

## **ICMA Boot Camp with André Hegge & Gabriel Kamienny from Adfenix**

“Facebook – Friend or Foe? How to cooperate successfully with them”

### **13:00 – 13:30 Introduction: Trends & aim of boot camp**

Introduction of the content and aim of the boot camp. Short introduction to current global trends regarding social media and user data with the purpose of putting the boot camp into a bigger context.

### **13:30 – 14:30 The power & weaknesses of social media**

Half time spent with André going through the latest trends in social media and how marketplaces can leverage both the power of social media and the weaknesses. Half time spent in discussions regarding specific use cases and how social media affect certain marketplaces.

### **14:30 – 14:45 Coffee break**

### **14:45 – 15:45 The power & weaknesses of marketplace data**

Half time spent with Gabriel going through how to leverage the incredible resource digital marketplace's have in their user data. Half time spent in discussions regarding specific use cases and how user data from marketplaces can be used and how it should not be used.

### **15:45 – 16:30 The combined power of social media and marketplace data**

Half time spent with Gabriel & André going through synergies between social media and marketplace's user data. Half time spent applying data valuation models and business models to specific use cases to reach the optimal result by combining social media and marketplace user data.

### **16:30 – 17:00 Q&A & open discussion**

Open discussion for anyone within the bootcamp to share experiences, ask questions or discuss anything related to social media and marketplace user data.