




METaverse
MONDAY

The Metaverse Mixer

Where the Movers and Shakers of AI | Immersive Experiences | Web3 meet and mingle.



 **METVERSE
MONDAY**

Moods of a Metaverse Monday @ our
DNA destination *Ruby Leni*



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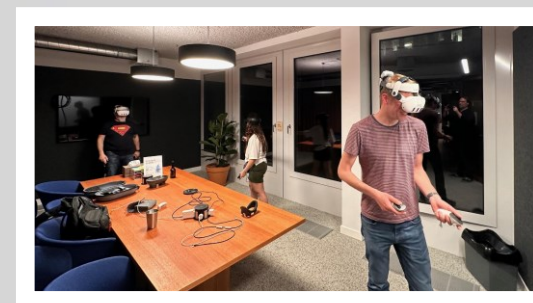
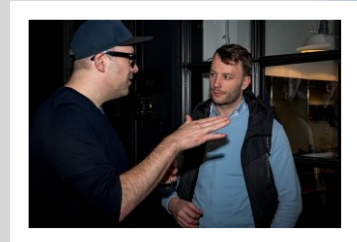
Mission & Vision

Metaverse Monday was launched to create an open, interdisciplinary and independent platform where experts, enthusiasts and newcomers alike can discuss and inspire each other about the dynamic technological and economic developments on the way to a next version of the Internet.

Our vision is to build a committed community in the DACH region that promotes a broader interest in and understanding of technological developments and their economic and social implications by sharing information about the rapid development of the Internet.

Our mission is to create an open forum where people can share knowledge and experiences and inspire each other, regardless of their background. Metaverse Monday regularly organizes on-site events with presentations by experts from various industries to cover a wide range of topics and inform about the latest developments. The subsequent personal exchange between visitors and speakers forms a central pillar of our events.

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Typical set-up of a **Metaverse Monday**



Target Audience

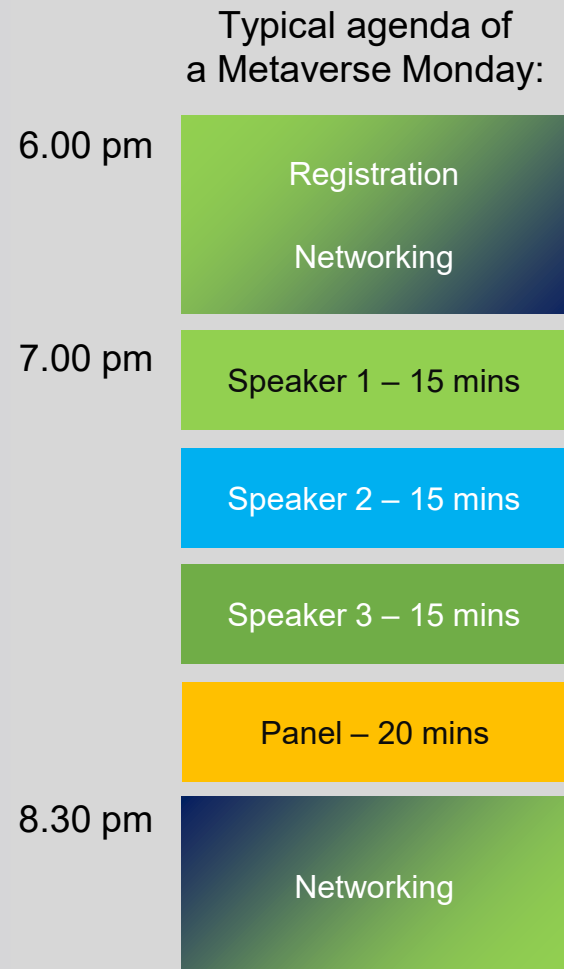
- Managers and decision makers
- Metaverse Professionals & Enthusiasts
- Industry influencers & Press

Typical Event Format

- 50 – 75 attendees
- Master of Ceremony provided by Metaverse Monday
- 3-4 presentations or panels
- Discussion, Networking & Finger Food

Language

- English, if appropriate
- Material in English requested



Empowering Innovation: **Your Gateway to the Metaverse Ecosystem**



Who we are

- A Non-profit platform fostering open dialogue on emerging technologies
- Broad, inclusive definition of "Metaverse" encompassing AI, XR, Web3, and beyond
- A Community of professionals, innovators, and thought leaders

We provide

Our platform

- A curated network of Metaverse enthusiasts and professionals
- Platform to showcase your expertise and innovations
- Insights into multifaceted perspectives: technical, economic, and societal
- Opportunity to shape the future of immersive technologies

You get access to

Who you are

- Forward-thinking company at the forefront of digital transformation
- Seeking to position as an industry thought leader
- Interested in engaging with decision-makers, builders, and marketers in the tech space
- Offering products or services relevant to our diverse community

References



Speakers, Partners and Sponsors

Each of our events is focused on a specific angle. We carefully build a storyline with relevant speakers who provide different perspectives on the event topic. Topic Examples include:

- **Digital Twins: The Virtual Mirror of Reality**
- **The Future of Commerce in Times of GenAI, Web3 and Metaverse**
- **Industrial Metaverse: A Manufacturing (R)Evolution**



Past Events



#12 Düsseldorf, 18.11.2024
Digital Twins: The Virtual Mirror of Reality

Hannes Eitel | **Güncem Campagna** | **Vladimir Puhalic**

BUSINESS DEVELOPMENT MANAGER DIGITAL BUSINESS MODELS AT GIRA | **MANAGING DIRECTOR TECH & TEACH | CHAIRWOMAN WOMEN IN TECH E.V.** | **CEO & CO-FOUNDER SKINUMAN**

Making Smart Homes 'Tangible' - Gira's Journey into the world of Digital Twins | *Smart Cities, Smart Beauty: The Negative Impact of AI on Society* | *Live Demo: Client Use Case XR Training in a Digital Twin and AI Avatars*

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#11 Köln, 16.09.2024
Digital Commerce Day 2024 - Arvato Systems x Metaverse Monday

The Future of Commerce in Times of GenAI, Web3 and Metaverse

September 16, 2024, 3 pm
 OS1 Germany Knowledge Center, Cologne

DIGITAL COMMERCE DAY
 ARVATO SYSTEMS x METAVERSE MONDAY

Future of Commerce in Times of GenAI, Metaverse and Web3

#10 München, 10.06.2024
Industrial Metaverse: A Manufacturing (R)Evolution

Timo Kistner | **Johannes Hammerschmidt** | **Gabriele Zocchi**

EMEA INDUSTRY BUSINESS LEAD - MANUFACTURING & INDUSTRIAL NVIDIA | **BUSINESS DEVELOPMENT XR & METAVERSE, DEUTSCHE TELEKOM** | **HEAD OF PRODUCT DEVELOPMENT, HOLOLIGHT**

Accelerating Our Path to the Industrial Metaverse | *Industrial Metaverse and the contribution of Deutsche Telekom* | *They say the Industrial Metaverse is coming. Are you ready?*

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#9 Köln, 13.05.2024
From (Gen)AI to GenXR: AI Powering the Next Dimension of the Metaverse

Patrick Steiner | **Sebastian Kühne** | **Michael Schwertel**

HEAD OF TECHNOLOGY CONSULTING, QVEST | **CHIEF DESIGN OFFICER, RAUM** | **PROFESSOR MEDIA MANAGEMENT**

AI boosts metaverse-media content strategy | *The Utility AI in the Metaverse - Application Isotopes generate new worlds* | *AI: The Future of VR*

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#8 München, 18.03.2024
Metaverse Monday Mover "away game" Apple Vision Pro Launch - Is This the iPhone Moment for XR Devices?

Luis Bollinger | **Robin Moser** | **Patrick Gaisert** | **Christopher Krebs**

CO-FOUNDER & CMO, HOLOLIGHT | **HEAD OF WEB3 & METAVERSE, EPAM** | **HEAD OF APPLE PLATFORMS, MAIBORNWOLFF** | **SENIOR CONSULTANT IMMERSIVE EXPERIENCES & STRATEGY, MAIBORNWOLFF**

Apple Vision Pro - A device for the enterprise market? | *Why there will be no "Uber App" for Apple Vision Pro* | *From iPhones to Eye-Phone: Apple's next everyday device - Part I* | *From iPhones to Eye-Phone: Apple's next everyday device - Part II*

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#7 Düsseldorf, 27.11.2023
Web3 is altering the loyalty landscape

Carsten Rossi | **Martina Skangalova** | **Achim Hepp**

GENERAL MANAGER, KAMMANN ROSSI | **CEO BEINGZ** | **DIGITAL EXPERT - SPEAKER - CREATOR - DEGEN**

How web3 and the Metaverse can save content marketing | *Web3's Influence on Consumer Identity, Behavior, and Brand Responsibilities* | *How NFTs define the future of loyalty programs*

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#5 Düsseldorf, 13.02.2023

Rob Pereira | **Denis Gladys** | **Carsten Lackner** | **Rahul Tomar**

SALES DIRECTOR DACH & NL, PICO BUSINESS | **BUSINESS DEVELOPMENT MANAGER DACH, VR EXPERT** | **CHIEF MARKETING & SALES OFFICER, VRDIRECT** | **MANAGING DIRECTOR, DIGITALTWIN TECHNOLOGY**

Unlocking boundless potential for the Enterprise XR Business | *The hardware side of your metaverse strategy* | *Scaling XR for Enterprises - best practice from large customers* | *Industrial Metaverse in Construction Sector*

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#4 Düsseldorf, 28.11.2022
The Official ADC Digital Experience Evening Mixer

Metaverse: Heaven or Hell? The ADC Digital Experience After Show Debate

Burkhard Müller | **Jessica Koch** | **Valeriy Nemyrov** | **Rafael Mroz** | **Mark Wächter**

CHIEF DIGITAL OFFICER, MUTABOR | **VICE PRESIDENT NEW BUSINESS & RETAIL MEDIA, DOUGLAS** | **SENIOR NET REVENUE AND CATEGORY MANAGER, HENKEL** | **HEAD OF DIGITAL MEDIA & CONTENT, PERIODICARD DEUTSCHLAND** | **CHIEF METAVESSE MOVER, METAVERSE MONDAY**

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#3 Düsseldorf, 17.10.2022

Frank Ditz | **Carsten Rossi** | **Kim Berndt**

HEAD OF ENTERTAINMENT, MEDIA & SPORT, META PLATFORMS | **GENERAL MANAGER, KAMMANN ROSSI** | **CO-FOUNDER & CREATIVE DIRECTOR, STUDIO.FX**

The Road to the Metaverse - A Blueprint for Businesses | *Metaverse Responsibility just not practice: How to create great experiences and still be sustainable* | *Metaverse Fashion: Dressing the digital world*

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#2 Düsseldorf, 19.09.2022

Thomas Vits | **Holger Mastweller** | **Feray Özcan** | **Hendrik Menz**

CO-FOUNDER AND PARTNER, TANGIBLEX | **CEO, METABREW&SOCIETY** | **SENIOR BUSINESS DEVELOPMENT MANAGER, METAVERSE** | **BRAND AGENCY SALES DIRECTOR, ANEY VIRTUAL REALITY**

Metaverse Ready Networks - Why we need them and how to use them | *Metabrew&Society - how enterprises can their own custom spaces in the Metaverse (Live-Demo)* | *Corporate Metaverses - how enterprises can their own custom spaces in the Metaverse (Live-Demo)* | *Metaverse vs. Gaming - (and) another advertising channel?*

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#1 Düsseldorf, 29.08.2022

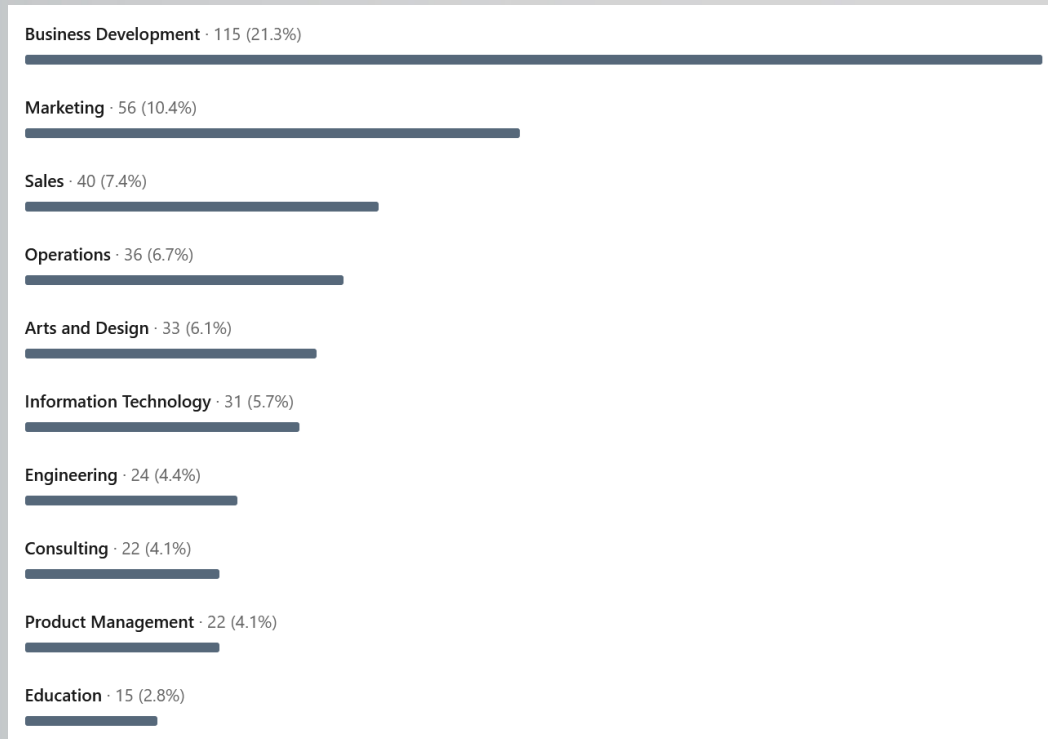
Christian von den Brincken | **Kristian Kerkhoff** | **Björn Schneider** | **Martin Frericks**

HEAD OF STRATEGY AND INNOVATION, STROER | **CEO & CO-FOUNDER, DEMOGEN** | **CEO, KONSTRUKTIV** | **CO-FOUNDER, 42 META**

The Dawn of the digital age. Finally... | *Metaverse - from Hype to Business* | *We built this city - a hyper-real metaverse, digital fashion & virtual identities* | *Programmatic Advertising in the Metaverse*

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Our Community





Sponsoring Opportunities

Our 2 formats



– Metaverse Monday Mixer

- regular event hosted by Metaverse Monday
- available sponsoring packages
 - Event Sponsor
 - Drink Sponsor

– Metaverse Monday Mover

- we bring Metaverse Monday to your location
- we take care of the audience and the content
- you carry all costs associated with the event, excluding travel costs

[MIXER] Event Sponsor

Package: 2,000 € / Monday



- Brand exposure & visibility
 - logo display during opening speech
 - at the event (roll-ups, ambient media) to be provided by sponsor
 - in pre-event communication (Eventbrite, website)
 - dedicated social media post on LinkedIn
- Product demonstration on dedicated area at every event
 - collateral distribution & lead generation platform
 - 'meet an expert' opportunity
- Long-term sponsoring option 4 Events: 6,000€

[MIXER] Drink Sponsor

Package: 1,000 € / Monday



- Brand exposure & visibility
 - logo display during opening speech
- Product/Service demonstration
 - on dedicated area at the event
 - collateral distribution & lead generation platform
 - 'meet an expert' opportunity
- Non-exclusive

[MOVER] Metaverse Monday **Host**



- on a Monday, 6:00 – 10:00 p.m.
- in a tier 1 city in Germany (> 500k residents)
- no sponsoring investment, instead:
 - room set-up for approx. 75 (max. 100) pax incl. A/V equipment, HDMI projector, screen, sound station, catering (soft drinks, alcoholic drinks, snacks, pizza)
 - location should have charm (mixture of Apple Store, WeWork and Starbucks shabby chic); no classroom atmosphere
 - promote the event via your own channels

Team

The idea is the same: Run events on **Monday evenings**, where **AI, Metaverse and Web3** bitheads, creators and maniacs meet and mingle with various industry stakeholders to **share knowledge** on **immersive tech trends, markets, technologies, and innovative services**.



Chris Goertz
Chief Metaverse
Mixer



Sven Spöde
Chief Metaverse
Shaker



Daniel Deason
Chief Metaverse
Mixologist



Thomas Vits
Chief Metaverse
Navigator



Get involved!

Please contact Chris

chris@metaversemonday.com

www.metaversemonday.com

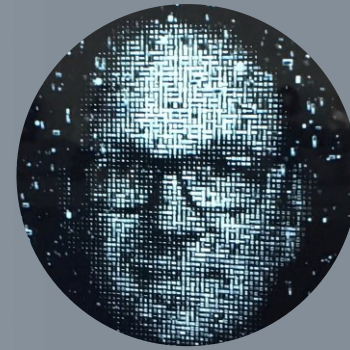


Join our WhatsApp Community





METAVVERSE
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Mark
Wächter
Co-Founder

“The metaverse is fascinating. It is like an alien planet that we can now build together as the first settlers, develop and fill with good ideas.”