CELUM MASTERCLASSES

	MAIN CONFERENCE ROOM	CAFETERIA (1ST FLOOR)
8:30	**"From Idea to Delivery - the Content Supply Chain" - Part 1** **Speaker:** Kenneth Itamah, Reinhard Eisl	**CELUM Admin Training - The Session for all CELUM Administrators and Power Users** **Speaker:** Florian Hiegelsberger
9:45	**Networking Break**	
10:10	**"From Idea to Delivery - the Content Supply Chain" - Part 2** **Speaker:** Steve Lourdesamy, Natasa Sardi	**APIs - Deep Tech Showcase of New Concepts and API Features** **Speaker:** Alexander Balleitner
11:45	**CELUM Partner Sales Training** **Speaker:** Michael J. Kräftner and Fabian Greiler	**Content Rest API Customer Cases** **Speaker:** Reinhard Eisl
12:30	**Lunch Break**	

CELUMSUMMIT CONFERENCE AND PARTY

13:00	**Doors open: Summit Conference**		**16:00**	**Forging a Strong Brand Message for Sustainable Public Impact** **Speaker:** Karin Keplinger, voestalpine AG
13:30	**Welcome to the CELUMsummit 24 Conference** **Speaker:** Conny Dürnberger and Michael J. Kräftner		**16:30**	**Tinder for Assets** **Speaker:** Anna Neumayr, PÖTTINGER Landtechnik
13:40	**CELUM Keynote** **Speaker:** Michael J. Kräftner and Alessandro Kurzidim		**17:00**	**The Power of One: Festo's Transformation with CELUM as the Central Media Hub** **Speaker:** Marc Medinger, Festo AG & Co. KG
14:30	**How Mölnlycke Health Care took CELUM from the Ground to the Cloud** **Speaker:** Anette Zetterquist, Mölnlycke Health Care		**17:30**	**CELUM Customer Service and Support - re-designed for your success** **Speaker:** Bojan Božić and Oliver Allabauer
15:00	**Beyond Content: Radeberger Group's Strategy for Data-driven Content Production with CELUM** **Speaker:** Timo Kruse, Radeberger Group		**18:00**	**Conference Summary and Closing**
15:30	**Networking Break**		**18:30**	**CELUM 25 Years Birthday Bash**