

Project Charter

Project: Brand Analytics Festival

Details	Date: 11-15 June 2025 Start: : Event Code: 20250611 BAF-CPH Format: Jam Session Format
Event Description	Multiday event
Date Event Locations	11 June 15:00-21:00 Web Analytics Wednesday Københavns Professionshøjskole - Campus Carlsberg Humletorvet 3, 1799 København V
	12 June 17:30-22:00 Brand Analytics Masterminds Symfonien Room Kulturhuset Islands Brygge Islands Brygge 18, 2300 København
	13 June 9:00-12:00 Amplitude Wizard Bar Twenty Three HQ Sortedam Dossering 7E, 2200 København
	13 June 17:30-22:00 Brand Analytics Jam Session - Pre MC-CPH Drinks Symfonien Room Kulturhuset Islands Brygge Islands Brygge 18, 2300 København
	14 June 9:00-18:00 Measurecamp Copenhagen Aller Media Havneholmen 33, 1561 København
	14 June 18:30-22:00 MeasureCamp CPH - Dinner & Afterparty Symfonien Room Kulturhuset Islands Brygge Islands Brygge 18, 2300 København

Project: Brand Analytics Festival

15 June 10:00-12:00
Fabricio's Brunch

Weds 11 June

Web Analytics Wednesday

Københavns Professionshøjskole - Campus Carlsberg
Humletorvet 3, 1799 København V

Catering Status: Jomar to order directly with the venue and will copy Galina in as the main contact to co-ordinate delivery.

Full event Program	
15.00	Arrival, connecting & drinks
15.30	Say Hi, with Jomar Reyes (A) & Steen Rasmussen (DK), IIH Nordic
16.00	Between people, synthetic data and AI, Fredric Lundgren (SE), Data & Machine Learning Team Lead, IKEA
16:30	Insight partner (Amplitude)
16:50	Panel: The level after analytics – in the real world
	Moderator: Jomar Reyes (AU), Community Master, Brand Leadership Community 1. Leonardo, Pandora 2. Brian Kjærulff, YouSee 3. Tim Jespersgaard, World Animal Protection
17:20	Troubleshooting Analytics, Wojciech Zak (PL), IIH Nordic
17:40	Introducing Tech Tribes – Breakout 2.0 (Google Analytics / Adobe / Piwik / Amplitude)
18:10	The Biggest Break / (& Tech Demos)
18:50	The Stupid question and the good dialogue, how to ensure that data creates value, Sara Redin (DK), Independent Digital Consultant

19:10	Insights partner
19:30	25 Years of Web Analytics – from Urchin, to launching Google Analytics, to the present day. What has shaped & molded me. Brian Clifton (UK), Director of Data & Compliance, Search Integration
20:00	Perspectives & Closure, with Steen Rasmussen (DK), IIH Nordic
20:10	End of the road – Networking and free hugs...

Thurs 12 June

Symfonien Room

Kulturhuset Islands Brygge

Islands Brygge 18, 2300 København

Catering Status: Jomar/Galina to source local takeaway food 40 people

Drinks Snacks to be ordered via Nemlig and delivered to IIH Nordic

Brand Analytics Masterminds

Full event Program	
17.30	Arrival, connecting & drinks
17:50	Welcome from Steen & Friends 5mins BLC opening, with Jomar Reyes (AU), Brand Leadership Community, Bonfire Attendant
18.15	The half life of data, Steen Rasmussen, BLC,
18:30	Break out sessions
19:00	Dinner and other forms of enjoyment
19:30	"Meshes, Products, and Contracts - New Frontiers in Data Management for Greater Business Impact" Robert Børlum, JP/Pol
19:50	Sources of pain, campaign tracking considerations, Julianna Sawma Hauswirth, IIH Nordic
20:05	Insights partner
20:20	Forget customer journeys, Adrian Kaule, COO, Nemlig

20:40	Sparkling insights - Update from the Brand Leadership Community Evaluations
20:50 - 22:00	Drinks til you drop - or you run out of money

Fri 13 June

Amplitude Wizard Bar @ TwentyThree

[See separate project charter](#)

Brand Analytics Jam Session

Symfonien Room

Kulturhuset Islands Brygge

Islands Brygge 18, 2300 København

Catering Status: Jomar/Galina to source local takeaway food 40 people

Drinks Snacks to be ordered via Nemlig and delivered to IIH Nordic

Full event Program	
17:30	Arrival, connecting & drinks
18.00	Welcome from Robert Johnson BLC opening, with Jomar Reyes (AU), Brand Leadership Community, Bonfire Attendant
18:25	Panel session 1: Community & careers Hosted by Jomar Reyes 1: Emilie Persson (SE) 2: TBA 3: Jessica Loveng (SE)
19:05	Break out sessions
19:35	Break for anything you want...
19:45	Insights partner
20:00	Panel session 2: Operational analytics Hosted by Robert Johnson 1: Marta Saratowicz (PO), 2: Heli Saarinen (FI), Hopkins 3: Auguste Ciuksaite, Pandora, Pandora
20:30	Sparkling insights - Update from the Brand Leadership Community

	Evaluations
20:40	Beers, pizza and funk

Sat 14 June

Measurecamp Copenhagen

Aller Media

Havneholmen 33, 1561 København

Sun 15 June

BAF Brunch

Fabricio's Branch

Checklist	

Landing Page Content	https://brandleadership.community/events/brand-analytics-festival/
Overview (130 Words)	

Speaker Details (150 Words)						
Email to send to speakers/partners <u>before</u> the event	<table><tr><td></td><td></td></tr><tr><td colspan="2"></td></tr></table>					

Follow up check list - after the event	
Follow up email to speakers	Te
Follow up email to sponsors	
Follow up email to attendees "Thank you"	● Share the presentation ● Share upcoming events ● Keywords takeaway from the event

Operations

Catering

- ☒ Nemlig order
 - ☐ For Delivery Thursday 12pm
 - ☐ Cans
 - ☐ Softdrink (24)
 - ☐ Coke X10
 - ☐ Diet Coke x10
 - ☐ Fax Kondi
 - ☐ WATER
 - ☐ Beer
 - ☐ Water
 - ☐
 - ☐
 - ☐ 12 Jun BAM-CPH Brand Analytics Masterminds
 - ☐
 - ☐ 13 Jun AWB-CPH Amplitude Wizard Bar
 - ☐
 - ☐
 - ☐ 13 Jun BAJ-CPH
- ☐ Nemlig order
 - ☐ Thursday for Friday - Deliver to IIH
 - ☐ Thursday for Friday - Deliver to Pandora

General Check list

- ☐ Plastic tubs for ice
- ☐ Session cards for MC
- ☐ Sponsor signs A4, A5
- ☐ Poster with floorplans
- ☐ Session times printed

- ☐ Slides
 - ☐ Brand Analytics Masterminds
 - ☐ Brand Analytics Jam Session
 - ☐ MC Slides
- ☐ Name badges
 - ☐ 12 June Brand Analytics Masterminds
 - ☐ Blanks
 - ☐ 13 June Brand Analytics Jam Session
 - ☐ Blanks

- ☐ 14 June Measurecamp Copenhagen
 - ☐ Blanks

11 June WAW

Runsheet

Weds 11 June

Web Analytics Wednesday

Københavns Professionshøjskole - Campus Carlsberg
Humletorvet 3, 1799 København V

Full event Program	
14:00	Set up registration area - Lay out name labels (Remember to hold the unclaimed labels as 'No-Shows') Set up Drinks from catering
15.00	Access theatre - set up computer & Audio Arrival, connecting & drinks
15.30	Say Hi, with Jomar Reyes (A) & Steen Rasmussen (DK), IIH Nordic
16.00	Between people, synthetic data and AI, Fredric Lundgren (SE), Data & Machine Learning Team Lead, IKEA
16:30	Insight partner (Amplitude)
16:50	Panel: The level after analytics – in the real world
	Moderator: Jomar Reyes (AU), Community Master, Brand Leadership Community 1. Leonardo, Pandora 2. Brian Kjærulff, YouSee 3. Tim Jespersgaard, World Animal Protection
17:20	Troubleshooting Analytics, Wojciech Zak (PL), IIH Nordic
17:40	Start preparing for food & drinks Introducing Tech Tribes – Breakout 2.0 (Google Analytics / Adobe / Piwik / Amplitude)
18:10	The Biggest Break / (& Tech Demos)

18:50	The Stupid question and the good dialogue, how to ensure that data creates value, Sara Redin (DK), Independent Digital Consultant
19:10	Insights partner
19:30	Start preparing for drinks 25 Years of Web Analytics – from Urchin, to launching Google Analytics, to the present day. What has shaped & molded me. Brian Clifton (UK), Director of Data & Compliance, Search Integration
20:00	Perspectives & Closure, with Steen Rasmussen (DK), IIH Nordic
20:10	End of the road – Networking and free hugs... Pack down and clean up

12 June Masterminds

Thurs 12 June Masterminds

Symfonien Room
Kulturhuset Islands Brygge
Islands Brygge 18, 2300 København

Catering Status:

Jomar/Galina to source local takeaway food 40 people
Drinks Snacks to be ordered via Nemlig and delivered to IIH Nordic

Brand Analytics Masterminds

Full event Program	
16:30	Jomar has Green Mobility car to transport Meet at IIH & load up drinks, ice and snacks
17:00	Access Room - Nametags for registration - Set up for sessions - Set up drinks and snacks
17.30	Arrival, connecting & drinks
17:50	Welcome from Steen & Friends 5mins BLC opening, with Jomar Reyes (AU), Brand Leadership Community, Bonfire Attendant
18.15	The half life of data, Steen Rasmussen, BLC,
18:30	Top up drinks & Prep for Dinner (Filipino Street food?) Break out sessions
19:00	Dinner and other forms of enjoyment
19:30	"Meshes, Products, and Contracts - New Frontiers in Data Management for Greater Business Impact" Robert Børlum, JP/Pol
19:50	Sources of pain, campaign tracking considerations, Julianna Sawma Hauswirth, IIH Nordic
20:05	Insights partner
20:20	Forget customer journeys, Adrian Kaule, COO, Nemlig
20:40	Sparkling insights - Update from the Brand Leadership Community Evaluations

20:50 - 22:00	Drinks til you drop - or you run out of money
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13 June Jam Session

Fri 13th June Brand Analytics Jam Session - MC CPH WARMUP

Symfonien Room
Kulturhuset Islands Brygge
Islands Brygge 18, 2300 København

Catering Status: Jomar/Galina to source local takeaway food 40 people
Drinks Snacks to be ordered via Nemlig and delivered to IIH Nordic

Full event Program	
16:30	Jomar has Green Mobility car to transport Meet at IIH & load up drinks, ice and snacks
17:00	Access Room - Name Tags setup for registration - Set up for sessions - Set up drinks and snacks
17:30	Arrival, connecting & drinks
18:00	Welcome from Robert Johnson BLC opening, with Jomar Reyes (AU), Brand Leadership Community, Bonfire Attendant
18:25	Panel session 1: Community & careers Hosted by Jomar Reyes 1: Emilie Persson (SE) 2: TBA 3: Jessica Loveng (SE)
19:05	Break out sessions
	Top up drinks
19:35	Break for anything you want...
19:45	Insights partner
20:00	Panel session 2: Operational analytics Hosted by Robert Johnson 1: Marta Saratowicz (PO), 2: Heli Saarinen (FI), Hopkins 3: Auguste Ciuksaite, Pandora, Pandora
20:30	Sparkling insights - Update from the Brand Leadership Community Evaluations
20:40	Beers, pizza and funk
21:30	Clean up room
22:00	

14 June Measurecamp

14 June After Party

Marketing planning

Overall planning:

- ☐ All events in Billetto (incl. email reminders)

Wednesday

- ☒ ~~WAW~~

Thursday

- ☒ ~~Brand Analytics Masterminds (35) — Milo Bengtsson~~

Friday

- ☐ Amplitude Wizard Bar at Twentythree 9.00 (not in Billetto, since Amplitude has their own page)

- ☒ ~~Brand Analytics Jam Session (35) — Milo Bengtsson~~

Saturday

- ☒ ~~MeasureCamp Day (already sold out)~~
- ☒ ~~Post-MeasureCamp Drinks — Jomar Reyes find out if tickets are needed Galina is looking at spaces~~

Sunday

- ☐ The Long Farewell Brunch (obs! clear signalling payment on arrival) (Milo Bengtsson)

- ☒ ~~All links and pages linked and live~~
 - ☒ ~~Amplitude Wizard Bar + link to Twentythree signup page~~
 - ☒ ~~Event page for Brand Analytics Masterminds~~
 - ☒ ~~Event page for Brand Analytics Jam Session~~
 - ☒ ~~Update all pages to reflect BAF branding (Milo Bengtsson & Jomar Reyes)~~
- ☐ Graphic overview

REMEMBER HASHTAG!!! #BrandAnalyticsFestivalCPH

Billetto event pages

- ☐ When is the *latest* someone can order a ticket? (Consider catering)
- ☐ Add cost and promo codes for BMM and BJS?
- ☒ ~~Include food preferences, title, and company/school~~
- ☐ Add link to BAF page to Billetto events
- ☐

Email marketing:

Recipients:

- Currently going to Measurecamp full email list (200)
 - WAW currently going (80)
 - BLC email list (700)
-

Content:

- Excited for BAF? Join our open events...
 - Jomar will share text and TOV
-

Wednesday

- ☐ WAW - sendout to Measurecamp list + BLC (filtered)

Thursday

- ☐ Brand Analytics Masterminds - sendout to Measurecamp list + WAW list + BLC (filtered)

Friday

- ☐ Brand Analytics Jam Session - sendout to Measurecamp list + WAW list + BLC (filtered)

Saturday

- ☒ ~~MeasureCamp Day (already sold out)~~
- ☐ Post-MeasureCamp Drinks

Sunday

- ☐ The Long Farewell Brunch - sendout to Measurecamp list + WAW list + BLC (filtered)

Social media marketing

This week:

- ☐ Link to main page, all links to Billetto ready. Overview in post of available events.

Next week:

- ☐ Status on events, links to available events.

If outstanding tickets, one post per event:

- ☐ Brand Analytics Masterminds

- ☐ Brand Analytics Jam Session
- ☐ Post-MeasureCamp Drinks
- ☐ The Long Farewell Brunch

Week before BAF:

- ☐ International profile highlight post, tagging most well known international speakers + mentioning of events/themes.
- ☐ Foreigners coming in and wanting company/things to do
- ☐ Introduction post on LinkedIn - who is coming, who are they looking to meet?

During BAF:

- ☐ A daily “today we are looking forward to...”, mentioning highlights in daily event(s) + details
- ☐ Voxpop? Speaker quotes?

Billetterto event pages

Billetto event pages

Brand Analytics Masterminds (Thursday, June 12)

Join senior professionals for an evening of brand analytics and strategy! Engage in structured roundtable discussions, hear from our expert panel on brand data strategy, and network over dinner with industry voices including Robert Børlum-Bach (JP/Politiken), Juliana Sawma Hauswirth (IIH Nordic), Adrian Kaule (Nemlig.com), and Steen Rasmussen (IIH Nordic).

Ready to maximise your analytics week in Copenhagen?

As analytics professionals gather for MeasureCamp Copenhagen (June 14), the Brand Leadership Community hosts this event as part of the Brand Analytics Festival. Experience everything from our signature Web Analytics Wednesday to intimate strategic sessions like this one - all designed to meet, greet, and learn even more before the Saturday unconference begins.

For the festival lineup and event programs, [visit the Brand Analytics Festival page here](#).

+ CONFIRMATION EMAIL WITH AGENDA (+ link to Billetto for updates)

Brand Analytics Jam Session (Friday, June 13)

Let's jam! Join fellow analytics professionals for an afternoon of hands-on learning, deep discussions, and social energy. We'll tackle real challenges in the analytics and brand ecosystem through lightning talks, panels, and break-out sessions. The evening continues with dinner and drinks - because that's where some of the best insights are served!

Ready to maximise your analytics week in Copenhagen?

As analytics professionals gather for MeasureCamp Copenhagen (June 14), the Brand Leadership Community hosts this event as part of the Brand Analytics Festival. Experience everything from our signature Web Analytics Wednesday to intimate strategic sessions like this one - all designed to meet, greet, and learn even more before the Saturday unconference begins.

For the festival lineup and event programs, [visit the Brand Analytics Festival page here](#).

+ CONFIRMATION EMAIL WITH AGENDA (+ link to Billetto for updates)

Email

Email

Headline suggestions:

Make the most of Measurecamp/Web Analytics Wednesday - much more is waiting for you!
One event down. A whole festival to go.
Psst... Did you know there's a whole festival, and you are already part of it?

You're already part of something exciting—but there's so much more waiting for you.

The Brand Analytics Festival is a **five**-day celebration of insight, innovation, and community, running from **June 11–15** across Copenhagen. It brings together international experts, local leaders, and passionate professionals for a series of curated events—from strategic roundtables and product deep-dives to rooftop meetups and hands-on workshops.

Explore the full festival lineup and discover how you can make the most of your time with us:

Event calendar

Thursday, June 12

[Brand Analytics Masterminds](#) 16:00 – 21:30

Join us for an energising afternoon of hands-on analytics, bold ideas, and real talk—followed by dinner, drinks, and sharp insights.

Friday, June 13

[Amplitude Wizard Bar](#) 09:00 - 12:00

Drop by the Amplitude Wizard Bar at TwentyThree for hands-on support, pro tips, and relaxed networking—no sales, just smart insights and great company.

[Brand Analytics Jam Session](#) 16:00 – 21:30

Join senior peers for an evening of brand analytics, expert panels, and roundtable discussions—plus dinner and networking with leaders from JP/Politiken, Nemlig.com, and IIH Nordic.

Saturday, June 14

[Measurecamp Copenhagen](#) 09:00 – 17:00 (FULLY BOOKED, [JOIN WAITLIST HERE](#))

Sunday, June 15

The Long Farewell Brunch

For the full festival lineup and event programs, [visit the Brand Analytics Festival page here](#).

Content capture - BAF 2025

Content capture - BAF 2025

Video

- ☐ People arriving
- ☐ B-roll of breaks
- ☐ B-roll of catering
- ☐ B-roll of events set up
- ☐ B-roll of name tags
- ☐ Pan of different events, focus on

BAF Crew 2025

Meet the Brand Analytics Festival 2025 Volunteer Crew

The Brand Analytics Festival 2025 is powered by an incredible group of volunteers who have naturally gravitated toward the event, individuals drawn by curiosity, shared values, and a desire to be part of something meaningful in the world of brand, analytics, and marketing.

This diverse team includes students, early career professionals, and industry practitioners from across the Nordics, each bringing their own perspective and passion. Their backgrounds span digital analytics, brand management, sustainability, frontend development, content creation, and event coordination. Some are exploring new career paths, while others are deepening their involvement in communities they already support.

What unites them is a willingness to contribute, connect, and grow, both personally and professionally. They are here to help create a memorable festival experience, support attendees, and shape the collaborative and welcoming environment that defines the Brand Leadership Community.

Their energy, insight, and generosity set the tone for what the Festival is all about.

Corie Tilly

Corie is a Digital Analytics Engineer at IIH Nordic and an alumna of IHM Business School. She previously served as Head of the Next Generation section at the Brand Leadership Community and has been a familiar face at MeasureCamp Copenhagen. Corie is also a co-founder of WIDA Nordics (Women in Data & Analytics), a non-profit that organises events to empower women in the analytics field.

Dalavan Thamhaksa

Dalavan is currently studying Frontend Development at Jensen Yrkeshögskola in Malmö. With a professional background in buying, category management, business analysis, and accounting, she is now exploring how web development and UX design can enhance customer and business alignment. Dalavan brings a versatile skill set and curiosity to the crew.

Galina Shahova

Galina is a Data Analytics student at IHM Business School in Malmö, a content creator and event manager at the Brand Leadership Community, and the Operations Lead for MeasureCamp Copenhagen. With experience in both content and logistics, she brings strong leadership and

coordination skills to the team. Galina is passionate about creating experiences that connect people and believes in the power of community for professional and personal growth.

Husna Hamisi, MSc

Husna has a background in sustainability and supply chain risk assessment, specialising in regulatory frameworks such as the CSRD and EU Taxonomy. She is certified in data analytics by Microsoft (PL-300 and PL-900) and is passionate about connecting digital analytics with sustainability insights to drive strategic improvements. Volunteering at BAF is a natural step for her to explore these intersections further.

Irini Vasilopoulou

Irini holds an MSc in Brand Management from Lund University and currently works part-time as Commercial Responsible at H&M Home. She has prior experience in marketing, media planning, content creation, and social media management. Originally from abroad, she's using the Festival as an opportunity to build her network and expand her digital marketing knowledge in Denmark.

Iryna Gotovusha

Iryna is studying Digital Analytics at IHM Business School in Malmö and works as a Marketing and Content Analyst at a recruitment firm that supports newcomers in Sweden. With prior experience organising events and initiatives including exhibitions and charity drives, she's keen to contribute to the festival by creating meaningful and welcoming experiences for all attendees.

Weslee Truong

Weslee is a Master's student in Marketing at Lund University. She is enthusiastic about building connections and contributing to impactful conversations at the Festival. Her professional interests lie in strategic marketing and communication, and she's looking forward to gaining real-world experience while working alongside other passionate team members.

Marketing Collateral

Report MC-CPH25

Post-Event Report: MeasureCamp Copenhagen 2025

Date: Saturday, 14 June 2025

Location: Pandora, Enghave Brygge, Copenhagen

Produced by: Organising Team

Financially Managed by: Brand Leadership Community

Venue Partner: Pandora (Host: Alexey Kochemirovskiy & Auguste Ciuksaite)

Overview

MeasureCamp Copenhagen 2025 marked the 7th edition of this flagship unconference and solidified its place as one of Europe's most anticipated analytics events. With over 200 participants and dozens of spontaneous sessions, it brought together professionals from across the Nordics and beyond for a day of insight, dialogue, and community.

The event was hosted at Pandora's Copenhagen offices — a generous last-minute offer that brought warmth, sunlight, and character to the experience. In true MeasureCamp spirit, no agenda was pre-set. Attendees shaped the day with practical knowledge, critical debate, and forward-thinking ideas.

Key Themes and Sessions

The session board revealed a sector moving into maturity. Among the most discussed topics:

- **AI Integration in Analytics Workflows**
Sessions tackled practical AI applications, including agent design, AI-generated insights, and operationalising machine learning.
- **Data Quality & Technical Governance**
Presenters shared hands-on tools and frameworks for improving implementation accuracy, managing technical debt, and creating tracking resilience.
- **Strategic Measurement & Business Impact**
MMM, incrementality testing, CRM integration, and campaign tracking uplift were top-of-mind for many data leaders in attendance.
- **Human-Centric Analytics**
Community sessions explored career development, mentorship, value creation, and

working with empathy in technical roles.

Community Highlights

- The post-event **#Fabrunzio brunch** brought speakers and attendees together informally the next morning by the harbour.
 - Volunteers, both new and experienced, created a seamless experience at check-in, session timekeeping, and community support.
 - For many, meeting icons like **Krista Seiden** or first-time speakers like **Esther Trapadoux** marked personal milestones.
 - The energy of impromptu hallway chats, riverside meals, and evening karaoke underscored the *MeasureCamp magic*.
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Volunteer Team

We extend deep appreciation to the volunteers who ensured the event ran smoothly and warmly:

Confirmed Volunteers:

- Iryna Gotovusha
- Cecilia Sciacca Raspanti
- Corie Tilly
- Marta Saratowicz
- Arthur De Roey
- Athene Eriksen
- Husna Hamisi, MSc
- Emelie Persson

- Lotta Holm

Social Media Support (Pre-Event):

- Freja Eilertzen
-

Organising Team

- **Jomar Reyes** – Brand Leadership Community
- **Steen Rasmussen** – IIH Nordic
- **Galina Shahova** – Event Operations
- **Robert Børlum-Bach** – Content & Community
- **Nicola Strand** – Communications
- **Juliana Jackson** – Remote Support

Produced by the team above, with the **Brand Leadership Community** responsible for **managing financials** and coordination with sponsors and partners.

Venue Support

Thanks to **Pandora**, and especially to **Alexey Kochemirovskiy** and **Auguste Ciuksaite**, for hosting the event in a truly memorable setting.

Feedback Summary

Feedback from attendees across LinkedIn and informal channels emphasised:

- Outstanding atmosphere of trust and generosity
- High engagement in technical and strategic sessions

- Smooth logistics and thoughtful coordination
 - Suggestions: more breakout areas, improved heat management, and session board visibility
-

Next Steps

- Plan for MeasureCamp Copenhagen 2026
- Share selected session slides and recap materials
- Publish a thank-you post acknowledging contributors and volunteers
- Consider onboarding and mentorship programming for first-time attendees and speakers

<https://chatgpt.com/c/68512a8f-4938-800e-85f9-ee6182607b44>

Linkedin Posts

Below LinkedIn comments from the Brand Analytics Festival, featuring the events Web Analytics Wednesday Copenhagen, Brand Analytics Masterminds, Amplitude Wizard Bar, Brand Analytics Jam Session and Measurecamp Copenhagen.

LINKEDIN COMMENTS FROM WEB ANALYTICS COPENHAGEN 11 JUNE 2025

A.Name	A. Company	
Tine Kirkegaard		Digital Customer Engagement/ Digital Marketing Agile Enthusiast Omnichannel Marketing Automation & AI Digital Customer Engagement/ Digital Marketing Agile Enthusiast Omnichannel Marketing Automation & AI 6d • Edited • 6 days ago • Edited • Visible to anyone on or off LinkedIn It's so great to be part of the panel at Web Analytics Wednesday Copenhagen today! Thanks to Jomar Reyes and Steen Rasmussen for inviting me 🙏 WAW has been a key hub for data-driven marketers and analysts since 2008, bringing together top minds and emerging tech. Always inspiring to connect with fellow dudes & dudettes! https://lnkd.in/dbHA4xN4 hashtag#WAWCopenhagen hashtag#DigitalAnalytics hashtag#DataDriven hashtag#PanelSpeaker
Jomar Reyes	Brand Leadership Community	This was a wonderful evening! Nice way to open the Brand Analytics Festival! Brand Leadership CommunityBrand Leadership Community 1,602 followers1,602 followers 5d • 5 days ago • Visible to anyone on or off LinkedIn Thank you all for a great evening at Web Analytics Wednesday Copenhagen hashtag#WAWCPH with the opening of the Brand Analytics Festival! Thanks to... Our speakers Fredric Lundgren, Jim Kultgen, Wojciech Zak, Sara Redin, Michael Green, Brian Clifton, panelists Brian Egerup Kjærulff, Tine Kirkegaard and Kevin Thomas Faurholt, and hosts Steen Rasmussen and Jomar Reyes. Our technology partners, Amplitude, Contentstack/Lytics, Alviss AI and bmetric.

		And special thanks the festival crew Galina Shahova & Mathias Molina
Fredric Lundgren Senior Product Owner - Adtech & Paid Media	IKEA	I think it's safe to say that it's a great time to be a part of the data and digital marketing community. We're all caught up living in "interesting times" where digital analytics is considered, and I'm enthused at the possibilities the challenges will unlock in the near future. We're spoiled with a plethora of events, not least here in the Nordics, where we have on offer not just one but two Measurecamps in the Øresund region each year; MeasureCamp Malmö and MeasureCamp Copenhagen, along with other community-building get-togethers such as Web Analytics Wednesday, which took place last night. Incredibly inspiring to hear from all the speakers, and I want to give a special shout-out to Brian Clifton who took us through the journey from Urchin and server logs all the way to the privacy-centric future. I think it's nothing short of amazing with the level of thought-leadership we've accumulated here through the years by virtue of building a community across companies and education. And in the words of IKEA's founder Ingvar Kamprad: "Most things still remain to be done. A glorious future!" 🙌
Tea Wester Digital Analytics Student	IHM	Tea Wester • 1st1st Digital Analytics Student 4d • 4 days ago • Visible to anyone on or off LinkedIn Great start to the Brand Analytics Festival yesterday! ✨ This was my second time attending a Web Analytics Wednesday event. It's cool to see how much I've learned since my first one last year and even more, how many great people I've gotten to know along the way. It was an really interesting evening with a big (and expected) focus on the future and AI. But we also dove into some great discussions on modeling, or "syntactic data," as Fredric Lundgren put it. Also had a great time sharing a few beers with Galina Shahova, Wojciech Zak, Gunnar Griesse, Steen Rasmussen, Jomar Reyes and Dimi Långström later in the evening. Big thanks to Brand Leadership Community and Steen Rasmussen for putting together such a great evening. 🙌 Now we are looking forward to MeasureCamp Copenhagen on Saturday!

Stella Zafeiropoulou	Digital Analyst, IKANO Bank	One of the most interesting Web Analytics Wednesday hashtag #WAWCPH took place this week and I had the pleasure to attend! Thank you Steen Rasmussen and Jomar Reyes for this! ★ Fredric Lundgren presented the concept of synthetic modeling used at IKEA and the value it brings; super interesting with a lot food of thought! 🙌 ★ Jim Kultgen Kultgen showed us the future of AI which is already the 'present' in Amplitude and the benefits of it 🙌 ★ Wojciech Zak talked about how AI is changing the agency setting and data activation ★ Sara Redin Redin highlighted our struggles and the important aspects of digital analyst's 'ZEN' (I loved your last slide 😊) ★ Brian Clifton Clifton went us through the evolution of google analytics and the privacy turn sth he had foreseen years ago 🙌 ★ Michael Green great summary of the evolution of Marketing Analytics and importance of AI and personalisation Kudos to the panelists Brian Egerup Kjærulff , Tine Kirkegaard and Kevin Kevin Thomas Faurholt. But WAW was just the beginning of the festival! And the pick of it is tomorrow with hashtag #MeasureCampCPH MeasureCamp Copenhagen! Looking forward to it!
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LINKEDIN COMMENTS FROM AMPLITUDE WIZARD BAR 13 JUNE 2025

A.Name	A. Company	
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Esther Trapadoux Head of Community, Advocacy, and Customer Marketing	Amplitude	Our Amplitude Wizard Bar went north and entered the home of the vikings. Only to find sun, laughs, and Amplitude users. Our final Wizard Bar before the long summer made its way to Copenhagen. 🇩🇰 There we found some old friends and new. 💖 A warm welcome by the TwentyThree team and their office. And the guardians of the analytics community Steen Rasmussen and Jomar Reyes. 💪 A special thanks to our users who spent their morning diving into their data and asking hard questions. We show up because you do. And so much gratitude for our relentless Amplitude Wizards and experts Karine Tereszkievicz and Jim Kultgen from Amplitude. Tommi Palasvirta from IIH. And OH Amplitude Wizard Glenn Vanderlinden from Human37 Sad we didn't take a selfie. But it was a full circle moment to meet original Amplitude community member in person - Timothy Daniell 📅 💙
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Galina Shahova Digital Analytics Student Certified Revenue Manager Passionate Hospitality Professional Copywriter Polyglot Digital Analytics Student	IHM	The sun is shining in Copenhagen... and so is the Amplitude Wizard Bar! We're LIVE at Venue TwentyThree right now , and if you're nearby, you still have time to drop in and catch this rare opportunity . Sit down for a 1:1 with Glenn Vanderlinden Dive deep in a session with Jim Kultgen and Tommi Palasvirta See live demos, ask the tricky questions, and explore how Amplitude can actually work for your team. 📍 Where? Sortedam Dossering 7E – Venue 23 🕒 Running until 13:00 – don't miss it! No hard sell. Just hands-on product help, real conversations, and smart ideas. + Freshly brewed coffee and breakfast ☕☀️ This special edition of the hashtag#WizardBar is part of the hashtag#BrandAnalyticsFestival, a collaboration between Brand Leadership Community and TwentyThree to welcome the international Amplitude crew to Copenhagen. It's not every day you get the chance to talk product, marketing analytics, and growth strategy with the people building the tools. Hurry up. The magic's already started. hashtag#Amplitude hashtag#WizardBar hashtag#BrandAnalyticsFestival hashtag#BLCcommunity hashtag#CopenhagenEvents hashtag#MeasureCampWeek hashtag#DigitalAnalytics Tracklution Anni Kristiina Salo Saba Sayyed Templafy Pernille Snitkjær
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LINKEDIN COMMENTS FROM BRAND ANALYTICS MASTERMINDS 12 JUNE 2025

A.Name	A. Company	
Jesper Saugmann Wimmer Commercial Marketing Leader Open For New Challenges Leading Marketing & Sales Strategy	In between jobs	Jesper Saugmann Wimmer • 1st1st Marketing Leader Open For New Challenges Leading Marketing & Sales Strategy Driving Commercial Impact & Performance Digital Customer Journey & CX Leading People & Teams With Purpose 4d • 4 days ago • Visible to anyone on or off LinkedIn Yesterday, I experienced what true community power looks like: The Brand Leadership Community (thank you, Jomar Reyes 🙌) brought together +30 passionate people from a wide range of countries around data, tech and marketing. Why does it matter to me?

A.Name	A. Company	
Driving Commercial Impact & Performance Digital Customer Journey & CX Leading People & Teams With Purpose		I have worked with building communities in properties myself and know that relationships double the value of all the professional things. Yesterday was a perfect proof: 💡 Curiosity before hierarchy 👉 Give-before-you-get mentality (Jomar gave me a free pass in May) 🌐 Diversity as a superpower – I discussed data, customer journeys, organization, marketing with people from England, Estonia, Canada and Switzerland on an ordinary Thursday evening The academic aspect was also spot on and some quick take-aways you can use as early as tomorrow: • Data opportunities ≠ data value – Steen Rasmussen reminded us that most companies only utilize a fraction of their data and that organizations need to look inward to solve this. • Data governance should be a journey, not a project – thanks for insight, Robert Børlum-Bach Børlum (JP/Politikken). • Marketing tracking is still low-hanging fruit – Julianna S. pointed (again) to the campaigns that we honestly can't/can't measure the effect of well. • The customer journey of the future is moving faster than you think – Adrian Kaule showed how AI is pushing all touchpoints. Will you experience it next time? Write a comment or DM me, and I will be happy to convey to Jomar and the team around BLC. I know I'll be happy to lend a hand again. Thanks to Galina Shahova Freja Eilertzen Dalavan Thamhaksa Hope you have a few more good days in BLC – see you soon! 🙌 hashtag#BrandLeadershipCommunity hashtag#DataDrivenMarketing hashtag#CommunityBuilding hashtag#TechMeetsPeople hashtag#FællesskabGørStærk

LINKEDIN COMMENTS FROM MEASURECAMP COPENHAGEN 14 JUNE 2025

A.Name	A. Company	
Jenny Bachman	mohrstade	A great weekend of learning and networking comes to a close as I return from MeasureCamp Copenhagen. It was my first time in Copenhagen since I was a kid - what a beautiful city and great location for a MeasureCamp!!! Some sessions I enjoyed especially: 💡 an inspiring discussion about how to deal with statistical insignificance in data by Esther Trapadoux 💡 finally learning how to eat your (data) elephant (spoiler: one bite at a time) from Steen Rasmussen 💡 sharing a how-to of implementing Google Ads Enhanced Conversion after the GTM Conversion Tag update with Marina Sukhanova 💡 watching Martin Frotzler demonstrate how suprisingly easy basic anomaly detection and forecasting is with BigQuery and ArimaPlus I also had the pleasure to run a session on my experiences switching from WebDev to MarTech and my learnings from the past (almost) two years. AND since nobody else put it on the board this year, my first time hosting the Analytics Therapy session 🤗 My social highlights: ✨ Skipping the pre-event so I get to have dinner and walk around Nyhavn with my dear colleague Martin Frotzler whom I only ever get to see digitally unless we meet at a MeasureCamp ✨ meeting fantastic new people from the community during the day and the after party like Juan Felipe Simonsen, Athene Eriksen, Mads-Emil Sýkora Larsen, Dan Murovtsev, Klaas Hemme, Annika Hinrichs, Natascha Tenhagen, Mohamad Kariem and many more ✨ reconnecting with others I have not seen in a while like Gunnar Griesse, Alexander Kirtzel, Serhii Shkvarnytskyi, Tiffany de Guzman, Galina Shahova and of course Kristina von der Bank ✨ karaoke with my favorite Fins from Tracklution (Tim Babkin 🇫🇮, Anni Kristiina Salo, Sami Soiluva) and Tetiana Kulyk, Daniel Ford, Fabrizio Bianchi, Patrick Oliver Mohr ✨ attending the founding of the already famous hashtag #Fabrunzio at Seaside Toldboden where I got to choose what to eat from 7 different kitchens and chat with Steen Rasmussen, Jomar Reyes, Marcus Stade, Fabrizio Bianchi, Piotr Gruszecki and more What else to say other than THANK YOU to the organizers of MeasureCamp Copenhagen for making everything run smoothly (except the QR codes 😊❤️). I am grateful to be part of such a wonderful community and to mohrstade for encouraging and enabling us to attend so many MeasureCamps 🙏 Next stop: Analytics Pioneers Summit in only 3 weeks - I am sure they will blow our socks off once again.

Linkedin Page	Stape	 Stape at MeasureCamp Copenhagen 2025! 🇩🇰 On June 14, our team had an incredible experience joining the vibrant analytics community at MeasureCamp Copenhagen, a true hub for innovation, learning, and collaboration. Our experts, Serhii Shkvarnytskyi and Dan Murovtsev, took the stage with two highly practical sessions: ♦ “Measure the Effectiveness of Server-Side (Stape Analytics)”. Unlocking insights on how to measure server-side tracking success beyond implementation. ♦ “CRM Conversions and Offline Data”. Exploring the power of syncing CRM data directly with ad platforms to make every conversion count. From insightful talks to great conversations, the event was packed with learning and meaningful connections. A huge thank you to: Organizers: Jomar Reyes, Steen Rasmussen Partners: Asento Quoc Phu Le Obsidian Juan Felipe Simonsen Helion B2B: Michael Bach Kjeldsen Elkjær Partner Andreas Solgaard IIH Nordic, mohrstade, Piwik PRO Old and new friends: Alexander Kirtzel Josele Perez David Pombar Lourido Piotr Gruszecki Richard Mastop Matthias Kupperschmidt Mateusz Muryjas Jenny Bachmann (she/her) Kristina von der Bank Patrick Oliver Mohr Marcus Stade Tashina Alavi Aleksandar Ristic Fabrizio Bianchi and many many more! News post here: https://lnkd.in/d-htWdDK We’re energized and ready to keep pushing the boundaries of analytics innovation! hashtag #StapeAnalytics hashtag #ServerSideTracking hashtag #MeasureCamp hashtag #MCCPH25 hashtag
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		#MarketingAnalytics hashtag #CRM hashtag #DataDrivenMarketing
Riccardo Malesan	YourData	On my way back home, it's time to wrap up these last fantastic days, starting from Saturday at MeasureCamp Copenhagen, our first official appearance as YourData.Cloud. What an amazing experience Jomar Reyes, Steen Rasmussen, Galina Shahova and all the staff people were able to put together. Fabrizio Bianchi you also amazed me for the things you set up. Amazing venue too at Pandora, thanks a lot. Not attended many sessions as the focus was more on networking this time, but definitely interesting topics brought by Gunnar Griese (Analytics MCPs) and Andy Kozak (Marketing analysis methodologies). Hats off to my partner Andreas S. who fitted a lot into the last weekend: his first ever MC, a great presentation around MMM (expected integration for our YourHub solution) and birthday too!! Best wishes again mate 🎉 Had great time in our of my favourite European cities, one of the few where you can experience three different seasons in the same day :) Has great vegan food, moved around with my rented bike as a professional local, and lot of fun in general. Thanks for all the chatting and smiles, in any order and not complete: David Pombar Lourido, Josele Perez, Karolina Matlak, Karolina Strzelecka, Salvo Velardi, Annalisa Larghi, Milo Bengtsson, Diego Usai, Tashina Alavi, my super Stape friends Serhii Shkvarnytskyi and Dan Murovtsev (thanks for your kind and supporting words), Wassef Mahmoudi, Ilya Chukhlyaev (definitely great sharing, hope see you again), Jenny Bachmann, Mohamad Kariem, Antonio Cefalo for the nice pizza time yesterday, and all of you that fuel energy and passion in this great hashtag #datacommunity.
Iryna Gotovusha	IHM Student	Saturday is a day for doing what you love – supporting analytics community, I volunteered at my very first MeasureCamp Copenhagen ❤️ Honestly, I had heard so much about the “magic” of Measurement Camp from the real analytics nerds who’d been before – but now I get it. I finally felt the real meaning of what the analytical community is all about. Huge thanks to Steen Rasmussen and Jomar Reyes for creating and holding this amazing community for the Øresund area 🙏 And imagine... I met Krista Seiden in person! I honestly couldn't believe my eyes, shaking my hand giving her nametag. Over the last year, we basically lived on your videos – waking up and going

to sleep learning from you. You've been such a huge part of my analytics journey 🧡 and so great woman in real life ❤️ thank you for our conversation

I'm so happy I got to meet kind, smart people from all over the world and even made some great new friends [Esther Trapadoux](#) [Jim Kultgen](#) [Marina Sukhanova](#) [Robert Alexander Johnson](#) [Aleksa Blazic](#) [Fabrizio Bianchi](#) Thank you [Tim Babkin](#) 🇺🇦 [Tetiana Kulyk](#) — and all the strong Ukrainian reps. So proud to meet you at Measurement Camp 🇺🇦

Big applause to all the volunteers from Brand Analytics Week — you are true stars ★ [Athene Eriksen](#) [Husna Hamisi](#). [MSc Freja Eilertzen](#) [Arthur De Roey](#) [Yasin Bachi](#) [Bensaad](#)

Special shoutout to [Galina Shahova](#) who played a huge role in making everything happen — your coordination and work deserves recognition ❤️

Also super thankful to [Alexey Kochemirovskiy](#) and [Auguste Ciuksaite](#) from Pandora — you made things so smooth for us volunteers and helped with everything. I felt supported the whole way 💙

It was such a joy to meet so many people from the analytics world who've taught, motivated and inspired me — [Fredric Lundgren](#) [Milo Bengtsson](#) [Gunnar Griese](#) [Robert Børsum-Bach](#) and more.

A special thank you to [Corie Tilly](#) and [Cecilia Sciacca Raspanti](#) — you gave me a hand during my first time volunteering and honestly, even throughout my IHM studies. Admiring your work and I appreciate for your support ❤️

And to the awesome IHM crew — [Eugenia Inez Ayhan Kilicasan](#) [Jessica Storbjörk Bergkvist](#) [Naseem Mohabat](#) [Elin Armgren](#) [Lina Wahldén](#) [Alba Uka](#) [Priscilla Oliveira](#) [Emelie Persson](#) — you brought sunshine and laughter to the event. It's a real pleasure to study from you and with you ☀️

I hope everyone left the camp full of new energy and inspiration to dive even deeper. Next time I hope to have even more warm conversations, learn deeper and inspire others too ❤️

Thanks to everyone who shared your time, knowledge and warmth. It meant the world 💙

hashtag
[#MeasureCampCopenhagen](#)

		hashtag #AnalyticsCommunity
Annalisa Larghi	Google	Just back in Dublin after a fantastic weekend in Copenhagen for MeasureCamp Copenhagen! It was such a great opportunity to step outside and connect with brilliant professionals across the industry. I had the chance to meet and learn from some incredible people (among the others) Gunnar Griese, Anna Khan, Krista Seiden, Diego Usai, Wojciech Zak, Karolina Strzelecka, Karolina Matlak, Milo Bengtsson, Mária Nuhličková, Tim Babkin 🇺🇦, Steen Rasmussen, Fabrizio Bianchi, Jomar Reyes, Riccardo Malesani and even survived my first-ever MeasureCamp presentation(s)! A huge thank you to everyone who joined the session and contributed to the discussion, and a special thanks to Salvatore Velardi and Rudy Puppatto for their support from the very beginning 🙏 Already looking forward to the next one!
Bastian Beyerholm Jørgensen	bmetric	This weekend, I had the pleasure of spending a full day in the name of web analytics! It was my second time attending MeasureCamp Copenhagen, and with two MeasureCamp Malmö events and one MeasureCamp Czechia under my belt, I can confidently say: I'm well and truly hooked. From general data discussions to deep dives into specific platforms and their quirks (and of course, AI), there's always something new to learn. It's especially inspiring to partake in an event where newcomers to the field can mingle with the true GOATs of the analytics world. Curiosity and open minds fill the room, and the range of sessions never disappoints. I had the pleasure of joining several sessions, amongst them being: A discussion about how to work with little or not enough data (Esther Trapadoux), a perfect discussion and inspiration sharing session to kick off the day. A presentation about the hidden visitor segment behind the cookie consent banner (Florian Pertynski) with great findings, super interesting to see some insights from a segment easily forgotten. An amazing showcase of a real-life project and experience with technical debt (Piotr Gruszecki) and how to deal with it, giving me a better idea about how to work with it myself. Huge thanks to MeasureCamp Copenhagen and the people making it happen (Steen Rasmussen, Jomar Reyes, Galina Shahova and others) and all the session hosts for making it such a fantastic event. Also thanks for Mads-Emil Sýkora Larsen for pointing me in the direction of MeasureCamp in the first place. I'm already looking forward to the next unconference!

		hashtag #MeasureCamp hashtag #MeasureCampCopenhagen hashtag #MCCPH2025 hashtag #WebAnalytics hashtag #AnalyticsCommunity
Kehninde (Kenny) Popoola	John Lewis and Partners	Spent the weekend in Copenhagen and it turned out to be both inspiring and energising. Friday started with a great breakfast chat with Kasper and Julie from the Accrease team. It was good to catch up in person after first meeting at the Adobe Appetiser event in London earlier this year. Thanks again for the warm welcome at your office. I had a bit of time to explore the city too – clean, calm, and full of character. Later that evening, I joined the Brand Leadership Community's Analytics Jam Session. Thoughtful keynotes and strong conversations about where brand and analytics are heading. Saturday was MeasureCamp Copenhagen, hosted by Jomar. I ran a session on Quantitative and Qualitative Analytics and appreciated all the engagement from the room. Always a highlight to connect with the MeasureCamp community. Thanks to everyone who made the weekend meaningful. Looking forward to more events like this. hashtag #MeasureCamp hashtag #AnalyticsCommunity hashtag #DigitalAnalytics hashtag #Networking
Esther Trapadoux	Amplitude	Went to my very first MeasureCamp! 🥳 I finally get it. The people were amazing. There were no shortage of tracking jokes. 😄 And the team that pulled this together had such amazing, warm, open energy. Exactly what you'd expect on the sunniest days in Copenhagen. 🌈

		Big thanks to Jomar Reyes Steen Rasmussen Galina Shahova and Robert for pulling this together. The Pandora office was an incredible venue. 🙌 And big hugs to new friends and olds Jim Kultgen Glenn Vanderlinden Krista Seiden Daniel Lambert-Kryss Tommi Palasvirta Fabrizio Bianchi Grateful we could share a moment together. And thanks for giving me the courage to submit a talk! 💕 Wish you could have been there Peter O'Neill You would have been proud. 🥰
Linkedin Page	Trackingplan	Still recovering from MeasureCamp Copenhagen! What a Saturday — packed rooms, deep debates, and that one-of-a-kind MeasureCamp vibe! We come back with more questions, some answers, and a ton of energy to keep pushing for better tracking and cleaner data. Something that really stood out to us is how people here are taking analytics and measurement seriously. Not just dashboards and reports — real business decisions, strategy, and impact. It's inspiring to see so many teams turning analytics into real value. Massive thanks to Jomar, Steen, Galina, and so many amazing volunteers for pulling off such a smooth event. Behind every coffee break, full room, and spontaneous hallway chat, there's a lot of care and effort. And it shows 🙌 💡 We loved the buzz around topics like: Automated tracking audits (yes, please!) Technical debt and how to manage it The real impact of inconsistent tracking 🚀 David Pombar shared how Trackingplan helps teams catch tracking issues before they become business problems — thanks to everyone who joined the session and stayed after to chat! And as always, the best part was the people. From long-time friends to first-time connections, you made this edition one to remember! ❤️ 📷 We're leaving you with a few snapshots from that amazing day. See you at the next one! 🥰 hashtag #MeasureCamp hashtag #MCCPH25 hashtag #AnalyticsCommunity hashtag #DataQuality

		hashtag #Trackingplan
Jessica Ornholt	IHM Studen	Yesterday I went to my first ever MeasureCamp – and I'm happy to report that it lived up to hype! 📊🏠 Eugenia Inez, Lina Wahldén, Elin Armgren and I hopped across the border for a day of networking and learning, organised by Steen Rasmussen and Jomar Reyes. Hosted at the Pandora hub in Copenhagen, we were well taken care of with Danish pastries and Nespresso coffee thanks to the lovely sponsors and of course the lovely volunteers, among them Iryna Gotovusha and Galina Shahova ✨ Of course, the community hosted sessions were the highlights: 🧠 Mikko Piippo shared his predictions about the future of the data analyst role and industry, with an increased focus on the adoption of AI in various ways. But even with many tools to help, analysts are still vital. Critical thinking, communication, storytelling, business strategy, and data privacy are only a few of the skills needed. 💰 Anni Kristiina Salo shared real-life cases with insights on how to increase ROAS on PPC through automation, ML, and algorithms by implementing server-side tracking. 🏠 Martin Frotzler held a short crash course in anomaly detection and forecasting with BQML. 🧩 Wojciech Zak discussed the importance of time in data analysis, and how we can use AI to be more effective in our workflows when providing recommendations for client ad campaigns. Providing real-time recommendations on ad spending through AI may soon be more than a dream, just how it can be used to create mock data for different scenarios. A heartfelt thank you to the community for being so happy to share your knowledge! See you at the next event ✨
Cecilia Sciacca Raspanti	Blinka Blå AB	Yesterday I crossed the border to spend my Saturday with amazing people at MeasureCamp Copenhagen. With fantastic weather, wonderful company, great discussions and presentations, I left the event with lots of laughter and new knowledge (as always), Measurecamp truly never disappoints. A big thanks to the organizers Steen Rasmussen, Jomar Reyes, Galina Shahova and all the volunteers for making it all possible! And of course, as always at these events, the best part was catching up with so many old friends and meeting new, interesting people, just to name a few: Caroline Vidal, Stella Zafeiropoulou, Emelie Persson Corie Tilly, Milo Bengtsson, Amanda Backman, Wojciech Zak, Tashina Alavi, Tea Wester, Alba Uka, Tiffany de Guzman, Priscilla Oliveira, Bahareh Nabipour, Fabrizio Bianchi, Calle Ström, Johan Strand, Iryna Gotovusha, Robert Alexander

		Johnson, Robert Børlum-Bach, Eugenia Inez.
Piotr Gruszecki	Altamedia	As if MeasureCamp Copenhagen with its afterparty wouldn't be enough, we met on Sunday for breakfast at the now famous hashtag #Fabrunzio, in a great location by the seaside. Great company and chats with Fabrizio Bianchi, Steen Rasmussen, Jomar Reyes, Jenny Bachmann (she/her), Galina Shahova, Mohamad Kariem, Andreas S., Eivind Savio and others. We started slowly with small talk, but after a short time diverted to ... tech (you guessed it right), so I found myself describing my experiences with copilot coding, and the nuances of R's <code>melt.data.table</code>, using patterns approach in multi-column datasets. We had a great chat with Galina, and then felt like literal test objects in a game testing probabilities - jumping out of two broken trains, one by one. But I did catch my plane, with a super safe margin of 10 minutes 🙌 ps. I have heard that others (Kristina von der Bank) also had some issues with trains, in Germany ... hashtag #MeasureCamp, hashtag #mccph25
Tea Wester	IHM Student	Truly had a blast at MeasureCamp Copenhagen yesterday! Huge thanks to the incredible organizing team Brand Leadership Community, Jomar Reyes, Steen Rasmussen and everyone who made the day run smoothly. 🙌 Grateful for all the great conversations and laughs throughout the day and evening, such a pleasure meeting and catching up with so many fantastic people. Caroline Vidal, Johan Strand, Calle Ström, Wojciech Zak, Gunnar Griesse, Robert Børlum-Bach, Corie Tilly, Galina Shahova, Milo Bengtsson, Cecilia Sciacca Raspanti, Priscilla Oliveira, Robert Alexander Johnson, Athene Eriksen and so so many more. ✨
Jim Kultgen	Amplitude	Last week I had an amazing time representing Amplitude at the Brand Leadership Community's Analytics Festival. Being around the analytics community in the Nordics is invigorating. At hashtag #WebAnalyticsWednesday I shared how Amplitude's internal teams are leveraging ML/AI and Amplitude's vision for AI Agents. Thursday's presentation at IIH Nordic about product-led growth in subscription businesses generated really nice conversations. There were so many times I heard "Amplitude can do that?!?". Great job as host

		Julianna. At Friday's hashtag #wizardbar I had a chance to share a preview of Amplitude's agents before Karine & Tommi led breakout sessions for our users, while Glenn from Human37 provided 1:1 sessions. Special thanks to our host Thor Thomsen at TwentyThree. As always Esther Trapadoux ran a smooth event. Saturday's MeasureCamp Copenhagen was in an incredible venue, hosted by Pandora's Alexey Kochemirovskiy. The level of passion in the analytics community in the Nordics is special. There was so much great content presented this week and I especially enjoyed learning from Fredric Lundgren, Adam Ankerstjerne, Mikael Christian Carlsen, Krista Seiden, Wojciech Zak, Sara Redin, Brian Clifton, Fabrizio Bianchi and Furkan Simsek This industry is people-driven and in addition to the above I enjoyed chatting with Mads-Emil Sýkora Larsen, Timothy Daniell 📱, Daniel Lambert-Kryss, Galina Shahova, Anni Kristiina Salo, Jomar Reyes, Steen Rasmussen, Arthur De Roey, Zubair Shaik, Robert Alexander Johnson, and countless others. Special thanks to Angela van Bragt for your support at all of these events.
Milo Bengtsson	Conversionist a	It's a beautiful, sunny day... so what's better than spending it indoors? 😊 Jokes aside, we're halfway through MeasureCamp Copenhagen and I couldn't honestly not spend the day better. I've really enjoyed Gunnar Griesse, Mariya Khanina, and Annalisa Larghi sessions so far – and four more to go 🚀 hashtag #MCCPH25
Mikko Pippo	Hopkins Oy	Returning from CPH to Helsinki after a great MeasureCamp Copenhagen (it might have been my fifth one in Copenhagen?!). Steen, Jomar and the rest of the organising team had once again created a memorable event. MC CPH and HEL are nowadays my favourite editions of this unconference series! As always, meeting friends from analytics circles from all over the world is for me the highlight of any event. Today, I also enjoyed the hospitality of Cookie Information and Piwik PRO in Copenhagen. Thank you, Morten Ertner, for your time and letting me work in your office!
Richard Mastop	Piwik Pro	utm_campaign=cph25 This was our team name at the escape room in Copenhagen.

		Escaperoom, you said? Yes, it was a fun day at MeasureCamp Copenhagen. Great sessions attended, meeting lovely people and shared tons of insights. As Jomar Reyes mentioned that was the goal of the day. Mariya Khanina and I were representing Piwik PRO, handing out merchandise to all who showed interest or grabbed it themselves, in case we were too busy talking or getting hydrated (Maaaaan our booth was on fire....🔥) Great to be able to cool down by sharing some of our knowledge to the community, in my case bot and scraper detection. on the other side of the window ppl were sunbathing... It helped to see subtle nudges from the back for recognizing the cases and the question you all had. It makes it super fun to present the insights on these events. The afterparty was at the river in the sun. Thanks for sharing the sunscreen Plamena Z., my famous red tan would be far worse without it 🙏 Still the water looked too nice to plunge in, so I did 🌊 After some Pizza and drying in the sun we were invited to join the escaperoom that was booked by 🌿 Galya Titova, resulting in a third place 🏆 this month. All in all a great event and day, meeting many other super nice people. see you all next time, I had a blast! Wanna do a session on your Piwik PRO project on another Measurecamp, but need some help, get in contact and we'll make it work somehow.
Steen Rasmussen		So there is one person who deserve some special love and attention in connection with MeasureCamp Copenhagen. And it's not me or Jomar. 😊 I want to raise the glass to Alex 🥂 Alexey Kochemirovski and his team at Pandora stepped in at the last movent and made it possible for us to once again use the amazing Aller Building as the venue for MeasureCamp Copenhagen. Yes it gets "a bit warm" on a summer day, but the magic of the venue adds around 352 % of pleasure to the experience. And as you saw on stage Alex is "a pretty funny guy" as well. But not just a funny guy. As director of ecommerce analytics and insights he is a deeply serious professional leader and analyst in his own right.

		And Pandora is looking for people. So if you want to work with Alex and his team or somewhere else in this fabulous setting I really recommend that you connect with him or Auguste Ciuksaite to find out if there is an opening matching your profile or getting a pointer in the right direction. And if you are not ready to work at Pandora yet, I still recommend you connect with or follow Alex. 😊 And then we cross our fingers 🤞 that he "wants us back next year" ❤️
Alexey Kochemisrovskiy		Thank you all, was an honor for us to play the role of the hosts. What a day!!!! Proud to represent Pandora in this event - there are many, many bright analytics teams in our company, and we are always looking for even more talent to join us! Including the Ecommerce team, that Auguste Ciuksaite and myself are a part of, of course 😊. Wouldn't be possible without all the selfless volunteers, and, of course, the titans themselves, (also selfless?) Jomar Reyes Steen Rasmussen
Milo Bengtsson	Conversionist a	I blinked, and MeasureCamp Copenhagen was over 😭 After a few MeasureCamps, I'm convinced there's some temporal distortion at play... Wibbly-wobbly, timey-wimey stuff aside, what a day! My usual choice paralysis was somewhat mitigated by trying to focus more on implementation and data quality sessions – but only just 😊 🤖 Gunnar Griesse introduced us to MCP and how they can help automate tracking implementation. I'm SO excited to give this a go myself! 🎯 Mariya Khanina opened with "We collect less, so we need to use it better" and highlighted how CDPs enable quick and smart activation. 🏹 Annalisa Larghi gave a much needed walkthrough of the Google tag gateway, answering all of my pressing questions 🙏 📊 I decided to forego my implementation focus for Lotta Holm, and I'm so happy I did! Data visualization was on the menu, with some ranting for dessert 🙄👉 💎 Piotr Gruszecki was a clear choice with one of my passion topics: technical debt! Sharing his own experiences and frameworks for how to approach the issue proactively. Bonus points for a post-session discussion about R and Shiny! ⭐ 👨‍💻 Tracking ❤️ Designers = TRUE? That's what Fabrizio Bianchi asked before his deepdive into how tracking specialists can use Figma add-ons and companions to bridge the divide. Another highly awaited session that

		didn't disappoint! 🔥 Automated data quality auditing has been a hot topic at recent events, so I was SEATED for David Pombar Lourido and his Trackingplan demo! I should be used to it by now, but I'm always so surprised to see just how many people I know from previous events. And genuine friends, at that! Thank you so much for all the hugs and smiles, everyone! ❤️ Alba, Caroline Vidal, Corie, Priscilla, Calle, Karoliina, Lotta, Fabrizio, Johan, Mads-Emil, Jessica Örnholt (欧韵思), Eugenia Inez, Stella, Riccardo, Robert, Jonas Velandar, Wojciech and so many more (I wonder if anyone has ever tried a Google Sheet appendix for these things?) 🙄 Major kudos to the hashtag #MCCPH25 organizing team for pulling all this off! Jomar, Steen, Nicola, Juliana, Robert, and Galina 🔥 Additional kudos to Iryna, Cecilia, and Corie for checking us all in, and to Marta for running a whole marathon as the session timekeeper 🏆 Thank you for this year, and see you at the next one 🏃
Robert Børlum-Bach	JP/Politken	And with a splash MeasureCamp Copenhagen is over ❤️ This year I attended (almost) all session slots, and though it's been our 7th one; the knowledge transferred, the discussions had, and the sheer amount of goodfeel is (still) mindblowing. So here comes the waterworks; thanks to Galina Shahova, Corie Tilly, Cecilia Sciacca Raspanti, Nicola Strand, Juliana J., Steen Rasmussen & Jomar Reyes and the rest of the organising team for all the hard work this year. To the amazing sponsors, and all the known, and new faces I met ❤️. Here's to always learning!
Olexander Paladiy	Railsware	Just returned to Kyiv after an incredible MeasureCamp Copenhagen last Saturday! Despite the logistical challenges these days, it was absolutely worth the journey. I had the pleasure of presenting "Vibe Analytics with MCP and AI" - demonstrating how we're using Coupler.io's MCP (Model Context Protocol) server to transform marketing analytics: from simple querying of e-commerce data sets to building fully functional dashboards based on multiple data sources. It was interesting to see that AI was a recurring theme throughout the day: - Furkan Simsek had a great discussion on "How can we make AI Agents smarter?" - Wojciech Zak shared how marketing agencies are introducing new

		approaches by embedding AI in client solutions. We're all moving in the same direction - AI is becoming a practical tool for everyday analytics work rather than just something we talk about. Thanks to the MeasureCamp Copenhagen organizers and all attendees for the engaging discussions. The future of analytics is conversational, and it's happening now! P.S. attaching my slides for everyone interested.
Johan Strand	Ctrl Digital	MeasureCamp Copenhagen was fantastic – a great chance to meet like-minded people and share ideas. One clear trend I noticed was how the industry is changing and becoming more mature. We're no longer just talking about tags and triggers. Juniors have become seniors, and seniors have moved into boardrooms. The big question now is: how can our organisations actually use data? Back in 2020, everyone talked about being "data-driven", but did we really get there? Honestly? Often, it just turned into lots of dashboards – "oh, look what we can do in Data Studio, drag and drop!". Now the focus is on connecting data sources, putting them into smart algorithms, and then sending the data back out to do real work. The session board was full of topics like MMM, server-side tracking, CDPs, data activation, C-level strategy, and management. AI was there too, but in a more grown-up way (like MCP servers!). The toolbox is growing and becoming more diverse, with new and interesting systems taking their rightful place in the analytics space. And also – privacy and compliance: what once felt scary (GDPR! 🤖) is now just a natural part of working with data. Now it's time for summer break – and then, on to the next MeasureCamp. Maybe planning has already started for MeasureCamp Malmö? How knows... TBC
Diego Usai	Freelance	Here's to another brilliant hashtag #MeasureCamp weekend, this time in sunny Copenhagen! MeasureCamp Copenhagen truly was a blast! The second largest MeasureCamp in Europe after London by number of attendants. And it sure did not disappoint! It was my first time presenting and I couldn't have asked for a better outcome! Nearly 20 people joined the session where I walked through a client case study on combining MMM and Incrementality Testing to support smarter growth decisions.

		The engagement was high, the feedback constructive, and the questions sharp. Exactly what you'd hope for when sharing your work with a room full of smart, curious practitioners in your field. A couple of constructive critical comments gave me food for thought and will help sharpen the next iteration of the talk. And in between sessions, I had some great conversations and made a few new connections I'm really glad about. Hope I'm remembering everyone: Christos Oikonomou, Marcus Stade, Riccardo Malesani, Andreas S., Andy Kozak, Arthur De Roey, Zulal Hosgor and Fabrizio Bianchi. Special thanks to the Italian crew - Annalisa Larghi, Salvatore Velardi and Rudy Puppato! - for the great chats and the longest queue for a delicious gelato! 🍦 Thanks to IIH Nordic for co-ordinating and Pandora for hosting us at their office in Enghave Brygge! Already looking forward to the next one, MeasureCamp London! hashtag #MeasureCamp hashtag #MarketingScience hashtag #MMM hashtag #Incrementality hashtag #MarketingMeasurement
Anni Kristina Salo	Tracklution	Can we normalise napping on Mondays? 🙄😄 ... Especially after MeasureCamps* and not whatever MeasureCamp but the MeasureCamp Copenhagen edition 🔥 *for those who don't know the concept yet, MeasureCamps are arranged on Saturdays which makes only the ones who are truly interested in all nerdy stuff around web analytics and tracking show up 😎 I suppose this week will be a bit more tired than the usual work week, but it's fine to step down from the superhuman podium every now and then...

		Few more emails and I'm ready (and lucky) to recharge and enjoy beautiful Copenhagen still today and get back to the business as usual tomorrow. Also, processing everything from the weekend to come back with that more official MCCPH post 🧠 Just wanted to write this: If you're feeling a bit tired today, you're not the only one and it's totally OK! 😊🥰
Emilie Persson	Inbetween Jobs	Community and Career – My Personal Reflections After MeasureCamp 2025 As I mentioned earlier, I had the joy of attending both the Brand Analytics Jam Session and MeasureCamp Copenhagen this weekend. During the Friday panel, Jomar Reyes asked me what the community had meant to me. At the time, I hadn't really put it into words. But that question stayed with me all throughout Saturday—and now the answer is clear. It means the world. Not just because people generously share their knowledge—without gatekeeping and with nothing but good vibes. For me, it's more than that. It's a safety net. Coming from a background in sales, I'm used to sharp elbows and healthy (sometimes unhealthy) competition. And trust me—I've done my share of chasing and fighting to succeed. So it took me a while to really trust that the kindness in this space was genuine. Freely given. No strings attached. But this weekend confirmed it: it is real. Robert Alexander Johnson hosted a session around a quote that stuck with me: "A true measure of your worth includes all the benefits others have gained from your success." The session wasn't about ego, or about crafting the most polished insights for stakeholders. It was about value—about giving something away because someone else needs it. Even if you don't think it's finished or perfect. And that applies to so many things in life, doesn't it? We often wait to "be ready" before we start to give. But sometimes the most valuable thing you can offer... is exactly where you are right now. So, what impact has the community had on me? Well—for the first time in a long time, I'm not afraid to ask for help. And for someone like me—a 154 cm tall "I'll-do-it-myself-if-I-just-work-hard-enough" woman—that's a game changer. Especially when the help you get comes with honest, kind, and constructive feedback. In a community like this, people with a growth mindset thrive.

		We grow faster. Stronger. Together. The sky's the limit—and inspiration flows naturally. hashtag #MeasureCamp hashtag #AnalyticsCommunity hashtag #CareerReflections hashtag #TechWithKindness hashtag #GrowthMindset hashtag #PeopleInData hashtag #MCCPH25 hashtag #FromSalesToData hashtag #SupportNetwork hashtag #OpenToLearn Brandleadership Community
Akram Krayem	Axis Communication	MeasureCamp Copenhagen taking place on a sunny Saturday with a stunning view and great topics around data analysis, tracking, and data management 📊 hashtag #MCCPH25
Mads-Emil Sýkora Larsen CEO & Co-Founder	bmetric	I'm apparently a "four day freak"... I hope it's a compliment! It does reflect a very busy week with Brandleadership Community and MeasureCamp Copenhagen, that couldn't have happened without the tireless efforts of Jomar Reyes and Steen Rasmussen (and all the volunteers that were able to help out!). And while all planned talks and panels hovered around themes of hashtag#data, hashtag#marketing & hashtag#digital hashtag#growth, you don't discuss those subjects without coming far and wide (especially if you're me). It was, and is still with the conversations that keep going following the events, inspiring! With a full evening of talks at WAW, two days of Brand Leadership Community and a Saturday of MeasureCamp Copenhagen I'm not even going to try and summarise my take-aways. The hashtag#AI hype is real though, but equally so is the real world applications that are now seeing the light of day. Thanks Adrian Kaule for sharing your take on it Thursday, and thanks for Jacob Blaesbjerg and

		Michael Bach Kjeldsen Elkjær for the sparring on our upcoming features bmetric. And I do wanna thank my fellow panelists Karoliina "Liina" Korhonen and Emelie Persson from our Friday talk on career in analytics. It was interesting that none of us took the "beaten path", but found quirky ways there... To my fellow "four day freaks": Asta Vasiliauskaite, Jim Kultgen, & Robert Alexander Johnson (Thanks to Esther Trapadoux for the picture) Great to connect with new people: Athene Eriksen, Jenny Bachmann (she/her), Kristina von der Bank, Anni Kristiina Salo, Sami Soiluva, Stella Zafeiropoulou, Auguste Ciuksaite, Krista Seiden, Jesper Saugmann Wimmer And catch up with veterans of Measure camp: Milo Bengtsson, Lotta Holm, Robert Børlum-Bach, Patrick Oliver Mohr, Marcus Stade, Mohamad Kariem, Fabrizio Bianchi, Piotr Gruszecki, Gunnar Griesse, Wojciech Zak, Caroline Vidal, Corie Tilly & everybody else! Hope to see you all soon at the upcoming events.
Fabrizio Bianchi	NoA Ignite	MeasureCamp Copenhagen 2025 Summary Fabrizio Bianchi Fabrizio Bianchi Senior Data & Analytics Consultant Data Transformation, Analysis & Visualization. Opinions expressed are personal and do not necessarily reflect my employer's point of view. June 17, 2025 In a Copenhagen sunnier than usual these past days I have met old and new friends, given my first no-slides session at MeasureCamp Copenhagen and hosted the first Fabrunchio. But let's start with Wednesday when Aleksandar Ristic and Marijana Mandic came to visit the city and blessed my evenings with their company, gifted me a book about Spomenik that will be the guide of at least 2-3 tours of ex-Yugoslavia and made me discover the Serbian version of one of my favorite Neapolitan songs. On Friday morning I joined a great event organized by Amplitude in which Jim Kultgen presented the new AI feature in the product (one of the most self-contained and therefore probably best thought-through AI features ever introduced in an Analytics platform as of now, in my experience). Afterwards, I had the chance to join the demo and Q&A led by Karine Tereszkievicz who could take and explain everything that I and the other participants threw at her: very impressive and very useful the resources she shared with us.

		That same day I joined the Brand Analytics Jam Session in which two different panels with people like Marta Florentyna Saratowicz, Heli Saarinen, Emelie Persson, Mads-Emil Sýkora Larsen and Karoliina "Liina" Korhonen shared their opinions about working in analytics and marketing from different angles and with different experiences behind them. I also received another gift from my unofficial family member Piotr Gruszecki: my very first French book "Lettres de Russie" (my study's getting serious now). Finally, the day arrived. In the usual building, but this time hosted by Pandora, welcomed by Galina Shahova and Iryna Gotovusha among others, I reunited with many people, including Alexander Kirtzel and Riccardo Malesani, who just started a new company yourdata.cloud together with Andreas S. After an opening address in which apparently I managed to offend the sensitive Marcus Stade and during which Steen Rasmussen did never before seen things to my name on a screen, I had a bit more chatting with Milo Bengtsson until it was time for the first session. Article content 1. MCP Servers in Digital Analytics by Gunnar Griesse We were introduced to the MCP server that Gunnar built, also inspired by sharing an office space with Mark Edmondson nowadays, to help with all the phases of tracking implementation and testing on web. The demo videos were impressive and he promise to share the presentation and the code soon on his blog so I suggest Javier Rodeiro Rodríguez, Mikkel Sørensen and all the others looking at this space to add https://gunnargriesse.com/feed.xml to their RSS feeds. Article content 2. Consent Context by Glenn Vanderlinden 🏆 This summary's best talk prize goes to Glenn for the usual criteria: a good and inspiring non-Google-focused talk and in this case almost non-marketing-related at all, offering a glimpse of a self-developed elegant solution that addresses the problem of consent choices being overridden at the later stages of the data processing enabled by the integrations we all give for granted. What I appreciated the most is the fact that, having Glenn a non-technical business background, the solution focuses primarily on revising internal processes while being aided by the aforementioned elegant solution. He already shared his slides on Slideshare and I suggest you also explore the other resources and links he shares in the last slide. Bravo!
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		Article content 3. Modern Marketing Stack by Andy Kozak Andy offered us a complete overview of how him and colleagues at Forvio address measurement of all the different stages of marketing (and sales), with a final zoom-in on MMM and how it compares to and complements incrementality analyses. Andy's expertise shone through the slides that offered more than the usual explanations we can all find around of these topics. Lunch Apart from an interesting chat with Glenn (who also suggested me the book "Privacy is Power") about Belgian bureaucracy, urbanism and perfect geographic position, I spent the lunch break asking Diego Usai to confirm a doubt that rose in my mind during Andy's session about the requirements for MMM. I thank him a lot for actually sitting with me and opening his laptop to walk me through the slides of what is probably the best session I missed from this MeasureCamp. My hunch was confirmed, but actually in a way I didn't expect, and that's why people like Diego are precious. Article content 4. Data storytelling with dashboards by Lotta Holm Lotta walked us through quite a few tips for effective communication with dashboards, in this case made in Looker Studio. I appreciate the choice to use a non-marketing dataset (an interesting Helsinki road traffic dataset I saved to play with myself) and bringing forward the importance of elements usually left in the background, such as the choice of colors and of pictorial elements. Article content 5. Why Web Accessibility? by Natascha Tenhagen This one surely was the clarion call of the day: Natascha explained the structure, scope and consequences of the upcoming EAA (European Accessibility Act) regulation (yeah, for once it wasn't me talking about EU regulations during the day), which will regulate the requirements of all websites in terms of accessibility to people making use of various aids to navigate and interact. The number of people already in this group is impressive and it will grow exponentially in the coming years, which will also have consequences on how these interactions can and are tracked, therefore affecting marketing data as well. 6. Two brains, one voice: how should we collaborate with UX designers? by Yours Truly This was my first session without any slides, in which I demoed the use of different existing (but in some case defunct) solutions to allow tracking
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		implementation specialists to collaborate, plan and deliver on one of the tools preferred by our loved/hated cousins, the UX designers: Figma. I structured it as an escalation, explaining the pluses and minuses of each one, arriving to Fybril (partly born of a similar session I was asked to give 2 years ago at MeasureCamp Helsinki) and Glazed. My thanks to Esther Trapadoux for being a good sport and chipping in with her opinion. I would say it was well-received. Article content 7. Tool-agnostic challenge log by Aleksandar Ristic With this final session Aleksandar shared his personal development goals for the current year and then proceeded with an exhaustive examination of the results he found up to now, all kept tool agnostic, providing pointers and methodological inspiration. He made me also realize another advantage of working in-house compared to agency work I had never really focused on: the possibility to run parallel tests of competing tools in an experimentally sound way. What came after After a closing speech with another torture session at the expense of my name, we walked towards the afterparty venue, where we enjoyed the very long sunset. I had interesting conversations with Tetiana Kulyk, Wassef Mahmoudi, Salvatore Velardi, Fran Marquez, Anna Khan, Annalisa Larghi, Rudy Puppato, Vida Radosavljević, Mikko Piippo e gentile Signora. After that, in honor of the sadly absent Juliana J. we formed a German/Ukrainian/Finnish/Italian group that went to destroy their vocal chords in the city center. The first ever Fabrunzio I need to thank my Best Enemy, the Daimyo of Copenhagen, Steen for forcing my hand into organizing a great and relaxing brunch the morning after in the port of Copenhagen, were Piotr, Jenny Bachmann (she/her), Marcus, Andreas, Jomar Reyes, Galina and Riccardo joined us to regain energy with a bit of good food, like deep-fried calamari (don't look at me, I am a good Italian and I took a crepes with Nutella). The date for the one next year is already set, so stay tuned, because when it comes to brunch... Article content Italians do it... better, yeah. But apparently we also last the longest (ok, I will stop here).
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		Don't get me wrong the MCCPH25 was tremendous, but something didn't sit well with me, and that was the absence of Antonio Cefalo, "the fax campaign guy". And since Riccardo remained in town one more day, on Monday I decided together with Antonio to make him try the best pizzeria in Copenhagen. We discussed literally anything from the funny, to the gossip, to the worry for the future to the professional, for a total of 3 hours of crust-fueled chatting. Now it is really over. See some of you in 3 weeks at Analytics Pioneers Summit.
Anna Khan Digital Data Analyst	Unicef	What a fantastic MeasureCamp Copenhagen last Saturday! Huge thanks to Steen, Jomar and all the volunteers for keeping this amazing event running strong year after year. A special shoutout to the rising star of the analytics community, Galina Shahova! 🌟 As always, the day was packed with insightful sessions and top content. Congrats to Annalisa Larghi for delivering a super clear talk on Google Tag Gateway, and thanks for the great conversations around GA4 and its features and "nuances" 😊 Thanks to Steen for bringing back the spotlight on analysis and insights with the Audi Framework 😊. hashtag#AI topics are becoming more frequent, with increasingly practical and useful use cases. It's a good reminder of the importance of automating routine tasks so we can focus more on the creative and strategic side of our work. Good vibes at the afterparty too! Fabrizio, Marina, Salvatore, Anna Zbela, Mikko Piippo, Serhii Shkvarnytskyi, Wojciech, Marta, Marcus, Jenny, Robert, Gunnar... It was nice to reconnect with Ilya Chukhlyaev and rememeber the MeasureCamp Moscow days... Alena and Timur you were missed this time! Looking forward to the next Analytics gathering...

Brand Analytics Festival & MeasureCamp Copenhagen 2025

A.Name	A. Company	
Galina Shahova Volunteer Brand Analytics Festival	Brand Leadership Community	June 19, 2025 Now that everyone has shared their thoughts on MeasureCamp, I want to take a moment to lift my amazing volunteer team and all the MeasureCamp attendees who helped us, once again, voluntarily. First of all, to my MeasureCamp mentors, who prepared me mentally and practically for this event (turned up to be four days in a row!) and so generously shared thiers advice and experience: Peter O'Neill the

Operations Lead		founding father, Johan Strand from MeasureCamp Malmö , Corie Tilly from MeasureCamp Copenhagen '24, '23; Aleksandar Ristic and Marijana Mandic from MeasureCamp Serbia , 🦊 Fosca Fimiani from MeasureCamp Italy , Lotta Holm and Heili Saarinen from MeasureCamp Helsinki , and David Vallejo from MeasureCamp Madrid. I am deeply grateful. A huge thank to Robert Niklasson, utbildningsledare at JENSEN Yrkeshögskola for spreading the word about the Brand Leadership Community Analytics Festival and helping me involve your fantastic students. I couldn't have wished for a better team. They were kind, helpful, enthusiastic, full of initiative, great team players and surely, future top professionals. It felt like we'd worked together for years. Dalavan Thamhaksa , thank you for your work, your energy, your intelligence, and your wonderful sense of humour. It was a joy (and very easy) to work alongside a neighbour from Nordvästra Skåne! Mathias Molina, manito, we were like Don Quixote and Sancho Panza. Me, bravely riding toward every windmill, and you, calmly pulling me back with wise advice, better decisions... or literally saving me from being hit by a cyclist while I was sending emails in the middle of a Copenhagen street 😊 Amine Bachi Bensaad and Yasin Bachi Bensaad, our DevOps stars. Thank you for jumping in during the chaos and taking care of everything. The closing shift is the hardest part 😊 but you handled it like pros, calm, focused, and always smiling 💪 Husna Hamisi. MSc , thank you for being with us through the entire festival (!!), for your sharp eye for detail, and for fixing things I had sometimes completely forgotten about :-) Merci bien Arthur De Roey for bringing some Belgian sparkle into our Scandinavian crew, for all the heavy lifting, the driving, and for keeping us on schedule between events, even though we all know you have many other (AI and analytics) talents too. Jesper Saugmann Wimmer , thank you for being so kind and helpful, even though we've only met once so far. And congratulations on your new position at WimmerVine.dk , so well deserved! Freja Eilertzen , thank you for your mentorship. It made a huge difference in the quality of my work throughout the festival and MeasureCamp
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	Iryna Gotovusha , thank you for being a wonderful host, a natural communicator, and such a supportive team member 💕 Always cheering me up and making me smile. Thanks you Mads-Emil Sýkora Larsen , Astsa Vasiliauskaite and Robert Alexander Johnson for your valuable input at the Analytics Festival. Thank you to the Finnish data analytics crew, Lotta Holm , Lina, and Tim Babkin 🇫🇮🇺🇸 for your help during and after MeasureCamp. Thank you Tea Wester for taking care of the bar refill. Thank you to Bryan, Corie, and Cecilia for helping with registration, and to Marta and Athena for helping us close the venue and for just being such warm, fun people to have around. Thank you Tommy for doing the final lift. Thank you, Alexandru for handling technical issues during the day. And thank you, Alexey , not only for Pandora’s generous venue sponsorship (we LOVED the space!) but for being a fantastic host who handled everything smoothly and made us feel truly taken care of. Huge thanks also to the behind-the-scenes on-team: Robert, Juliana, Milo , Fabrizio and Nicola for all the preparation work you’ve done in the lead-up to the Analytics Festival, MCCPH and Fabruzio. Without your groundwork, none of this would have run so smoothly. Your support made the difference. Big hugs to everyone who came by not only to say “thank you” but to offer feedback and help us make MeasureCamp Copenhagen even better next year. Thanks to our paparazzi from Human37 for beautiful pictures. Thank you Steen Rasmussen for bringing all those LEGO blocks together. And thank you, Jomar Reyes & Brand Leadership Community for being you and gathering us all together. Hunter mode: off. Pool mode: on 😎 Wishing everyone a fantastic summer and Glad Midsommar! I hope to see you all again in September at our Brand Leadership Community events! 💕 Galina About Measurecamp Copenhagen
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BAF 2026 Planning

BAF 2026 Planning

BAF: Partner Kit

Brand Analytics Festival 2026

Partnership Information Kit (Draft)

Welcome

Thank you for your interest in partnering with the Brand Analytics Festival 2026. This document outlines the vision, structure, and partnership opportunities for companies, platforms, and agencies who want to align with the future of brand, data, and analytics.

About the Festival

Dates: June 2026 (exact dates TBA)

Location: Copenhagen (with potential parallel activations in other Nordic cities)

The Brand Analytics Festival is a multiday community-driven event bringing together brand leaders, marketing strategists, analysts, product owners, and technology partners. The festival includes:

- Curated roundtables and keynote sessions
- Tool-aligned breakout tracks (Tech Tribes)
- Hands-on workshops
- Community-led Jam Sessions
- Social events, dinners, and a farewell brunch

Festival Formats You Can Support

- **Brand Analytics Masterminds:** Premium leadership roundtables and strategy talks
- **Jam Sessions:** Community-style panels on real-world practice
- **Tech Tribes:** Deep-dives focused on specific technologies (Adobe, GA, Amplitude, etc.)
- **Meetups:** Informal city-based gatherings before or after the festival
- **Vendor-led Clinics:** Tool-specific help desks or advisory activations (e.g., Amplitude's Wizard Bar in 2025)
- **Pre-Parties & After-Parties:** Hosted social events that foster connection

- **Fabranteo Brunch:** Casual wrap-up gathering with hosted tables

Who Attends?

The festival is designed for mid-to-senior professionals including:

- Heads of Marketing / Brand / Data
- Digital and Product Directors
- CRM and Analytics Leads
- Strategy, Experience and Insights professionals
- Agency and technology partners

We attract forward-thinking professionals from enterprise organisations, scaleups, and public sector brands throughout the Nordics and Europe.

Why Partner?

- **High-quality engagement** with a curated audience of decision-makers
- **Content opportunities:** Speak, host, or participate in meaningful sessions
- **Lead generation** through direct networking and pre/post-event integrations
- **Brand alignment** with a respected, independent, community-led festival
- **Custom formats** tailored to your product, service, or platform

Partnership Options

PLATINUM PARTNER – €10,000 (Early rate €8,000)

- Sponsored speaking session during a premium opening round
- Inclusion in all event marketing and materials
- Reserved breakout session in Tech Tribe of choice
- Opportunity to pitch or demo tools in reserved time slots

- Logo placement across all formats
- Option to sponsor after-party or brunch at discounted rate

GOLD PARTNER – €7,100

- Shared breakout session or panel participation
- Branded Tech Tribe table or vendor-led clinic presence
- Logo and partner mention in select event media

SILVER PARTNER – €4,900

- Presence in one breakout or demo area
- Recognition on the website and printed materials

BRONZE PARTNER – €2,900

- Logo placement on festival materials
- Option to co-sponsor an after-party, meetup or social event

Custom partnership options available on request. We are happy to tailor a package that fits your goals.

What's Next?

To express interest or secure your slot, contact:
partnerships@brandleadership.community

We look forward to working with you to make the Brand Analytics Festival 2026 our best yet.