

Orientierung



Z Zeremoniensaal

- Begrüßung
- Opening Keynote
- Werbegipfel
- T1 Markenführung
- T4 Q&A SEO
- T7 Mobile Marketing
- Kreativgipfel
- Medien- & Vermarktorgipfel
- T10 Markenartikel
- T13 Social Media
- Closing Keynote

R Rittersaal

- T2 Augmented Life
- T5 Hybrid TV
- T8 E-Commerce
- T11 SEM
- T14 Fokus Tourismus

G Geheime Ratstube

- T3 Fokus Publisher
- T6 Fokus Publisher
- T9 Fokus Publisher
- T12 Targeting
- T15 Dialog 3.0

W Wintergarten

Marktplatzpräsentationen

- | | |
|----------------|------------------|
| AboutMedia | Do 11.30 – 11.55 |
| B2 Performance | Do 12.00 – 12.30 |
| Mediacom | Do 14:00 – 14:25 |
| twyn group | Do 14:30 – 14:55 |
| Kleine Zeitung | Do 15.15 – 15.40 |
| Purpur Media | Do 16:15 – 16:40 |
| Ligatus | Fr 11:30 – 11:55 |
| IQ mobile | Fr 13.45 – 14.10 |
| atwork | Fr 14.45 – 15.10 |

A Ausstellungsflächen

Marmorsaal

- MS1 epsilon
- MS2 plista
- MS3 B2 Performance
- MS4 Tailored Apps
- MS5 123people
- MS6 2beFOUND
- MS7 emailvision
- MS8 Super-Fi
- MS9 httpool
- MS10 NAVTEQ
- MS11 YOC
- MS12 Purpur Media

Antekammer

- AK14–16 web.conomy
- AK17 Webtrekk
- AK18 ADTECH
- AK19 Quisma
- AK20 Ligatus
- AK21 TradeDoubler
- AK22 Quisma

- Empfang
- Cateringzone
- Erfrischungen
- Eistheke
- Ladestation