Business Wire Media Event: MEDIameeting - the FUTUREedition at the Future Convention, in the Museum for Communication in Frankfurt am Main, Germany

Terms: Business Wire Local Events  Business Wire Local Events  Europe Bureaus

Location: Museum for Communication
Schaumainkai 53 (Museumsufer)
Frankfurt am Main, 60596
Germany
See map: Google Maps

Subtitle: Join our expert session embedded at the Future Convention, learn more about startups and discover the future trends on-site that will shape the digital world. Don't miss out on the highlight of the day, the Future Award ceremony, where Business Wire will be awarding the winner in the media category.

Date and Time:
11/28/16 3:30 pm - 4:30 pm CET

Event URL:
Registration Details:
RSVP: Please send an email with your full name, company address, telephone number and job title to seval.dogan@businesswire.com

Speaker(s):

Christian Kuhen, UX Designer, Tech-Innovator and founder of NUISOL

Christian Kuhen founded the Agency for Digital Aha-Experiences (https://nuisol.com) in Frankfurt and Porto. With his team, he has been developing cross-media digital communication solutions for marketing and advertising for over 12 years. He is a conference speaker, trainer and guest lecturer at various universities. He is the author of "User Experience Design for Tablets" ("User Experience Design für Tablets") and has been nominated for the MobileTech Awards 2012 in the category "Mobile Ambassador". His agency has been named by the leading Brand Eins Magazine as the "Best Digital Agency 2015" and is the winner of the "German Brand Award 2016" in the category "Digital Dialogue". To this day, he founded 5 companies of which he sold one and liquidated two.

Maria Pennanen, co-founder of Accelerator Frankfurt, Investor and experienced manager

Mrs. Pennanen has profound experience in B2B sales and marketing within Europe and Asia. Maria Pennanen 's passion is to support startups with her experiences, to help them implement their business strategies and to establish them internationally. In addition, she is involved with the support of numerous German, Finnish and Israeli startups. With over 18 years of experience in Entrepreneurship, Maria Pennanen has accompanied and advised over a hundred Startups.

Konstantin Ristl, founder of blink.it

Konstantin Ristl, together with Michael Witzke, founded blink.it (www.blink.it) - a high-quality on-line solution for supervising trainings, speakings and coachings. His work focuses on closing the transfer gap between professional education and training practice. Konstantin shares his experiences at the Future Convention on how to develop, sell and market a scalable product - by following a steady growth without leverage or investment. Among startups, this is also known as bootstrapping.

Michael Schneider, Head of Advisory & Risk Innovations at Commerzbank AG

Since 2011, Michael Schneider has been dealing with the digitization and its impact on business models. He is leading the Advisory & Risk Innovation team in the risk function at the Commerzbank AG since 2015. One of his activities is the sourcing and screening of ideas and innovations in and outside of the own organization. He brings startups and Founders who have an innovative, evolutionary or even disruptive idea for the risk function to Commerzbank. He started his career at Commerzbank in Mainz and Frankfurt. Prior to that, he worked for a total of 10 years abroad in various functions on the sales and marketing risk side. His stations took him to New York, Dublin, Brussels and Luxembourg before he returned to Frankfurt in 2011, where he was responsible for the portfolio management of the Media & Culture sector in the corporate lending business.
Join for free our FUTUREedition among our MEDIAmeeting events series at the Future Convention and be part of an informative session on startups.

**Business Wire Expert panel discussion: Startups and Publicity - Challenges and Opportunities**

Today, almost everyone has used or at least heard about Google, Facebook, Amazon, WhatsApp, Ebay, Uber, Zalando, trivago, Delticom, Xing, and many others. These are just a few examples of innovative and fast growing entrepreneurial ventures, known as startups. Startups are increasingly being an object of both scientific analysis and economic policies across the world. Arguably, this has to do with the significant contribution that startups make to the innovative capability, competitiveness and economic development of national economies. However, not all startups manage to successfully set a foot into the market and get their business into the spotlight. In our panel, we will be discussing the challenges and opportunities that startups face when it comes to publicity. Publicity plays a key role in the survival and success of startups as it is through the business of getting noticed that contributes to the competitive advantage of startups. Publicity also helps to attract investors, talented employees and even to find new business partners. Embedded in the Future Convention, the Business Wire Startup Media Event brings together a panel of business and startup experts from the Frankfurt region to provide a platform for sharing their insights into the topic of startups and publicity.

**Cost: Free to all attendees.**

**Schedule of Event:**

- 10:00 pm – Future Convention opens its doors
- 15:30 pm – Business Wire Panel discussion
- 18:30 pm – Future Award Ceremony, where Business Wire will award the winner in the category media with a special prize
- 19:30 pm - Get-together, networking & dinner for the partners and sponsors of the Future Convention
- 20:30 pm - End

**BW events are FREE for professional communicators.**

**RSVP:** Please send an email with your full name, company address, telephone number and job title to seval.dogan@businesswire.com

About the Future Convention:

The Future Convention is an annual event for the exchange of visionary future ideas among young talents and the economy. The event features several forums and the Future Award ceremony for the best innovative projects of European university students in 16 categories – among them media, technology, sustainability, energy and others. More than 900 attendees participated at last year’s event. Partners and sponsors of this event include well-known international companies, organizations and news providers from the Frankfurt region and Germany.

Find out more about the Future Convention: [https://www.youtube.com/watch?v=R6ItEemagnY](https://www.youtube.com/watch?v=R6ItEemagnY)


**All Day Event:**

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**Language:**

English