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## 2011 Creative Summit Meeting: The program of the dmexco UBERCLOUD has been finalised

The dmexco is now presenting the first-class program of the international 2011 creative summit meeting in Europe at [www.ubercloud.de](http://www.ubercloud.de): "UBERCLOUD – The visible mass of digital creativity". Taking a look at the exceptional international and varied line-up of the exclusive pre-day event in Cologne on September 20th is bound to convince all of the marketing and creative heads from agencies and advertising corporations, media and marketing companies. Everyone interested in profiting from the UBERCLOUD with its line-up of top professionals, shouldn't waste any further time, but should instead secure themselves one of the limited places straight away.

The complete program, which is posted at [www.ubercloud.de](http://www.ubercloud.de), makes it clear at a glance: UBERCLOUD is THE international 2011 creative summit meeting in Europe for all of the marketing, media and creative heads from agencies and advertising corporations, media and marketing companies that occupy themselves with advertising, concepts and new methods of target group address. From brand creativity and data visualization, to crowd sourcing, co-creation and collaboration, brand content platforms & storytelling, through to the convergence of media & creativity and expressing brands in the digital age: These and further cutting-edge themes will be presented and discussed on the eve of the dmexco in a vivid and sustainable manner in inspiring keynotes, stimulating debates, but particularly by means of case studies. The individual themes of the UBERCLOUD will be introduced by internationally famous industry experts such as Doug Jaeger (President, Art Directors Club), Ije



SEPTEMBER 21 & 22, 2011  
COLOGNE

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Associated Federation



Nwokorie (Managing Director, WolffOlins London), Nicke Bergström (Founder & Creative Director FarFar) and Johnny Vulkan (Partner Anomaly) in short, concise statements and keynotes.

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UBERCLOUD will cover all central trends and developments of the digital creative business, from the creative bridge of new communication tools through to “state-of-the-art” concepts. For instance as members of the UBERCLOUD panel “Data Visualization”, Jens Schmidt, Board Member of ADC & Creative Director of Moccu; Jeremy Abott, Creative Partner of Truth Dare Double Dare and Joanna Bakas, Managing Partner at LHBS Consulting, will be responsible for the simplification of complex information illustrated on useful slides – which will also include an interactive live experiment that promises exciting results under the motto “Ubercrowd Data Experience”. Crowd sourcing, co-creation and collaboration is a further main theme topic, which will be presented and discussed among others by renowned celebrities such as Gabriel McIntyre (Head of Innovation Indie Amsterdam) and Mike John Otto (Creative and Managing Director of Hi-ReS!). In the discussion round between among others Quentin George, Chief Digital Officer of Mediabrands and Colleen deCoursey, founder of Socialistic, the subject matter will be the successful interaction between creativity and media. Hosted by Peter Minnium, “Reimagining Interactive Advertising” leader at IAB the decisive question will be “Converging, Diverging or Colliding?”

Further highlights include an interactive competition with the aid of an augmented reality application created especially for the purpose, the entertaining appearance of a genuine King, the presentation of the award-winning film “Art & Copy” by Doug Pray on the advertising creative revolution followed of course at the end of the day by the UBERCLOUD Networking Cocktail Party. You can register directly for the limited places at

[www.ubercloud.de](http://www.ubercloud.de) – it will definitely be worth your while!

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Doug Jaeger, President of the Art Directors Club, Partner, Jaeger Sloan Inc.:  
“UBERCLOUD represents an opportunity for all those who are stakeholders in the future of creativity to gather and find out what’s next. Cologne is a central place for the global creative community to congregate and share the latest thinking, campaigns and experiments in space. I hope to see some familiar faces and hopefully to come closer to those I have not yet met. The convergence of leading groups including the One Club, ADC Germany, and Miami Ad School will insure the highest caliber of speakers and participants. I personally can’t wait to attend.”

Christian Muche, Director Business Development, Strategy & International dmexco: “UBERCLOUD will represent the nucleus of the new possibilities that are arising in the digital era as a result of the constant new and increasingly digitally influenced forms of advertising and communication for an effective consumer address. Because only here can the agencies, media companies, marketers and advertising customers of the top names of the industry find out how to develop effective and creative concepts that will work over the diverse channels. The exclusive pre-day dmexco event is to become the UBERCLOUD for the entire digital business!”

### **About the dmexco**

The dmexco is the international leading expo & conference for digital business. Comprising of a combination between an exposition and a conference, a concept that is unique worldwide, it stands for innovative and future-oriented marketing, advertising and media in the midst of a global growth market. Placing a clear focus on advertising, creativity, branding, relevance and efficiency, the dmexco is in its capacity as the customer and brand-oriented no.

1 branch meeting place, the central, international platform for all players of the marketing, advertising and media scene. The dmexco – which is free of charge for trade visitors – is thus the cross-media and transnational central hub for the digital industry: dmexco – leading the global digital business.

A new special conference format on the digital creative business is taking place for the first time on the eve of the dmexco 2011: The exclusive pre-day event “UBERCLOUD – The visible mass of digital creativity” ([www.ubercloud.de](http://www.ubercloud.de)).

All further information on the dmexco 2011 (September 21 & 22, in Cologne) as well as photos, videos and statements on the dmexco 2010 are posted at [www.dmexco.com](http://www.dmexco.com), [www.facebook.com/dmexco](http://www.facebook.com/dmexco), <http://twitter.com/dmexco> and [www.youtube.com/dmexcovideo](http://www.youtube.com/dmexcovideo)