

PROGRAMM 2022

26-10-2022

GARDEN STAGE

- 13:00 Begrüssung
- 13:05 **Paid vs. Organic: The holistic approach on TikTok**
TikTok | Julius Winter
- 13:55 **Creative Performance Marketing**
Hutter Consult | Katharina Straub, Thomas Besmer
- 14:45 **User generated content - why, how, what?**
swissper | Christian Wolfer, Miguel Wettstein

15:35 KAFFEPAUSE & NETWORKING

- 16:10 **LinkedIn**
Do's & Don'ts zum Mitnehmen
WebStages | Tanja Herrmann
- 17:00 **Digital Branded Content**
Schritt für Schritt zur eigenen Strategie
Leeway Agency | Florin Rüdissühli

17:45 NETWORKING-APÉRO

GÄRTLI STAGE

- Begrüssung
- Gekommen, um zu bleiben: Podcastformate, die funktionieren**
Ellie Media | Andreas Wullschleger
- 5 Learnings aus Shitstorms**
Conscious Influence Hub | Anja Lapčević
- Cookieless Future**
Meta | Alice Talotti, Kim Koszuszeczek

- Studie „Junge Schweizer:innen 2022“**
Get to know the hyperconnected customer
Jim & Jim | Tim Kesseli

- From inspiration to action**
How to build an effective path to purchase
Pinterest | Dominique Läser, Chantal Baumgartner

HERZLICHEN DANK AN

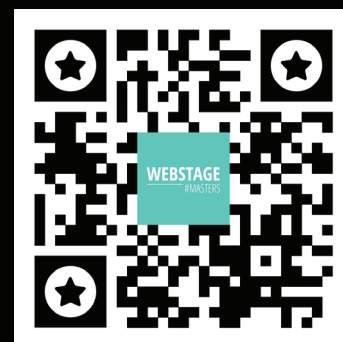
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MEDIARENT
DR.W.A.GÜNTHER

PROGRAMM-CHATBOT



WEBSTAGE
#MASTERS