



FIFTEEN  
SECONDS

# Festival 2016

JUNE 16 + 17, 2016 - STADTHALLE GRAZ

Information Deck

*Hello.* We host a business conference, done differently: no egos, no agendas, no bullshit. Rather an immersive two-day experience where we are challenging the commercial future. Our festival delivers action-oriented insights, knowledge and skills to lead and build. We inspire you with success and failure stories and connect you and your business with the right people and businesses in our global community. Because growth never happens alone.

# EUROPE'S FESTIVAL FOR CURIOUS MINDS

A chance for individuals and corporations alike to connect with industry leaders, get inspired and learn from the best.

## Fifteen Seconds Festival 2016

June 16 + 17, 2016, Stadthalle Graz

Thursday, 09:30am - 08:00pm

Friday, 09:30am - 08:00pm

After-show Party: Friday, 10:00pm

[fifteenseconds.co/festival](http://fifteenseconds.co/festival)

## FESTIVAL PASS JOIN A GLOBAL COMMUNITY

- All-inclusive festival access on both days
- Keynotes, Panels, Fireside Chats, Master Classes, Connect Sessions
- Expo area with partners and networking opportunities
- Ticket to the after-show party
- Videos of all keynotes afterwards
- Breakfast, Lunch, Snacks, Drinks
- Reserved parking space

**EUR 549.-**

Early-Bird-Ticket

**Before 05/25/2016**

**EUR 749.-**

Late-Bird-Ticket

**After 05/25/2016**

# 80 *Speakers*

Los Angeles, Amsterdam, Sydney or Tokyo: More than eighty speakers travel to Graz to spill the secrets of their success on one of four stages in two formats:

## **KEYNOTES**

2 STAGES, 20 MINUTES  
1,000 PEOPLE, Q&A

## **MASTER CLASSES**

2 CUBES, 40 MINUTES  
100 PEOPLE, INTERACTIVE

We believe that big ideas emerge at the intersection of business, innovation and creativity. Speakers from around the globe maintain an international perspective, challenging companies and individuals to grow.

# 3000 P A R T I C I P A N T S

Forty-eight hours to learn, connect and get inspired. An immersive two-day festival designed for you to make contacts, gain insights and know-how and have fun.

# 900 Companies

Our event is made for business to be made. About nine hundred companies are represented by executives. We enable barrier-free networking for everyone.

## **EXPO AREA**

12.000 SQUARE METER, 120 PARTNERING COMPANIES

## **CONNECT SESSIONS**

OUR TEAM, YOU, SOMEONE ELSE: MATCH-MAKING MADE EASY.

# CHALLENGING THE COMMERCIAL FUTURE

Our mission is to stay on top of what's hot and make creative excellence come alive. We strive for the best. Nevertheless, it's not about suits and ties. Nor about titles. Our festival is for people who share commercial understanding, an open mind and a passion for connecting the dots. It's for the ones that are willing to take risks, the ones that fail fast and can stand up again. Join us, if you are a maker and mover of our time. Together, it's about the philosophy of exciting, emerging industries and our visions.

LEADERSHIP PARTNER

**ORACLE®**

VIDEO PARTNER

**MIND CONSOLE**

INNOVATION PARTNER

**SERVICEPLAN**

INTERIOR PARTNER



MEDIA PARTNER

**DER STANDARD**

AUTOMOTIVE PARTNER

 **Mercedes-Benz**



# SPEAKERS 2016

We unite the cream of the crop on stage and cover a broad range of success stories from global brands.



**Bibop G. Gresta**

Vice CEO & COO  
Hyperloop



**Torsten Ahlers**

Managing Director  
Otto Group Media



**Stephen Gates**

Head of Design  
Citigroup



**Steve Cumming**

Fr. Head of  
Commercial  
Partnerships  
Chelsea Football Club



**Brian Cooley**

Editor at Large  
CBS Interactive



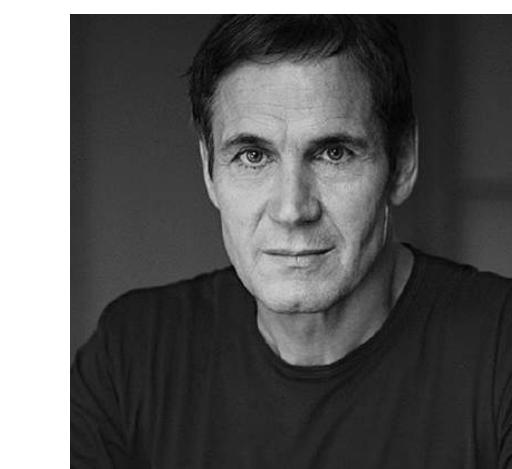
**Hannes Arch**

World Champion  
Red Bull Air Race



**Nadine Brendel**

Fr. Head of B2B2x  
Marketing  
Deutsche Telekom



**Jean-Remy von Matt**

Founder  
Jung von Matt



**Melanie Petersen**

Creative Director  
Digital & Print  
Handelsblatt



**Adrian Cockle**

Digital Innovation  
Manager  
WWF International



**Joachim Baldauf**

Starfotograf  
Joachim Baldauf



**Nico Rose**

Senior HR Director  
Bertelsmann



**Antonio Hidalgo**

Fr. EVP and Chief  
Innovation  
Philips Consumer  
Lifestyle



**Melissa Rosenthal**

VP of Creative Services  
BuzzFeed



**Anne Gowan**

Head of Direct  
The Guardian



**Franz Blach**

Design Director  
IDEO

# SPEAKERS 2016

We unite the cream of the crop on stage and cover a broad range of success stories from global brands.



**Philip Inghelbrecht**

Founder  
Shazam



**Kaylee King-Balentine**

Director T Brand Studio  
International  
The New York Times



**Katie Kulik**

Global SVP Ad Sales  
and Marketing  
CBS Interactive



**Tim Leberecht**

Bestselling Author  
The Business  
Romantic



**Joey Marburger**

Director of New  
Experiences  
The Washington Post



**Alexander Schill**

Chief Creative Officer  
Serviceplan



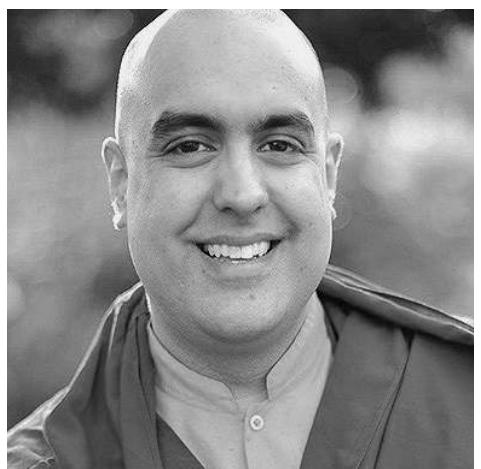
**Nicole Srock-Stanley**

Creative Director  
Bikini Berlin



**Valentin Stalf**

Founder & CEO  
NUMBER26



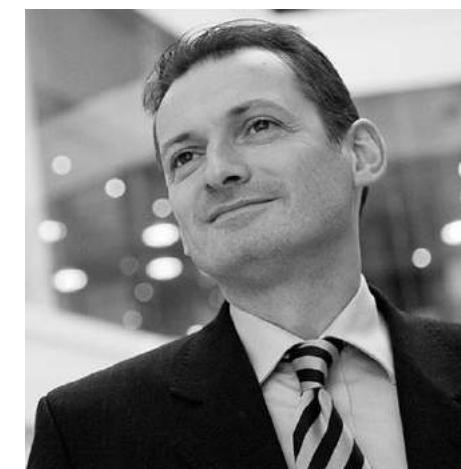
**Gelong Thubten**

Tibetan Buddhist  
Monk  
Kagyu Samye Ling  
Monastery



**Pamela Kaupinen**

Executive Director  
Marketing  
GQ



**Matthew Banks**

Vice President  
Oracle



**Pia Betton**

Partner  
Edenspiekermann



**Matthew Drinkwater**

Head of Fashion  
Innovation Agency  
London College of  
Fashion



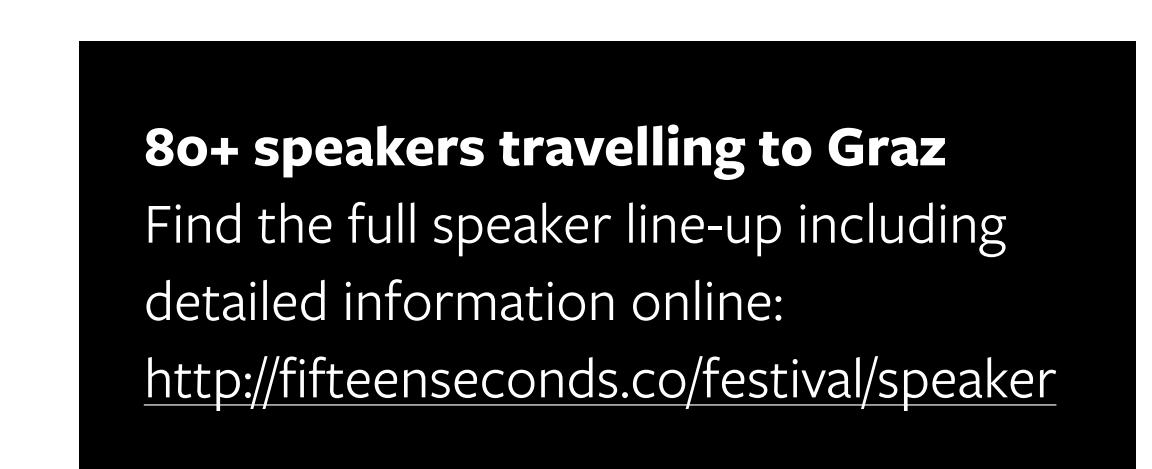
**Nikolay Kolev**

Co-Founder &  
Managing Director  
Deloitte Digital



**Christoph Bauer**

Future Evangelist  
Allianz



# THREE THOUSAND CREATIVE MINDS. TWO SPECTACULAR DAYS. ONE VIBRANT FESTIVAL.

## WE INSPIRE WITH AN **EXPERIENCE**

We work with the cream of the crop to share success stories and perspectives on what's hot tomorrow. International influencers inspire with case studies, hands-on know-how and spill the secrets of their careers.

## WE EMPOWER WITH **KNOWLEDGE**

We know that lack of knowledge in a fast-paced environment and industry like ours can be expensive. So we design learning experiences that last, with skills that are relevant and real-world-ready.

## WE ENABLE THE RIGHT **CONNECTIONS**

We unite a community of decision-makers, enablers and connectors. Meet both highly-skilled and like-minded individuals, exchange ideas and make new business. Growth never happens alone.

# **BUSINESS INNOVATION CREATIVITY**

We believe the only way as an organization to move forward and grow sustainably is to embrace innovation and creativity. What will be the next big thing? How can we shape the future? That's what we want to find out together, spending 48 hours with decision makers, visionaries and doers.

Our speakers talk about trends, their approaches and share their methods, ideas and perspectives. Keynotes are brief, focused and twenty minutes short, including an interactive way to ask your questions. Master Classes deliver real-world know-how and inspiration for the day-to-day work life. Participants work collaboratively with the experts on strategies and solving problems.

**Our expo features interdisciplinary networking while enjoying coffee, drinks and snacks in a relaxed atmosphere. Moreover, the chance to learn about innovative products and services from our partnering companies.**

# STAGE TOPICS

Two entire days, four stages, keynotes, master classes, panel discussions, fireside chats.  
All designed to challenge the commercial future.

## **Marketing, Sales, Advertising**

In the age of content overload, we all are facing thousands of brand messages every day. To stand out from the crowd, you need the perfect blend of data and ideas to surprise and reach your audience. Proven techniques and creative answers are to be found on a broad field: from growth hacking to cold calling to ads that trigger emotions. How do you sell and tell to new and old generations alike?

## **Leadership, Talent, Culture**

Innovation arises from the aspiration to change the status quo and happens on the inside, driven by inspiring leaders. Great people make a great business, the war of talent is ubiquitous. How do competitive companies attract talent, retain people and maintain a culture worth working for?

## **Media, Publishing, Journalism**

Today's infrastructure enables anyone of us to publish stories and attract attention. Getting your word heard and seen by the world is just a tap or click away, starting a movement doesn't require television primetime. How do new ways of news consumption change the way we think? How does it define media and transform journalism and society?

## **Art, Design, Fashion**

Art is interpreted, design is understood. It's the question of meaning versus purpose, experience versus appeal and function versus form. We cover things that work and such that make us happy or thinking, no matter if it's to wear, watch or use: next level wearables, smart app interfaces and beautiful living.

## **Digital, Disruption, Technology**

Hardly any industry isn't challenged by digital disruption and technology reshaping a conventional business model. The new generation collaborates on everything and shares anything. Technology isn't new, rather an obvious, integral part of our lives - everything is connected. What does that mean for the old economy and traditional businesses?

## **Urban Development & Social Impact**

Once again our world's about to change forever. Talking overpopulation, hunger, dwindling resources or the global education gap. Let's tackle our planet's real problems with commercial approaches: from smart cities to the future of food, medicine, healthcare and transport. What ideas really matter tomorrow?

# EXPO PARTNERS 2016

Leading companies showcase their innovations on our 12.000 m<sup>2</sup> festival expo area.

**ORACLE**<sup>®</sup>

**Google**

**SERVICEPLAN** 



Mercedes-Benz



**wirecard**



**SAMSUNG**

*MailChimp*



**CELUM**

**UP TO ELEVEN**  
DESIGNED FOR TOMORROW

**MIND  
CONSOLE**

**anexia**

**gettyimages**<sup>®</sup>

**FREITAG**<sup>®</sup>



**intelliAd** 

AND MANY MORE

# PRODUCTION PARTNERS 2016

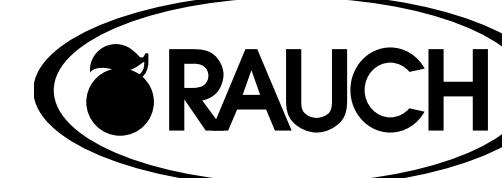
J.  
**HORNIG**  
*mit Vergnügen  
rösten*

**AUER**  
MARTIN AUER

  
**MESSNER**  
DIE WURST-PIONIERE

**vöSLAUEr**

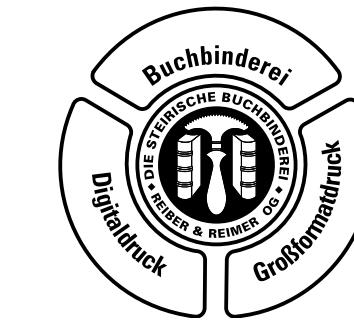
  
**MOTIF**

  
**RAUCH**

  
**MAKAVa**  
delighted ice tea

• A J S T  
WOLFGANG THOMANN'S  
STYRIAN PALE GIN

**MEIN  
HONIG**



  
WEINGUT  
ERICH & WALTER POLZ

**VERÍVAL**  
TIROLER BIOMANUFAKTUR

AM  
DORFPLATZ  
8

  
**K&O**  
KASTNER & ÖHLER

# MEDIA PARTNERS 2016

DER STANDARD

**derStandard.at**

HORIZONT

**WIRED**

brand eins  
Wirtschaftsmagazin

**Forbes**

**VICE**

  
**radio  
FM4**

  
**ankünder**

  
**AUSTRIAN  
Startups**

  
**trend**  
LUST AUF WIRTSCHAFT

  
**t3n**

**GRÜNDERSZENE**

  
**APA**

# SPEAKER HALL OF FAME

Renowned international leaders joined our previous festivals.

**Kei Shimada**

Global Director Innovation  
Dentsu

**Claire Kleinedler**

Social Media Lead Europe  
Kellogg's

**Jeremy Abbott**

Creative Evangelist  
Google

**Scott Morrison**

Fr. Marketing Director  
DIESEL

**Jay Curley**

Global Marketing Manager  
Ben & Jerry's

**David Shing**

Digital Prophet  
AOL

**Sebastian Tomich**

SVP Advertising & Innovation  
The New York Times

**Clive Ryan**

Global Marketing Solutions  
Facebook

**Jason Romeyko**

International Creative Director  
Saatchi & Saatchi

**Samantha Yarwood**

Marketing Director EMEA  
Starbucks

**Niall Horgan**

Partner Manager EMEA  
Twitter

**Doug Perkul**

Chief Marketing Officer  
O'Neill

**Steli Efti**

CEO  
Close.io

# GLOBAL BRAND LINE-UP

Leading executives travel south to meet, share, discuss and party in Graz.

**Los Angeles, Amsterdam, Sydney or Tokyo: Once a year all roads lead to Graz. We are proud that a remarkable number of leading executives from global brands decided to join our past and upcoming events.**

Google



Forbes



facebook



MailChimp

DDB°

The New York Times



SERVICEPLAN



VICE

Spotify®

ORACLE®

# Audience Breakdown

## INTERDISCIPLINARY EXECUTIVES, VISIONARY MAKERS AND CREATIVE MINDS.

We broke down the total number of attendees of last year's event totaling 1,960 people. Our ambition is to get as many different industries, disciplines and German-speaking locations to Graz.

### AUDIENCE BY SECTOR

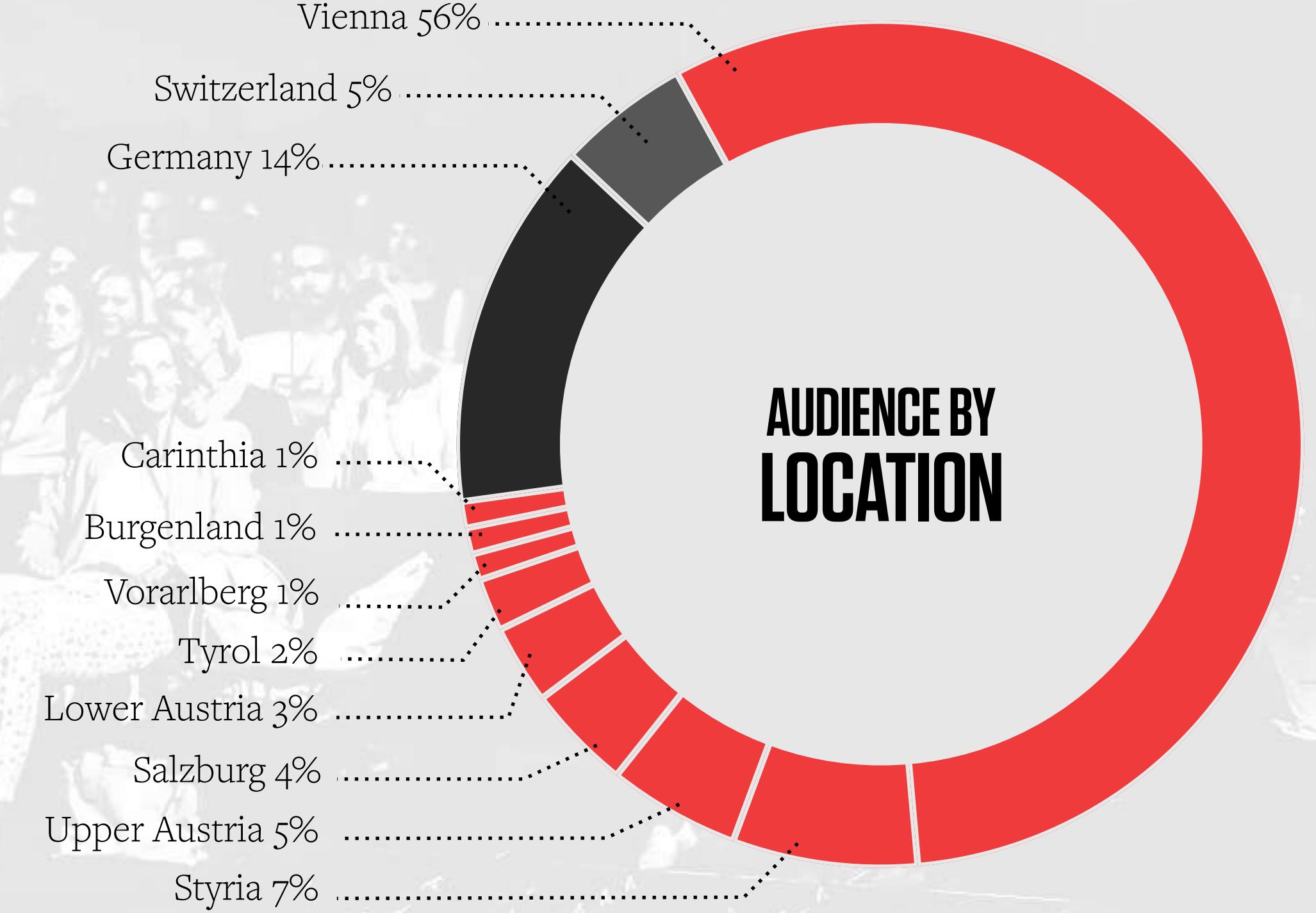
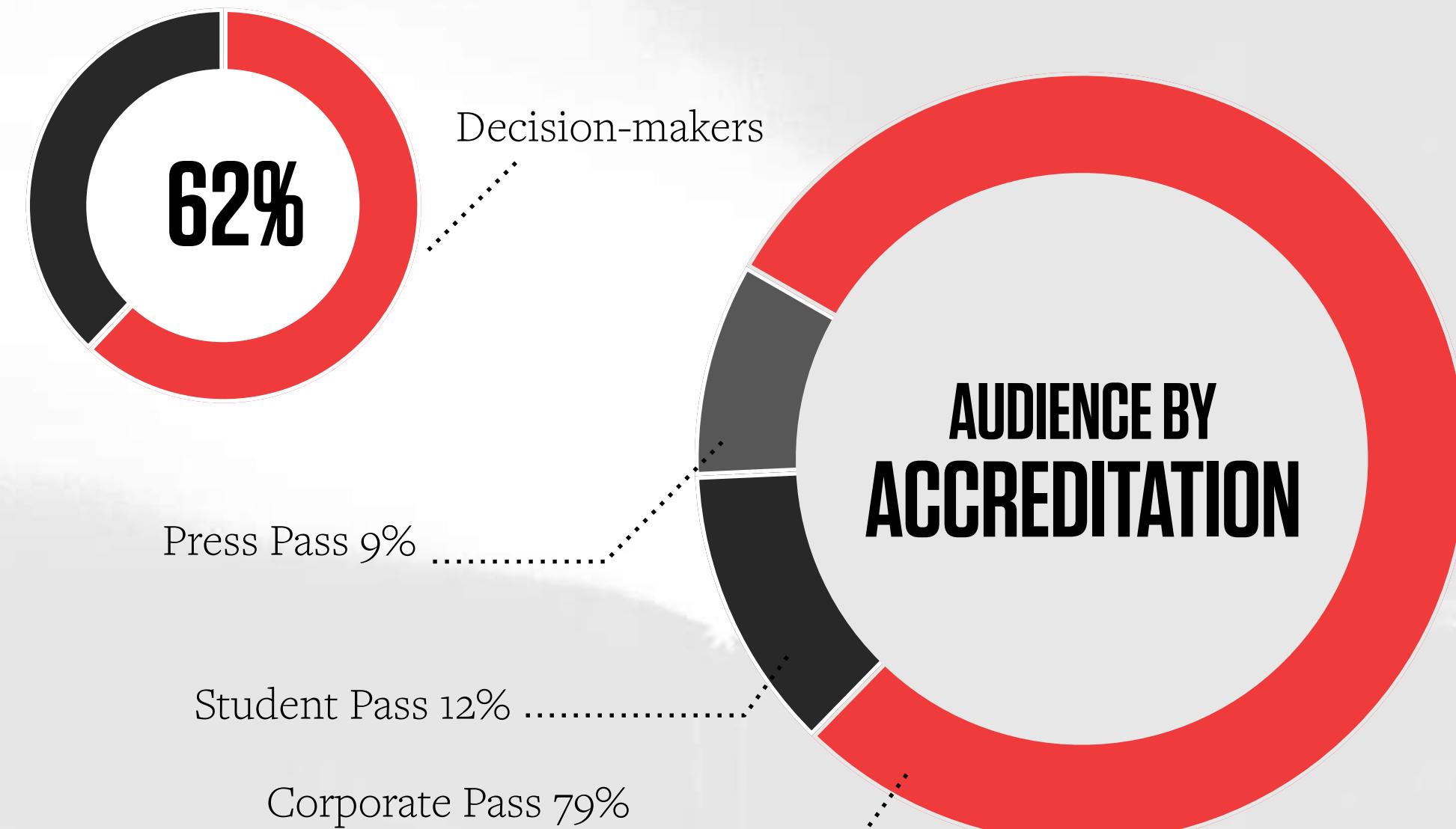
27%	Marketing & Advertising
21%	Products & Services
9%	IT & Telecom
12%	Retail & E-Commerce
11%	Consulting
9%	FMCG
5%	Media
6%	Others

### AUDIENCE BY ROLE

15%	Partner
23%	Manager
11%	Director
13%	VP
10%	Creative
6%	Junior
12%	Press
10%	Student

### AUDIENCE BY COMPANY SIZE

9%	1-10
31%	11-50
21%	51-200
9%	200-500
8%	500-1,000
12%	1,000-5,000
10%	5,000+



# Reach and Impact

## PRESS COVERAGE

The Festival 2015 was mentioned in every major Austrian newspaper, including five articles in the two daily papers with the widest circulation, two articles in the biggest online media and more than 25 articles in specialist media publications.

## MEDIA PARTNERSHIPS

We team up with leading special interest and mass media outlets in Austria, Germany and Switzerland to reach our target audiences in a quality, brand-fitting environment.

## DIGITAL REACH

**186.000**

### Unique Website Visitors

An average of 15.500 people per month spend two minutes and more on the festival website and our blog.

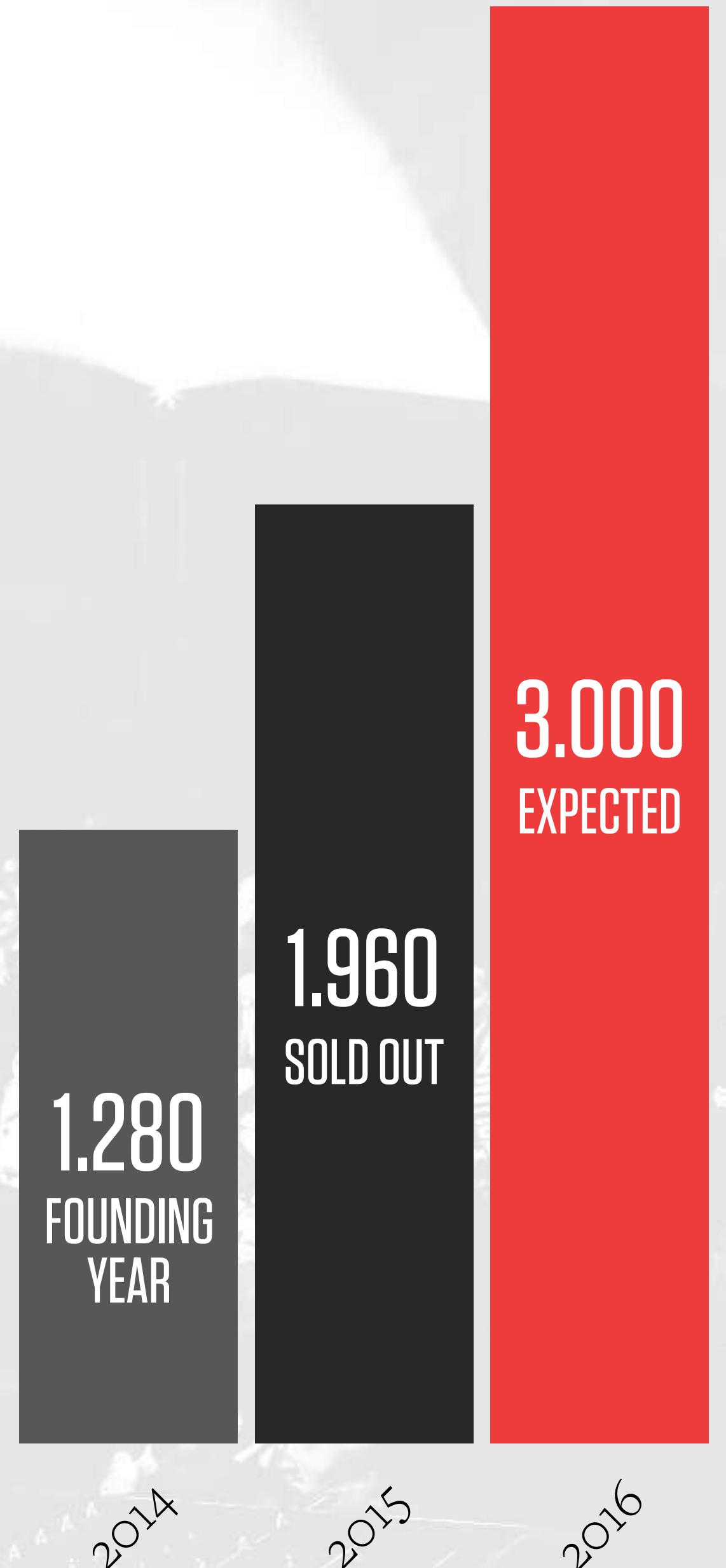
**58 Million**

### Social Media Impressions

Consolidated reach on Facebook, Twitter and Instagram before, during and after the event. The official hashtag was trending on Twitter in Austria for 72 hours.

## LOCAL ECONOMIC IMPACT

In 2015, at least 85% non-local participants travelled to Graz and stayed an average of three days for the festival, spending an average of EUR 500 per day.  
 $1.960 \times 0.85 \times 3 \text{ days} \times \text{EUR } 500 = \text{EUR } 2.499.000$





“It was both an adventure and valuable day of perspectives. The comradery between the speakers and audience made for a great day of exchanges along with it most importantly being a fun time. Hats off to the organizers!”

---

**Sebastian Tomich**

Senior Vice President, Advertising & Innovation  
The New York Times

“I had no idea what to expect before attending this festival and was blown-away with the quality of speakers, the community and the overall vibe and aesthetic. I will come back to this one for sure.”

—

**Doug Perkul**  
Chief Marketing Officer  
O'Neill



A photograph of a man with a full, reddish-brown beard and short brown hair, wearing dark-rimmed glasses and a light-colored button-down shirt with small dark spots. He is gesturing with his right hand while holding a small black device in his left hand. The background is a dark stage with blue lighting and a bright circular light source.

“It’s not a conference, it is truly a festival and a celebration of creativity, community, insight, and innovation.”

—  
**Jay Curley**  
Senior Global Marketing Manager  
Ben & Jerry's



“Forget everything you know about conferences. Disruptive format, incredible global performers and a tuned-in audience make this a truly stand out event. No egos, no agendas. No bullshit. The new way to engage the broad community of thinkers, communicators, doers and accelerators in business is to bring them to a festival. In Graz. At the start of summer.”

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**Scott Morrison**  
Former Marketing & Commercial Director  
DIESEL

“My role at Google as the creative evangelist enables me to experience many events each year and I always feel how much care and consideration is invested into making it happen. That said, my experience here was filled awe and delight. You feel like part of the family.”

—  
**Jeremy Abbott**  
Creative Evangelist  
Google



A photograph of a man with short brown hair, wearing a dark grey blazer over a light-colored shirt, standing on a stage. He is gesturing with his hands and has a microphone attached to his shirt. Blue stage lights create dramatic shadows and highlights on his face and the background.

“This experience is electric on stage and off - the event truly represents the energy and excitement of this industry.

It's a festival where international giants of this ecosystem get to meet, mingle and learn.”

---

**Clive Ryan**  
Global Marketing Solutions  
Facebook & Instagram

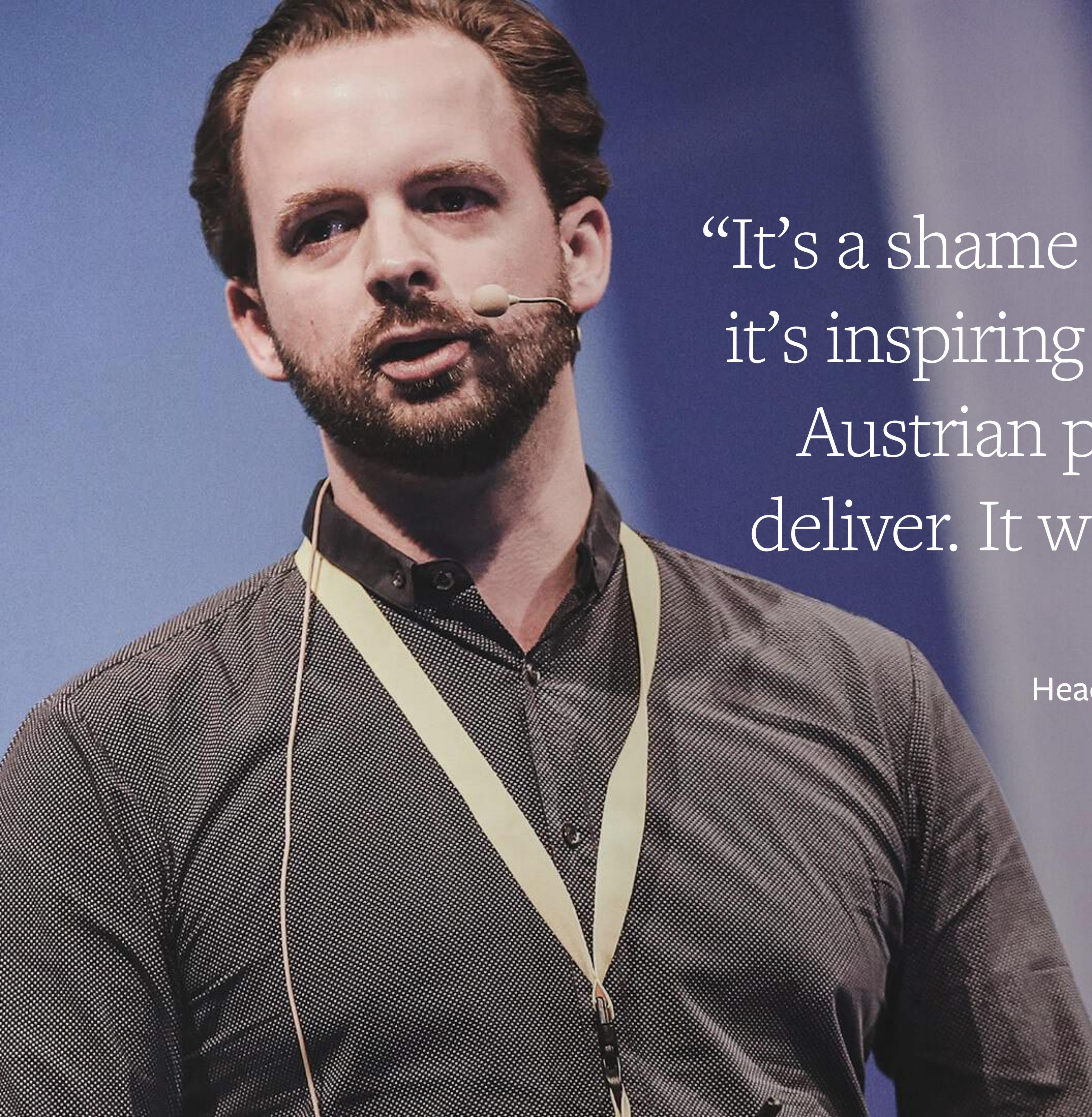
“Highly remarkable what the founders and their team put together within two years, inspiring so many speakers and attendees. They created an exceptional blend of entertainment and education. I will definitely be back.”

—

**Marcus Thieme**

Regional Director North America  
Jägermeister



A close-up photograph of a man with light brown hair and a well-groomed beard. He is wearing a dark grey blazer over a black and white checkered shirt. A small, light-colored microphone is clipped to his collar. He is looking slightly upwards and to his right with a thoughtful expression. The background is a solid, muted blue.

“It’s a shame that I didn’t notice it before,  
it’s inspiring and impressive to see what  
Austrian passion and creativity can  
deliver. It was a honor to be part of it.”

—

**Florian Scheiblbrandner**  
Head of Global Brand Communication  
Allianz







# Welcome to Graz

Historical centre, Europe's culture capital of 2003, world cultural heritage and City of Design. At the start of summer, the well-frequented creative city is sheerly amazing. Use your stay for a short wandering in the historic district and enjoy the sun.



A large, diverse audience is seated in rows, facing a stage where a speaker is presenting. The setting appears to be a theater or conference hall. The lighting is focused on the stage, creating a bright area against the darker auditorium.

We are a company, brand and community that lives at the intersection of **business, innovation and creativity**, always maintaining an international perspective, challenging companies and individuals to grow.

Get in touch and learn more:

[hello@fifteenseconds.co](mailto:hello@fifteenseconds.co)

[fifteenseconds.co/festival](http://fifteenseconds.co/festival)

[facebook.com/wethinkahead](http://facebook.com/wethinkahead)

[twitter.com/wethinkahead](http://twitter.com/wethinkahead)

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**FIFTEEN  
SECONDS**