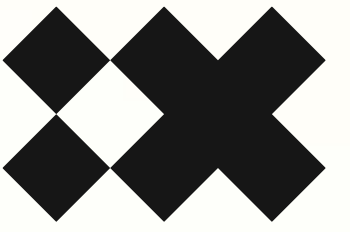
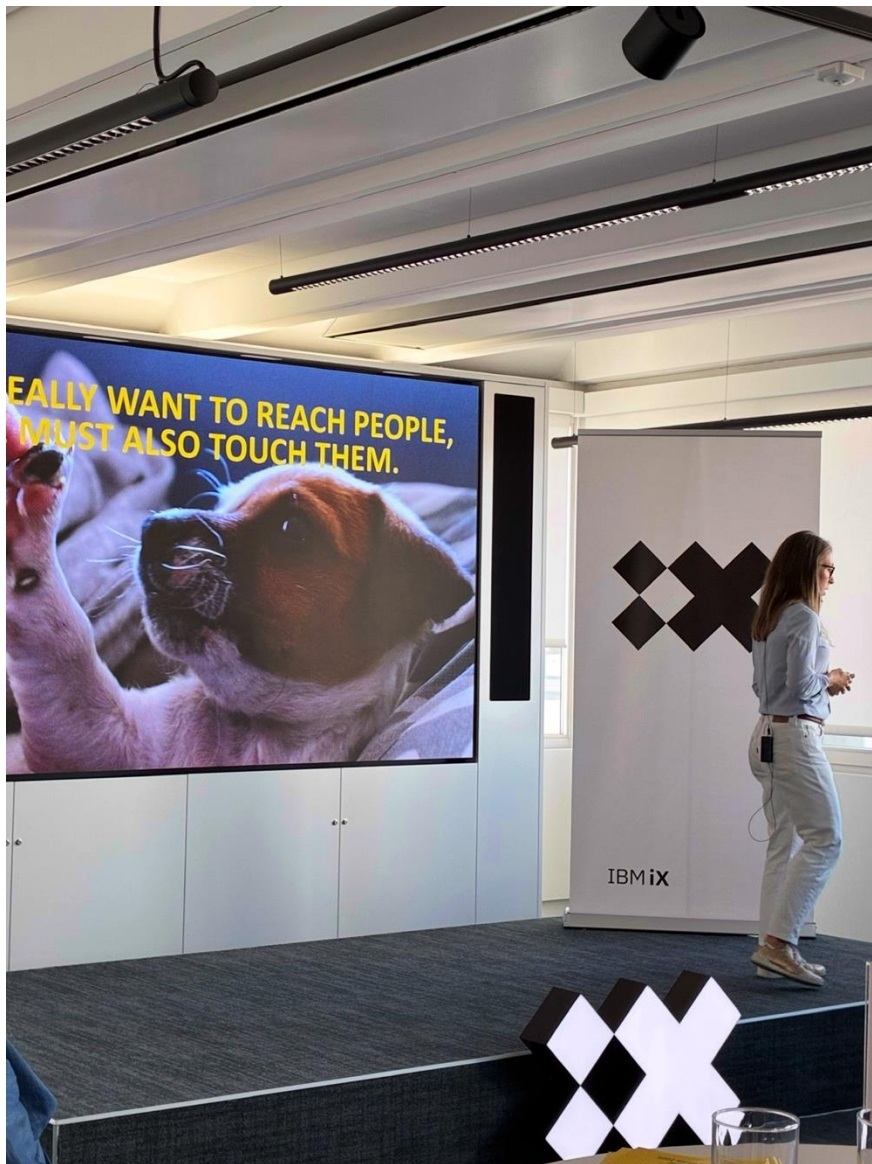


Key Insights & Highlights

Women in Tech Vienna
Shift happens: Between
AI & Human Connections



Impressions 2025



Keynote Nicole Schlögl-Slavik, VP Marketing & Productmanagement, Österreichische Post AG

Meaningful Touchpoints – what truly matters in a world gone digital



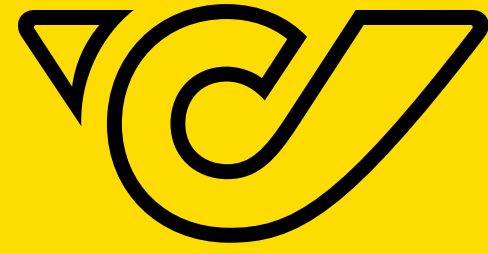
In her keynote, Nicole Schlögl-Slavik showed why analog still matters in a digital world. From letters to print ads, physical touchpoints create trust, stick in our memory, and cut through the noise where digital often falls flat.

Her message was clear: real impact comes from finding the right balance between digital reach and analog authenticity.

The key takeaways from her talk:

- **Touch builds trust**
What we can hold in our hands stays with us: physical media spark stronger emotions and brand recall than digital.
- **Digital fatigue is everywhere**
People are overwhelmed by endless content, less trusting of digital ads and craving more tangible experiences.
- **Blend, don't choose**
The future isn't analog or digital: campaigns that mix both outperform by far.

CONNECT WITH ME!



Österreichische Werbemarkt Studie:



Meet me
at Women
in Tech

LinkedIn



Nicole Schlögl-Slavik
VP Marketing & Product
Management,
Österreichische Post AG

IBM iX



Keynote Gerlinde Layr-Gizycki, Founder & Managing Partner INAMERA gmbh and Non-Executive Director in various Austrian companies

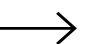
The Power of Networking



In her keynote, Gerlinde Layr-Gizycki explored why networking is more relevant than ever. She showed how meaningful connections across analog, digital, and hybrid spaces build trust, shape careers, and strengthen leadership. Her talk highlighted that networking is not just a skill but a mindset, powered by authenticity, preparation, and personal branding.

The key takeaways from her talk:

- **Trust is the foundation**
Strong relationships reduce churn, inspire recommendations, and drive long-term success.
- **Networking is a mindset**
It's not about business cards, but about curiosity, authenticity, and building genuine bonds.
- **Preparation makes the difference**
From small talk to follow-ups, every step counts being visible and consistent turns contacts into real connections.





Get in touch with me!

Gerlinde Layr-Gizycki
Managing Partner INAMERA gmbh

✉ **office@inamera.at**

📞 **+43 664 246 17 17**

🌐 **www.inamera.at**



Sign-up for INAMERA Networking Masterclass



Sign-up for INAMERA | WU EA Cross Mentoring & Executive Development

Our Panelists



Samira Imsirovic-Kaya
CXO IBM iX DACH Agency



Katharina Kofler
Head of Marketing Kurier



MMag. Stefanie Hofer
Leitung Business Service,
A1 Telekom Austria AG

Panel Discussion, Samira Imsirovic-Kaya, Chief Experience Officer, IBM iX; Katharina Kofler, Head of Marketing, KURIER Medienhaus; Stefanie Hofer, Leitung Business Service, A1 Telekom Austria AG; Moderation by Pia Kronqvist, Sales Lead & Client Relations, IBM iX Austria

Leading with Empathy: Human-Centered Leadership in the Age of AI



In this panel, Pia Kronqvist led a conversation with Katharina Kofler, Stefanie Hofer, and Samira Imsirovic-Kaya on leadership, empathy, and the role of AI. The discussion circled around listening as a core skill, balancing authority with authenticity, and how AI can either support or challenge human connection.

Here are the key takeaways from our discussion:

- **Empathy and authority go hand in hand:** Strong leadership means being authentic, setting clear expectations, and not shying away from authority while staying human.
- **AI should create space, not just efficiency:** Used thoughtfully, AI opens room for creativity and innovation — but it must be verified and never replace dialogue.
- **Human-centered leadership = connection:** Listening, embracing differences, and building genuine relationships define impactful leadership more than titles or roles.

→

Interactive Workshop, Marie-Sophie Kames-Klingenbrunner, Senior Digital Strategy Consultant, IBM iX

AI on the hot seat – Debate it, defend it, question it!



In her workshop, Marie-Sophie Kames-Klingenbrunner encouraged participants to look beyond the AI hype.

Instead of chasing optimism or skepticism, the session focused on unpacking assumptions, questioning narratives, and exploring where AI helps and where it challenges us. Through group discussions, participants were invited to challenge not only AI's responses but also their own perspectives.

Here are the key takeaways:

The key takeaways from her talk:

- **Stay curious, stay critical:**
AI is everywhere, but meaningful use comes from asking the right questions and keeping a critical mindset.
- **Challenge assumptions:**
Productivity gains and job fears both exist — the real task is to separate hype from reality.
- **Dialogue drives insight:**
Open discussions, both with each other and with AI, spark new perspectives and deepen understanding.

Do you have an inspiring story to tell, a special skill to share, a unique idea to contribute, or simply want to take an active role in our events? We'd love for you to be part of our Women in Tech community.



Get in touch — together, we'll find the perfect opportunity for you to join the conversation and inspire others.

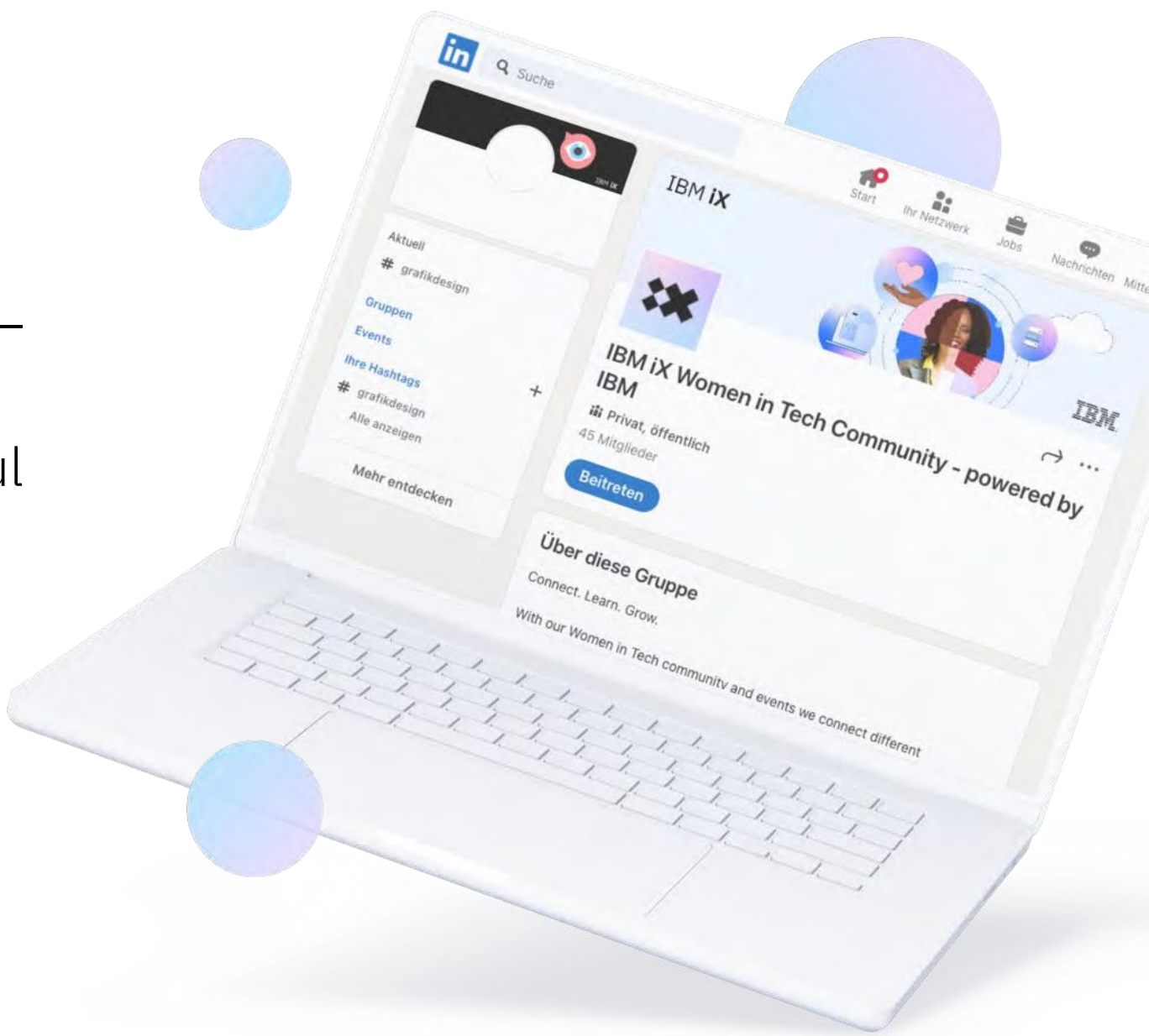


Annika Witt
Senior Marketing Manager
Annika.witt@ibmix.at

ibmix.de

Women in Tech LinkedIn group

Join the “Women in Tech Community – powered by IBM” LinkedIn group is a place to connect, engage in meaningful discussions.



Women in Tech Community Hub

Check out our Women in Tech community hub for more information and continuous updates on upcoming events, and interesting news.

