



CELUM
summit 24

AGENDA

4th of June 2024

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

13:30 Welcome to the CELUMsummit 24 Conference

Speaker: Conny Dürnberger and Michael J. Kräftner

13:40 CELUM Keynote

Speaker: Michael J. Kräftner and Alessandro Kurzidim

14:30 How Mölnlycke Health Care took CELUM from the Ground to the Cloud

Speaker: Anette Zetterquist, Mölnlycke Health Care

15:00 Beyond Content: Radeberger Group's Strategy for Data-driven Content Production with CELUM

Speaker: Timo Kruse, Radeberger Group

15:30 Networking Break

16:00 Forging a Strong Brand Message for Sustainable Public Impact

Speaker: Karin Keplinger, voestalpine AG

16:30 Tinder for Assets

Speaker: Anna Neumayr, PÖTTINGER Landtechnik

17:00 The Power of One: Festo's Transformation with CELUM as the Central Media Hub

Speaker: Marc Medinger, Festo AG & Co. KG

17:30 CELUM Customer Service and Support - re-designed for your success

Speaker: Bojan Božić and Oliver Allabauer

18:00 Conference Summary and Closing

18:30 CELUM 25 Years Birthday Bash