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	Expedithalle (Main Stage) 	Das Lot 	Freiraum 2	Freiraum 3	Design Thinking Space
07.30	Doors Open				
09.00	Opening				
09.15	Stop evangelizing UX - and what to do instead Debbie Levitt , Delta CX 				
09.45	The business behind the buttons Will Miner , Slack 				
10.00	Coffee Break				
10.30	How do you research the future? 6 lessons about UX research from developing zero to one products Raz Schwartz , Spotify 	Making a career in UX Javier Andrés Bargas-Avila Google 	Strategizing products and customer experiences (SPACE) Debbie Levitt Delta CX 	Building resilient teams through authentic conversation Jennifer Fraser Independent 	TBA 
11.00	Purpose-led design Xhensila Recic The Lego Group 				
11.30	Ellie Kemery 	Getting the most out of your repository: How to leverage past research to conduct large-scale learning sessions Aurelia Alston 			
12.00	UX marks the spot: Adapting my UXR practice to South East Asia Ruby Pryor , Grab 				
12.30	Lunch Break				
14.00	The Future of Technology: Merging UX & AI Setor Zilevu Meta 	Research Ops as the engine for product discovery Julian della Mattia , kiwi 	From aha! to action: How behavioural science is transforming design. Lauren Alys Kelly behav 	James McKinnon independent 	TBA 
15.00	(In)accessible design systems: Doing things wrong to get it right Wendy Fox , GoTo 	TBA 			
		Motivating users to stay fit with adiClub Vivek Arun , runtastic 			
16.00	Coffee Break				
16.30	The power of empathy: How parenthood shapes UX leadership Lizzie Kelly-Dyson , independent 				
17.00	Q & A with Erika Hall , Mule Design 				
17.45	UX Party + Book Club				

-  talk: 30 minutes; short Q&A
-  panel discussion: group of expert in an open discussion
-  live stream + video recordings
-  extended talk: 60 minutes, interactive part/discussion
-  workshop: 2 hours, hands-on learning experience
-  audio-recordings

	Expedithalle (Main Stage) 	Das Lot 	Freiraum 1	Freiraum 2	Design Thinking Space
07.30	Doors Open				
09.00	Opening with Mirjam de Klepper				
09.15	Human-centered leadership: Empowering people and driving business success Birgit Geiberger , IKEA 				
09.45	The many ways in which DesignOps supports design teams Peter Boersma , independent 				
10.00	Coffee Break				
10.30	UX metrics: Measuring the user experience Javier Andrés Bargas Avilla Google 	The Impact of AI on UX Tom Zahler , intuio	Influencing change: Strategies for accelerating UX research impact Janelle Ward Janelle Ward Insights 	Empathetic AI: Designing for emotional intelligence Setor Zilevu Meta 	TBA 
11.00	From sticky notes to product roadmap: Driving business impact with design-led strategy Dandi Wang , Pinterest 	Noelle Ghanem, revolut 			
11.30	How to stay relevant as a UX professional and grow as an individual Yao Adantor , Research Bookmark 				
12.00	James McKinnon 				
12.30	Lunch Break				
14.00	TBA 	Bridging the gap between UX and development Johannes Lehner , Intact 	Driving business impact with design-led strategy: tools and techniques to transform ideas into reality Dandi Wang Pinterest 	Measuring UX: How to surface value, maturity, and cultural impact in large organizations Lucas Lemasters & Paco Giurfa American Airlines 	TBA 
15.00	Panel Discussion: The future of UX Moderator: Christiane Moser , CUXpro Will Miner , Slack Yao Adantor , Research Bookmark 	The hopes, dreams and fallacies of research democratisation Kathleen Asjes , independent 			
16.00		TBA 			
16.30	TBA 				
17.00	Closing 				
17.45	Closing & Post Conference Program				