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

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 McGuiness, 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 *(Parallel sessions)*
11.40 am	*5 minutes to change rooms*

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The System Shift | From fragmented tools to integrated revenue ecosystems

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	*5 minutes to change rooms*	

From relationships to revenue: perspectives on smarter growth

12.15 pm	**From migration to momentum: Best practices for migration and integration** Viktor Gebert, Vorstandsmitglied - 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 & Product 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	*5 minutes to change rooms*	
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	*5 minutes to change rooms*	

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Frisbii Roadmaps | What's coming next: product innovations for smarter growth		
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	Parallel sessions
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 Lennart Schneider, Strategieberater @ 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.	

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