AUTOMOTIVE INNOVATION FORUM 2018

CALL FOR SPEAKERS

20TH & 21ST MARCH, 2018
HILTON AIRPORT
MUNICH, GERMANY
New technologies are transforming how we make things – and what we make.

This is the future of making things.

At Autodesk, we are focused on improving the future of making: creating technologies to help millions of people design, make and use places, things and media to imagine, design and create a better world.

The Automotive Innovation Forum is a premier automotive industry event focussed on design, visualization, and manufacturing technology advancement.

This iconic event features international and local keynotes, deep-dive innovation themes, technology exhibitions along with a range of networking opportunities.

“Getting in contact with colleagues from different companies”

“Keynote sessions during the first morning were all great.”

“Excellent atmosphere, great discussions”

“Meeting many of the important people in Automotive Design Industry”

“Networking.”

“Live Demos, Sneak Peak of future Versions”

SOME OF THE THINGS ATTENDEES SAID THEY LIKED BEST AT THE AUTOMOTIVE INNOVATION FORUM
We’re looking for industry leaders with a great story on automotive innovation to inform and inspire an audience of around 500 accomplished automotive design, visualization and manufacturing professionals.

We’d love to hear from you if you have expertise and/or have solved an interesting problem in the following areas:

- INNOVATION IN THE AUTOMOTIVE INDUSTRY
- ADVANCED VISUALIZATION TECHNIQUES
- INNOVATION IN SMART MANUFACTURING
- COLLABORATION AND CONNECTED DESIGN

You may have the option of presenting a 45-minute keynote on mainstage or at one of our innovation zone streams. Email your interest to either your Autodesk account manager or to sara.rosenstein@autodesk.com and an Autodesk representative will respond to your interest.
5 GREAT REASONS TO PRESENT!

1. Networking & connection – meet and speak with event delegates from across Europe, USA and Asia in a relaxed yet informative environment throughout the event.

2. Build your profile and your company’s profile – showcase your expertise and provide thought provoking and innovative talks in your field of expertise to your peers in the industry.

3. Marketing exposure – exposure through the event website, social media posts, email to our internal databases and potentially other third party coverage.


5. Accommodation – speakers will be provided with accommodation at the event hotel.
PAST ATTENDEES INCLUDED:

- KIA MOTORS EUROPE
- PORSCHE AG
- JAGUAR LAND ROVER
- BMW GROUP
- FORD MOTOR COMPANY
- CHRYSLER
- OPEL DESIGN
- MCLAREN AUTOMOTIVE
- LEAR CORPORATION
- CONTINENTAL
- EDAG GMBH
- TECHNICON DESIGN
- DREIFORMSTUDIO

...and many more
KEY INNOVATION THEMES:

The future of automotive is all about being connected and smart with companies in the industry able to quickly respond to the changing demands of global customers and to get new products to market faster.

The Automotive Innovation Forum showcases accomplishments in using new technologies and work practices to be creative, innovative and collaborative in automotive design, manufacture and visualization. Key themes for this year:

STUDIO OF THE FUTURE
Create, Visualize, and Manage the pipeline
From Concept through to Class A, incorporating all the aspects of concept and design development, like sketching, digital modeling, clay milling and human interface design and visualization for informed decision making.

Previous speakers included: Volkswagen, Technicon Design

SMART MANUFACTURING OF THE FUTURE
Plan, Program, and Produce your products
Plan for your production, including designing factory layouts, simulating plastic injection molding and optimize your design for additive or subtractive manufacturing; as well as the integration of your factory and the machines.

Previous speakers included: Jaguar Land Rover, Fiat Chrysler Automobiles

MARKETING OF THE FUTURE
Engage, Produce, Manage digital marketing content
Build a streamlined visualization data pipeline and platform for all stakeholders from design or engineering to efficiently collaborate globally for all aspects of a car enabling introduction of new products to market faster.

Previous speakers included: Daimler AG, Skoda Auto, Porsche, Siemens AG

Please email your interest in presenting to sara.rosenstein@autodesk.com
## EVENT FORMAT

### DAY 1

<table>
<thead>
<tr>
<th>TIME</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00am - 12:00pm</td>
<td>Keynotes on Mainstage: 1. Autodesk Welcome Keynote 2. External Keynote 3. External Keynote</td>
</tr>
</tbody>
</table>

#### LUNCH BREAK

1:00pm - 6:00pm

<table>
<thead>
<tr>
<th>INNOVATION Zone A:</th>
<th>INNOVATION Zone B:</th>
<th>INNOVATION Zone C:</th>
</tr>
</thead>
<tbody>
<tr>
<td>STUDIO OF THE FUTURE:</td>
<td>MARKETING OF THE FUTURE:</td>
<td>SMART MANUFACTURING:</td>
</tr>
<tr>
<td>Design / Class-A / Design visualization</td>
<td>Marketing process &amp; visualization</td>
<td>Digital Manufacturing</td>
</tr>
<tr>
<td>4 x External presentations</td>
<td>4 x External presentations</td>
<td>4 x External presentations</td>
</tr>
<tr>
<td>2 x Autodesk presentations</td>
<td>2 x Autodesk presentations</td>
<td>2 x Autodesk presentations</td>
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</table>

7:00pm till late

Opening Day Networking Dinner

### DAY 2

<table>
<thead>
<tr>
<th>TIME</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30am - 12:00pm</td>
<td>INNOVATION Zone A: 1. Autodesk Welcome Keynote 2. External Keynote 3. External Keynote</td>
</tr>
</tbody>
</table>

CLOSING REMARKS

Please Note: event format and schedule may be subject to change.
SHARE YOUR EXPERIENCE WITH THE INDUSTRY

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