







Monday 2nd October

| Time | Topic | Speakers | Theme | Description |
|-----------------|--|--|---|---|
| 9:00 - 10:00 | Welcome Coffee | | | |
| 10 :00 – 10 :30 | Keynote | Georges Edouard Dias | | In a digital world, the customer is not the target any more, he is the hunter. Brands must now be hospitable. Can dotBrand become the new brand hospitality® space? |
| 10:30 – 11:15 | Panel: Dot Brand Landscape | Akram Atallah Martin Sutton | | Find out what is happening with dotBrands from ICANN perspective and the visible use cases. |
| 11:15 – 11:45 | Browsers, social media and domain names | TBD | | An outlook on the new browsing mode – browsers, apps, mobile.. |
| 11:45- 12:30 | Panel: How does a dotBrand provide better customer protection and fights against counterfeit | Katrin Ohlmer Yuliya Morenets – together against cybercrime |  | Review of case studies of dot brand usage to reinforce trust in the brand. |
| LUNCH | | | | |
| 14:00 – 14:45 | Panel: How does a dotBrand impact organisations brand protection strategy? | Martin Kuechental Marie Emmanuelle Haas |  | How can a dotBrand influence your brand protection strategy and domain name portfolio? Is there any cost-benefits? Find out what our panelists have experienced and their future expectations.. |
| 14:45- 15:15 | Name suggestion systems and application to dotBrand | Verisign |  | Verisign will illustrate the learnings from the name suggestion tool. |
| 15:15- 16:00 | Panel: Creating a better, trusted and predictable dotBrand | Nick Wood |  | Dot Brand is about brands owning their private kingdom on the internet space. Brands must provide a better service within a predictable and trusted environment. |
| Coffee | | | | |
| 16:30 – 17:00 | Panel: Why should Brand engage with ICANN | Martin Sutton Erika Mann Thomas Rickert |  | Exploring the pros and cons of engaging and participating within ICANN. |
| 17:00 – 17:45 | Panel: Are you ready for more dotBrands? | Akram Atallah, Frederic Guillemaut |  | This panel will discuss the state of readiness for future applications and the key steps to make it happen. |
| 19:00 | Dinner | | | |



Brand and Customer Protection











Governance



Brand Communication and
Customer Experience

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| 9:00-9:45 | Panel: Is a .brand challenging legal practices | Caroline Perriard |  | Discussion about trademark rights and privacy for .brand owners |
| 9:45 – 10:30 | Dot Brand landscape | Tony Kirsch |  | Brands have grown a consistent ecosystem of social media, websites, minisites and communities. Are dot brand domains fitting in the ecosystem, are they enabling new developments or are they a new part of the landscape ? |
| 10:30 – 11:10 | Panel: dotBrand domains in Social Media | Kevin Audritt Davide de Guz |  | Using dot brand domains in Social Media as shortURL |
| Coffee | | | | |
| 11:30 – 12:00 | Howto: Leveraging Keywords in dotBrands. | Ramon Raudenbrauch |  | Ramon has developed a method to grow traffic and value of keyword rich domains, and will discuss how brands can leverage their dot brand asset with frequently searched keywords. |
| 12:00 – 12:40 | Panel: Stirring up dot brand SEO | SEO specialist |  | How do you migrate to a dotBrand without effecting SEO? How can you improve SEO? Find out as we explore the effect on search. |
| 12:40 – 13:00 | Presentation: SEO competition | Benjamin Louis |  | Presentation of the objectives and results of two SEO competitions conducted on dotAlsace. |
| LUNCH | | | | |
| 14:00-14:25 | Panel: Domain names in Digital Marketing | Peter LaMantia |  | Enterprise IT and Digital Marketers: Problems and Solutions with Domain Identity Management |
| 14:25 – 15:25 | Panel: Launching of dot brand | Colin Costello Brand A Brand B |  | Brands tell us how they have launched and what they have learnt. |
| 15:25 – 15:45 | Is it dotBrand, Dot Brand or Brand TLD? | Martin Sutton | | Naming conventions and terminology relating to dotBrands and use cases is confusing; it's time to create common terms and standards. This is an interactive session for the community to develop popular and consistent terms. |
| 15:45 – 16:00 | Future looking session Wrapup | | | |
| Networking | | | | |



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