



Speaker CV Sven Tollmien

DIRECTOR BUSINESS DEVELOPMENT, TRENDONE

AUGUST 2011

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DIRECTOR BUSINESS DEVELOPMENT, TRENDONE

Sven Tollmien is in charge of the TrendONE business unit „Digital Media“ in Hamburg. During the last five years, Sven has been shaping and developing the topics Online and Mobile Media through numerous company workshops and trend journeys in Germany and Europe. Consulting customers regarding digital topics as well as holding future workshops are only some of Sven’s tasks. His fields of expertise among others are: The Outernet, 4th Generation Mobile and the 5th Screen. Since two years Sven is lecturing Web 2.0 at the DDA (Deutsche Dialog Akademie) and since October 2009 Sven is lecturing trend and future research at the MacroMedia University of Applied Science in Munich.

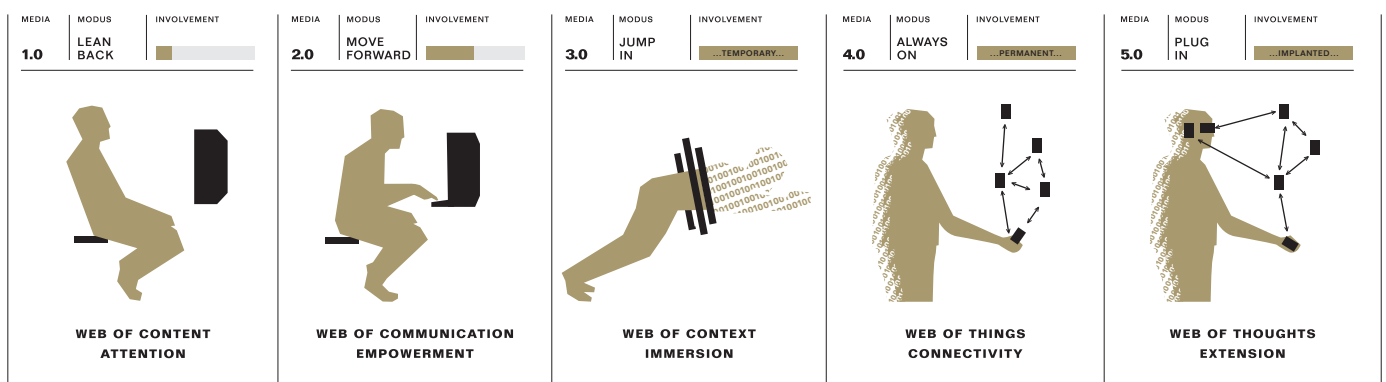


Agoria Event, Brussels, May 2010

About TrendONE

TrendONE, the leading microtrend research company in Europe takes pride in opening your mind - providing comprehensive reviews of the latest developments in the market and boosting the inspiration of your business and thinking. With a worldwide network of scouts, TrendONE looks for intelligent marketing campaigns, new technology, media and online innovations, new business models and products. As Nils Müller, Founder and CEO of TrendONE says, "The future will only come to those who believe in it!"

MEDIA EVOLUTION



Client Quotation

“ The most impressive feature of Sven Tollmien’s trend journey is the level of astonishing news and his expertise in combination with his excellent rhetoric capabilities. The setting was ideal to inspire our international marketing clients for mobile marketing. ”

Joachim Bader – Vice President Mobile Marketing, MindMatics AG

“ With their global trend journey Müller and Tollmien fascinated over 60 global marketing executives including first-mover markets like the US or Japan. ”

Bettina Rühle - Project Manager Online Marketing, AUDI AG

“ With his vivid performances, Sven Tollmien is believably communicating technological and social trends in our society. He himself is representing the trends.” ”

Peter Wiedekamm, CTO, novomind AG

“ This was a great „Marketing meets Bauer“ event with Sven Tollmien: perfect presentation, lots of people and questions – what else do you want!” ”

Dr. Adrian Weser – Head of Marketing, Research and Services, Bauer Media KG



FURTHER QUOTATION

“ Sven hosted a marvellous session in my course Trendspotting and Future Thinking in October 2008. Breathtaking insights into the future and hands-on examples were delivered in a warm, friendly and humorous way. The end result was a student body that were inspired and energized to deliver dazzling results in the exercise Sven coordinated. ”
Magnus Lindkvist - Trendspotter par excellence

“ The most interesting class so far. Sven Tollmien has totally taken over the room atmosphere. I enjoyed from the beginning till the end of the class.

...

I must appreciate Tollmien's preparation for the evening. The good news is Magnus said Tollmien considered us as one of the best creative audiences he has ever come in contact with.

The class actually was full of creativity, entertainment and enthusiasm. Probably the best among all the lectures held in this course. Finally, when Magnus said today was the last class of the course I instantly thought what could be a better ending than this one? ”

Not Named student from Stockholm on his weblog regarding the lecture on 7th of October



Future Work Place, Dresden, July 2011





REFERENCES

(PUBLIC ONLY)

2011

January

- 19th The Outernet – Meet your future client at the digital POS,
7. Deutscher Online Handelskongress, Bonn

April

- 21st Facebook as Operating System, Hamburg
- 27th Future Trend Journey, ZHDK, Zürich

May

- 16th The world in 2021, 40th Anniversary of "Sendung mit der Maus", Köln
- 26th Welcome at the Point of Experience, Living Congress, Bonn

June

- 22nd The Future of Mobile, medienforum.nrw, Cologne

July

- 05th A journey into the future, Flughafen Hamburg, Hamburg
- 07th Future Work Place, Dresden
- 11th Future Work Place, Fürth

2010

January

- 22nd The world in 2020, Rostock

February

- 25th „Petersberger Kolloquium 2010“, IVG Funds, Königswinter

March

- 18th Future of In-Car-Entertainment, Radiodays Europe, Copenhagen
- 23rd Future of Digital Media, VFU, Munich

April

- 30th Trendscouting for Business, Innovation Interest Group, Munich

May

- 05th Future Mobile Apps, 1st Apps Summit, Wiesbaden
- 18th The influence of the Outernet to different marketplaces, Agora Corporate Event 2010, Brussels
- 25th The Future of Marketing and Media, Maxus Media Forum 2010, Düsseldorf

June

- 09th Meet your Future Customer, Google FMCG Branding Day 2010, Hamburg
- 16th Welcome to the Outernet, Mailingtage 2010 Nürnberg

July

- 07th Welcome to the Outernet, University of Applied Science, Wedel
- 08th The Outernet – Meet your Future Customer, KATAG Cheftagung 2010, Bielefeld

August

- 14th Future of media, Bavarian Academy for Marketing, Munich

November

- 12th Jump into the Outernet!, Webscout Tagung 2010, Karlsruhe



KATAG Cheftagung 2010, Bielefeld



2009

January

- 15th Kick-Off Presentation, Automotive, Munich4.0, Macromedia University of Applied Science, Munich
- 15th

February

- 02nd Kick-Off Presentation, media agency, Frankfurt

March

- 12th Mobile Intelligence, Digital Media Day, Deutsche Post, Bonn

April

- 16th Mobile Intelligence, Outernet Think Tank, TrendONE, Hamburg

May

- 27th Future of Mobile, Video and Communities, SevenOne Intermedia, Munich

June

- 18th Digital Marketing, Brandmarkers Conference, Istanbul
- 26th The Outernet, DPWN Conference, Norisring

August

- 31st Journey into the future of Media, Bonnier, Stockholm

September

- 17th The future laboratory, GRID 2009 by Bonnier, Stockholm

October

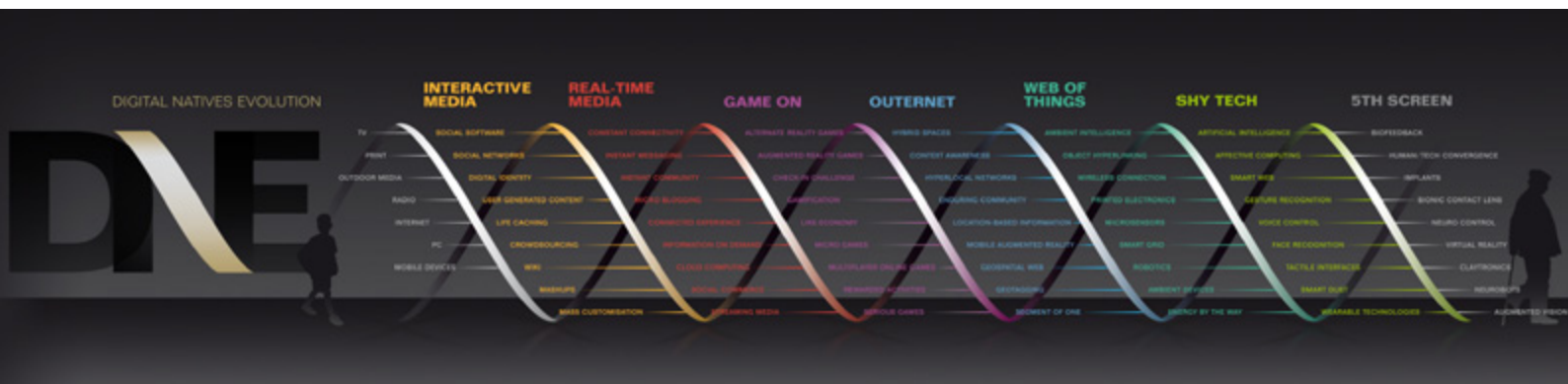
- 22nd Jump into the Outernet, DMF, Brussels

November

- 17th Future Business Models, Business Angel Day, Vienna
- 25th Worldwide Trend Journey, Executive Circle, Munich

December

- 10th Jump into the Outernet, Munich



2008

January

- 09th Journey into the future of marketing, University of Applied Science Wedel
- 11th Media 3.0, Lecturer at Dialog Academy, Hamburg

March

- 11th 4th Mobile Generation, Marketing meets Bauer, Hamburg

April

- 3rd & 4th Workshop Seminar: Digital Branding 1
- 24th & 25th Workshop Seminar: Digital Branding 2

June

- 3rd & 4th Workshop: Business Development 1
- 17th & 18th Workshop: Business Development 2

August

- 13th Master of Ceremony, The 5th Screen Think Tank, BerlinMedia 3.0, Zenith

September

- 30th Advertising on the 5th Screen, MindMatics Inspiration Day, Munich

October

- 07th Journey to Global Trend Hotspots at Stockholm School of Entrepreneurship
- 09th Mobile Intelligence, University of Applied Science Erlangen
- 13st Workshop – Advertising and fast rotating future markets, Munich
- 27th Ubiquitous Advertising Think Tank, Offenbach

November

- 04th Workshop – Bringing Media to a future level, Istanbul
- 11th Mobile Intelligence, University of Applied Science Mittweida

December

- 02nd "The power of the future web" 9th Marketing Conference, IstanbulMobile
- 05th Lecturer at DDA: Course Web 2.0 and Media 3.0, Hamburg



Mobile Intelligence at University
Nürnberg, October 2008

2007

February

- 02nd Mobile Trends 2007, BVDW Mobile, Bonn
- 20th Mobile 2.0 Think Tank, Hamburg

April

- 03rd Mobile 2.0 Think Tank, Munich
- 26th Future Mobile, World Telemedia WTM, Amsterdam

June

- 12th Lecture „Media 3.0“, HTW Dresden
- 19th Mobile Trends, Medienforum NRW, Cologne

July

- 04th Media 3.0, BITKOM, Berlin
- 24th Media 3.0, Zenith Business School, Düsseldorf

September

- 18th Mobile Future, Nordakademie Elmshorn
- 20th Future Journey, novomind AG, Hamburg
- 21st Future Radio, Medien Dialog, Düsseldorf

October

- 04th Future Mobile Media, MindMatics Executive Day 2007, Munich
- 23rd Jump into the Digital Future, Internet World Kongress, Munich

November

- 16th Future of Marketing and Media, DDA-Gala, Gütersloh
- 23rd Mobile Intelligence, BVDW Mobile, Hamburg

December

- 04th Global Trend Journey, AUDI AG, Munich



Medien Dialog, Cologne, June 2007



Business Angel Day, November 2009

Digital Media Day at Deutsche Post, March 2009



Contact

SPEAKER COORDINATION

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KEYNOTES 

FOLLOW US



SVEN TOLLMIEN AND FURTHER SPEAKERS



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NILS MÜLLER

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