

# October 20

7.00 pm Meet up & dinner in the city center - Having a little chat with speakers and attendees

# October 21

09.00 am **Conference opening** - where the first edition of uxcon vienna officially starts

09.15 am **Keynote** - How to change organisations to be user-centric  
**Giles Coleborn**, cpartners

09.50 am **Keynote** - Designing for Joy: How to go beyond functionality to add joy and delight to your digital products  
**Frank Bach**, Headspace

10.30 am **Coffee break** - have a chat, a little snack and get some caffeine

11.00 am **UX workshops** – first round – pick your favorite session! (1 out of 5)

Leveling up as a  
researcher or how to plan  
a career

**Nikki Anderson**, Zalando

UX writing:  
the art of the error  
message

**Marina Posniak**,  
Spotify

Topic tbd.

**Jonne Kuyt**,  
Edenspiekermann

UX innovation:  
Learning from start-ups

Speakers tba

YOUR CHANCE TO  
SHARE YOUR  
KNOWLEDGE

01.00 pm **Lunch Break** - Enjoy some healthy food and explore the area

02.00 pm **UX Workshops** – secound round – pick your favorite session! (1 out of 5)

How to uncover hidden  
insights from interviews

**Radka Kadnarova**  
Facebook

Advanced Simplicity

**Giles Coleborn**,  
cpartners

The essential research-  
ops for a new user  
research team

**Steve Bromley**,  
Reach plc

Creating UX awareness in  
multinational enterprises

**Bernhard Ferro & Filip Mesic**  
Raiffeisen Bank International

YOUR CHANCE TO  
SHARE YOUR  
KNOWLEDGE

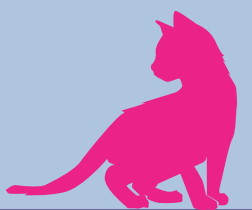
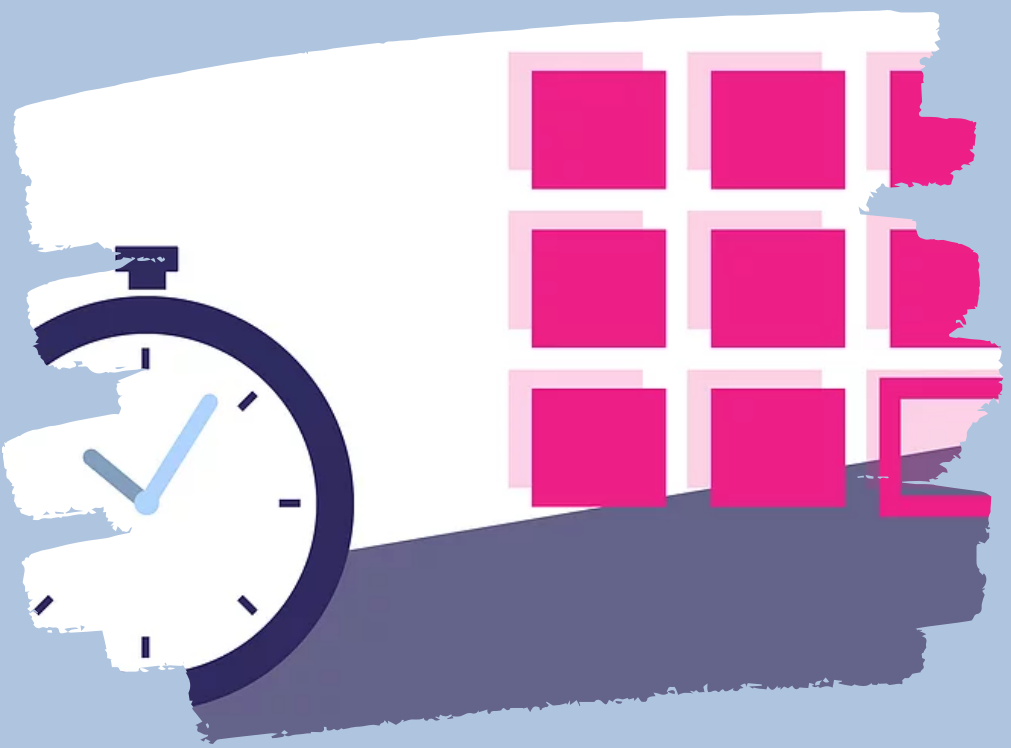
04.00 pm Coffee Break - Have a chat, a little snack and get some caffeine

04.30 pm **Keynote (digital)** - Removing Bias from Your Solutions  
**Indi Young**, indiyoung.com

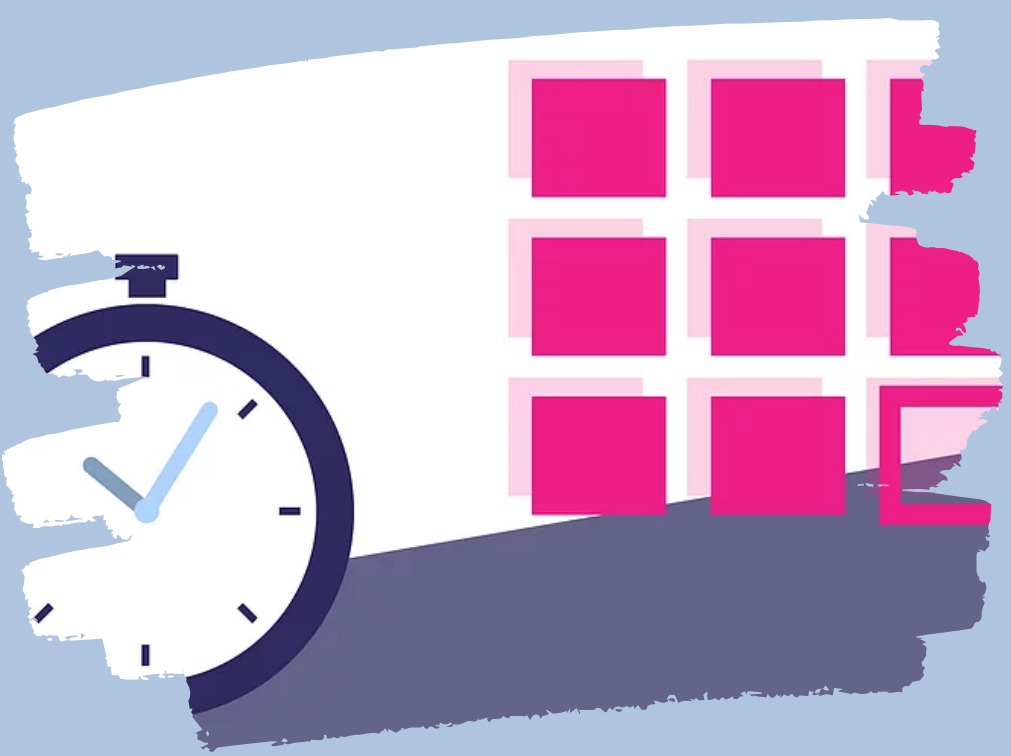
05.15 pm **Q&A with Indi**

05.30 pm **Closing** - no need to be sad, there is a second day

05.45 pm **Evening Event** – where the fun part starts  
**UX Book Club** hosted by **Sabine Ballata**  
**UX Party** at „Ostlicht“ – have a drink or two



# October 22



08.00 am **Morning Pilates** - Some energy for early birds...with **Mateja Vrkic**

09.00 am **Opening Session** - ready for day two?

09.15 am **Keynote** - The key to successful innovations is a kick in the bottom  
**Jonne Kuyt**, Edenspiekermann

10.00 am **Keynote** - Doing UX in a team of one – how to streamline and optimize your process  
**Nikki Anderson**, Zalando

10.30 am **Coffee & Meditation Break** - Have a chat, a little snack and get some caffeine or ... have a **mindful coffee break** with **Frank Bach**

11.00 am Pick your favorite talks - 1 out of 2 in each session

Market research and UX research – a match made in heaven or hell?  
**Nina Schacht**, NIDOS Academy

UX Leadership: Balancing Chaos and Order  
**Markus Jaritz**, Mozilla

Why your research has no impact  
**Sonja Bobrowska**, UNIQA

Topic tbd.  
**Philipp Kanape**, Engel & Völkers

12.00 am **Lunch Break** - Enjoy some healthy food and explore the area

01.00 pm Pick your favorite talks - 1 out of 2 in each session

Topic tbd.  
Dynatrace

Difficult conversations; Stakeholder meetings, conflicts and designers' battlefields  
**Maggie Jandova**, Swat.io

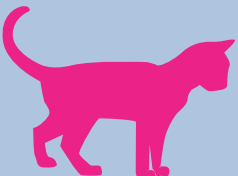
Upgrading user research: from bootstrapping health app to mature medical device  
**Mirjam de Klepper**, mySugr

Topic tbd.  
**Natalie Korotaeva**, George Labs

UX and magic in human-robot interactions  
**Katarzyna Zerka**, Google

Topic tbd.  
**Max Scheugl**, Medbee

02.30 pm **Coffee break** - have a chat, a little snack and get some caffeine



03.00 pm **Keynote - Insights-driven product strategy: get your research to count**  
**Johanna Kollmann**, Us and the Machines

03.30 pm **Keynote** - The five essentials for a new UX research team  
**Steve Bromley**, Reach plc

04.00 pm **Closing** - all good things come to an end