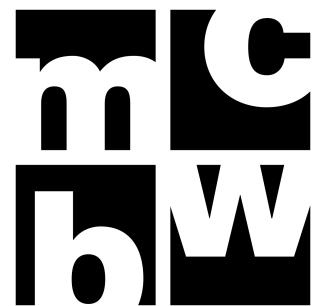


mcbw
munch
creative
business
week

06-14 MAY 2023



AGENDA MCBW KICK-OFF PRESS CONFERENCE

THURSDAY, FEBRUARY 16, 2023, at 11 a.m. CET

PresseClub München e.V., Marienplatz 22 (entrance Rindermarkt), 80331 Munich

Type of event: Hybrid (online <https://youtu.be/w3r0x877i8c>)

Language: German with English-language interludes (live contribution)

PR Team: Nickl PR

10:30 Admission press

11:00 Start of press conference mcbw 2023 on the topic ***Why disruption unleashes creativity***

- Welcome & Course of events: Kilian Steiner (Head of PR, bayern design)
- Introduction mcbw 2023: Nadine Vicentini (Managing director, bayern design)

11:15 live contribution: **Leyla Acaroglu** (mcbw Creative Explorer)

11:22 Q & A Leyla Acaroglu

11:30 Program mcbw 2023

- Overview: Lisa Braun (Head of mcbw)
- **Hannes Ziesler** (Head of Design Identity and Media, BMW Group)
- **Danusch Mahmoudi** (Managing director, Designit Germany)

11:45 Q & A General

12:00 End press conference

Afterwards:

- Interviews
- Networking

13:00 End of the event

bayern design GmbH

Luitpoldstr. 3
90402 Nuremberg
Germany

www.bayern-design.de
www.mcbw.de

Media contact

Patricia Biebrich
NICKL PR
Goethestraße 25a
80336 Munich
Germany

T: +49 89 4807103
pressoffice@mcbw.de

Feb 9, 2023

SAVE THE DATE:

Opening press conference: May 5, 2023, 11 a.m., location tba.

Empowered by:

**bayern
design**

Sponsors:



Bayerisches Staatsministerium für
Wirtschaft, Landesentwicklung und Energie



Landeshauptstadt
München