

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 50**

1. **Cultivate**- Laurenz Lergenmüller, Weingut Schloss Reinhartshausen
2. **Create** - Daniel Weyer, Accenture
3. **Connect**- Jana Kreilein, @the.wine.girl & Club 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**

Colab

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

FELIX WAMMES,
ALPLA

HS 52

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

KONSTANTIN BAUM
MILTON SIDNEY CURTIS
MAXI ZANKL

HS 53

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

CHRISTOPHER HERMES,
DIENSTLEISTUNGSZENTRUM
MOSEL
SIMON HÄRING, DFKI KL

HS 55

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

CATHERINE LEPARMENTIER,
STEFAN BRAUNWELL
HERRAD KRENKEL
PAUL-ERIK KOOP

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**

HS 52

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

SIMON BLANK, VINOLIN
FLORIAN RICHTER

HS 53

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

DANILO BAUER,
CANSATIVA

Colab

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

FRED KESSLER

HS 55

AI Brand Advisor: **AI** in Early **FMCG** Innovation (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 50**

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

17:00
22:00



NETWORKING EVENING **OUTDOOR-AREA**

Festival-Style Networking-Night:
→ **Beats, Bites & Wine** ; Take a **picture** with your **favorite Speaker**