

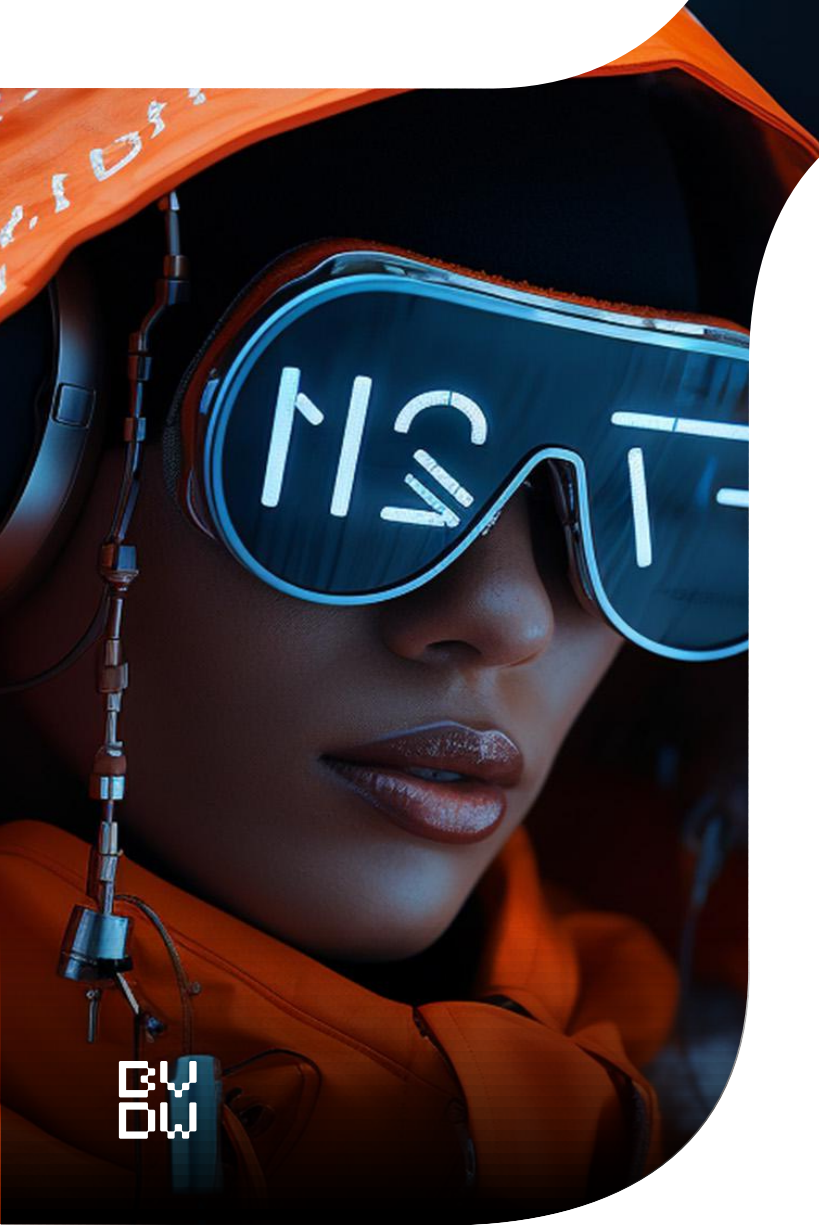


# FG Immersive Experiences Sitzung

Präsenzsitzung | 2.4.2025 |

Plan.Net Group | House of Communication Berlin | Ziegelstraße 16,  
10117 Berlin

# Agenda



BV  
DW

**9:30 Uhr**

**Ankommen und Kaffee**

**10:00 Uhr**

**Begrüßung & Housekeeping**

Katharina Jäger, Head of Innovation & Technology, BVDW  
Yves Bollinger, Co-Founder & GM Plan.Net Studios

**10:15 Uhr**

**Welcome & Insights von der SXSW aus Austin**

Yves Bollinger, Co-Founder & GM Plan.Net Studios

**10:45 Uhr**

**Immersive Shopper & Fan Experience (Sneak Peak)**

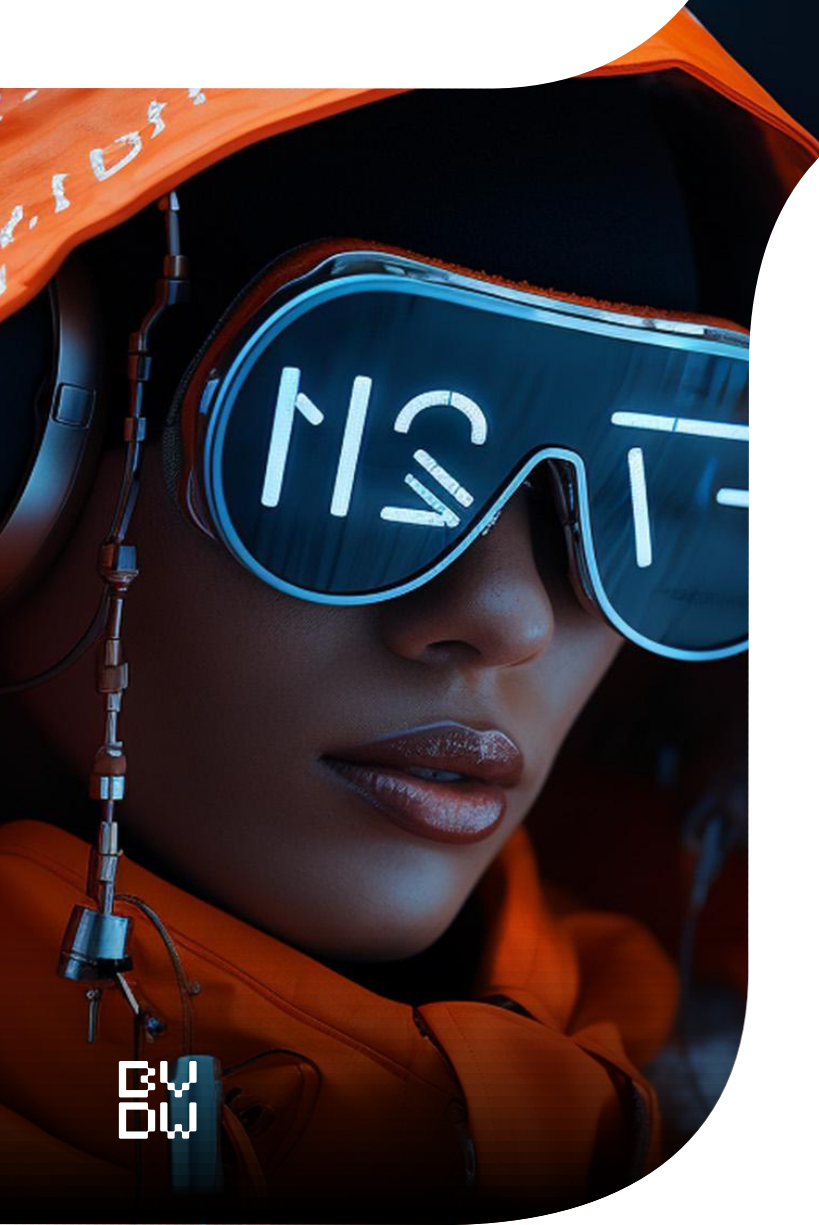
Lennart Preuhs, Customer Development Manager, Coca-Cola  
Daniel Sack, CEO & AND FOUNDER & AND Innovation

**11:15 Uhr**

**Metas Creator Programm**

Benjamin Keller, Global Client Lead, Meta

# Agenda



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**11:30 Uhr**

**Roadmap der FG Immersive Experiences im BVDW**

Katharina Jäger, Head of Innovation & Technology, BVDW

**11:45 Uhr**

**IX Area @ DMEXCO 2025**

Marcus Veigel, Geschäftsführender Gesellschafter Cynapsis Interactive  
Katharina Jäger, Head of Innovation & Technology, BVDW

**11:55 Uhr**

**DDA und Creativity Summit 2025**

Marcus Veigel, Geschäftsführender Gesellschafter Cynapsis Interactive

**12:00 Uhr**

**Lunch & Networking Break**

**13:00 Uhr**

**Synergies in Immersive Experiences with the Nordic Region** *(Remote)*

Chris Weier, Founder & Creative Innovation Strategist, Nordic Connective

**13:25 Uhr**

**Immersive Storytelling & Entertainment**

Deborah Montag, Executive Creative Producer for Spatial Experiences, Plan.Net Studios  
Marcus Veigel, Geschäftsführender Gesellschafter Cynapsis Interactive

# Agenda



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**13:50 Uhr**

**3D & Gaussing Splatting**

Arnold Pötsch, COO, UX3D

**14:20 Uhr**

**Web3 Ausblick**

Yves Bollinger, Co-Founder & GM Plan.Net Studios

Lea Horn, Head of CRM Business Solution, Arvato Systems

**14:50 Uhr**

**Timeline, Beteiligungsmöglichkeiten & Next Steps**

Katharina Jäger, Head of Innovation & Technology, BVDW

**15:00 Uhr**

**Ende**