Nordic Metaverse Summit

NEW UPDATED PROGRAMME!

PROGRAMME JANUARY 27 2023

TIME	AGENDA	SPEAKERS	KEYWORDS
08.30	**Arrival & Check-in**		
09:30	**Welcome!** Introduction to the programme	Jacob Kjeldsen, DI Handel Lise Thomsen, DI Kreative Erhverv Sofie Hvitved, Futurist, CIFS Bugge Holm Hansen, Futurist, CIFS	Overview of the day
09:45	**UNESCO #BackupUkraine – user involvement to preserve digital twins in web3. Winner of the Grand Prix at Cannes Lions.**	Morten Grubak, Global Executive Creative Director, Vice & Virtue Futures	User engagement & Philantropy
09:55	**Embracing the futures**	Daria 'Dasha' Krivonos, CEO & Futurist, CIFS	A futures perspective
10:05	**Introduction to the Metaverse & The Metaverse Map: How to navigate the metaverse**	Peter Hesseldahl, Editor and Journalist, Ugebrevet Mandag Morgen Bugge Holm Hansen, Futurist, CIFS	Overview of the Metaverse
10:25	**From Hype to Long-term implications: Exclusive launch of the new CIFS Metaverse Delphi study**	Sofie Hvitved, Futurist, CIFS	The future of the Metaverse
10:45	**Coffee break**		
11:10	**Fireside chat: Nordic perspectives on when, how and why to enter the metaverse**	Pia Tandrup, Country Director Denmark, Meta	Big tech's Nordic outlook
11:30	**Usecases: The Metaverse and the Nordic industry: What opportunities exist? Why should you enter the metaverse? B&O, DSB and SynergyXR have all made the transition and will share their cases.**	Christopher Østergaard Poulsen, Senior Vice President for Business Development, B&O Rikke Lynge, Senior Brand Manager & Niels-Otto Fisker Head Of Corporate Communications, DSB Mads Troelsgaard, CEO & Co-Founder, SynergyXR	Case presentation and best practice
12:00	**Lunch**		
12:45	**Breakout #1: Web3 beyond the hype: The changing power dynamics from platforms to users in web 2.5 showcasing** *Road Code* **- powered by the world's top 10 professional cycling teams**	Michael Jeppesen, CEO, MUST & Immortal Dennis Bøgestad Laursen, Co-founder Render, Co-founder Immortal, Head of Digital, MUST + Special guest	Web3, NFTs and DAOs
12:45	**Breakout #2: How can we ensure equality, inclusion, and diversity in the metaverse?**	Sara Lisa Vogl, Co-Founder, WIIT (Women in immersive Technologies) Andrea Bravo, Founder, Metaverse Data & Ethics Oliver Anton Lunow Nielsen, Project Manager, Future Generations Shaping Future Technology, Ungdomsbureauet	Diversity, inclusion, women, youth, ethics
13:20	**Breakout #3: Shaping the metaverse towards sustainability**	Michael Birkebæk, Partner, ESG and Products Lead DK, KPMG	Sustainability & ESG
13:20	**Breakout #4: Norwegian governments into the Metaverse! Learning experiences from creating the world's first virtual Tax & Registry office**	Magnus Jones, Nordic Blockchain & Innovation Lead, EY Tax & Law + Guest	How to enter the metaverse in practice
13:55	**Breakout #5: The Omniverse: The building blocks of the Metaverses and how AI will support it**	Rasmus Bisgaard, Country Manager, NVIDIA	Generative AI, Digital twins
13:55	**Breakout #6: The voice of the consumers: What can the newest studies tell us about the future consumer behaviour and how consumers see the metaverse?**	Dr. Michael Björn, Head of Research Agenda, Ericsson Consumer & IndustryLab Christie Nielsen, Intelligence Director, Havas	Consumers and connectivity
14:30	**Coffee break**		
14:50	**Keynote: The Immersive Metaverse**	Ida Kymmer, Director Of Global Affairs, Journee	Virtual wolds, 3D, community-building
15:15	**Keynote: Why the future subscription models and loyalty programs will run on web3 with usecases from TIME Magazine and the City of Miami x TIME project**	William Ban, VP Operations Web3, TIME	Web3 and the new relation with the users
15:50	**Panel: Connecting the dots in the Nordics - Where do we go from here?**	Simon Lajboschitz, CEO, Khora Dr. Vanessa Julia Carpenter, Chief Innovation Officer, Gagarin Moderator, Peter Hesseldahl, Editor and Journalist, Mandag Morgen	The responsible way
16:25	**Wrap-up**	Rikke Zeberg, Director, DI Digital Mie Bilberg, Chief consultant, DI E-Commerce Sofie Hvitved, Futurist, CIFS Bugge Holm Hansen, Futurist, CIFS	
16:30 - 17.30	**Drinks & Networking**		

Updated on the 18th of January 2023
Please note that changes may occur in the programme

D I Rådgiverne   D I Handel   D I Digital