


Pre-Conference of the DAJV Annual Conference 2019

Andy Warhol, Data Protection & Compliance: all bottled up at the Coca-Cola headquarters



Thursday // September 12, 2019 // Berlin

Coca-Cola Deutschland GmbH // Stralauer Allee 4 // 10245 Berlin



September 12, 2019 // 10.00 a.m. - 14.00 p.m.

Pre-Conference

From New York Times Square to a remote village in the wide plains of Patagonia, the red and white emblem of Coca-Cola can be found everywhere. The iconic trade mark even went down in art history, when Andy Warhol famously projected “Green Coca-Cola Bottles” on canvas. Clearly, the enormous brand recognition brings huge advantages. However, it creates legal challenges for the blue chip company as well.

We invite you to jointly discuss *data protection, digital transformation* and *compliance* at the Coca-Cola headquarters in Berlin. Besides, we will consider how cultural specificities between Germany and the USA continue to shape the brand's *marketing strategy* and the daily work at the global company.

We look forward to seeing you in Berlin!

Best wishes,

Isabel Cagala

Head of DAJV Young Professionals

Your hosts and speakers

Pre-Conference

DAJV

- **Isabel Cagala**
Head of DAJV Young Professionals

Coca-Cola

- **Christian Brennholt**
Senior Managing Counsel Privacy
Deputy Chief Privacy Officer
- **Dr. Katharina Ludewig**
EU Privacy Counsel
- **Dr. Silke Engel**
Associate Director Legal
- **Anja Jonas**
Communication Manager



Registration

Pre-Conference

The Pre-Conference is aimed at young professionals, law clerks, PhD candidates and law students. DAJV membership is not required. The number of participants is limited, early registration is therefore highly recommended.

▶ Please register until September 5, 2019:
https://www.shop-dajv.de/events/dajv_precon/ 

Following the Pre-Conference, the DAJV kindly invites you to the **Evening Reception** of our Annual Conference at the **US Embassy**.

▶ If you want to join the entire Annual Conference, please register until September 5, 2019:
<https://www.shop-dajv.de/events/dajv-jahreskonferenz-2019/> 