



1 ... 4 + A ... E Event locations (see map on next page)





8:30 – 9:30	A	 Start the day with coffee and chat!
9:30 – 10:50	1	Welcome by Maricel Cabahug (Head of SAP Global Design)   Keynotes by Bernd Leukert (SAP Exec. Board) and Sam Yen (SAP Chief Design Officer)
10:50 – 11:20	A + B	 Networking Break: Learn, get inspired and (re-) connect in the foyer (ground- and first floor).
11:20 – 12:45	1	External Keynote Speakers: Jason Mayden (Mark One   Former Lead Designer @ Nike -Jordan Brand) / & Reto Wettach (Founder: IXDS - Berlin)
12:45 – 13:45	C + D	Lunch (Canteens in Rot03 & Rot04)

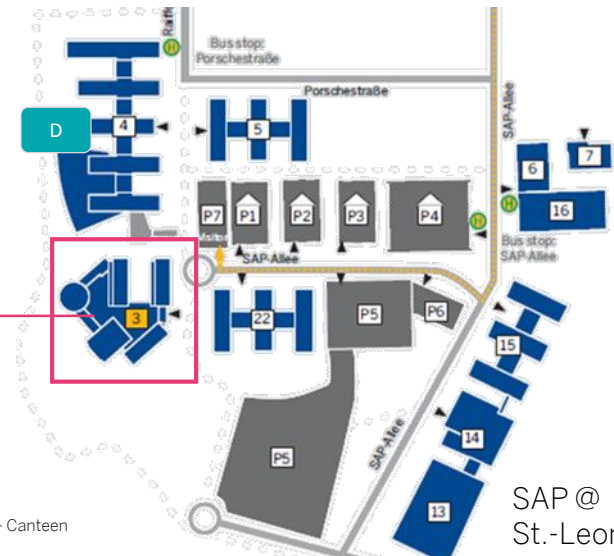
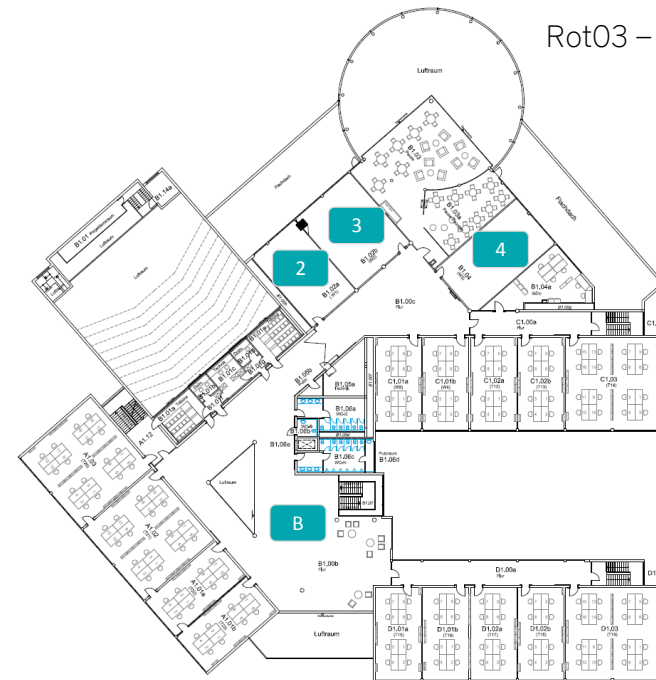
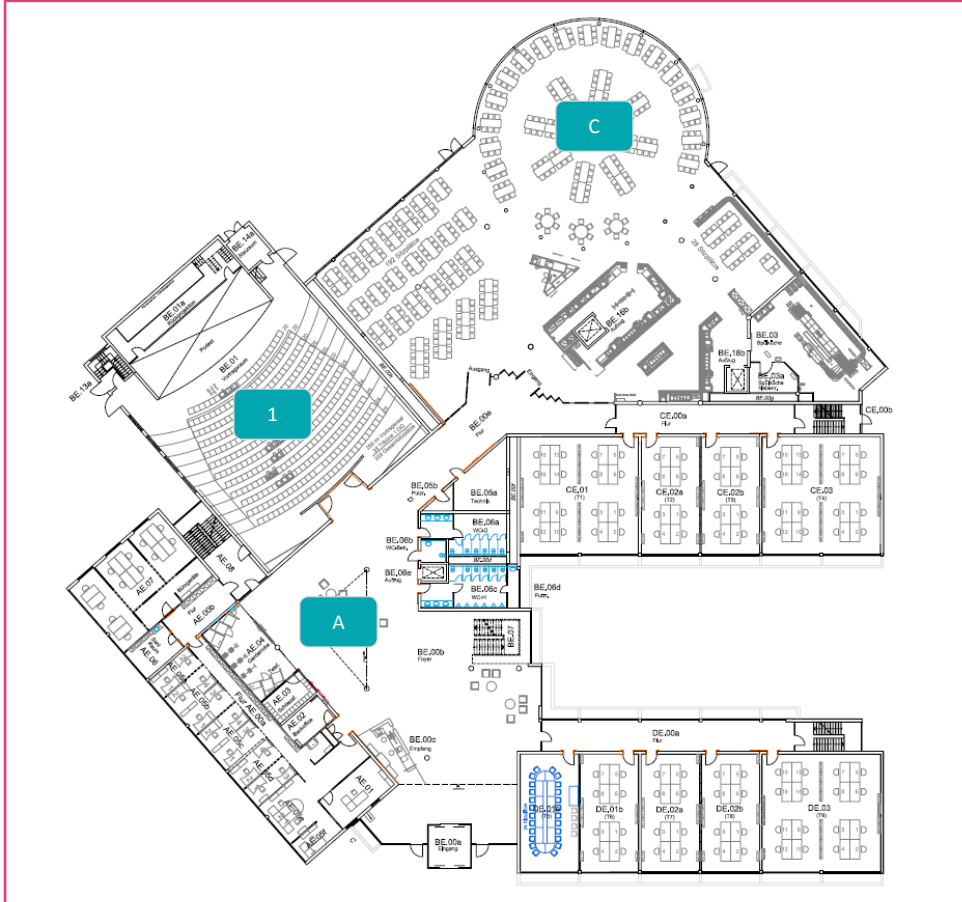
1 Track 1: Audimax

2 Track 2: WS Room 1

3 Track 3: WS Room 2

4 Track 4: WS Room 3

13:45 – 14:30	Fiori Design - Values and Vision (Kai Richter - SAP)	The core of what real customers really need: SAP's UX & Design Council (Volker Zimmermann - SAP)	Philips Design: Re-designing electric shaving (Peter Smith, John Jansen - Philips)	Introduction to DJ - Workshop 1 (DJ Kaiser - 60 min)
14:30 – 15:00	A + B  Networking Break: Learn, get inspired and (re-) connect in the foyer (ground- and first floor).			
15:00 – 15:30	Convincing IT and Business to Value Design (Andreas Hauser - SAP)	UXX Enterprise: Dos and Don'ts in executing User Experience (42 open mysteries and deadly sins in how to create legendary UX- products) (Oliver Gerstheimer, ChillMind)	How to create the perfect smart watch app. (Phil Miseldine - SAP)	Introduction to DJ - Workshop 1 (DJ Kaiser - 60 min)
15:30 – 16:00	A + B  Networking Break: Learn, get inspired and (re-) connect in the foyer (ground- and first floor).			
16:00 – 16:30	BUILD tool, prototyping and collaboration (Vincent Escalier - SAP)	The Magic of Motion - how to enchant your users with animation (Christian Schäfer, Sovanta)	Watch Your Language (Dr. Hans Jörg Stotz - SAP)	
16:30 – 16:45	A + B  Networking Break: Learn, get inspired and (re-) connect in the foyer (ground- and first floor).			
16:45 – 17:30	Making of Nelly Cootalot - how to design a game. (Volker Ritzhaupt; Application Systems)	Creating tangible UX stories with Scenes (Karen Detken, SAP)	Introduction to Digital Video Djing (DJ Nestor - SAP)	
17:30 – 20:00	C  Evening event (Closing speech, Live & DJ Music, Buffet)			



Rot03 – Ground Floor

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|----------------------------|----------------------------|---------------------------------------|--------------------------|
| <b>1</b> Rot03 – Audimax   | <b>3</b> Rot03 – WS Room 2 | <b>A</b> Rot03 – Foyer (Ground Floor) | <b>D</b> Rot04 – Canteen |
| <b>2</b> Rot03 – WS Room 1 | <b>4</b> Rot03 – WS Room 3 | <b>B</b> Rot03 – Foyer (1st Floor)    |                          |
| <b>C</b> Rot03 – Canteen   |                            |                                       |                          |