



World of Agencies 2022

Where Brands Meet Agencies

September 21 & 22, 2022, DMEXCO

Organizer



Ideational and professional partner,
owner of the DMEXCO brand



With the special participation of
the Circle of Online Marketers (OVK)

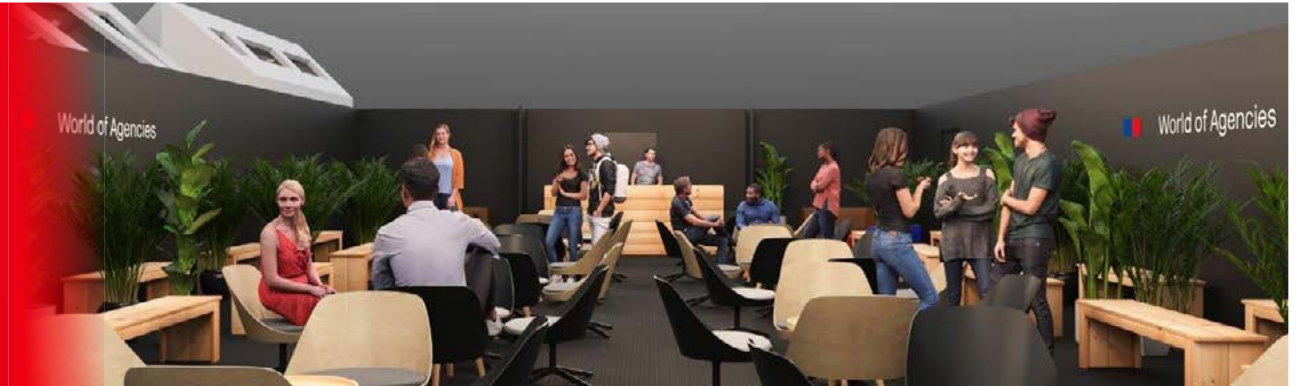


BVDW Agency Community Lounge as part of DMEXCO's World of Agencies

Access to Community Lounge



Have access to a joint agency community lounge to meet your clients or for a short break. Grab one of the free seats and start networking.



- Exclusive access for WAC Lounge ticket holders. Seats upon request for max 1h
- incl. 1 Premium Ticket/Access (on-site and online)
- Full integration into the digital DMEXCO platform (incl. Company Profile, lead tracking, networking, job board offer, etc.)
- Registration for a speaking slot at the Agency Stage on request
- Access only, exclusive meeting spaces on request in the WA

- Catering on both days
- CEO breakfast and Panel discussion on 2nd day
- Many more specials covering our core topics to come

Pricing Example

BVDW Lounge Access		For 3 colleagues	€2,250.00
Lecture on Agency Topic Stage (open stage, up to 250)	13 Minutes	1	€2,000.00
Masterclass (200 seats, closed room)	30 Minutes	1	€6,500.00
			€12,250.00

BVDW
Community
Agency Lounge

€ 750 – for BVDW Agencies only

€ 1,500 – regular Price

5 core Agency topics 2022



Recruiting and Collaboration (post Covid)

The war for talent is over - talent won. How can people be inspired to work in agencies, both junior and senior level? What incentives are necessary and how to better convey them? The Corona virus has changed the way agencies work together. What does the new cooperation in agencies look like?



Web3 / NFT / Metaverse - challenges and opportunities

The next evolution of the WWW is already here, digital agencies have to find answers for their clients from their advisory perspective. But what does a contemporary agency's services in the Web3 age look like? Which skills and programs do agencies need for this new age?



Business Models

Selling pure working time leads to an economic dead end at some point: what remuneration models can agencies present to their clients that satisfy both sides?



D2C

Manufacturers are increasingly becoming sellers, building direct transactional relationships with their end customers. What kind of consulting and implementation skills do agencies need in order to be able to offer comprehensive D2C full service?



Sustainable Design

Internet applications consume more and more resources. How can platforms, processes and assets be developed sustainably and how can agencies set the pace here?

50 Industry Topics

Join the discussion at the DMEXCO Conference stages! Comprising three tracks with multiple topics, our 2022 framework covers the complete spectrum of the digital economy and explores the newest trends and innovations on the market.

MARKETING & MEDIA

AD TRADING

AGENCIES & ADVERTISING

AUDIO & PODCASTS

BRAND SAFETY

CONTENT MARKETING

CREATIVITY & DESIGN

CREATOR ECONOMY & INFLUENCER MARKETING

CRM & CEM

DATA ANALYTICS

DIRECT MARKETING

E-COMMERCE & PAYMENT

MOBILE & APP ECONOMY

OUT OF HOME

PERFORMANCE MARKETING

PERSONALIZATION

PUBLISHING

PURPOSE DRIVEN MARKETING

SEARCH & SEO

SOCIAL MEDIA

TRACKING & TARGETING

VIDEO & CONNECTED TV / ADRESSABLE TV

TECH & FUTURE OF WEB

5G & CONNECTIVITY

ARTIFICIAL INTELLIGENCE

AUTOMATION

BLOCKCHAIN & WEB3

CHATBOTS & RPA

CLIMATE TECH

CLOUD COMPUTING

CRYPTOCURRENCIES & NFT

CYBER SECURITY

DECENTRALIZATION

INTERNET OF THINGS

METAVERSE

SAAS & PAAS

VR / AR / XR

BUSINESS & SOCIETY

COMPLIANCE & PRIVACY

DIGITAL TRANSFORMATION

DIVERSITY, EQUITY & INCLUSION

EDUCATION

LEADERSHIP

MARKETPLACES

NET DEMOCRACY

NEW WORK

PUBLIC POLICY

RECRUITING & HR

START-UPS & VC'S

SUSTAINABILITY & GREEN ECONOMY

You have any questions or need help?
We are here for you!

Contact person for BVDW Agencies



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You want to book your spot at the WA?

[Register here!](#)