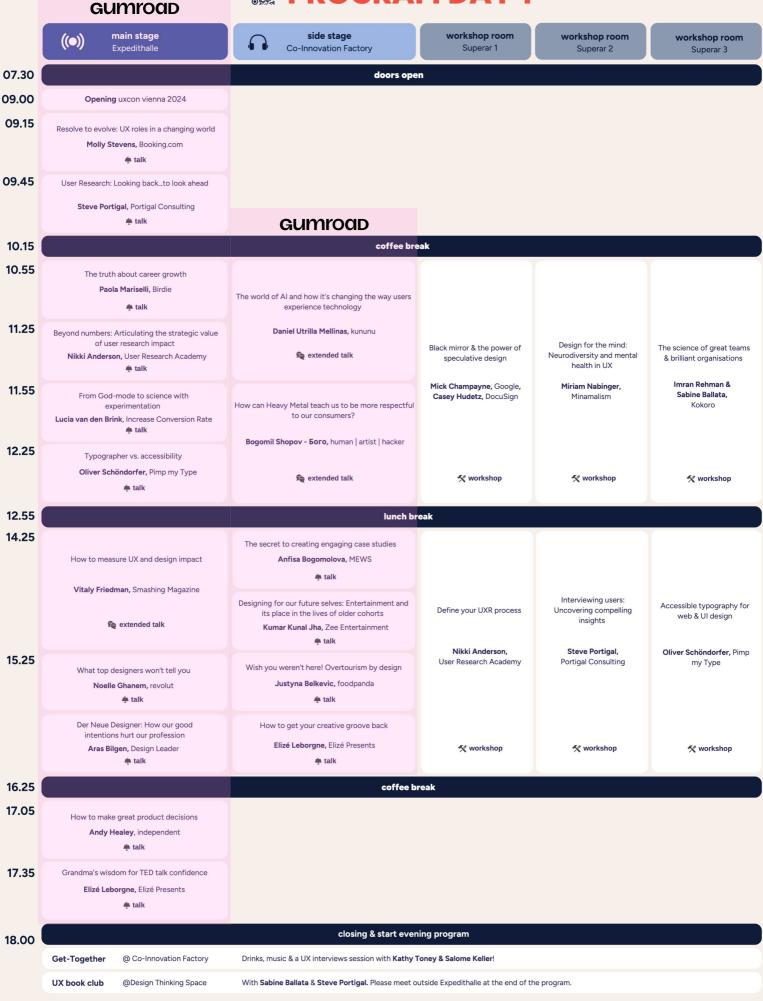
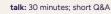
## PROGRAM DAY 1

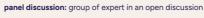






extended talk: 60 minutes, interactive part/discussion







## PROGRAM DAY 2



main stage

**GUMTOOD** 



side stage Co-Innovation Factory workshop room

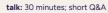
workshop room

workshop room

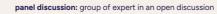
	Expedithalle	Co-Innovation Factory	Superar 1	Superar 2	Superar 3
07.30	doors open				
09.00	Opening - with Nicole, Andreas & Mirjam				
09.15	The state of experience design today  Giles Colborne, cx partners  talk				
09.45	Design ethically: From imperative to action				
	Kat Zhou, independent ♠ talk	gumroad			
10.15	T WIN	coffee bre	sak		
10.55	This is a Market Market Name of the Control of the				
10.33	Thinking styles: Mend hidden cracks in your market Indi Young, indiyoung.com # talk	How AI Affects How Humans Think			
11.25	Meeting product where they are: Why we need a knowledge management strategy  Emma Boulton, Waitrose & Partners  talk	Rebecca Grier, Lokalise	Cyborg-centric design workshop	Design ethically: putting it into practice	Crafting development goals that spark joy
11.55	Bridging worlds: The value of diverse skills in technology <b>Ashten "Whoopi" Winger</b> , Instagram <b># talk</b>	Design systems at scale: Best practices and pitfalls  Johannes Lehner, Intact  talk	Ákos Csertán, Atlas Rise! Norbert Krizsán, Mito Digital	Kat Zhou, independent	<b>Kathleen Asjes,</b> Connect & Grow
12.25	How user experience shapes the world of classical	Decommissioning habits: Learnings from			
	music  Christopher Widauer, Newzik  talk	deprecating legacy platforms  Philipp Kanape, Engel & Völkers	🦎 workshop	🛠 workshop	🛠 workshop
12 EE		lunch break - UX trivia @ main stage starti	ng from 14:00 with Anfisa B	ogomolova	
12.55					
14.25		How to build CX in a traditional organisation			
	Text to :What generative AI means for designers	How to build CX in a traditional organisation  Kristína Malíková, Lighting Beetle			
	designers  Mick Champayne, Google,	How to build CX in a traditional organisation			
	designers	How to build CX in a traditional organisation  Kristína Malíková, Lighting Beetle	The workshop workshop	Dealing with an ambiguous future: Emotional design from fear to delight	Accessibility is not a checklist
	designers  Mick Champayne, Google,  Casey Hudetz, DocuSign	How to build CX in a traditional organisation  Kristína Malíková, Lighting Beetle  talk  Beyond layoffs: Continuous learning strategies for designers  Paola Mariselli, Birdie & Ashten Winger, ex Netflix		future: Emotional design	
14.25	designers  Mick Champayne, Google, Casey Hudetz, DocuSign  extended talk  The accidental love affair: emotional connection in	How to build CX in a traditional organisation  Kristína Malíková, Lighting Beetle  talk  Beyond layoffs: Continuous learning strategies for designers  Paola Mariselli, Birdie & Ashten Winger, ex Netflix  talk  Level up your research toolbox and hit the nail  Florian Tress, SKOPOS NOVA	The workshop workshop  Christiane Moser, CUXpro	future: Emotional design from fear to delight	checklist Laura Wissiak, Hope Tech
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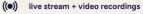
Autumn festival











Relax, mingle, enjoy a drink, and unwind after two days of conference.

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