

Time	Main Hall	Second Hall	Third Hall
8:00	Doors open, coffee and snacks		
9:00	Welcome		
09:15	Keynote: JavaScript, the Cloud and the Rise of the New Virtual Machine Scott Hanselman Coder, Blogger, Teacher, Speaker, Author ●		
10:00	Break		
10:15	Meaningful Data Simo Ahava Senior Data Advocate at Reaktor ● ●	Hands-on: Designing Better Services by Drawing People Instead of Boxes Leo Heng Concept Designer at Reaktor ●	Hands-on: Build a Real IoT Device Yourself Hugo Fiennes CEO and Co-founder of Electric Imp ●
11:00	Gorgeous + Catastrophic Chris Noessel Design Fellow at Cooper ●		
12:00	Lunch Break		
13:15	Keynote: The Art of Wearing Multiple Hats Lotta Nieminen Illustrator, Graphic Designer and Art Director ●		
14:00	Break		
14:15	Growing a Language - How I Got My Grey Hairs and What I Learnt in 29 Years of Language Development Joe Armstrong Developer, Erlang Creator ●	Lean Branding: Creating Dynamic Brands to Generate Conversion Laura Busche Brand Strategist, Author & Speaker ●	The Future of Jobs panel Tyypimuunnos Antti Mattila & Jarkko Laine ●
15:00	Break		
15:30	Real-Life Responsive Web Design Vitaly Friedman Editor-in-chief of Smashing Magazine ● ●	Rethinking Brand Experiences Minna Kaitala Brand and Marketing Strategist at Reaktor ● ●	Modern Finnish Enterprise Level Microservices at Yle Markus Hjort Software Developer, Ex-Reaktorian ●
16:15	Break		
16:30	Keynote: Cultural Branding (or, How Brands Can Still Matter in a 2.0 World) Douglas Holt CEO of Cultural Strategy Group ● ●		
17:15	Closing & Cocktails		

Friday, September 25

● Design ● Tech ● Growth

Time	Main Hall	Second Hall	Third Hall
8:00	Doors open, coffee and snacks		
9:00	Welcome		
09:15	Keynote: Design Story - Pushing the Boundaries Patrick le Quément President of the Advisory Board the Sustainable Design School ● ●		
10:15	Break		
10:30	Incremental Design - Why I Hate Projects and Love Feedback Karri-Pekka Laakso Lead Designer at Reaktor ●	Hands-on: Cultural Branding Workshop Douglas Holt CEO of Cultural Strategy Group ● ●	Hands-on: Advanced Bluebird Petka Antonov Software Developer at Reaktor ●
11:15	Myths, Lies and Illusions of X Device Split Testing Craig Sullivan Optimiser in Chief ● ●		
12:15	Lunch Break		
13:30	Keynote: FizzBuzz Trek Kevlin Henney Consultant, Speaker, Writer and Trainer ●		
14:15	Break		
14:30	Life in the Age of Cyborgs Neil Harbisson Cyborg Artist ●	Discussion Space Hosted by Jarkko Kailanto Super Coach & Facilitator at Reaktor ● ● ●	Behind the Scenes of Hello World Open Tuomas Hakkarainen Senior Consultant at Reaktor ● ●
15:15	Break		
15:45	How to Come Up With Content Ideas for Your Digital Campaigns Paddy Moogan Co-founder of Aira ●	Dismantle Your Workflow and Live to Tell the Story Dan Rose Designer at Adjacent ●	V8 Under the Hood - Inline Caches Atte Kojo Software Developer at Reaktor ●
16:30	Break		
16:45	Keynote: Losing the Game Mikko Hyppönen Chief Research Officer at F-Secure ●		
17:30	Closing & Cocktails		