09:00-10:00  Registration, Coffee & Catching Up
10:00-10:05  Welcome by moderator Søren Therkelsen & host Jesper Andersen, DKDM
10:05-10:15  Welcome
Associate Professor Jan Larsen, Director of Danish Sound Innovation Network & Søren Bech, Head of Research B&O and Chairman of the board for Danish Sound Innovation Network
10:15-11:15  “How to succeed using innovation and network in business”
Martin Thorborg, Serial Entrepreneur, founder of Amino, Agera, Dinera
11:15-11:50  “What’s the latest from Danish sound research?”
5 Science Pitches.
11:50-12:15  “Nordic Dynamic - A dogma for superior sound recordings”
Peter Lyngdorf, Owner Steinway & Lyngdorf & Kim Rishøj, co-founder of TC Electronic and Sound Focus
12:15-13:15  Lunch, networking & demo (Nordic Dynamic, House of Sound, AAU, Struer - City of Sound)
13:15-13:45  Panel: “How do we ensure that the hearing aid industry was not the last success story for the Danish sound sector?”
Christel Schaldemose, MEP (S); Nikolai Bisgaard, VP External Relations GN ReSound; Søren Cajus, Senior Advisor DI ITEK; Per Crety, Senior Consultant Danish Standards.
13:45-13:50  “Struer – City of Sound’s Annual Sound Prize”
Carsten Ege Møller, Struer Municipality.
13:50-14:20  “100 Years of Sound”
Birger Schneider, VP, DELTA and moderator.
14:20-14:55  “Who will continue the legacy?”
5 Startup Pitches. In collaboration with Growth factory – Copenhagen Sound.
14:55-15:20  Coffee Break
15:20-15:40  “The sound of money - the audio industry is a Danish stronghold”
Søren Cajus, Chefkonsulent, DI ITEK.
15:40-16:00  “A digital paradox: Why Danish businesses may need to rethink their outlook and approach to digitalization”
Igor Knezevic, Senior Manager, Accenture Strategy.
16:00-16:20  “Funding Opportunities”
by Thomas Bjerre, Head of Press and Media, Innovationsfonden.
16:20-16:30  “Winner announcements and awards”
Jury Chairmans, Struer – City of Sound’s “Annual Sound Prize”.