

**BRAND INNOVATION CONFERENCE**

November 24 – 25 2016

Warsaw

Registration: [Conference Website](#)Organizers: [International Design Center Berlin](#) and [Puls Biznesu](#)Presenter: Michal Mazur, Journalist and trend watcher <http://trendnomad.com>**November 24****8:30 Registration****9:00 Welcome**Katarzyna Basaj-Pietrasz, Project Manager, [Puls Biznesu](#)Ake Rudolf, Head of Strategy, Project Director [IDZ Berlin](#)**Keynote****9:10 Building an authentic brand to create people experience to belief**Helmut Ness, CDO – fuenfwerken, [www.fuenfwerken.com](http://www.fuenfwerken.com)

The talk will cover the role of Germany in the European market and its cultural differentiation vs. Poland: It will explain the relevance of building a strong and authentic brand character to engage with consumers actively and appropriately (5W Patchmark Model).

**Know Your User****9:50 From Product to digitalized Product-Service-Systems**Lukas Golyszny, CEO – SiLabs, [www.si-labs.com](http://www.si-labs.com)

In a digitalized world, businesses have to rethink their business models and how they satisfy the increasing customer demand of individualized brand experiences. The goal of this presentation is to show the benefits, challenges and solutions of how brands transform product offerings of the past, into product-service-systems of the future.

**10:30 Let your customer become your co-creator**Manuel Großmann, Co-founder – Fuxblau, [www.fuxblau.de](http://www.fuxblau.de)

The business world has changed dramatically from a product-centered to a service-oriented economy. Future-proof businesses need to understand their customers better and create memorable experiences not just for them, but with them. This presentation will shed light on why and how to include customers in innovation processes.

**11:10 Coffee break**

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**11:30 Human Touch - knowledge and understanding of the human being as the foundation for developing unique products**Piotr Voelkel, Founder – [VOX Meble](#)

Piotr Voelkel believes that the most innovative and effective design is created where human touch meets high tech. A few years ago the founder of VOX Capital Group invested in the SWPS University of Social Sciences and Humanities, acknowledging the role of sociological and anthropological research in business. During the conference he will explain how shared values connected his companies, becoming the key to their success.

**12:10 Experiencing the brand space**Henrik Riess, Interaction Designer, Creative Director – UID, [www.uid.com/en](http://www.uid.com/en)

The term „brand“ has changed in the context of digitalization. Modern brands describe a mutual experience space between companies, products and clients. Through their interconnections, their span reaches from off- to online and is independent from devices and platforms.

- What influence does digitalization have on brands?
- What is the role of designers in this process?
- Which touchpoints do complex brands involve?
- What is the role of the user? What's his relation to the brand?
- How is the brand represented in the interaction design?

**Build Your Brand****12:50 Gripping culture by FSB: Integrated thinking and practice define identity**Kai Gehrmann, CEO – attoma, [www.attoma.eu](http://www.attoma.eu)

How a medium sized company from East Westphalia in Germany became a global brand in the world of design and architecture. Using the example of FSB, the presentation will demonstrate the paths that are open to medium-sized companies with medium-sized budgets for creating a brand of global renown.

- Self-knowledge. What are you actually undertaking? And why? And for whom?
- Lateral thinking. Find your own way instead of copying from others.
- Organisational culture: Almost as easily done as said.
- Advertising. Invest your creativity and money into your product first.
- Design. The last remaining differentiating feature?
- Patience. Not every investment will pay off tomorrow.

**13:00 Lunch**

**14:10 Expectation meets experience: Brand building for physical products in the field of sports and music**

Hannes Fütting, Founder and Designer– FormFueting, [www.formfueting.de](http://www.formfueting.de)

Brands communicate the values and the identity of a company. Using the examples „Native Instruments“, a manufacturer for digital audio instruments, and „Carver Bikes“, a full range bicycle manufacturer, we will explore how perfectly aligned product design and brand identity unfold maximum product attractiveness.

- Brand Values: The product needs to fulfill the promises of the brand
- Identity: Open systems allow for the adaption to trends
- Function: Perfect function creates the greatest customer loyalty
- Design: Branding influences the guidelines for product design

**14:50 Realtime Brand Behavior**

Fax Quintus, CEO – e27, [www.e27.com](http://www.e27.com)

Traditionally a brand was in a nutshell described by a logo and expectation. Then it was widened to corporate design and culture. With start-up culture and social media brands transformed into a „responsive life-form“.

- How must a modern brand behave?
- What are the chances of realtime brand responsiveness?
- Brand A/B testing
- Can a brand be determining?

**15:30 Coffee break****International Cooperation****15:50 Fit Brands**

Fabian Baumann, Co-Founder and Designer - FormFjord [www.formfjord.com](http://www.formfjord.com),  
Artur Sieziak, CEO - Chors Lampy, [www.chors.pl](http://www.chors.pl)

In today's markets, it is more and more difficult to make a brand stand out. Taking a close look at your brand from the customer perspective will help create that extra value. We need to think beyond just beautiful products and understand every part of the customer journey. This journey starts with the awareness of a product or a brand. Find out how to:

- sharpen the brand
- understand the customer journey
- create extra value for your customer
- start a long relationship with a brand

**16:30 German-Polish cooperation – The Cosmopolitan Tower showroom in Warsaw**  
Gunnar Behrens, CEO- Archimedes, [www.archimedes-exhibitions.de](http://www.archimedes-exhibitions.de)

In the summer of 2011, Archimedes was awarded the contract to realise a showroom for the 160-metre-high skyscraper Cosmopolitan Twarda 2/4. The client was the owner of the building, Polish investor Tacit Development. In his presentation, Gunnar Behrens will describe the cooperation between the German designers and the Polish clients. He also deals with communication challenges and illustrates possible methods of resolution.

**17:10 Summary of the first day of the conference**

**November 25**

**9:30 Workshop Sessions 1**

**Do you know your users?**

Hernik Riess, Interaction Designer,  
Creative Director – UID, [www.uid.com/en](http://www.uid.com/en)

Have you ever met your users? In this empathy workshop you will get to know the „real users“. You will be surprised by their habits and discover new and unexpected insights. We will work with artifacts to create human-centered personas:

- First impression: Make quick assumptions on people’s backgrounds
- Observe: Analyse personas and cultural probes filled with real life artefacts. Gather insights about user behaviour, preferred brands, and which topics dear to people’s hearts
- Define: Assign characteristics with brand-related criteria to the personas
- Present: Share results and findings with the group

This workshop will help to overcome in-the-box thinking and will sensitize you to unseen user needs.

**Position your brand successfully in the German market**

Helmut Ness, CEO – fuenfwerken,  
[www.fuenfwerken.com](http://www.fuenfwerken.com)

The workshop will offer an expert interface to facilitate a professional and empathetic dialog to work out what could be the relevant nuggets to position your brand successfully in the German market.

11:30 Coffee break

11:50 Workshop Sessions 2

### Defining and prototyping customer experience innovation in 3 hours

Lukas Golyszny, CEO – Si-Labs,  
[www.si-labs.com](http://www.si-labs.com)

In this workshop we will apply 5 methods to quickly identify customer needs, generate a lot of ideas, design the customer journey and build a prototype of a digital touchpoint. The result of these 3 hours will enable you to immediately communicate your idea to stakeholders, as well as go out and test your hypothesis with potential customers through a clickable prototype of a digital touchpoint.

The methods applied are:

- Brainwriting
- Customer Journey Mapping
- UX Sketching
- Clickdummy creation
- Scenario enacting

13:50 Lunch

14:30 Workshop Sessions 3

### Innovation through co-creation

Manuel Großmann, Co-founder – Fuxblau,  
[www.fuxblau.de](http://www.fuxblau.de)

This workshop teaches how to get valuable insights from customers: You will learn to stop telling a tale about a great product and start to listen to people's needs. The workshop teaches how to get to the painful truth of what customers really think. We will discuss easy ways of customer research and try them out. We will learn to differentiate knowledge from assumptions and create a customer insights roadmap for your business.

### Flexible design solutions in the field of sports: Implementing specific design elements for different segments without losing the identity of a brand.

Hannes Fütting, Founder – FormFueting,  
[www.formfueting.de](http://www.formfueting.de)

In our workshop we will develop a brief design guideline for a bicycle brand. While design needs to adopt new trends and colours every year, sports products of one brand have different use cases and target groups. Creating a stable brand identity across use cases and time can be a great challenge for product designers. Using the example of the bicycle brand „Carver Bikes“ we will first examine different use cases like mountain or road. The results will then be translated into design guidelines for every single segment, always keeping in mind the overall brand identity.

### Responsive Brand building

Fax Quintus, CEO – e27, [www.e27.com](http://www.e27.com)

We will choose 2-3 out of the attending companies and will try to turn their brands into responsive ones. We will do A/B testing, some mock-ups and see which influence this could have on the brands and what could be their future communication products.