

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** – second 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

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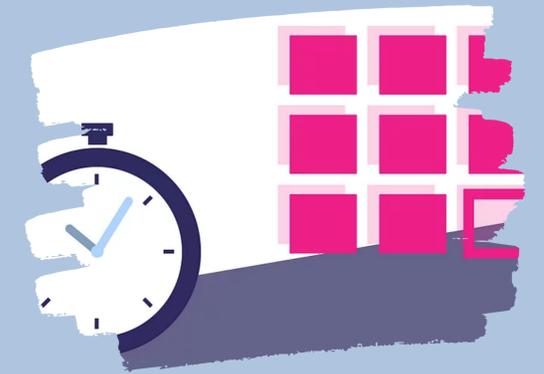
04.00 pm **Coffee Break** - Have a chat, a little snack and get some caffeine

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 Vrkcic**

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

