

Frisbii Community Day

- March 17, 2026 in Berlin
- Spreespeicher Berlin, Stralauer Allee 2, 10245 Berlin, Germany

Monetizing attention, engagement & trust in a fragmented digital world

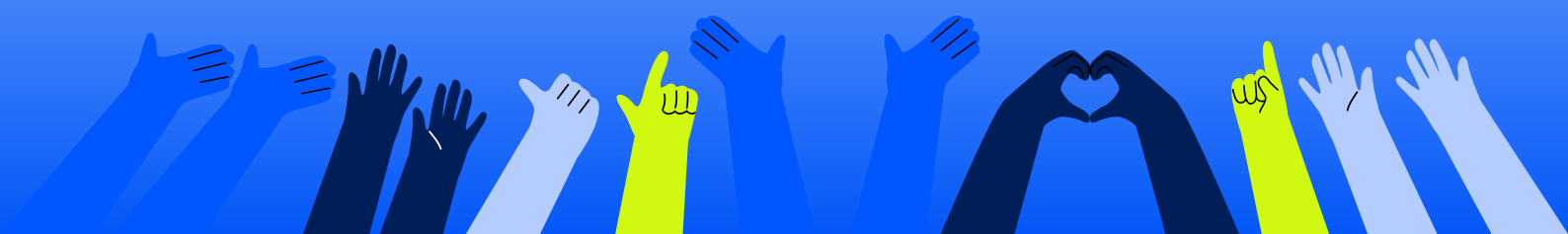
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| 9 am | Registration & Networking breakfast |
| Welcome to the Monetization Shift | |
| 9.30 am | Welcome Silke Hoersch, CMO @ Frisbii |
| 9.40 am | The engagement economy: Why the future belongs to brands that build relationships, not transactions Gregory Herbert, CEO @ Frisbii |
| 9.55 am | From insight to impact: AI-based churn prediction at Nordisk Film+ Pil Schlütter Gudbergsen, Customer Service Manager @ Nordisk Film+ Erik Arne Mathiesen-Dreyfus, Head of Data Science @ Frisbii |
| 10.20 am | Intelligent monetization systems: How AI, hybrid models, and transparent pricing are redefining recurring revenue David McGuinness, CPO @ Frisbii |
| 10.45 am | Networking break |
| The Model Shift How smarter monetization models are reshaping Media, SaaS & eCommerce | |
| 11.15 am | Evolving the payment setup: how Media and payments work seamlessly together Anja Griesbauer, Director of Product - Media @ Frisbii |
| | The future of B2B revenue: contract intelligence, flexibility & usage models Sushant Chavan, Director of Product - Billing @ Frisbii |
| | From chat to checkout: agentic commerce beyond your website Markus Brunke, Director of Product - Pay @ Frisbii Mikael Nørgaard, Digital Payments and E-commerce Solutions Lead @ VISA |
| 11.40 am | <i>5 minutes to change rooms</i> |

Parallel sessions



The System Shift | From fragmented tools to integrated revenue ecosystems

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| 11.45 am | Integrated Billing & payments: the growth multiplier you're missing Markus Brunke, Director of Product - Pay @ Frisbii Sushant Chavan, Director of Product - Billing @ Frisbii | Parallel sessions |
| | Building better reader journeys: what's new in Frisbii Media Anna Wonenberg, Product Owner - Media @ Frisbii | |
| | Designing impact: co-creating the next generation of Revenue Insights for media & publishing Erik Arne Mathiesen-Dreyfus, Head of Data Science @ Frisbii | |
| 12.10 pm | <i>5 minutes to change rooms</i> | |
| From relationships to revenue: perspectives on smarter growth | | |
| 12.15 pm | From migration to momentum: Best practices for migration and integration Viktor Gerbert, Board member - Senior Software Engineer @ alchemisten | Parallel sessions |
| | Why 15% savings are only the beginning: how AI is rethinking newspaper delivery logistics Simon Heinrich, COO @ HUP | |
| 12.40 pm | Networking lunch break | |
| 1.45 pm | Success through smart management of editorial content and paywalls Andres Demuth, Founder & CEO @ Upscore Christian Hasselbring, Business Development @ Upscore | Parallel sessions |
| | Rethinking collections with troy: how automation and customer experience drive recovery and retention in the Subscription Economy Dan Drescher, Director Client Success Management @ troy Johannes Weweler, Chief Operating Officer @ troy | |
| 2.10 pm | <i>5 minutes to change rooms</i> | |
| 2.15 pm | opensubs connects: from subscription management to an integrated media ecosystem Oliver Geffers, CEO @ opensubs | Parallel sessions |
| | Friend-to-friend referrals - on autopilot Julia Kleber, GTM & RevOps @ Cello | |
| 2.40 pm | <i>5 minutes to change rooms</i> | |



Frisbii Roadmaps | What's coming next: product innovations for smarter growth

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| 2.45 pm | Shaping the future: Frisbii Media's strategic roadmap for 2026 Anja Griesbauer, Director of Product - Media @ Frisbii |
| | Flowing forward: the evolution of Frisbii Pay in 2026 Markus Brunke, Director of Product - Pay @ Frisbii |
| | The engine of growth: what's next for Frisbii Billing in 2026 Sushant Chavan, Director of Product - Billing @ Frisbii |
| 3.20 pm | Networking break |
| From strategy to impact: real-world customer success stories | |
| 3.50 pm | TECH by Handelsblatt: Circle & Communities Dale Rickert, Managing Director @ TECH by Handelsblatt Felix Fischer, Head of Distribution Development @ Handelsblatt Media Group |
| 4.15 pm | 360° Revenue: why Medieninsider is rethinking established business models Matthias Bannert, Co-Founder & Managing Director @ Medieninsider |
| Where monetization meets reality: looking ahead together | |
| 4.40 pm | PANEL Monetization under pressure: are consumers becoming more selective? Tarmo van der Goot, CRO @ Frisbii Scott Frisby, Head of Strategy @ Elavon Daniel Mussinghoff, SVP Business and Growth PREMIUM Group @ Axel Springer Lennart Schneider, strategy consultant @ Subscribe Now |
| 5.15 pm | Conclusion of the conference Gregory Herbert, CEO @ Frisbii Silke Hoersch, CMO @ Frisbii |
| Let's cook together Party | |
| 5.45 pm | Departure of buses to the evening event location We offer a shuttle service for the journey to the evening event location. Participants are responsible for organizing their own return journey. |
| 6.30 pm | Let's cook together party We invite all participants to this networking event. |

Parallel sessions

This is a preliminary agenda that may be subject to further development.
Changes and additions are possible.

