

# MediaCom stars at dmexco in Cologne

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MediaCom will be showcasing its digital expertise at Europe's biggest event for the digital industry this week.

Key executives from MediaCom's EMEA and German teams will be speaking at dmexco in Cologne, sharing their insight into the future of digital with an expected 24,000 visitors.

In line with the event's theme of "Turning Visions into Reality", EMEA CEO, Nick Lawson, will participate in a debate on 18 September on " **Meaningful Brands in a Real Time World**", outlining his vision of how real time will change the relationship between advertisers and consumers.

MediaCom Germany's Chief Digital Officer, Bernd Hoffmann, will explain **the new rules of mobile video** as part of a seminar being run by Axel Springer Media Impact on 19 September.

On the same day, MediaCom Germany Chief Operating Officer, Oliver Blecken, takes part in a panel addressing the **"Advertisers' Transformation"**, explaining how MediaCom's role as a media agency has been transformed to ensure that clients get better results from new opportunities

MediaCom is also teaming up with the event organisers and Brandwatch to create a unique **Twitterwall**, designed to showcase all the conversations taking place around and about this annual gathering of global digital leaders.

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