



3rd Professionals Panel & Idea Sharing Forum

CREATE & CONNECT

The Customization and Personalization
Professionals Forum

September 26-27, 2024

Novi Sad, Serbia

Unlock the potential of personalization and customization at the
"Create & Connect: The Customization and Personalization Professionals Forum"

The unique two-day exploration of customization and personalization,
blending scientific insights with rich cultural experiences.

Adventure at glance!



Panel
Discussions



Roadtrip to
Fruška Gora



Open Stage
Presentations



Socializing &
Networking

Inspiration is all around us!

In the rhythm of life, every step forward is a dance of progress

Customization & Personalization ...

In a crowded market, offering a **personalized experience** can differentiate a business from its competitors. It brings:

- ✓ Customer Satisfaction
- ✓ Brand Loyalty
- ✓ Competitive Advantage
- ✓ Data-Driven Insights
- ✓ Increased Revenue
- ✓ Customer Engagement

Customization and personalization encourages **creativity and innovation** within organizations, pushing them to think outside the box and develop unique solutions.

Create & Connect forum provides a platform for creative minds to converge and share innovative ideas, fostering a culture of creativity that can lead to groundbreaking new products and services.

... in Various Industries

Customization and personalization in healthcare:

- personalized medicine,
- personalized healthcare delivery,
- patient-centered care, and
- personalized approaches to treatment.

Personalization and customization in architecture and construction:

- personalized building design,
- customized construction materials and methods,
- personalized smart building technologies and
- customized building energy and sustainability solutions.

Personalization and customization in the home goods industry:

- personalized home decor products and software
- customized furniture design,
- smart home automation according to individual preferences, including lighting, temperature, security settings and other aspects and
- the impact of customization on the home goods industry.

Personalization and customization in the food industry:

- personalized nutrition plans,
- personalized food recommendations,
- customized meal planning and delivery and
- the use of configurators for custom food and beverage

Personalization and customization in the fashion industry:

- custom clothing design,
- personal styling,
- fashion product customization,
- personalized 3D body avatars
- 3D body scanning, and
- the use of configurators for personal styling.

Customization and personalization in the hospitality industry:

- personalized hotel experiences,
- customized travel itineraries and personalized dining experiences,
- customized hospitality solutions,
- the use of configurators for custom hospitality offerings, and
- travel services improvement through individualization.

Personalization and customization in the entertainment industry:

- individualization in streaming platforms, creating individual user profiles,
- personalized content recommendations,
- customized playlists,
- customized movie and TV show recommendations,
- personalized gaming experiences and
- customized game characters and recommendations.

Personalization and customization in the beauty industry:

- personalized skincare regimens,
- customized makeup products and design tools,
- personalized beauty consultations and
- the impact of customization on the beauty industry.

Customization and configurators in the jewelry industry:

- custom jewelry design software,
- personalized jewelry products, and
- the impact of customization on the jewelry industry.

Personalization and customization in sports and fitness:

- mass customization strategy, personalized training programs,
- customized equipment and
- personalized nutrition plans.

Personalization and customization in the financial services industry:

- personalized investment recommendations,
- customized financial products,
- personalized banking services such as targeted financial advice,
- customized savings plans and credit management and
- the use of configurators for custom financial products.

Customization and personalization in the automotive industry:

- vehicle customization,
- vehicle configuration,
- the role of personalization in the future of transportation, and
- the impact of customization on the automotive industry.

Workforce and talent management:

- tailored career development plans, individualized training, and understanding of specific needs and preferences of each employee,
- tailored talent acquisition based on job criteria and applicant qualifications.

Personalization and customization in education:

- personalized learning,
- adaptive learning technologies,
- educational customization for individual student needs,
- applying adaptive learning for individualized educational experiences.

Program – Day #1

Date: September 26, 2024

Place: Rectorate building (University of Novi Sad)

09.00 - 11.00 Registration:

11.30 - 13.00 **Experts Panel #1:** Customization Eco-system and Business Models

13.00 - 14.00 Lunch

14.00 - 15.00 **Company presentations**

15.00 - 15.30 Coffe break

15.30 - 17.00 **Experts Panel #2:** Personalization in the Era of Artificial Intelligence

20.00 - 23.00 Gala dinner - Restaurant „Kod fazana“

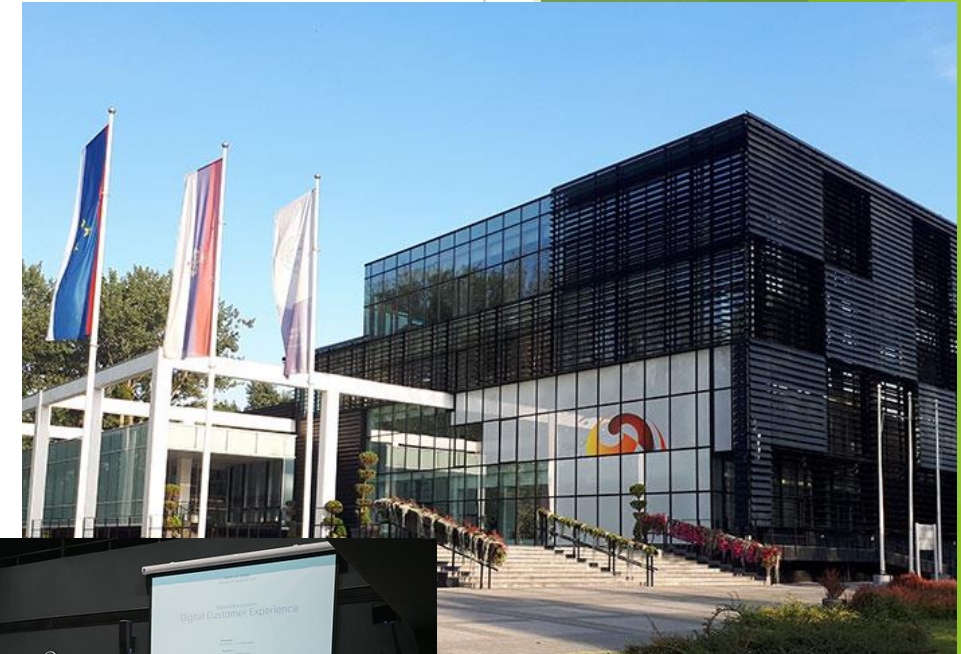
Experts Panels & Company Presentations

1. Scientific Insight and Interactive Dialogue

What to Expect: Start your adventure with the latest research and developments in customization and personalization presented by leading experts on 2 professional panels. Participate actively in discussions, pose challenging questions, and engage directly with pioneers shaping the future.

Your Role: Come prepared to absorb knowledge, challenge concepts, and contribute to thought-provoking discussions that drive the industry forward.

For more details, visit: www.mcp-ce.org/pro-forum/



#1: Customization Eco-system and Business Models

Experts Panels

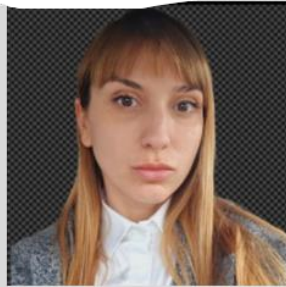


Paul Blažek

Serial Entrepreneur & Thought Leader,
Founder & CEO
CYLEDGE Media, Vienna, Austria

**Exploring Interactive Value Creation:
Innovating New Business Models
Through Customization and
Collaboration**

Paul's presentation delves into the dynamic
landscape of new business models,
emphasizing inter



Mirjana Ilić

Professor of Applied Studies
Academy of Applied Studies Belgrade
Founder of Moj Krojač Company, Serbia

**Tailoring Success: The MojKrojač
Experience in Customized Fashion**

Join us as Professor Mirjana Ilić, the visionary
founder behind MojKrojač, unveils the journey
of pioneering the online customization of
clothing in Serbia and beyond. For over a
decade, MojKrojač has redefined fashion by
personalize their



Lars Skjelstad

Senior Researcher
SINTEF Technology
Norway

**The Power of Col'
Today's Business**

Businesses form v
operations, ofte
best fulfill deliv
end customer:
regaining inte
new technolo



Iryna Kuksa Frsa

Senior Research Fellow,
Director, Design Research Centre
Nottingham School of Art and Design,
Nottingham, UK

**Design for Personalisation – The Age
of AI**

Excessive consumption is accelerating climate
change, pushing us to reconsider unsustainable
lifestyles. Personalization, powered by machine
learning and data analytics, not only drives
more consumption by tailoring f



Thomas Aichner

Scientific Director,
South Tyrol Business School,
Bolzano, Italy

**From Personalized to Programmed:
The Dilemma of AI Customization**

When considering the core values of mass
customization, such as individual expression,
fun in co-creating, and creativity, AI may
introduce disadvantages, potentially leading to



Frances Turner

Assistant Professor of Marketing,
Ithaca College, School of Business, NY, USA

**Individualization and the Value of the
AI-Imbued Co-Design Toolkit**

Dive into the future with Professor Frances
Turner as she explores the electrifying
intersection of Artificial Intelligence (AI) and
mass customization (MC

For more details, visit: www.mcp-ce.org/pro-forum/

Company Presentations



High Performance Center Mass
Personalization, Stuttgart, DE

For more details, visit: www.mcp-ce.org/pro-forum/

Wilkhahn



Wilkhahn, Germany

Program - Day #2

Date: September 27, 2024

Place: Sremski Karlovci, Fruška gora national park

9.00 - 9.30 Traveling to the town of Sremski Karlovci

9.30 - 10.15 Guided tour in the city center

I OPEN STAGE - **BUILD:** „Turning Points: Decisive Moments in Business Success“

10.15 - 11.30 with coffee break in the garden next to the 150 years old platanus tree.

II OPEN STAGE - **BURN & LEARN:** „What can we learn from errors and failures?“

11.30 - 13.00 in the Kosović winery - vine tasting & experience sharing

13.00 - 13.15 Traveling to Fruška Gora national park

III OPEN STAGE - **DREAM:** „Creative Impulses: Catalyzing Business Evolution“

13.15 - 15.30 with lunch in the terrace of the ethno restaurant „The Forest Paradise“

15.30 - 16.30 Walking to and visiting ancient monastery Velika Remeta

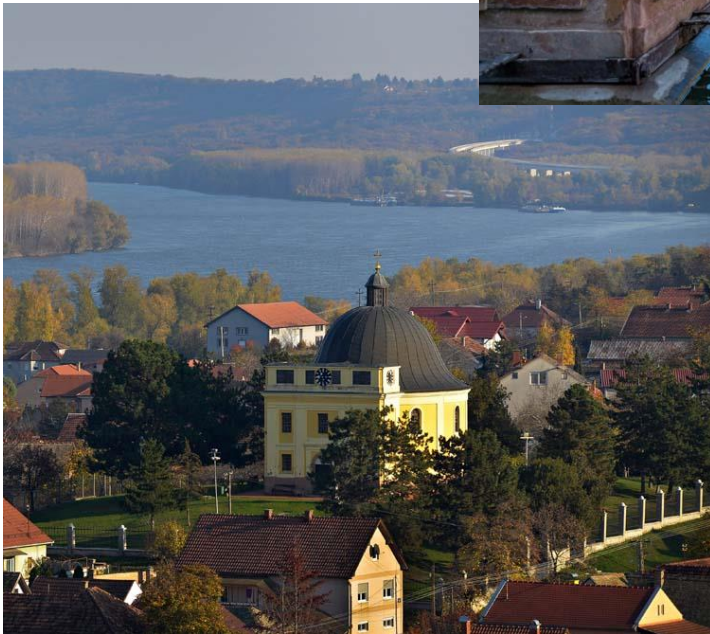
16.30 - 17.00 Traveling back to the hotel Centar



2. Embrace Cultural and Historical Depths:

What to Expect: Experience the rich cultural and historical heritage of Sremski Karlovci. Find peace and inspiration in the tranquility of the monasteries nestled in the untouched landscapes of Fruška Gora National Park, providing a perfect backdrop for reflection and inspiration.

Your Role: Enjoy the cultural and natural environments, immerse yourself fully, and allow history and the beauty of nature to fuel your creative thinking.



3. Share and Listen to Open Stage Stories:

What to Expect: Participate in our 3 open stage sessions (Build; Burn&Learn, Dream) where you, the participants, are the stars. Share your personal tales of success, lessons from mistakes, and unfulfilled dreams in short, honest storytelling formats.

Your Role: Be open to sharing your own experiences and learning from the diverse tales of others. This mutual exchange of stories will enrich everyone's understanding and personal growth.



OPEN STAGES

#1: BUILD

Turning Points: Decisive Moments in Business Success

In the first session of our adventure, share with us the experiences and key moments that started or turned your business idea around and brought it to success.



#2: BURN & LEARN

What can we learn from mistakes and failures?

With a glass of good wine, it will be easier to talk about the mistakes and failures that follow every business success, with the aim of learning lessons.



#3: DREAM

Creative Impulses: Catalyzing Business Evolution

Summarizing the stories with a good Serbian lunch, innovative ideas will surely be awakened as creative impulses of some future great success.



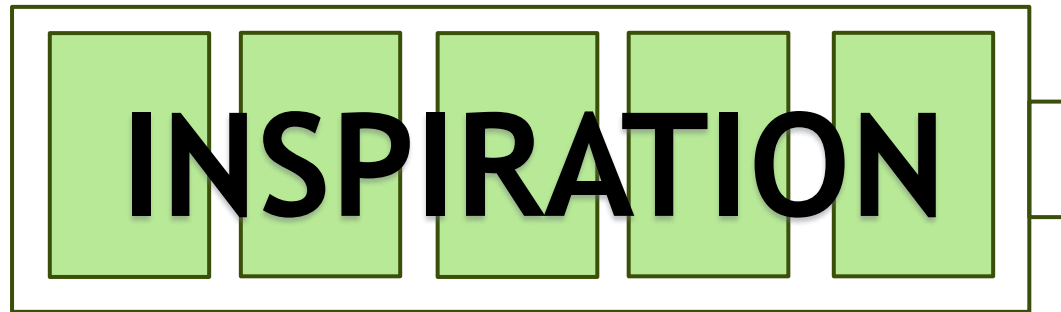
4. Networking and Socializing:

What to Expect: Enjoy the social side of the forum with delicious local cuisine paired with exquisite wines that the region is famed for. Mingle with other participants, make new friends, or potentially find future collaborators in a relaxed and friendly atmosphere.

Your Role: Engage with fellow participants, forge new relationships, and collaborate over culinary delights. Bring your business cards and an open heart!



Don't miss this opportunity to connect with like-minded individuals and pioneers in a festival that promises to stimulate your senses and inspire innovation. Whether you're a **designer, entrepreneur, or enthusiast**, „Create and Connect“ is the place to be for experiencing the fusion of creativity and culture!



Fully Loaded

Register for the event on <https://mcp-ce.org/pro-forum/>

Tickets for two days adventure: **440 EUR** (VAT included), for additional information: info@mcp-ce.org

If you are interested to participate with discussion send a short abstract until **August 30, 2024.**

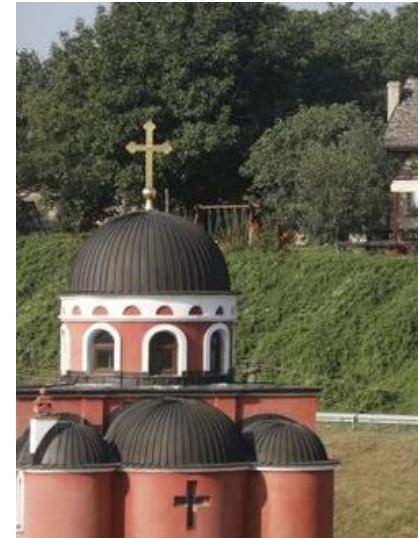


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