

# Rehearsal Planning



Thursday, 05.02.2026	Agenda point	Details	Speaker
12:00 - 12:30 p.m.	Keynote "Consumer Reality in Crisis and Change"	Process discussion, Technology + Media Check	Johannes Dorn
12:30 - 1:00 p.m.	Coordination & moderation	Getting to know each other	Angela van Brakel, Klaus Heiermann, Renko Dirksen
1:00 - 2:00 p.m.	Speech, Statement		Renko Dirksen
2:00 - 2:15 p.m.	Short Break		
2:15 - 2:45 p.m.	ARAG Award ceremony: preparing	Coordination moderation and, Award laudators and sponsors	Angela van Brakel, Award laudators and sponsors:
2:45 - 3:45 p.m.	ARAG Award ceremony	Briefing + process discussion (3 categories)	Award laudators: Renko Dirksen (Open.-Intern), Shiva Meyer (GE) Matthias Maslaton (Sales) Project sponsors: Ulrike Grobe (GE), Kees Veenhof (Intern.) Analena Heise (Sales)
3:45 - 4:00 p.m.	Short Break		
4:00 - 4:30 p.m.	International panel discussion: preparing	Coordination moderation and panel participants	Angela van Brakel, panel participants:
4:30 - 5:30 p.m.	International panel discussion	Briefing + process discussion, Technology, Statements etc.	Peter Dempster (CEO CA), Johan Dolven (CEO NO), Felicitas Hope (CEO KV) Betina Nickel (CEO ES), Elizabeth Schlievert (VP USA)
5:30 - 6:00 p.m.	Short Break		
6:00 - 6:30 p.m.	Keynote Antonia Strohschen	Process discussion, Technology + Media Check	Antonia Strohschen
6:30 - 7:00 p.m.	Workshops: Max Mende & Evita Pachaly	Process discussion, Technology + Media Check	Max Mende & Evita Pachaly
7:00 p.m.	End of day and Get-together Event ARAG Tower	Get-together Event Location: ARAG Tower	
Friday, 06.02.2026	Agenda point	Details	Speaker
8:30 - 9:00 a.m. (during coffee break)	Keynote	Process discussion, Technology + Media Check	Prof. Lars-Hendrik Röller
10:20 - 10:50 a.m. (during coffee break)	Keynote AI	Process discussion, Technology + Media Check	Nicole Büttner-Thiel (+ Antonia Strohschen) optional
2:00 - 3:00 p.m. (during Breakout Sessions)	ARAG Award ceremony	Briefing + process discussion	Angela van Brakel, project sponsors (see above), winning team members: GE: Imane Benzian, Sarah Siegfried, Gaye Keklik Int. (NL): Elena Jacobs, Roan van der Lee, Marco van Dijk Sales: Vivien Wittkopp, Mirella Gogas

