

OMR Festival 2023 draws 70,000 attendees from across the marketing and digital industries to Hamburg

Press release

Hamburg, May 10, 2023 – More than 70,000 were in attendance at the OMR Festival on May 9 and 10, 2023 at the Hamburg Messe. The two-day event offered the marketing and digital scene a comprehensive program of more than 800 speakers on seven stages, 240+ Masterclasses, 150+ Guided Tours, 100+ Side Events and an expo with over 1000 exhibitors and partners. The Finance Forward conference also provided two-days of insights into the future of the finance industry. The next OMR Festival will take place on May 7–8, 2024.

Like last year, the OMR Festival attracted over 70,000 attendees to the Hamburg Exhibition Center. In terms of visitors, the OMR Festival is one of the largest industry events worldwide. The program was shaped by more than 800 speakers who delivered insights and inspiration on current developments, trends and technologies across seven different stages: among them experts from the technology and marketing industries such as Scooter Braun and Ronnie Fieg, founders such as Pamela Reif, decision-makers from the (digital) economy such as Christian Sewing and investors such as former tennis great Serena Williams. As in previous years, the supporting program was complemented by booth parties thrown by exhibitors such as SAP, Reddit or AUDI as well as live concerts by artists like Macklemore.

The OMR Conference – two days full of program

This year, the Conference Stage program was extended to two days for the first time. Roland Eisenbrand, Head of Content and Philipp Westermeyer, founder of OMR, presented an overview of the most important developments in the digital world in their keynote "State of the German Internet" to kick things off. The central topic was the shifting trend towards short-form videos and how the marketing industry can effectively deal with the ever-shortening attention spans of consumers. Many talks and keynotes at OMR23 focused on the impact of AI and its influence on business and society. The President of the German Federal Cartel Office, Andreas Mundt, spoke about the

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challenges posed by new products such as ChatGPT, as did the founders of AI startups Aleph Alpha, Jonas Andrusis, and You.com, Richard Socher. Climate change and how best to address was also a major focal point at OMR23. From a climate tech panel with investors and climate activist Luisa Neubauer speaking on the Conference Stage to Siemens Energy Supervisory Board Chairman Joe Kaeser, the issue was ever-present.

Two tennis legends, Serena Williams and Boris Becker, also took to the stage. Among other things, Serena Williams spoke about her career, her technology investments and the question of whether she would support a startup even if the founding team behind it was not diverse. Serena Williams stressed that in the end, it's about diversity across her fund's portfolio. "I'm a complete tech nerd," she said, who also shared some wonderful personal news, confirming that she was indeed expecting her second child.

Sports was also on display elsewhere with the ex-head of the German Football League (DFL), Christian Seifert, outlined on stage how he aims to make previously marginal sports more attractive with his new sports streaming service Dyn. The co-founders of the women's soccer club FC Viktoria Berlin, entrepreneur Verena Pausder and two-time soccer world champion Ariane Hingst, announced on stage a cooperation with Nike, who will thus equip a third-league women's team for the first time. The NFL, in turn, sent German Super Bowl winner Sebastian Vollmer to Hamburg, as the schedule for the upcoming NFL International series in Frankfurt Germany was announced.

5050 Stage at the OMR Festival: Focus on equality at work

This year's 5050 stage once again welcomed pioneers and disruptors such as Düzen Tekkal and Annahita Esmailzadeh, who inspired the audience with viable strategies for increasing equality at the workplace. The 5050 by OMR x Emotion Founders' Pitch presented by IU Internationale Hochschule saw six impact startups take the stage and pitch their disruptive companies to prospective investors, including Tina Müller, Verena Pausder and Judith Williams.

Finance Forward Conference

After a successful start last year, the Finance Forward Conference returned to OMR23 and welcomed notable Industry experts, such as economist Nouriel Roubini, Klarna founder Sebastian Siemiatkowski, former Axel Springer executive Stephanie Caspar and Christian Hecker from Trade Republic. At the Finance Forward Conference, they spoke about the transformation of the financial world and the frigid funding climate for tech companies. There is a "pendulum phase from growth to profitability and we are in the

middle,” Hecker said.

For the first time, OMR Festival attendees also had the opportunity to immerse themselves in the new world of finance and the content of Finance Forward with the new Finance Forward box. Rounding out the robust content offering were in 16 Masterclass seminars on fintech topics.

Philipp Westermeyer, Founder OMR: “The entire team worked tirelessly and passionately to put on the event, and as such we are of course thrilled and grateful for the event’s popularity and standing. To us, seeing such strong demand is proof that OMR attendees are satisfied with our mission to provide a platform that represents the incredible breadth of the digital economy. The real star of our program this year was once again the robust and diversified content offering. The more than 800 speakers included AI and marketing experts as well as decision-makers from DAX-listed corporations and personalities from the sustainability community and pop culture. In the end, it is this mix that makes the OMR Festival so special.

Dr. Peter Tschentscher, First Mayor of Hamburg: “OMR has transformed Hamburg into hub for the global digital industry. The OMR Festival features keynote talks, Masterclass seminars and concerts, all of which the over 70,000 in attendance enthusiastically took part in. Thanks to its cosmopolitan and welcoming startup and digital scene, Hamburg is an ideal location for new impulses and digital trends. I would like to extend my congratulations to Philipp Westermeyer and the entire OMR Team on a great OMR Festival 2023.”

Pictures are available [here](#).

Please contact us if you have any questions.

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About OMR

OMR is Europe's leading platform for the global digital economy, spanning content, events and technology. Its flagship event is the OMR Festival, the largest gathering of digital business, media and marketing executives in Europe. Since its inception in 2011, OMR has transformed into a 360° media company focussing on everything about everything in the digital business space. From daily reports published on omr.com, to an in-house podcast production company that produces more than 100 podcast formats, Podstars by OMR, a robust range of education products, OMR Education, the leading digital marketing jobs portal in the DACH region, OMR Jobs & HR and a growing software comparison platform with over 40,000 independent reviews on over 3600 tools in OMR Reviews OMR creates and cultivates original content and events year-round. Currently, OMR employs 350 people in Hamburg via ramp106 GmbH. For more information, visit www.omr.com.

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