



DRC

Digital Reporting Convention

 **10–11 September 2026**

 **Vienna**
(Felberstraße 80/II/4)



#DRC26

The Digital Reporting Convention is a unique international event fully dedicated to digital reporting & stakeholder communication.

The focus of the event is on case studies, best practice examples, discussions and the mutual exchange of experience and knowledge with reporting experts and enthusiasts from top companies – all in a pleasant, casual, and hands-on atmosphere.

Don't miss the opportunity to gain valuable inputs, ideas, and inspiration for the future of your online report!

digital-reporting-convention.com

What's in it for you?

The DRC is more than a platform – it's a space where reporting experiences are shared, perspectives broadened, and fresh ideas take shape. **Thursday** is dedicated to **networking** and getting to know each other in a relaxed setting, including a focus session on **Workiva** as a disclosure management system. The “Heurigen” dinner on **Friday**, 6 PM, with great food and engaging conversations will round off these two informative days and lead to the “open-end” evening afterwards.

10

SEPTEMBER **Thursday**

Workiva focus session at 2:00 PM (CEST)

Afternoon activity at 4 PM (CEST)

Welcome dinner at 6 PM (CEST)

11

SEPTEMBER **Friday**

Conference day (sessions) 9 AM to 5:30 PM (CEST),

Heurigen dinner at 6 PM (CEST)

Programme – 10 September 2026



On Thursday, we'll focus on networking and a peer group exchange on Workiva

NETWORKING DAY

10 SEPTEMBER Thursday

- **2:00 PM – 2:15 PM**
Get together at nexxar office
- **2:30 PM**
Peer group exchange on Workiva/Disclosure management systems
- **4:00 PM**
Afternoon activity
- **6:00 PM**
Welcome dinner

PROCESS

Workiva focus session

Peer group exchange (60 min)

How do you work in your disclosure management system? Do you have any tips and tricks you'd like to share?

We often hear that companies would wish for an exchange with peers to gather insights on how to work in Workiva or other Disclosure Management Systems. That's why there will be a whole session focusing on your experiences and finding answers to questions you've always wanted to ask. On top of that, experts from nexxar and Workiva will also join the session and offer advise.

Use this exchange to meet peers and experts and ask all DMS-related questions.

Speakers: TBD



Workiva is a cloud-based platform that helps companies manage reporting, compliance, audit, ESG, and financial disclosure processes. It connects data, teams, and documents in one controlled environment, making it easier to create accurate, consistent reports such as annual reports, sustainability reports, and regulatory submissions.

Programme – 11 September 2026



The topics of the DRC revolve around reporting concept/design & process.

In addition, sessions on ESG and digital stakeholder communication are part of the programme.

CONFERENCE DAY

11

SEPTEMBER Friday

9:00 AM

Reception at the nexxar office

9:30 AM

Start of the sessions

1:00 PM

Lunch

6:00 PM

Heurigen dinner

(Family & friends are welcome – please inform us: drc@nexxar.com)

PROCESS

AI as gatekeeper

Key note (30 min)

AI tools are increasingly acting as gatekeepers between companies and their stakeholders. Corporate reports remain the most comprehensive and verified source of financial and non-financial information – but how visible are they in GenAI? This key note presents insights from the largest academic study on how AI tools reference and sometimes misinterpret annual report content.

Speakers: Eloy Barrantes (nexxar), FH-Prof. Monika Kovarova-Simecek (St. Pölten UAS LLC)

CONCEPT

adidas: redefining reporting

Case study (45 min)

adidas has redefined its reporting strategy in recent years – making it more efficient, more digital, and strongly focused on stakeholder impact. With the introduction of Workiva as a new disclosure management system, also the reporting process for the 2025 annual report has fundamentally changed. This case study examines the full value chain of the report, from process to final outcome.

Speakers: Isabel Strauß (adidas), Karsten Lensing (nexxar), Konrad Pannagger (nexxar)

Programme – 11 September 2026



The topics of the DRC revolve around reporting concept/design & process.

In addition, sessions on ESG and digital stakeholder communication are part of the programme.

FINCOM

DHL Group: IR chatbots in practice

Case study (45 min)

AI chatbots and analytic tools open up new possibilities for IR websites and digital reports. Which tools work best in practice and where are the biggest challenges and risks? This session explores IR chatbots, AI-powered summaries, and analytic tools. HHL Leipzig Graduate School of Management will present their latest study results and DHL Group IR will share insights on their AI-powered “Research Assistant”.

Speakers: Prof. Henning Zülch (HHL Leipzig Graduate School of Management), Christian Knoll (DHL Group), Eloy Barrantes (nexxar)

PROCESS

Lost in AI translation

Case study (45 min)

Translation is always an important part of the annual report process. Can AI help to make the process more efficient? What’s a current best practice process? In this session English Business shows how a translation can be good and still efficient.

Speakers: English Business

FINCOM

AI-optimised reporting

Case study (45 min)

In a zero-click economy, visibility in AI tools is a critical success factor for listed companies. Stakeholders increasingly rely on GenAI tools for corporate research. How can annual reports remain part of these AI-generated answers? This session explores how AI usage can be analysed and how corporate reports can be optimised to stay visible in AI tools.

Speakers: Prof. Henning Zülch (HHL Leipzig Graduate School of Management), Tina Luftensteiner (nexxar), Alexandra Horváthová (nexxar)

ESG

Can anyone CSRead this?

Fishbowl (45 min)

The CSRD has largely eliminated the remaining creative freedom in ESG reporting. A rigid regulatory framework now ensures greater consistency and comparability – but at what cost? Are stakeholders still able to read and understand ESRS disclosures? Or are these reports now designed mainly for analysts and regulators? In this fishbowl we explore how readable and relevant ESRS reports really are.

Speakers: tbd

Programme – 11 September 2026



The topics of the DRC revolve around reporting concept/design & process.

In addition, sessions on ESG and digital stakeholder communication are part of the programme.

ESG

Exploring the use of ESG data in annual reports

Session (45 min)

Using web-tracking data from listed blue-chip companies, this session reveals how stakeholders engage with ESRS sustainability reports. Based on 400,000+ page views, the study shows that sustainability content can generate deeper engagement than financial disclosures. It highlights which ESG topics draw the most attention and how digital reporting concepts make a difference.

Speakers: Prof. Dr. Maximilian Müller (University of Cologne), Christina Schilling (nexxar)

FINCOM

Corporate IR influencers

Session (45 min)

Corporate influencers are becoming powerful voices in digital corporate communication. How is this potential exploited in investor relations? This session shows why stakeholder communication on LinkedIn should go beyond the CEO and highlights best practices of how companies already use corporate IR influencers to build credibility, extend reach, and engage stakeholders.

Speakers: Sylvia Machherndl (VIG), tbd

More sessions in preparation.

Look forward to...

- Concept and design trends
- Fishbowl: how to use AI in the reporting process
- Social media investor relations



Location

Located in an old factory building in the heart of Vienna, the nexxar headquarters offers a modern design and exudes a youthful and dynamic ambiance, creating the perfect setting for the event.

www.nexxar.com



nexxar GmbH
Felberstraße 80/II/4
(Second Building)
1150 Vienna
Austria

 [Directions](#)

Accommodation

Where to stay during the event

Vienna in August is wonderful. Connect your stay with a weekend trip?
Here are our hotel recommendations:



DoubleTree by Hilton Vienna Schonbrunn

Schlossallee 8
1140 Vienna

Price per night
from €111

Walking distance to DRC
13 minutes

[Website](#) →



Boutiquehotel Stadhalle

Hackengasse 20
1150 Vienna

Price per night
from €91

Walking distance to DRC
14 minutes

[Website](#) →



Motel One Vienna- Westbahnhof

Europaplatz 3
1150 Wien

Price per night
from €109

Walking distance to DRC
17 minutes

[Website](#) →

Organisers & partners

We look forward to welcoming you!

The Digital Reporting Convention is organised by [nexxar](#) and supported by the [HHL Leipzig Graduate School of Management](#), the [St. Pölten University of Applied Sciences](#), [University of Cologne](#) and the [Center for Corporate Reporting](#).

[Workiva](#) is the main sponsor of the DRC26. The company delivers the world's leading cloud platform for assured integrated reporting. [English Business](#) (silver sponsor) is a translation agency with 25 years of experience in translating corporate reports.

Organisers



Sponsors



Any questions about this event?



Christina Schilling
nexxar

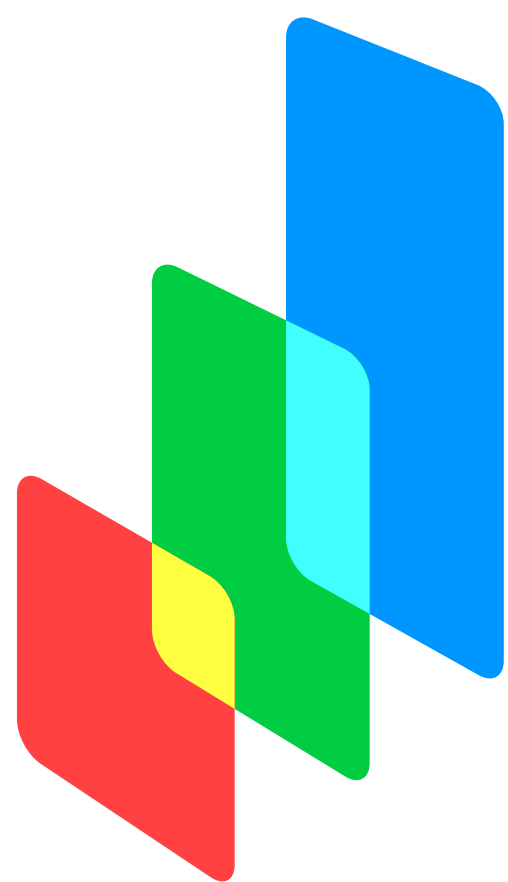
christina.schilling@nexxar.com



Eloy Barrantes
nexxar

eloy.barrantes@nexxar.com

drc@nexxar.com



DRC