




































































| Theater Stage  | Market Stage  | Studio Stage  |
|--|---|---|
| 08:00    Check-in, Breakfast and Lounge  |   |   |
| 10:00    Theater Stage: <div>23</div> TwentyThree Keynote  |   |   |
| 11:00    Break   |   |   |
| <div>11:15</div> <div>Discussion: State of Digital</div> <p>Join the founders of TwentyThree, Intercom and Umbraco for a far-ranging discussion on the technological disruptions reshaping the digital landscape, and their effect on how organizations communicate and do business.</p> <p>Niels Hartvig, Umbraco   Des Traynor, Intercom   Thomas Madsen-Mygdal, TwentyThree   Gianfranco Chicco</p> <div></div> | <div>11:15</div> <div>The Audio Side of Video</div> <p>Audio is a crucial part of video. In this session, you'll hear from a world-leading sound designer and sonic branding agency founder on how to use audio to take your videos to the next level.</p> <p>Karsten Kjems, Sonic Minds</p> <div></div>   | <div>11:15</div> <div>Meet the Video Agencies</div> <p>Meet the founders of some of the world's best video agencies growing world-leading brands with video.</p> <p>Patrick Bates, CoHo   Olivier Lefebvre, The Good Angle   Kristjan Knigge, VideoBird   Avery Bazan, Think Out Loud Studio</p> <div></div>  |
| <div>12:00</div> <div>Getting More Out of Your Webinars</div> <p>Webinars remain one of the most effective ways to engage audiences, build loyalty, and generate leads. Join webinar expert Lev Cribb as he shares insights from 15 years of advising hundreds of companies on webinars.</p> <p>Lev Cribb, Made To See</p> <div></div>  | <div>12:00</div> <div>TwentyThree Webinarsó</div> <p>Learn all about the new world's first features in TwentyThree Webinarsó, making it not just a new chapter in webinars, but a new chapter in digital.</p> <p>Steffen Fagerström Christensen, TwentyThree   Theis Nielsen, TwentyThree</p> <div></div>   | <div>12:00</div> <div>Video at Every Touchpoint</div> <p>Video is the most human way to communicate online, and understanding its power is essential for marketers designing effective customer experiences. In this session you'll discover how to integrate video across the entire customer journey, from awareness to conversion and beyond.</p> <p>Anna Rabe, AKQA   Nicholas Schroder, TwentyThree</p> <div></div>  |
| 12:45    Lunch   |   |   |
| <div>13:45</div> <div>Winning Social Media with Video at Scale</div> <p>Learn how leading brands are building scalable video strategies without sacrificing creativity or quality. In this session, StoryKit break down their approach and share actionable tips to help you craft a video strategy that drives impact, engages audiences, and maintains high production standards.</p> <p>Jonna Ekman, Storykit</p> <div></div>  | <div>13:45</div> <div>10 Webinar Formats You Need to Know</div> <p>Get ready to transform your webinar program as world-leading webinar experts share their favorite webinar formats for driving lead generation, engagement, and brand awareness.</p> <p>Martin Møller Folden, Copenhagen Optimization   Andy Ashton, Made to See   Katrine Rasmussen, Pixelz</p> <div></div> | <div>13:45</div> <div>Video in the Martech Stack</div> <p>Gain a macro perspective on the evolving landscape of marketing technology - and the increasingly influential role of video. This session combines the latest trends, first-hand research, and expert insights as we explore the ways video is driving the evolution of martech.</p> <p>Keanu Taylor, The Martech Weekly   Steffen Fagerström Christensen, TwentyThree</p> <div></div>  |
| <div>14:30</div> <div>Video Budget</div> <p>Most marketers know their budgets to the last cent but far fewer know their video spend. With video driving over half of digital engagement, video budgeting is critical. TwentyThree's Dan Duffett leads a discussion on how to budget for video in organizations and premieres a new video budget tool.</p> <p>Dan Duffett, TwentyThree   Tapio Haaja, Sanoma Content Studio   Kristjan Knigge, VideoBird</p> <div></div>                       | <div>14:30</div> <div>The Art of the Trailer</div> <p>You didn't watch the movie because of the movie, you watched it because of the trailer. Learn the secrets behind creatingtrailers that get people to view your videos and webinars.</p> <p>Nils Gudbjerg Lindholm, EDITINGLY</p> <div></div>   | <div>14:30</div> <div>Unlocking the Power of Video in your Martech Stack</div> <p>After the macro perspective, we go micro. In this session, the panel dive deeper into how video can be fully integrated and optimized within your martech stack.</p> <p>Keanu Taylor, The Martech Weekly   Steffen Fagerström Christensen, TwentyThree   Martin Edenström, MKSE   Sune Porsborg Børsen, Valtech</p> <div></div> |
| 15:15    Break   |   |   |
| <div>15:30</div> <div>Live Video and Strategic Alignment in AI-Driven Organizations</div> <p>As AI agents extend employee capabilities, workforce alignment becomes exponentially more critical. Join Niklas to learn how organizations can get people and their digital counterparts on the same page, and hear the case for live video as the most powerful alignment tool and why video infrastructure is now a strategic imperative.</p> <p>Niklas Hagen, Hive Streaming</p> <div></div>  | <div>15:30</div> <div>Video Strategy</div> <p>Companies have strategies for almost everything, yet very few have one for video. In this session, Dan Duffett will introduce the concept of video strategy and present a brand-new Video Strategy Framework.</p> <p>Dan Duffett, TwentyThree</p> <div></div>  | <div>15:30</div> <div>15 Video Formats You Need to Know</div> <p>In this session, four video agency founders share their best video formats, drawn from working with hundreds of companies</p> <p>Patrick Bates, CoHo   Charis Maimaris   Remco Evers, NOMOBO   Zach Starr, Starr Media</p> <div></div>   |
| 16:15    Theater Stage   |   |   |
| Video Vision  Kasia Wyser-Pratte   Creative Director, Ex - Apple, Google, Nest  |   |   |
| The Future of Video: Attention, Reward, and Community  Jon Mowat   Founder, Hurricane Group   |   |   |
| 17:45    Lounge  |   |   |
| 18:30    Community Dinners   |   |   |
| 20:00    VideoParty at TwentyThree HQ  |   |   |

| Theater Stage  | Market Stage  | Studio Stage  |
|--|---|---|
| 08:00    Check-in, Breakfast and Lounge  |   |   |
| 09:00    Theater Stage   |   |   |
| The Human Side of Digital  Tim Leberecht   Co-Founder and Co-CEO, House of Beautiful Business   |   |   |
| Touch Me with Your Voice  Puk Scharbau  |   |   |
| 10:45    Break   |   |   |
| 11:00<br>Building a European Video World   | 11:00<br>Building a Video Agency  | 11:00<br>Video Studio 101   |
| Join a discussion with European tech founders exploring the future of video and technology in our home continent. They'll discuss why European tech is critical, where video is headed, and the unique opportunities and challenges shaping the European video landscape.  | This session dives deeper into the evolution of the agency category with agency founders revealing their service models and why the production-only business is no longer fit for purpose.  | Learn how to enable your company to do video by building the right studio for your needs. Join experts who have created studios for some of the world's largest brands and gain practical insights to set up a space that drives creativity and impact.           |
| Niklas Hagen, Hive Streaming   Peder Bonnier, Storykit   Thomas Madsen-Mygdal, TwentyThree   Laurent Haug  | Dan Duffett, TwentyThree   Tapio Haaja, Sanoma Content Studio   Jon Mowat, Hurricane Group  | Johnny Axelsson, PwC   Paolo Campagnoli, Unmuted   David Brain, IKEA  |
|     |     |       |
| 11:45<br>Video Enabling Your Organization  | 11:45<br>MAD: Moving the Brand with Video   | 11:45<br>Meet the Video Producers   |
| Across departments, video can transform how every team works. Learn how to equip your entire organisation with the skills and tools they need to create and use video effectively. See how leading companies break down silos, empower more people to produce content, and make video a natural part of everyday communication.          | MAD - the think tank and social impact organization founded by noma's René Redzepi - will do a deep dive into how video is supercharging their mission to inspire up and coming food and industry professionals.  | Meet the video producers who are reshaping how companies connect and communicate through video. This session highlights the video changemakers driving engagement, creativity, and impact to build some of the world's greatest brands with the power of video.   |
| Maurice Smits, GEA   Rob Scotland, Veo Technologies   Katrine Rasmussen, Pixelz  | Theis Nielsen, TwentyThree   Daisy Zeijlon, MAD   | George Mole, Bird & Bird   Cecilia Boechat, TwentyThree   David Brain, IKEA   |
|      |     |    |
| 12:30    Lunch   |   |   |
| 13:30<br>The Video Pioneer   | 13:30<br>Reinventing the Website  | 13:30<br>The Human Side of Hosting  |
| In 2008 Lasse transformed European challenger bank, Jyske Bank, to be video-first becoming an icon in the video world and earning themselves countless awards. In this session he'll reflect on his 16 years of experience as a video pioneer and video change maker.  | Getting your website to be video-first is an essential challenge. In this session we go practical and case-oriented on the patterns of a video-first website.   | In this session we deep dive into the art of hosting, moderating, and curating experiences, with two legendary events' producers and curators.  |
| Lasse Høgfelt, ex-Jyske Bank   | Steffen Fagerstrøm Christensen, TwentyThree   Rasmus Barfoed, TwentyThree   | Gianfranco Chicco   Laurent Haug   Thomas Madsen-Mygdal, TwentyThree  |
|   |     |    |
| 14:15<br>Video Brand   | 14:15<br>The New Video Web  | 14:15<br>Webinar Strategies   |
| The Video Brand is the other half of the brand. In this session Dan Duffett explores the video brand and interviews the legendary brand designer Bo Linnemann on the state of the brand.   | Kristoffer Tjalve is an independent curator, and organizer. His Internet Phone Book project is becoming the symbol of the new web. Each year he gathers everyone from the new for his Naive Yearly conference. In this session Kristoffer Tjalve showcases the resurrection of the web with an emphasis of the video. | From lead generation to thought leadership, webinars can do it all. Learn the proven strategies used to design, promote, and deliver webinars that attract audiences, keep them engaged, and drive measurable results.  |
| Dan Duffett, TwentyThree   Bo Linnemann, Kontrapunkt   | Kristoffer Tjalve   | Geoffrey Brown, GoDaddy   |
|     |    |    |
| 15:00    Theater Stage  Thomas Vinterberg   |   |   |
| 16:00    Lounge  |   |   |
| 17:00    Friday Bar at TwentyThree HQ  |   |   |