

TIME	TRACK 1 Product Content & AI MAIN STAGE Susan Walsh	TRACK 2 Product Experience LOFT 1 Marianne Swank	TRACK 3 Product Content & Media LOFT 2 Elisabeth Knulst	WORKSHOPS Deep Dives & Labs HET KOETSHUIS
09.00–09.30	Coffee & Welcome • Exhibition opens • Sponsored by  crystallize			
09.30–09.45	Opening EMM Consultancy + PIMvendors			
09.45–10.30	KEYNOTE • Hendrik van Zwol Meet the AI Magician. Hendrik van Zwol blends illusion, interaction and digital innovation to show how creativity and technology can create real moments of wonder. Expect energy, surprises and a touch of magic.			
10.30–10.45	Refreshments • Networking • Visit the Exhibition • Sponsored by  crystallize			
10.45–11.15	Emmet Software Labs • Pandora Seeing product data differently: Pandora's AI journey Gretar Thorsteinsson & Marcel Stremming Most product data stories begin with fields and descriptions. This one begins with an image. Pandora and Emmet Software Labs share how a deceptively simple challenge brought product information, digital assets and AI together in a new way. Hear what it took to turn that idea into an everyday capability—and why the approach opens up possibilities well beyond the original use case.	Bluedesk • PVG From PIM Optimisation to a Future-Ready Foundation Jolanda van der Pols As e-commerce, international markets and product variety grow, product data becomes increasingly strategic. Jolanda van der Pols, Manager Data & IT at PVG, shares how PVG redesigned its PIM environment for future growth. Greater structure, clearer governance and closer collaboration created a central product data foundation: more consistency, less manual work and faster time-to-market across channels.	Quable • Bardahl Bingo or Delivered Impact? Aart de Landmeter In "Bardahl x Quable: Buzzword Bingo or Delivered Impact?", Aart de Landmeter, International Account Executive at Ibexa, looks past the PIM buzzwords to real business impact. With 20+ years in digital, he shows how product data and governance deliver measurable results, using Bardahl as a real-world example of what was implemented and why it mattered.	Inriver + OrigoVero 10.45–11.30 New regulatory requirements, same core data model Reinier Schoo & Edmondo Grigolato Digital product passports don't need a new system for every rule. Inriver's Reinier Schoo and OrigoVero's Edmondo Grigolato demonstrate a live EU battery passport end to end: data onboarded, enriched and approved in Inriver, then published by OrigoVero as a scannable passport per unit. One core data model, extended for each new regulation.
11.15–11.45	Crystallize • Plantasjen From Product Data to Conversational AI: How Plantasjen Built the Foundation for AI-Driven Retail Olav Fyldeng & Casper Tandberg Martens CIO Olav Fyldeng and Casper Tandberg Martens, who leads online and customer-facing technology at Plantasjen, share how Plantasjen transformed content operations for thousands of botanical products. AI-driven onboarding and generation, paired with human review, accelerated content cycles, scaled Nordic translation and built the structured data foundation for AI chatbots and customer experiences.	Novomind • BERGZEIT From Product Data to Personal Advice: How BERGZEIT Turns Product Content into Sales Patrick Stephan Patrick Stephan from Novomind shows how outdoor retailer BERGZEIT turns product content into sales with AI Shopping Assistants that lift conversion and basket value while reducing cart abandonment and returns. Product Content Automation extracts, enriches and generates the structured data behind it. With live examples, best practices and real numbers.	Advellence • GALERIA Classifying 1.5 Million SKUs with AI: How GALERIA Rebuilt Its Product Data Foundation with Advellence Simon Fey Germany's largest department store GALERIA manages 500,000 own products and 1 million marketplace SKUs. With Advellence, it replaced its custom-built PIM with Syndigo PIM and put AI at the core: classifying products, preprocessing content and automating quality checks. See what went live in 2025 and how turnaround dropped from months to minutes.	Emmet Software Labs 11.30–12.15 QMutator Live: Bring Your Worst Product Data Kristian Tang Every catalogue has them: blank material fields, a 900-word description scraped from a supplier PDF, one usable image. Bring yours. In this hands-on workshop, Emmet Software Labs rebuilds them live: validated, AI-enriched, turned into channel-ready images and published to Google Shopping, Meta and TikTok. Then the catalogue is queried in plain language, like an AI shopping assistant would, to see if it holds up.
11.45–12.15	Inriver • Outdoor Life Group Accelerate Your PIM Implementation: Fast, On Time, On Budget Annemarie Auping Most PIM projects promise speed. Few deliver it without scope creep or a blown budget. Annemarie Auping, Master Data Team Lead at Outdoor Life Group, takes you behind the scenes of a PIM implementation that stayed on track from day one. She'll cover why the team moved to a new platform, how they landed on Inriver, and the phased approach that made it work. One guiding principle held it all together: Keep It Simple and Stupid.	Bluestone • Picnic Scale 10x assortment, without 10x resources Job Seuren Picnic, one of Europe's fastest-growing online supermarkets, relies on accurate, fast-moving product content at scale. Job Seuren, Product Manager for Master Data, shares how Picnic is moving from a legacy monolith to composable BluestonePIM, migrating incrementally instead of through a risky "big bang" replacement, to scale assortment without scaling resources.	Scaleflex • Travix Instant personalization: how Travix scaled image automation for 16 brands with Scaleflex Vitor Martins One person. 16 brands. 4 languages. 80% less manual work. Vitor Martins, Account Executive at Scaleflex, shares how Travix transformed the way it manages marketing images by automating production with Scaleflex DAM. The result: a team freed from repetitive asset formatting, with room to explore personalization at scale. A practical look at turning scattered visual assets into faster digital experiences.	
12.15–13.15	Lunch • Networking • Visit the Exhibition • Sponsored by  crystallize			

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13.15–13.45	Susan Walsh Clean Data Makes AI Magical Susan Walsh Known globally as The Classification Guru, Susan Walsh helps organisations tackle a major barrier to digital transformation: poor data quality. In this energetic, practical session, she shows why clean, structured and governed data is essential for reliable product experiences, scalable content operations and meaningful customer interactions, and how to turn messy data into a powerful business asset. Because the real AI magic starts with great data.	ATAMYA • MEGABAD From Manual to Autonomous in 6 Months: A Modern PIM Implementation at MEGABAD Damian Dessler MEGABAD, a leading DACH bathroom furnishings provider with 350,000+ branded products, went live on a new PIM in just six months. How? This session covers the early challenges, the evolving scope, vendor setup, decision making and the communication that kept things moving. Hear MEGABAD's honest take on what worked, what didn't, and what to apply to your own PIM project.	Overcast Approved isn't the finish line Ewan Johnston What happens between creative approval and campaign activation? Incorrect formats, failed VAST tags, rights, disclaimers, brand requirements and shifting platform specs: small issues that create costly delays. Ewan Johnston of Overcast HQ explains why last-mile verification matters more than ever, and how brands can make sure every video asset is brand, editorial, rights and technically ready before it goes live.	Crystallize 13.15–14.15 Your B2B Store Live in 60 min. Bård Farstad Perfect product data sits still until something sells with it. In this hands-on session, PIM meets commerce: starting from a live webshop built on Crystallize, you'll use AI to launch a new market or B2B store before the session ends. Build a customer-specific channel from scratch, with contract pricing, a tailored assortment, its own login and catalogue visibility rules. Hours, not days.
13.45–14.15	ViaMedici • Konica Minolta Never Waste a Forced Migration Andreas Grewe When their PIM supplier announced end-of-life, Konica Minolta Business Solutions Europe saw an opportunity, not a crisis. Senior Project Manager Andreas Grewe shares how his team moved beyond "lift-and-shift" and used the forced migration to modernise processes, architecture and scope. Expect the real challenges, the lessons learned, and how to turn your next migration into genuine business transformation.	Syndigo The Criteria That Decide PIM Success (and the ones that don't) Ben Rund Ben Rund, EMEA/APAC Alliances at Syndigo, draws on more than 25 years of experience in PIM, MDM and data quality to explore what really determines the success of a PIM investment. Based on insights from hundreds of PIM projects, Ben challenges common assumptions around vendor selection and looks beyond features and analyst rankings to the factors that can make the difference between a PIM implementation that delivers and one that doesn't.	Twinings Ovaltine Ready to Serve: how Twinings Ovaltine built the foundations for an agentic-ready content ecosystem Adrian O'Meara Success in the AI era isn't about keeping up, it's about building foundations for agentic AI. Adrian O'Meara, Global Content and Digital Asset Lead at Twinings Ovaltine, shares how the company moved beyond a traditional DAM rollout to embed content operations across 7 markets and 60+ websites. Discover how people, process, technology and governance come together in an AI-ready content infrastructure.	
14.15–14.45	The Single Source • Live Podcast AI still needs Data Governance Helen Grimster & Stephan Spijkers Data governance decides whether AI in product information management can be trusted. This episode traces why: headless, API-first PIM architecture, quietly built for omnichannel over the past decade, turned out to be the actual precondition AI agents needed to query product data directly. A single bad attribute now reaches every channel and every AI agent instantly, at machine speed: how do you scale AI in PIM safely?	Fozzels • Telstar Surf Zero-Click E-Commerce: how Telstar Surf automated Product Data & SEO with AI Marco Bremmers Marco Bremmers of Telstar Surf shares how the company uses Fozzels AI to automate product content at scale. After nine months with Fozzels, Telstar Surf is producing product content in six languages across a large catalogue, including internal links and size tables turning, a traditionally time-consuming process into an automated content engine.	ICP Context of Content Alec Wadey Fragmented systems, inefficient workflows and ever-growing volumes of product content: modern content teams are under pressure. Alec Wadey, CTO at ICP and a familiar voice in the DAM community, shows how DAM, product content, AI and automation can work together to turn ambitious digital strategies into connected, scalable and effective content operations, with a practical focus on what actually works.	
14.45–15.15	Refreshments • Networking • Visit the Exhibition • Sponsored by  crystallize			
15.15–15.45	KEYNOTE • Crystallize • Bård Farstad Brands shouldn't have to choose between rich storytelling and clean, structured data. As AI agents become the first readers of product information, structured content is the foundation for discovery, commerce and customer experience. This session shows how to model product content so one source powers both engaging experiences and precise, machine-readable data. Compelling to people, understandable to machines.			
15.45–16.30	KEYNOTE • Hans Kazàn Get ready for a little real magic. Legendary entertainer Hans Kazàn brings his signature stand-up act: quick tricks, big laughs, classic old-school illusions and plenty of audience participation. Keep your eyes open, because with Hans, the impossible becomes possible.			
16.30–16.45	Plenary Closing • EMM Consultancy + PIMvendors			
16.45–18.00	Drinks • Networking • Visit the Exhibition • Sponsored by  crystallize			