

4th Geisenheim FUTURE SYMPOSIUM

New Era, New Tools - **Are We Ready?**

How AI and Innovation are Redefining the Way We Cultivate, Create, and Connect?



Hochschule Geisenheim University



PROGRAM

09:30
11:15



A NEW ERA OF **CULTIVATE, CREATE & CONNECT** HS 51

1. **Cultivate**- Laurenz Lergenmüller, Weingut Schloss Reinhartshausen
2. **Create** - Daniel Weyer, Accenture
3. **Connect**- Jana Kreilein, Dvin

11:15
11:45



NETWORKING BREAK FOYER

Speaker Stations & Networking
→ Warm-up for Networking with **Bingo**

11:45
13:00



BREAKOUT SESSIONS Choose your Session

A

"How **AI** is changing the **journey** of the beverage **bottle**" (DE)

FELIX WAMMES,
ALPLA

B

"**Cork & Code**: Who Tells the **Story** of **Wine**?" (DE)

KONSTANTIN BAUM
MILTON SIDNEY CURTIS
MAXI ZANKL

C

"Next-Level **Pruning**: **AI** and New **Technologies** in Action" (DE)

DIRK HÜBNER,
KI REBSCHNITT

D

"**Innovative Wine Tourism**: Global Smart Trends to Rheinhessen" (EN)

CATHERINE
LEPARMENTIER,
GREAT WINE CAPITALS

13:00
14:15



LUNCH & NETWORKING MENSA/FOYER

Good **food** & good **conversation**
→ Take the **opportunity** to **network**.

14:15
15:30



BREAKOUT SESSIONS Choose your Session

A

"**AI** or **Sommelier** - Who Do You **Trust** with Your **Glass**?? " (DE)

SIMON BLANK, VINOLIN
FLORIAN RICHTER

B

"From **Prompt** to **Practice**: **AI** in the Pharmaceutical **Cannabis** Market" (DE)

DANILO BAUER,
CANSATIVA

C

"**Empowering** Tomorrow's **Leaders** Through **AI Simulations**" (DE)

FRED KESSLER

D

(EN)

SIMON LÖNARZ,
NIELSENIQ

15:30
16:00



NETWORKING BREAK FOYER

New insights - what are you taking away from this?
→ **Reflect** on the content with your speakers

16:00
17:00



CLOSING SESSION HS 51

Are We Ready?
→ Conclusion, **Reflection**, and a **look to the Future**

17:00
22:00



NETWORKING EVENING OUTDOOR

Networkin-Evening with a **festival**-vibe:
→ **Beats, Bites & Wein** ; Take a **picture** with your **favorite Speaker**