

23 LIVE FESTIVAL

June 3rd 2015 · The 23 House · Sortedam Dossering 5D, Nørrebro · Copenhagen

13:00

WELCOME AND INTRODUCTION

Thomas Madsen-Mygdal & Steffen Fagerström Christensen, Founders, 23

BREAK

14:00

Garage track

WHAT'S YOUR LIVE STRATEGY

Katrine Thielke, Head of Markets, 23: Katrine shares a handful of strategies to go live - with your marketing, your communication and your business.

5 CONCEPTS YOU CAN GO LIVE WITH TOMORROW

Frederik Juulstrup, Creative Director, CPH Live: You will be presented with 5 exciting concepts that will make you rethink your traditional communication and inspire you to go live tomorrow.

DOING LIVE PRODUCTION WITH YOUR IPHONE

Rune Michelsen, Partner, WeLoveVideo: In this session you will get hands-on and down-to-earth tips and tricks on how to do easy, high quality and straightforward production with your smartphone.

1st floor track

CASE: MARKETING THE PHYSICAL EXPERIENCE WITH LIVE VIDEO

Peter B. Schaufuss, Responsible for Digital, Det Kgl Teater: When opening up and giving the audience a little more of your organization and the situations before, during and after the shows something magical appears.

CASE: GO LIVE WITH YOUR CONTENT MARKETING

Lasse Grunstrup, Web Content Manager, KILROY: Lasse will talk about how Kilroy went from establishing the mindset of being a video infused organization to now going live and attract a bigger audience.

CASE: LIVE FROM THE HUMAN BODY. AND EVERYWHERE ELSE.

Kasper Borch, Journalist and communication consultant, Aarhus Universitetshospital: This case beautifully illustrates the low entrance barriers of going live and how the value of experimenting increases when the initial costs are decreasing.

2nd floor track

CREATING THE PERFECT EVENT PAGE WITH 23 VIDEO

Steffen Fagerström Christensen, CTO & Co-founder, 23: Live in 23 Video makes it easy to design the online experience around your event - Before, During and After. Learn how the event page can be configured for any purpose using tools such as posts, schedule, registration, reminders, slides or maps.

USING LIVE TO BUILD AND ENGAGE YOUR AUDIENCE

Kalle Kabell, Lead Developer, 23: 23 Video comes with all the tools to promote your event: Take over your website with banners and use our built-in social media and e-mail marketing tools for invitations, reminders and follow-up. The event page is easily shared to Facebook, Twitter and other social media.

15:00

MEET THE PRODUCTION EXPERTS

The best practice of live streaming and video production is changing rapidly. In this session experts in the field share their take on the new possibilities around the craft of doing live video.

Frederik Juulstrup, Creative Director, CPHLive
Christian Juliussen, Executive Creative Producer, Shoot Happens
Camilla Wallin, CEO, MediaMerah
Jan Grimestad, Partner/CTO, Mediaunit
Rune Michelsen, Partner, WeLoveVideo

GETTING STARTED WITH LIVE STREAMING

Thomas Madsen-Mygdal, Co-founder, 23: You're going live with your business - what do you need to know to get started?

LIVE ADVICE FROM THE MEDIA TRAINER

Rikke Sternberg, Director and Partner, Mannov: The camera is on, you're holding the microphone. What do you need to know before you start talking?

SUCCEED WITH REAL-TIME CONTENT MARKETING

Jacob Holst Mouritzen, Head of Social, Mindshare: How do you make your organisation ready to be more than just reactive?

GETTING STARTED WITH 23 VIDEO

Steffen Fagerström Christensen, CTO & Co-founder, 23: 23 Video is a tool for business to work with video. Easy upload and workflows. Built-in control of call-to-actions, design and player. Detailed analytics and performance metrics. Full design flexibility over web sites and players. Along with integration with the social web. Get an introduction to how your business can work with 23 Video -- and how live streaming and live events now fit into this picture as well.

DESIGNING SITES AND PLAYERS WITH 23 VIDEO

Kalle Kabell, Lead Developer, 23: With the recent Fashion Release of 23 Video we've rethought how to use the design tools in 23 Video, and in fact it's never been easier to create a beautiful video website. Along with this comes full control over player design across all platforms. This session introduces all the design tools around 23 Video, but is certainly not exclusive to designers and developers.

BREAK

16:00

CASE: BRINGING THE EVENT ONLINE

Martin Thörnkvist Conference Director, The Conference: Reaching beyond the physical event location to cater for a global scene. Martin talks about the long tail of content and clips and creating deep involvement and engagement with your touchpoints.

CASE: GETTING ROI ON YOUR WEBINARS

Lisbeth Chawes, Partner Director, Komfo: Komfo shares experience and numbers from their highly successful webinars.

CASE: LIVE FOR CONTENT MARKETING

Mette Andersen, Head of Marketing and Communication, Aarstidene: Experience the full potential of being an organisation who's personality is expressed with video and powered through live events.

MEET THE DIGITAL EXPERTS

As barriers to production and streaming are disappearing the focus is on the possibility to build outstanding use cases. Digital experts share how they approach the opportunity of using live online.

Rikke Østergaard, Head of Social, Baby
Rasmus Skjoldan, Partner, Cope
Peter Kargo Bruun, Mobile director, DIS/PLAY
Rasmus Møller-Nielsen, CEO, Komfo
Andreas Willadsen, Senior communications consultant, Open

GO LIVE WITH YOUR BUSINESS

Katrine Thielke, Head of Markets, 23: Going live is the next frontier for marketers and communicators. Learn how your business or organization can succeed with live - how do you integrate live with your other activities, what are the resources you need and how do you start your live activities?

FIND YOUR PERFECT LIVE FORMATS

Ditte Wulff, CEO & Luca Rasmussen, Live Lead, 23: You're already doing live. It happens every day in your business. You are demonstrating your product or service, you are out in the field with your customers, you are bringing in partners to talk trends, you're hosting workshops and seminars. In this hands-on workshop we explore possible live formats and help you find the right formats to get started.

BREAK

17:00

CONFERENCE CLOSING SESSION

18:00

FOOD IN THE YARD

MaoBao - Taiwan inspired Bao

Crazy Chips - Fish and Chips

Street Food Du Bled - African Stews made by french guys

Ristet Rugbrød - Homemade rye bread sandwiches

Istid - Homemade, nitrogen made Icecream from the best icecreamshop in town

MUSIC

Morten Løwenstein - Stella Polaris and acclaimed music connoisseur

Sexy Lazer & Gísli Galdur - Human Woman and Dancefloor starters

Gin & tonic, ice cream, cold draft and good people