



Over 52,000 in attendance at OMR Festival 2019

OMR expands its topic spectrum and draws top international names such as New York Times best-selling author Yuval Noah Harari, Headspace founder Andy Puddicombe, marketing executive Bozoma Saint John and singer-songwriter Ellie Goulding to the Conference stage in Hamburg, Germany.

May 8, 2019

Tonight the OMR Festival 2019 comes to a close—after 2 days of exciting days of informative and engaging content. For the first time, the Festival took place in the B Halls of the Hamburg Exhibition Center, which provided more space to accommodate the expanding Festival and increasing number of visitors. Compared to last year, there were 12,000 more attendees to the OMR Festival.

The international digital and media industries gathered in 7 halls on May 7 & 8 to discuss, present and engage in an exchange on the latest products, trends and developments. The range of topics at OMR19 ranged from the latest strategies, tools and best-practice techniques in the areas of social media, search, programmatic, adtech, content and influencer marketing, eCommerce, sports, podcasts and brand building.

More than 400 exhibitors showcased their products and services at their own booths on the Expo's 90,000 square meters of floor space. The Expo also provided four stages of keynotes, interviews and panel discussions held by more than 300 industry professionals from around the world. In addition to the Expo, there was an extensive content program on offer. Attendees could take part in 150 Masterclasses and learn actionable marketing strategies and insights on a

OMR by ramp106 GmbH

Lagerstrasse 36 | 20357 Hamburg | Tel.: +49 40 209 310 876 | E-mail: info@omr.com | www.omr.com
Register Nr.: HRB113109 | Geschäftsführer: Philipp Westermeyer



variety of relevant topics or be led around the Festival on the 30+ “Guided Tours.”

New to the event this year was the “**50/50@OMR**” event, which was headlined by **German Minister of Justice Katarina Barley**, Emotion magazine Editor-in-Chief Katarzyna Mol-Wolf or TLGG founder Christoph Bornschein. In the 2-hour 50/50@OMR session, speakers and attendees could discuss in the opportunities, challenges and obstacles facing women in leadership positions within the digital industry and how to reach the goal of achieving 50% of women in executive positions.

On Wednesday afternoon, the brand new **Future Hamburg Award** was awarded by the city of Hamburg on the Deep Dive Stage. The winners were startups Heptasense (Lisbon), LignoPure (Hamburg) and Humanising Autonomy (London). For additional information please visit: <https://future.hamburg/award/media/>

Opening the Conference on Day 2 of the Festival was OMR founder and Festival organizer **Philipp Westermeyer** with his “State of the German Internet.” His talk focused on how companies could vie for attention on the crowded market place by drawing inspiration for their marketing from the Seven Deadly Sins. The presentation slides can be found [here](#). **OMR20 will take place next year on May 12 & 13** in the Hamburg Exhibition Center.

OMR – The platform marketing and digital professionals: OMR is Europe's largest information and inspiration platform for digital and marketing topics. In addition to the annual OMR Festival and its Conference, Expo and concerts, OMR organizes and publishes a host of additional formats, including studies, seminars, parties, podcasts, daily articles and a jobs portal. The company employs 80 members of staff in Hamburg. For additional information, please go to www.omr.com.

Press Contact

Sarah Jürs
PR and Press Relations
Mail: sj@omr.com
Phone: +49 151 1437529

OMR by ramp106 GmbH

Lagerstrasse 36 | 20357 Hamburg | Tel.: +49 40 209 310 876 | E-mail: info@omr.com | www.omr.com
Register Nr.: HRB113109 | Geschäftsführer: Philipp Westermeyer

