



PREMIUM SYMPOSIUM SPRING/SUMMER 2011

LECTURE:

„ENGAGE YOUR BRAND ONLINE“

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PREMIUM AUDITORIUM | STATION-BERLIN | 1ST FLOOR

„ENGAGE YOUR BRAND ONLINE“

PREMIUM takes a look behind the scenes of international brand makers: what exactly does branding mean in the time of Facebook, Twitter, communities & Co? Does one have to maintain a presence everywhere and if so, how? Or is everything just hype and the real future of successful branding lies somewhere else completely?

Florian Dengler, Executive Creative Director of the Branding Agency MetaDesign, shows how crossmedia branding can function, or also go really wrong.



FLORIAN DENGLER | METADESIGN

Florian Dengler has been the Executive Creative Director of MetaDesign, one of the leading European branding agencies, since 2004. After studying design at the Art Center College of Design in Switzerland, Dengler began his creative career in 2005 at Pixelpark, Germany's leading multimedia agency, and later moved to the international design agency frog-design where he was Vice President of Digital Media Europe. Prior to signing on at MetaDesign, Florian Dengler was employed as the Creative Director of Marketing & Communications at the fashion company Klaus Steilmann GmbH.

During his 15 years of professional experience, Florian Dengler has worked for some of the most notable German and global brands. He is the author of several publications on Web design and brand strategy and has held lectures at numerous conferences and seminars.