

MediaTech Festival 2022

# FRIDAY FULL PROGRAM

●	8:30-9.30 AM	REGISTRATION & COFFEE	
●	9:30-10.15 AM	KEYNOTE BY LARS SILBERBAUER, GLOBAL HEAD OF BRAND, MARKETING AND DIGITAL, THE OLYMPICS (IOC)	MAIN STAGE
●	10.15-10.30 AM	SHORT BREAK	MAIN STAGE
●	10.30-11.15 AM	KEYNOTE BY DIMITRA LETSA, NEWS & PUBLISHERS STRATEGIC PARTNERSHIPS, NORDICS, GOOGLE. WHAT'S NEXT FOR GOOGLE AND THEIR PARTNERSHIPS WITH MEDIA	MAIN STAGE
●	11.15-12.00 PM	KEYNOTE BY RASMUS HØGDALL, CREATIVE STRATEGIST AT META. WHAT'S NEXT FOR META?	MAIN STAGE
●	12.00-1.00 PM	LUNCH & NETWORKING	
●	1.00-2.00 PM	PANEL DISCUSSION ABOUT DSA & DMA WITH ASTRID HAUG, CEO, ASTRID HAUG BUREAU, AND THOMAS LUE LYTZEN, DIRECTOR OF AD SALES & TECH, EKSTRA BLADET.	MAIN STAGE
●	2.00-3.00 PM	TECH GIANTS VS MEDIA. PANEL DISCUSSION WITH GOOGLE, JP/POLITIKENS HUS, DANSKE MEDIER AND MORE.	MAIN STAGE
●	3.00-? PM	DANISH "FREDAGSBAR". DRINKS & NETWORKING. GOODBYE & SEE YOU NEXT YEAR.	