



#digitalexperten

BVDW GUIDED TOURS – Opportunities for participation

DM   POWERED BY
EXCO 23 

DMEXCO – Overview

1. General information about DMEXCO
2. Description of the Guided Tours
3. Review of figures
4. Feedback from participants and exhibitors
5. **BVDW GUIDED TOURS – Impressions**
6. Representation of the exhibitors in the program brochure
7. Exhibitor presentation on the website
8. **BVDW GUIDED TOURS – Lectures**
9. Topics
10. Services and prices
11. Registration
12. Contact

#DIGITALEXPERTEN



GUIDED TOURS



DMEXCO – Digital Marketing Exposition & Conference

DM



POWERED BY

EXCO 23

BVDW

EXCO 22

BVDW

Be there on site!

The DMEXCO takes place in Cologne! You can find current information [here](#).

The motto this year is:
"Empowering Digital Creativity".

DMEXCO is Europe's leading digital marketing & tech event.

Experience the leading trade show for digital marketing, combined with an exceptional conference.

Ideal and professional sponsor

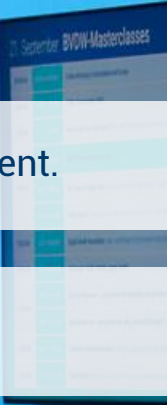
The BVDW logo consists of the letters 'BVDW' in a bold, white, sans-serif font, centered within a dark blue rectangular background.

With special collaboration

The OVK logo features the letters 'OVK' in a white, stylized font, with a white curved line resembling a checkmark or a dynamic path, all set against a dark blue square background. To the right of this square, the text 'ONLINE-VERMARKTERKREIS IM BVDW' is written in a smaller, white, sans-serif font.

DMEXCO 2023: 20. & 21. September 2023, Koelnmesse, **Guided Tours by BVDW**

#digitale



BVDW GUIDED TOURS – Description of the Guided Tours

The Guided Tours provide trade fair visitors with specific information on innovations, products and technologies in the digital economy and offer them the opportunity to meet interesting exhibitors.

Per tour 3 exhibitors give a presentation of 12 minutes each.

Participation is free of charge for visitors.

Number of visitors: Up to 30 participants per tour.

Duration: Each tour lasts about 55 minutes in total.

BVDW GUIDED TOURS – Review of figures

85
Exhibitor

1600
Minutes total length

590
Registrations

29
Tours

BVDW GUIDED TOURS – Feedback

100%

of exhibitors are satisfied or very satisfied with the tour guide.

80%

of visitors rate the BVDW Guided Tours as good or very good.

85%

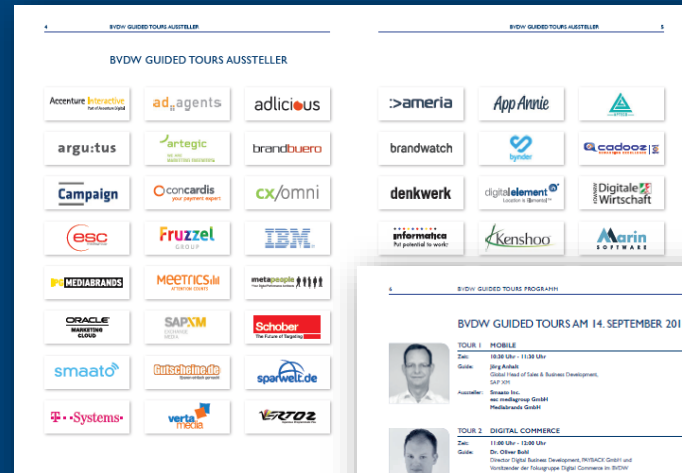
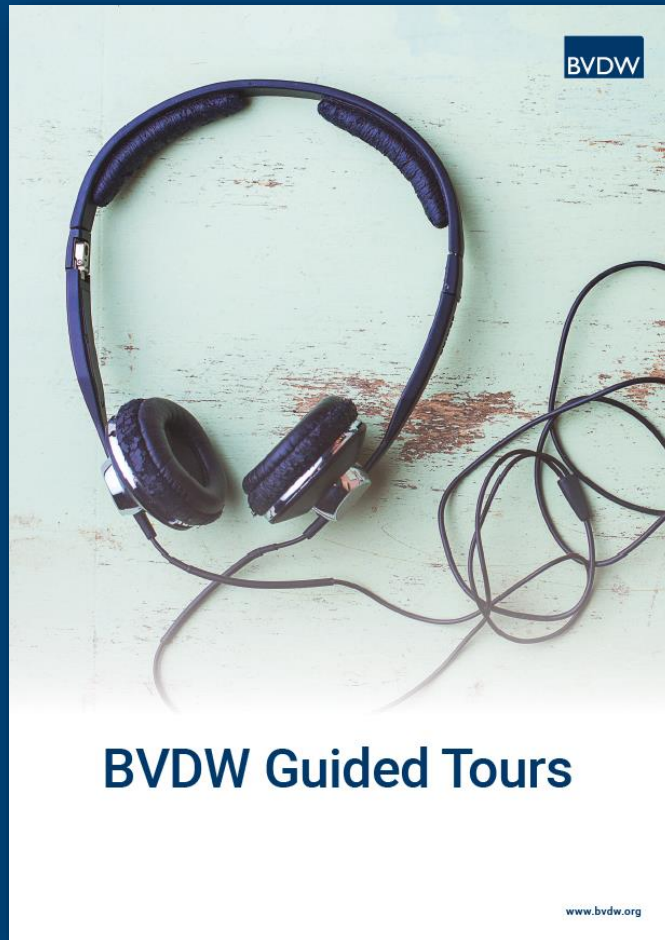
of the exhibitors are satisfied or very satisfied with the support of the Tours.



BVDW GUIDED TOURS – Impressions




BVDW GUIDED TOURS – Program brochure



In the program brochure all exhibitors are presented according to the booked package and the tours are summarized.

BVDW GUIDED TOURS – Website



DM  POWERED BY  Guided Tours

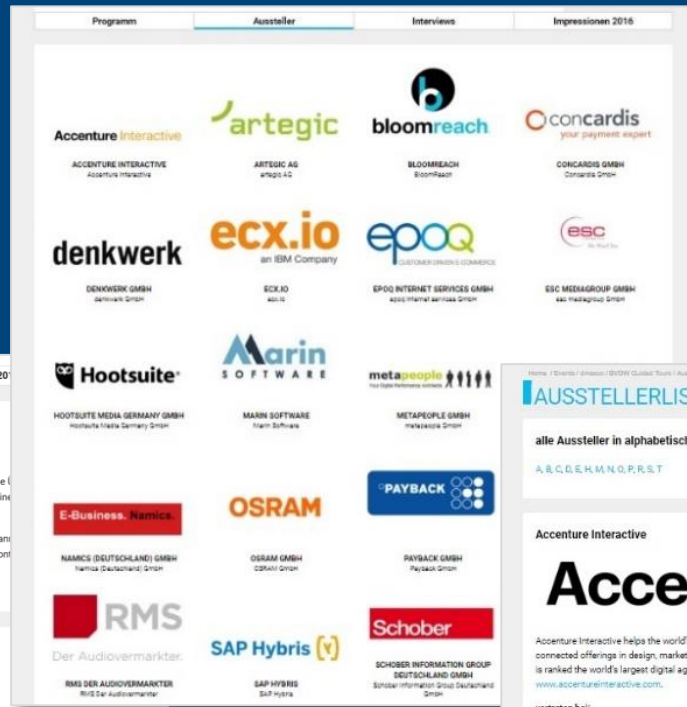
Home / Events / DMEXCO / BVDW Guided Tours / Programm 2018

BVDW GUIDED TOURS

Willkommen beim Bundesverband Digitalwirtschaft (BVDW)

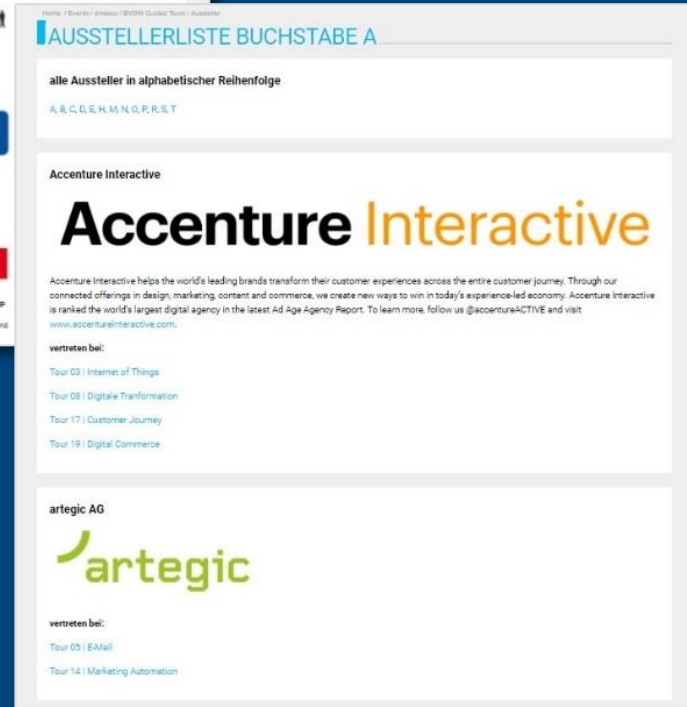
Mit unseren BVDW Guided Tours bieten wir den Messebesuchern Orientierung in der stetig wachsenden Aussteller- und Themenvielfalt. Zu jeweils einem ausgewählten Thema leiten die

Programm	Aussteller	Tickets	Aussteller 2018
<p>Programm BVDW Guided Tours - 12./13. September 2018</p> <p>BVDW Guided Tours 2018</p> <p>2 Tage, 5 Hallen, 1.000+ Aussteller und viele relevante Themen. Ein Informationsdschungel bei dem man schnell die zentralen Themen und führt Fachbesucher zu interessanten Ausstellern. Die 20 verschiedenen Touren werden von einer Expertin geleitet, die Sie das meiste aus Ihrem Messebesuch und lassen Sie sich von uns potentielle neue Geschäftspartner vorstellen!</p> <p>Sie können sich hier für die BVDW Guided Tours voranmelden. Bitte warten Sie eine Zusage nach erfolgreicher Voranmeldung. Ein Ticket automatisch per Mail. Bitte beachten Sie, dass Sie mit Ihrer Anmeldung für eine Tour der Weitergabe Ihrer Kontaktdaten zustimmen. Kostenlose Tickets für die Guided Tours erhalten Sie hier.</p>	<p>Programme</p> <p>Start-up Hero Tour</p> <p>Programm BVDW Guided Tours - 12./13. September 2018</p> <p>BVDW Guided Tours 2018</p> <p>2 Tage, 5 Hallen, 1.000+ Aussteller und viele relevante Themen. Ein Informationsdschungel bei dem man schnell die zentralen Themen und führt Fachbesucher zu interessanten Ausstellern. Die 20 verschiedenen Touren werden von einer Expertin geleitet, die Sie das meiste aus Ihrem Messebesuch und lassen Sie sich von uns potentielle neue Geschäftspartner vorstellen!</p> <p>Sie können sich hier für die BVDW Guided Tours voranmelden. Bitte warten Sie eine Zusage nach erfolgreicher Voranmeldung. Ein Ticket automatisch per Mail. Bitte beachten Sie, dass Sie mit Ihrer Anmeldung für eine Tour der Weitergabe Ihrer Kontaktdaten zustimmen. Kostenlose Tickets für die Guided Tours erhalten Sie hier.</p>		<p>Aktuelle Tour-Übersicht:</p> <p>Tour 01 Digital Commerce</p> <p>12. September 2018 10:30 Uhr - 11:30 Uhr</p> <p>Guide: Dr. Oliver Bohl, Direktor Digitaler Vertrieb, KfW Bankengruppe</p> <p>Tourstationen:</p> <ul style="list-style-type: none"> • Episerver GmbH • Accenture GmbH • Concardis GmbH <p>*****</p> <p>Tour 02 Customer Journey</p> <p>12. September 2018 11:00 Uhr - 12:00 Uhr</p> <p>Guide: Chérine De Bruijn, CEO, CORPORATE KITCHEN</p> <p>Tourstationen:</p> <ul style="list-style-type: none"> • denkwerk GmbH • OSRAM GmbH



Programm	Aussteller	Interviews	Impressionen 2016
Accenture Interactive	artegic	bloomreach	concardis
denkwerk	ecx.io	epoq	esc
Hootsuite	Marin Software	metapeople	
E-Business.Namics	OSRAM	PAYBACK	
RMS	SAP Hybris	Schober	

The registration of the participants takes place via the website. Here all tours and exhibitors are presented depending on the booked package.



Home / Events / DMEXCO / BVDW Guided Tours / Aussteller

AUSSTELLERLISTE BUCHSTABE A

alle Aussteller in alphabetischer Reihenfolge

A B C D E F G H I J K L M N O P Q R S T

Accenture Interactive

Accenture Interactive helps the world's leading brands transform their customer experiences across the entire customer journey. Through our connected offerings in design, marketing, content and commerce, we create new ways to win in today's experience-led economy. Accenture Interactive is ranked the world's largest digital agency in the latest Ad Age Agency Report. To learn more, follow us @accentureACTIVE and visit www.accentureinteractive.com.

vertreten bei:

- Tour 03 | Internet of Things
- Tour 05 | Digitale Transformation
- Tour 17 | Customer Journey
- Tour 19 | Digital Commerce

artegic AG

vertreten bei:

- Tour 05 | EMail
- Tour 14 | Marketing Automation

BVDW GUIDED TOURS – Lectures

Present yourself as an expert in the field!

To provide additional orientation for trade visitors, we have assigned key points to each topic, which you can use to align your presentation.

Use the presentation cleverly to combine the technical content with your products.



BVDW GUIDED TOURS – Topics

#	Topic
1	Consent Management
2	Identity Solutions
3	KI / AI
4	Platform economy
5	Digital creativity
6	Smart World
7	Metaverse
8	Digital Audio
9	Digital Commerce / Voice Commerce
10	E-Mail
11	Content Marketing & Storytelling
12	Customer Journey
13	Corporate Digital Responsibility (CDR)
14	Data – Driven Marketing
15	Programmatic Advertising
16	Search

#	Topic
17	Market / Consumer Research
18	Mobile Marketing
19	Retail Media
20	Affiliate Marketing
21	Environment Social Governance (ESG)
22	Sustainability (Carbon Footprint, Green Media)
23	Blockchain
24	Performance Marketing

This is a preliminary selection of topics. If you would like to participate but cannot find a suitable topic, please feel free to contact us at dmexco@bvdw.org.



Topic

Recruiting for professionals

Looking for a new job? Here we want to give job seekers the opportunity to get to know exciting and international top employers in the digital industry. Introduce yourself and your company and reach your new potential employees through personal contact.

Metaverse Experience

Innovative VR experiences where you can go beyond the limits of your usual reality and make the impossible possible. Are you an exhibitor on site and would like to bring your innovation closer to the public? A tour guide, an expert from Metaverse, will lead this tour and create a unique experience together with you, the participants.

Topic

Recruiting for young professionals

Auf der Suche nach einem Praktikanten oder Werkstudenten? Hier wollen wir Jobfrischlingen die Möglichkeit geben spannende und internationalen Top-Arbeitgeber der digitalen Branche kennenzulernen. Stellen Sie sich und ihr Unternehmen vor und erreichen Sie durch persönlichen Kontakt ihre neuen möglichen Mitarbeiter.

BVDW GUIDED TOURS – Participation Gold

Short presentation of your own products and services with reference to the guiding question to tour participants at your company stand

Total stay at your booth about 12 minutes

Presentation of your company on the BVDW website in the Guided Tours section

Distribute one of your print products or a giveaway while guests are at the booth

Communication of the BVDW Guided Tours as part of the BVDW communication around DMEXCO

Participation Gold:

 EUR 1.199,00*

EUR 799,00*

 for BVDW members

*All prices are exclusive of VAT.

BVDW GUIDED TOURS – Participation Platin

In addition to all the benefits of the participation option Gold:

Last stop: The tour ends at your company stand. Invite the participants to further conversations!



Beteiligung Platin:

★ EUR 1.399,00*

★ EUR 999,00*
for BVDW members

*All prices are exclusive of VAT.

BVDW GUIDED TOURS - Exhibitors of the last years



■ Appsfactory



BVDW GUIDED TOURS – Registration

DM   POWERED BY
EXCO 23 

everyone
the loop.

nicht jeder hat Zeit, in jeder
Kommunikations-Schleife zu
sein. Lass deine Teams nicht aus
dem Takt geraten.

The IBM iX
agency family

aperto
An IBM Company

hmcwulf
An IBM Company

ecx.io

PLAYPAGE iX

Registrations are possible until Juli 31, 2023!

Fill in the booking form and send it signed to dmexco@bvdw.org.

Contact

BVDW

Leslie Hahn
Projektmanagerin DMEXCO
Mail: dmexco@bvdw.org
Mobil: 0173 2596 701



Bundesverband Digitale Wirtschaft (BVDW) e.V. | Schumannstrasse 2 | 10117 Berlin
T: +49 30 2062186-0 | E: info@bvdw.org