking...</p> <p>Peter Loell, Partner at Omnicom Mediagroup</p> <p>Connecting brands and consumers is increasingly becoming a technology game, where data is ingested and activated via various platforms and systems. This allows for sophisticated marketing 'programming' and automated flows. However, marketing technologies and advertising technologies operate on different data sets and mostly in their own functional and organisational silos. Join Peter for a discussion on the challenges that lie ahead and the possibilities when succeeding in connecting the two worlds.</p>	<p>CUSTOMER SUCCESS STORY INTERFLORA</p> <p>Customer Engagement as a Differentiator - From Blank Canvas to Data-Driven Experiences</p> <p>Zvi Goldstein, CMO at Interflora</p> <p>Peter Therkildsen Schlegel, CEO at Responsive</p> <p>Interflora Denmark went from near-monopoly to facing multiple competitors in less than 12 months. This radical change in the market landscape led to refocusing the company strategy in general and the marketing strategy specifically. Interflora identified data-driven customer experiences as a massive opportunity to strengthen the relationships with its customers and grow the market in the process. In this session Zvi and Peter will talk about the strategic considerations behind the enhanced strategy and the results from the initial 12 months of executing on the strategy.</p>	<p>TECH TALK</p> <p>Build an AI Model in Minutes!</p> <p>Matias Luukkanen, Data Analyst at Houston Analytics</p> <p>Colin Shearer, CBDO at Agillic</p> <p>See rocket science done before your very eyes! Watch as predictive models are built live, and learn about the technology at the heart of Agillic's AI capabilities. You'll hear about how data scientists apply machine intelligence to challenging business problems, and what it has taken to create Agillic's unique blend of AI capabilities that embody deep expertise in data-driven marketing.</p>
12.00-13.00	LUNCH		

13.00-13.30	<p>CUSTOMER SUCCESS STORY VITA</p> <p>Using AI to scale 1:1</p> <p>Alf Jondahl, CRM & Marketing Manager VITA</p> <p>Moderated by Sune Børsen, Strategic Advisor at Agillic</p> <p>VITA has successfully deployed AI to the customer communication. By communicating 1:1 an uplift in the conversion rates of up to index 954 was reached. Join Alf Jondahl to learn more about VITA's approach to and benefit from AI-powered marketing communication.</p>	<p>INSIGHT SESSION</p> <p>Data-driven and customer-based communication - tips and tricks from a 45-year-old digital immigrant</p> <p>Mattias Andersson, Partner at House of Friends</p> <p>The technological development is progressing extremely fast and it can be challenging to keep up, especially if you are a digital immigrant. Mattias Andersson has created a much-appreciated list with tips on how companies can take advantage of the technological opportunities to work more data-driven and based on more customer insights. However, it is not just about having the best system or loads of data; in order to fully benefit from the technological opportunities, companies may have to work in a different way than they are used to.</p>	<p>TECH TALK</p> <p>Best Practice Marketing Automation</p> <p>Bo Reenberg, Tech Lead at Responsive</p>
-------------	--	---	---

13.30-14.00	<p>INSIGHT SESSION</p> <p>Can machines tell us how you feel? Leveraging AI to make sales emotional</p> <p>Søren Langkjer Ravn, Senior Creative Strategist at Responsive</p> <p>Søren Meincke Persson, Head of Data Science & Partner at Responsive</p> <p>Interflora's brand promise is to help people express their emotions: "Der er mange måder at sige det på." Recently, Interflora has applied marketing automation as a strategic lever to drive sales. And with the aid of advanced AI-technologies Interflora has been able to gain insights into the cultural and emotional significance of the customers' intentions when sending flowers and other gifts. Knowledge like this is priceless for marketers. This session will share insights about how to unleash the potential in bridging creativity and AI.</p>	<p>CUSTOMER SUCCESS STORY EIDSIVA</p> <p>Customer communication through Agillic as a competitive advantage</p> <p>Monica Indahl, Senior Project Manager at Eidsiva</p> <p>Eidsiva bredbånd is using Agillic to gain a competitive advantage. In this presentation, Monica Indahl will take us through Eidsiva bredbånd's Agillic implementation and share how they have set up some of their most complex customer dialogues. By automating customer dialogues during their fibre delivery process they are able to give their customers important information at the right time and make sure the customer is well prepared for the fibre installation. Less time wasted during the project is giving Eidsiva bredbånd a competitive advantage by being able to deliver faster.</p>	<p>TECH TALK</p> <p>Migration between systems – the pitfalls and solutions. Insights on moving from Responsys to Agillic</p> <p>Allan Jørgensen, Partner at Web2media</p> <p>What are the pains and gains of moving from one system to another? Based on Egmont's migration you'll get a better understanding of what to have in mind and how to proceed when consolidating systems and taking the leap to a genuine automation and omnichannel mindset. The presentation will also touch upon the requirements for a future-proof tool stack.</p>
14.00-14.15	BREAK		

	EGMONTHALLEN
14.15-15.00	<p>KEYNOTE</p> <p>Sense & Respond</p> <p>By Jeff Gothelf, Author</p> <p>With accelerating customer expectations and customer service as a crucial differentiator, there are many reasons for the modern business to learn from the agile principles of software development. According to author Jeff Gothelf it is beneficial for businesses to apply the agile principle of constant listening and adapting to feedback from customers. In this inspirational keynote Jeff Gothelf will talk more about how to become a sensing and responsive organisation by embracing a continuum of refinement, improvement and change.</p>
15.00-15.30	<p>WRAP-UP</p> <p>Changes, challenges, and opportunities</p> <p>By Bo Sannung, COO & Colin Shearer, CBDO at Agillic</p> <p>Marketers know that changes, challenges, and opportunities go hand in hand. That is the naked truth. Agillic's Bo Sannung & Colin Shearer will wrap-up the day with a talk about the tech requirements of the future and how the Agillic technology is continually developing to help you stay innovative and able to meet your customers with relevancy in a powerful combination of technology and human creativity.</p>
15.30-16.00	Wine & networking