

IDEAS ⚡⚡

PEOPLE HATE

-ADS-
BLOCK

CONSUMER
= my medium
to carry the
medium

CONTROVERSY



INTER
ACTIVE
WEST

#IAW22



THERE'S A DOOR TO
LEAVE YOUR EGO AT

JULIA NEUMANN,
JOHANNES LEONARDO

WERBUNG

Chief Creative!
from HÖRBRANZ



② Community

TRUE
NAME

LBGTQ

CONTRAST

③



BOLOGNA
MASK

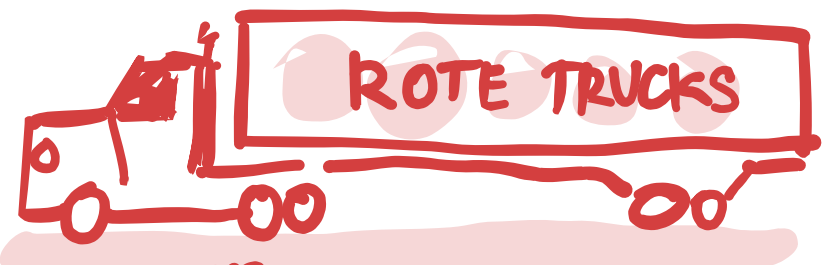
④

make PEOPLE
CURIOUS



VerVieVas

Graphic Recording

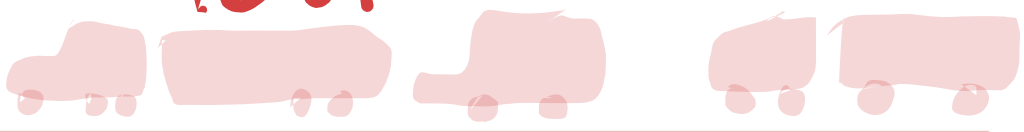


SAE-LEVELS
LEVELS OF
AUTONOMOUS DRIVING



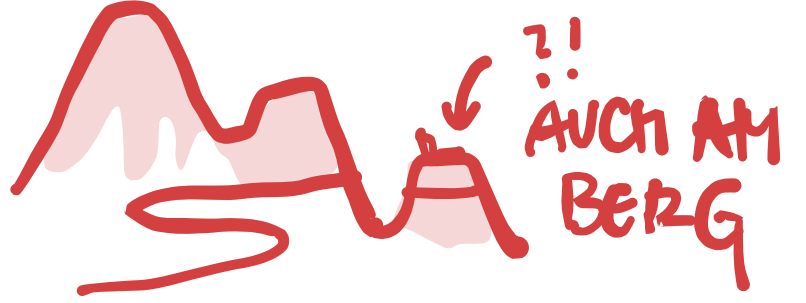
FAHRER
MANGEL

IST DAS
SICHER?



FAHR
ASS. VS

FAHRER
LOS



?!
AUCH AM
BERG

**DER SICHERSTE FAHRER DER WELT
MENSCH ODER MASCHINE?**
ANDREAS WENDEL, KODIAK ROBOTICS



COMPUTER
HILFT

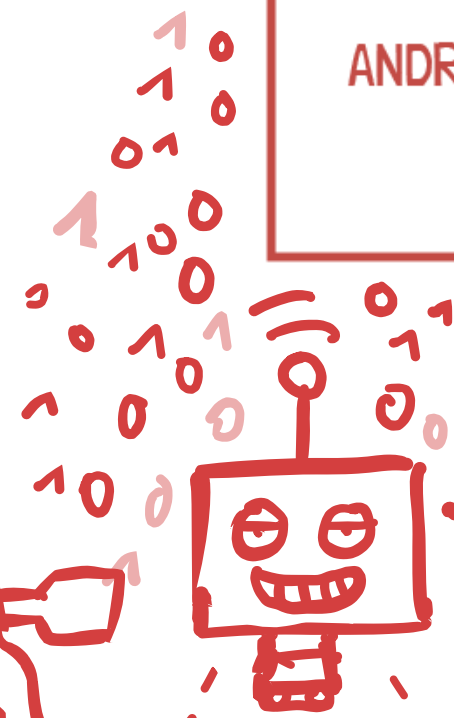


COMPUTER
FÄHRT

UPFITTING



KODIAK
DRIVER



WAS IST
EIN BAUM



BRAUCHT
MAN DES?



#IAW22

TRUCK
STOP



LAST MILE
DELIVERY

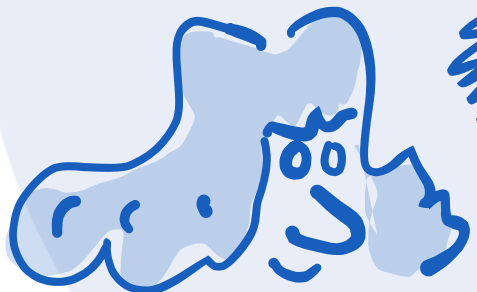
BY HUMANS



VerVieVas

Graphic Recording

mein Lebensmotto:



OSCAR WILDE

PREIS (vs) WERT



TULPEN NUR

5000,-

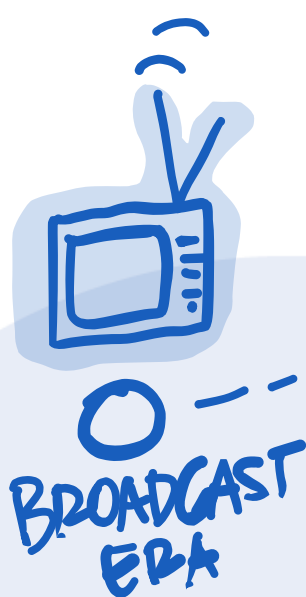


#IAW22

NORTH STAR WERT



KPI's



BROADCAST ERA



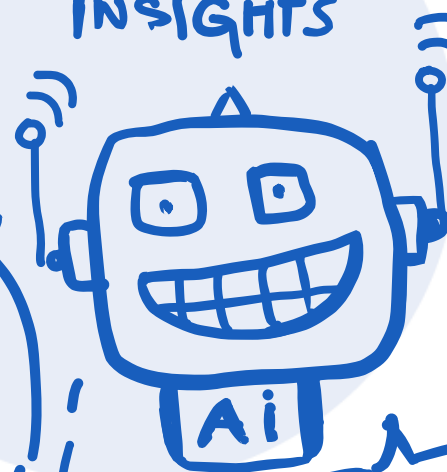
PRECISION



PREDICTION

from 100%

35% INSIGHTS



PREDICTIONS



VON WERTBESTÄNDIGKEIT UND MEASUREMENT ZUKUNFTSSICHERES ONLINE - MARKETING

ANGELIKA HRUBI, GOOGLE



GOOGLE ANALYTICS 4.0



NO IP-ADRESS LOGGING

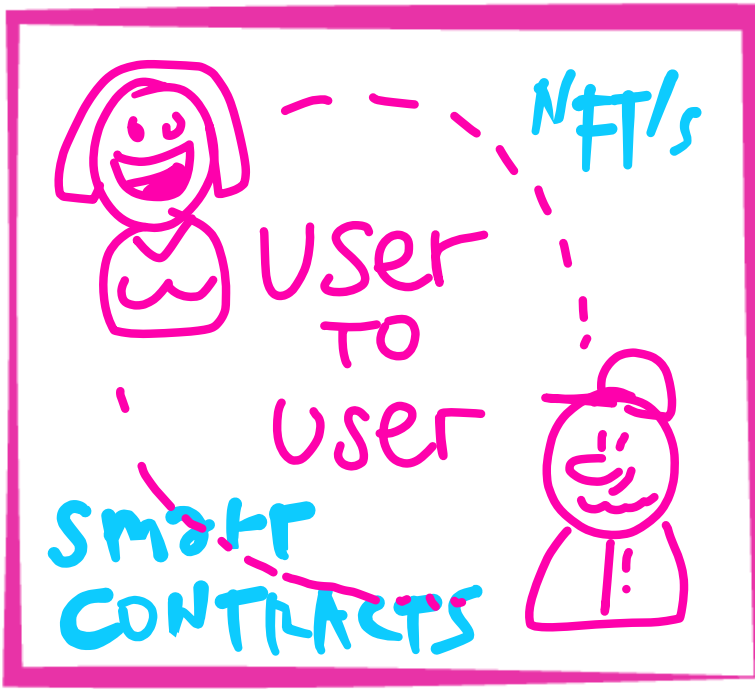
COOKIES



VerVieVas

Graphic Recording

MEASUREMENT

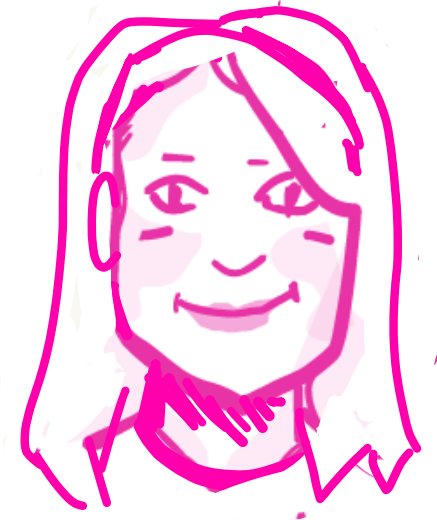
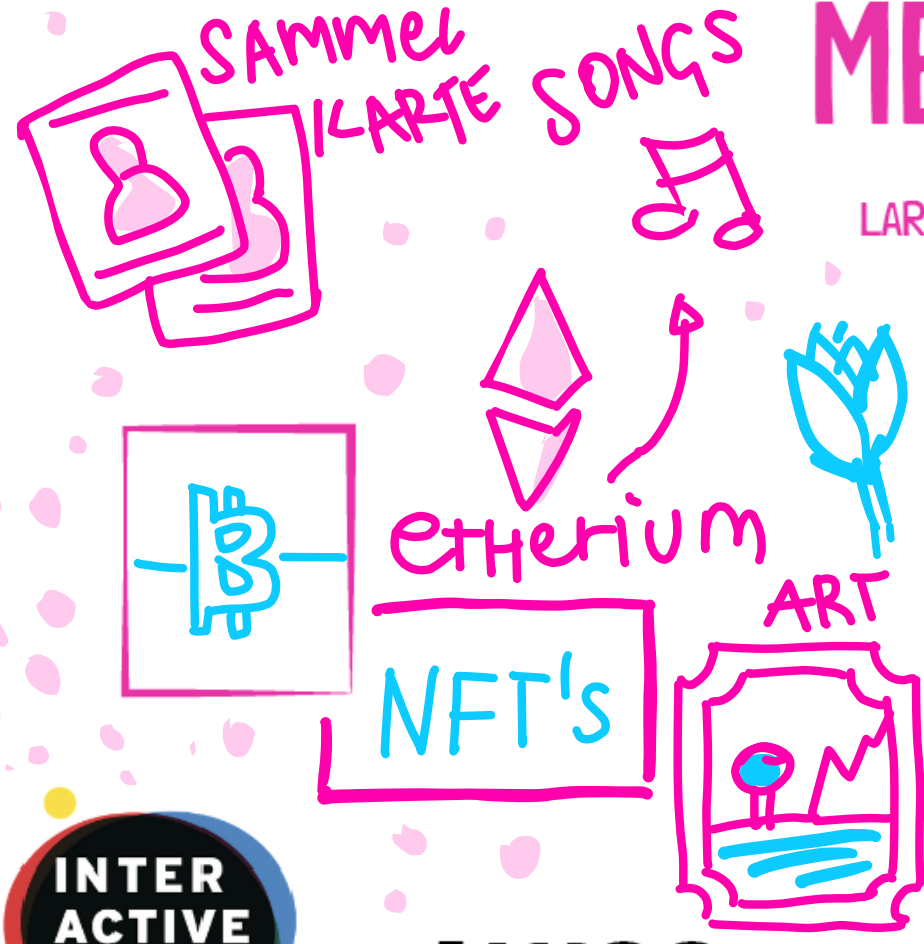


?! HYPE ?!

EINE KURZE GESCHICHTE

ASSETS IN METAVVERSE

LARISSA KRAVITZ, INVESTORELLA



LARISSA KRAVITZ



BLOCK CHAIN INVEST

NET

Open Sea



#IAW22

VerVieVas
Graphic Recording

BIKINI

SKI

SELFMADE
SELFLOVER

HAUS

BAHN

"LEGO"

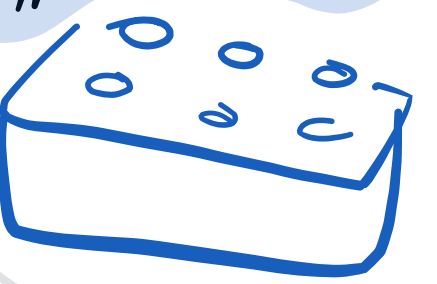
ALPEN

LISA
MARI & BECK
UNTERNEHMEN

BRAINSNACK

LANASIA, RHOMBERG

INNOVATION



BIKINI

NACHHALTIGKEIT

CREATIVITY

DATEN
POWER

Stefanie

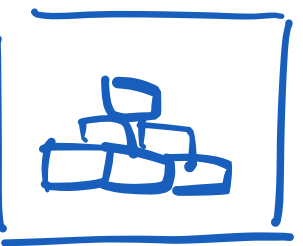
DIGITAL EXPERTE



DATEN



BAT
MAN



AHA

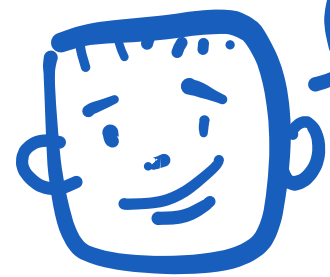
INTER
ACTIVE
WEST

#IAW22

VerVieVas

Graphic Recording

ESTLAND



i♥CODE



DIGITAL



TRANSFORMATION

ON DEMAND



FINLAND

LINK EST..

SKYPE

DIGITALE GESELLSCHAFT

BARGELD ADE

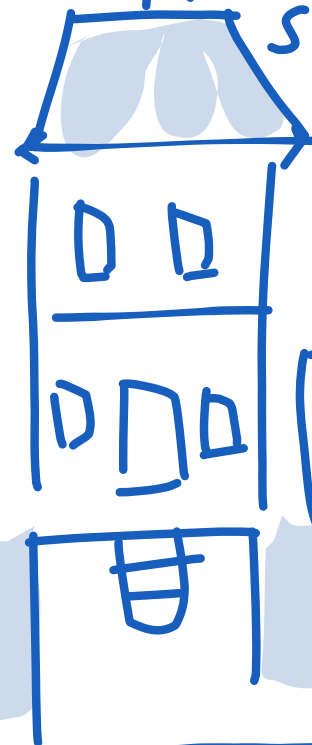


TRANSPARENZ UND NACHVOLLZIEHBARKEIT IM DIGITALEN ZEITALTER

ROBERT KRIMMER, VOLTOHM GMBH



ROBERT KRIMMER



e health



1991



WWW.GUGU



X-ROAD

digit. WAHL..

DIGITAL SIGNATURE

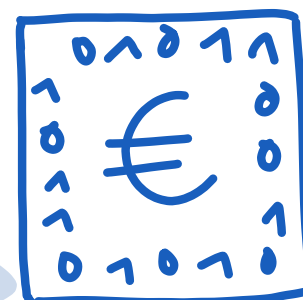
INTERNET

GRUPP RECHT

WAHL

NEED JOB

STEUER BERATER



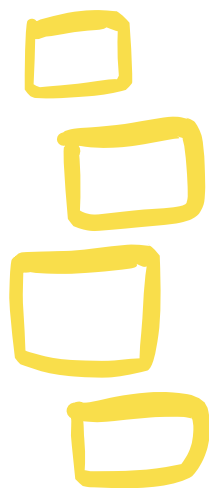
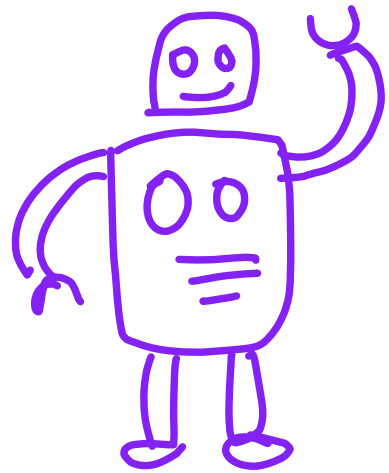
INTER ACTIVE WEST

#IAW22

VerVieVas

Graphic Recording

ROBOLAGER



B2B VS D2C

WERBE BUDGET

1%

30%
20 Mio

UPSTART



HAUS SCHUH



WAS WILL DER KUNDE ?!



NACH HALTIG

BRAINSNACK GIESSWEIN

With

markkus

INFLUENCER

VS.

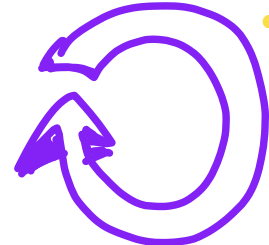
PAID ADS

Product PRICE
< 100€

> 100€

CODE
IAW 22

22% RABATT




KREISLAUF
WIRTSCHAFT



#IAW22

VerVieVas

Graphic Recording

INNOVATION 
DIGITAL WIRTSCHAFT
VORARLBERG

NEUGIERDE 

ZUKUNFT

FACHGRUPPEN 

MEHR EUN!

INTER
ACTIVE
WEST

#IAW22



WKO

Stefan Hagen

marco
tittler

L&D
VBG



Industrie
KONSEQUENZ
IMPULSE FÜR
KLEINERE UNTER
NEHMEN



GLAS
FASER

CODE
BASE
CAMP

VerVieVas

Graphic Recording



DAS NEUE INTERNET

IN 3D

AUGMENTED REALITY

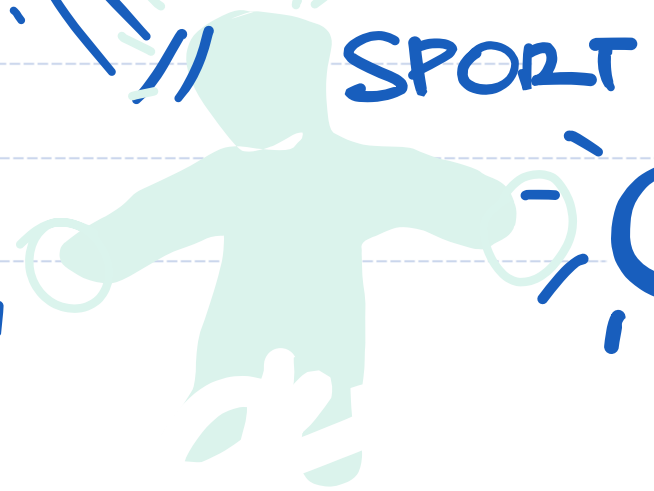
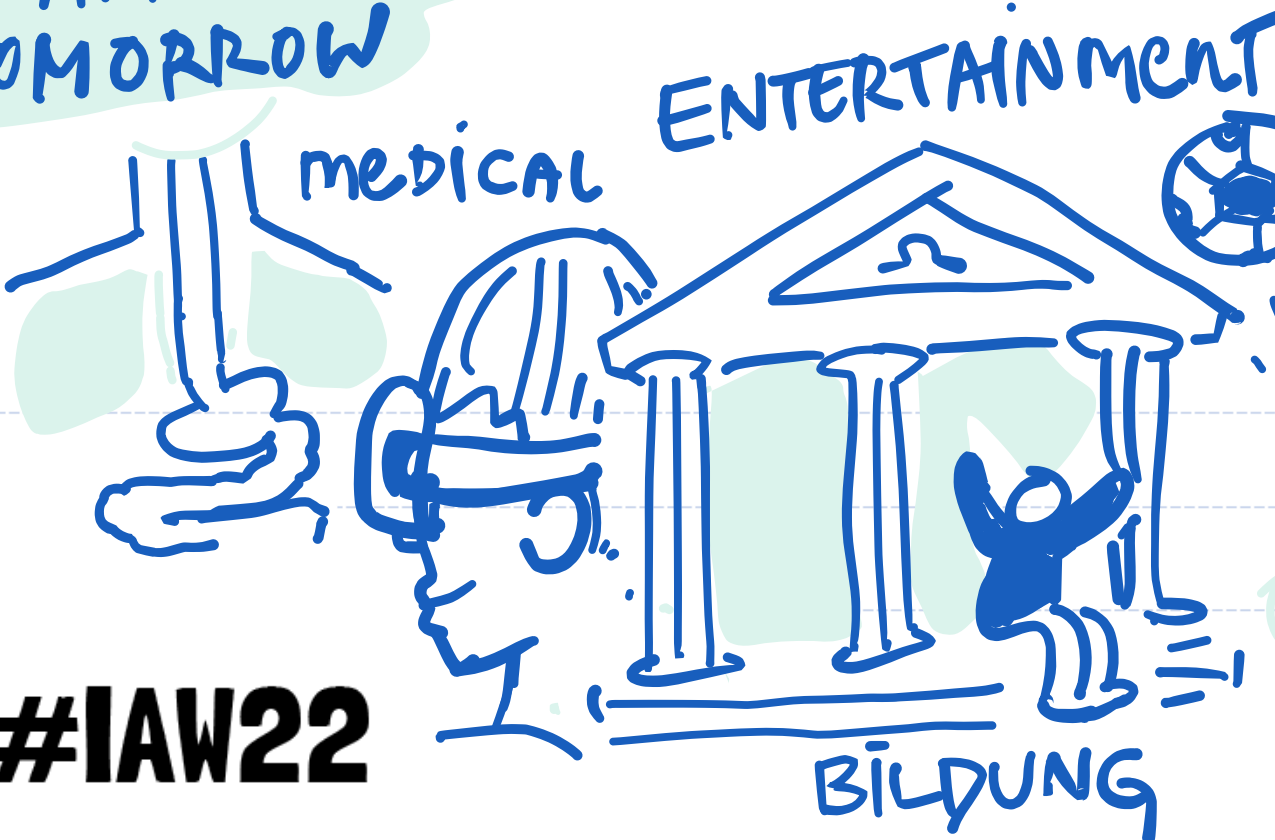
FOO FIGHTERS INCYBER SPACE

1 STARTS TODAY

2 PROBIEREN GEHT ÜBER STUDIEREN

3 THINK DIFFERENTLY ABOUT TOMORROW

INTRO TO THE METAVERSE
DOMINIK LÄMMLER, META



INTERACTIVE WEST

#IAW22

VerVieVas

Graphic Recording

SEXTOYS
45 Mrd \$
2026

WOMANIZER

LOVEHONEY

BE PERSISTENT

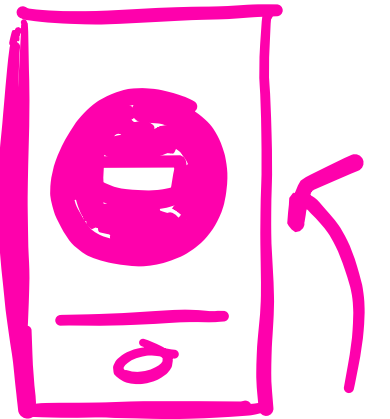
BE OUTSPOKEN

6 LEARNINGS

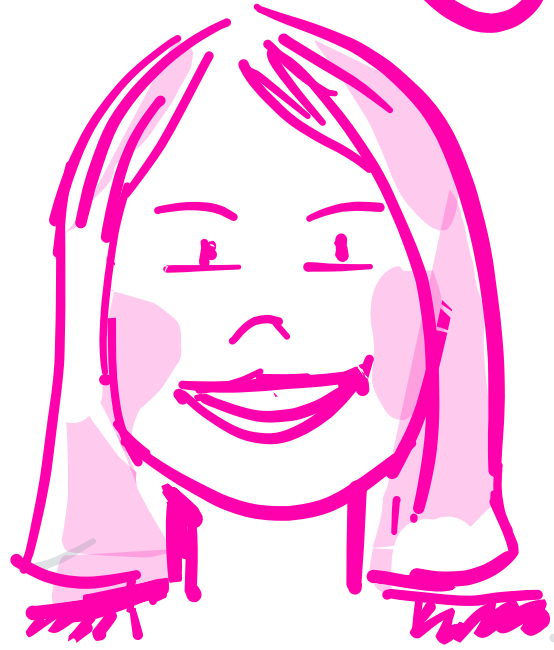
WHAT COMPANIES CAN LEARN
from the Sexual Wellness Industries

JOHANNA RIEF, LOVEHONEY GROUP

FILTER



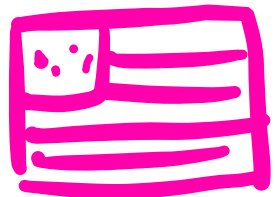
BLOCKED VIBRATE



BE CUSTOMER CENTRIC

WIR HABEN VIELE TESTER

BE INCLUSIVE



DAS IST PORNO

BE BOLD

BE HAPPY



VerVieVas

Graphic Recording



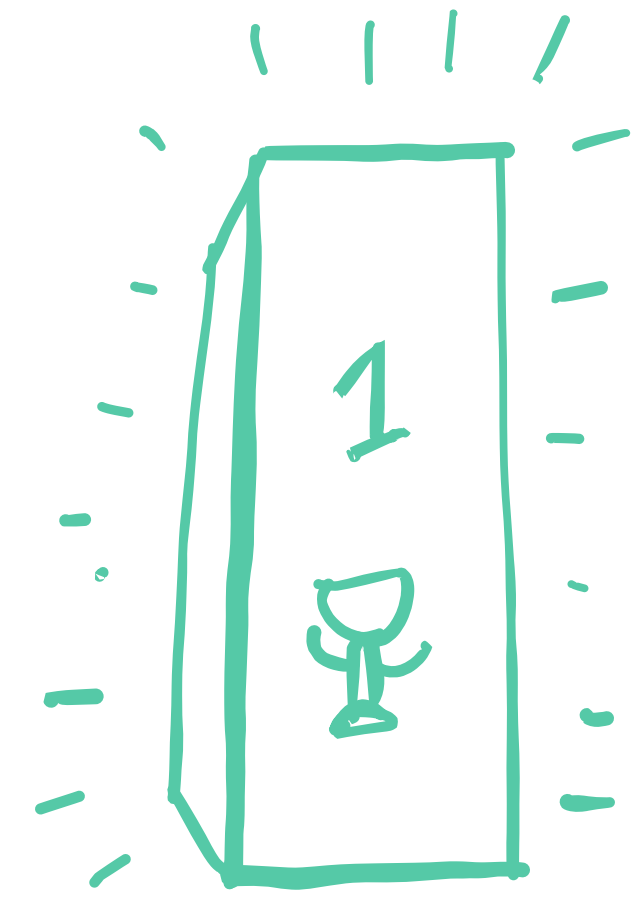
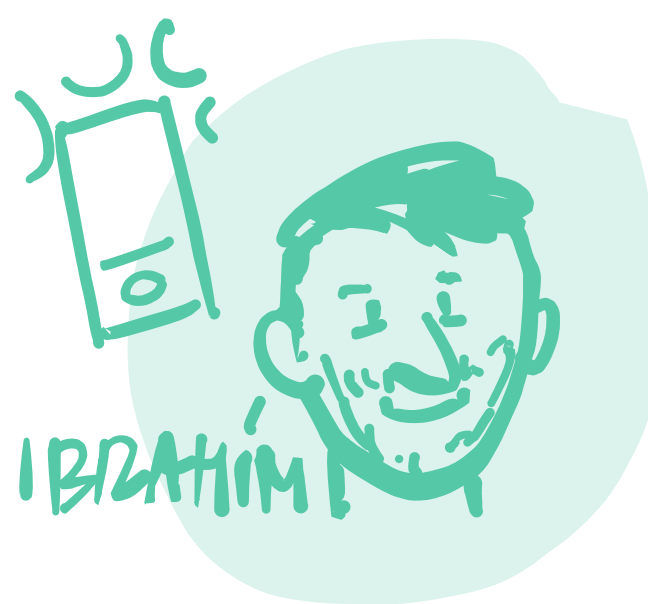
#IAW22

#IMASTURBATE

DAVID

PLATTFORM

IBRAHIM!



Vorarlberger Digitalpreis

COOL
STUFF



Ausbildungs
DOKUMENTE

Lehrlinge
BEGEISTERUNG



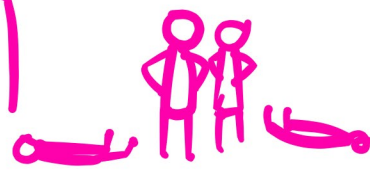
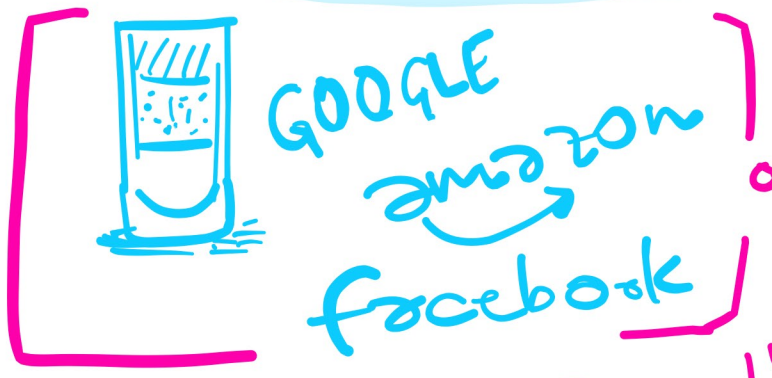
#IAW22

VerVieVas

Graphic Recording

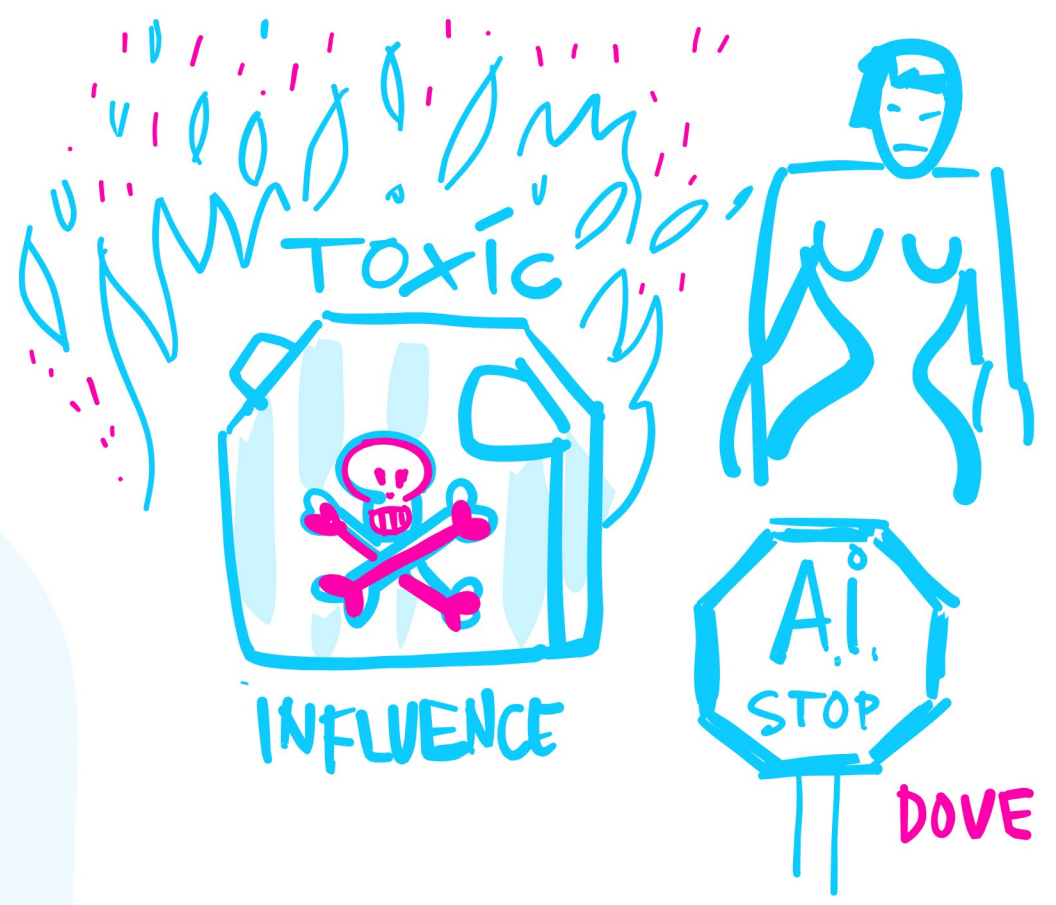
! ? § REGULIERUNG ! ?

① KONZENTRATION



5

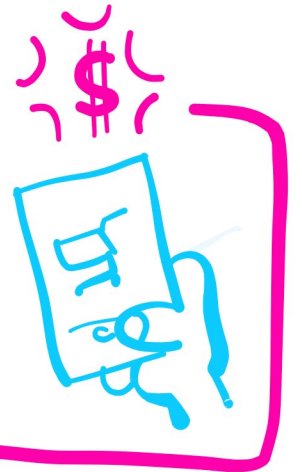
Globale Trends
in Digital
Michael Karg,
Mindshare



② DYNAMIK



③ Commerce EVERYWHERE



④ SOCIAL COMMERCE

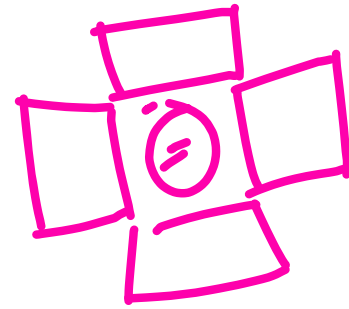
⑤ CONSUMERS are in CONTROL



#IAW22

VerVieVas

Graphic Recording



2022

DAS WAR DIE

INTERACTIVE WEST

Thank you!

→ NOW PARTY!



#IAW22

VerVieVas

Graphic Recording