

Advatera.



# Digital Leadership Forum 2017

Boutique conference for digital internal and external communications.  
15<sup>th</sup> and 16<sup>th</sup> May, Vienna.



15<sup>th</sup> May: afternoon workshops and get-together  
16<sup>th</sup> May: full-day conference



# What digital challenges do you face?

The **Digital Leadership Forum**, May 15th and 16th in Vienna, brings together digital, marketing and communication managers from international organizations and draws upon their real-world experiences to educate, inform, and inspire.

It will be an exciting event with a great selection of guest speakers sharing their thoughts and practical case studies including Swisscom, University of Oxford, Vodafone, WWF and thyssenkrupp.

Let others real-life experiences of di-

gital projects inspire you. Learn from digital transformations in large and mid-sized European organizations.

This is an exclusive event for practitioners. Beside selected partners vendors, agencies and consultants are not allowed to take part. The whole agenda is advertisement free.

Challenges which you have seen in digital, web or intranet projects have most certainly also been experienced by others. The exchange of experiences helps to keep costs down and sharpens one's focus on essential success criteria.

## Down-to-earth case studies

- >> Real-life experiences from Swisscom, BBC, TNT, Total ...
- >> Completely sales pitch free agenda, no sponsored talks! This environment makes open and honest knowledge-sharing possible.
- >> The boutique conference for marketing, communication and digital managers



### Workshops 15th May

12.30pm - 1pm	Registration and lunch
1pm - 1.10pm	Opening thoughts by Eva-Maria Himmelbauer, Member of the National Council of Austria
1.10pm - 1.40pm	Convincing Management - Storytelling in the Digital World Keynote by Steffen Henke, Vodafone (DE)
2pm - 4.30pm	Workshop Room A: The digital roadmap - artificial intelligence, science and digital strategy. Including a mini case study on mobile device targeting. Nicolas Meriel - Swisscom (CH)
2pm - 4.30pm	Workshop Room B: How to leverage stories and live videos in content creation to drive business growth. Bruna Carvalho (CH)
2pm - 4.30pm	Workshop Room C: Planning and measuring Digital Internal Communications and Social Intranets, Michael Taylor - Deutsche Bank (UK) and Richard Howat - Balfour Beatty (UK)
4.30pm - 6.00pm	Guided Vienna city tour
6.15pm - open end	Get-together at Café Bar Luigi's, right at Novomatic Forum. When sunny at their terrace; please bring a sweater along.

## Practical information

### Venue:

Novomatic Forum  
Friedrichstraße 7  
A-1010 Wien  
Österreich

### Hotels:

Motel One Staatsoper (from € 81)  
25hours Hotel (from € 120)  
Levante Parliament (from € 125)

### Date & Time:

15th May, 12 midday - 9 pm  
16th May, 8.45am - 7pm

Spiess & Spiess (from € 105, mention Advatera to get that rate)



Sign up now!

### Conference tickets:

€ 1095 (excl. VAT) inclusive get-together.  
€ 425 (excl. VAT) for Advatera members.  
Look for discounts at [www.advatera.com/dlf](http://www.advatera.com/dlf)

### Sign up here:

[www.advatera.com/dlf](http://www.advatera.com/dlf)  
[info@advatera.com](mailto:info@advatera.com)  
Or simply call +43 6232 37116

Advatera. Digital Leadership Forum Agenda 16 <sup>th</sup> May 2017	Room A Digital Transformation and Business Strategy	Room B Digital External Communications & Marketing	Room C Digital Internal Communications
8.45am - 9.30am	<b>Moderated Roundtable Discussion</b> Discuss your current digital challenges with peers from all over Europe. (ROOM Salon Lugmayer) Round tables include: Ethics in Digital Communications, Make the business case - how to drive digital initiatives, Future of work, Marketing automation...		
9.30am - 9.45am	Digital Leadership - Opening thoughts by conference chair Volker Grünauer (AT) (ROOM A)		
9.45am - 10.30am	KEYNOTE: <b>The Total Impossibility of Customer Experience Management</b> Tim Walters, Ph.D. (DE) (ROOM A)		
10.30am - 11am	Break & networking		
11am - 11.30am	<b>Digital transformation at Cineplexx</b> Viktoria Zischka, Cineplexx (AT)	<b>Planning and execution of strategic digital marketing campaigns &amp; native advertising</b> Isabella Schneider-Hidalgo, ebay (CH)	<b>Enterprise Collaboration: How to engage and empower employees for the new way of working.</b> Stefan Stojadinovic, Arcelor Mittal (UK)
11.30am - noon	<b>Experimenting with a bot for the city of Vienna</b> Petra Köstinger, City of Vienna (AT)	<b>Switching from silos to an integrated omnichannel communication - digitization that affects technology, structures and people.</b> Gregor Nilsson, WWF (CH)	<b>Challenges of implementing of an internal social intranet within TOTAL</b> , Carola Backes, Total (DE)
noon - 1pm	Lunch & networking - Discuss your current digital challenges with peers from whole Europe. (ROOM Salon Lugmayer)		
1pm - 1.05pm	Afternoon opening thoughts by <b>Volker Grünauer</b> , Advatera (ROOM A)		
1.05pm - 1.50pm	KEYNOTE: <b>Engaging leaders and managers for positive organisational change</b> , Tereza Urbankova (UK) (ROOM A)		
2.00pm - 2.30pm	<b>IT: From back office to business forefront</b> Claudio Corvaglia, LafargeHolcim (CH)	<b>UPC case study: real-life content marketing means also inclusion and web accessibility</b> , Thomas Bergmann, UPC (CH)	<b>Swisscom's Intranet Transformation Journey Towards an Engaging Employee Portal</b> , Thomas Maeder, Swisscom (CH)
2.30pm - 3.00pm	Break & networking		
3.00pm - 3.30pm	<b>Panel discussion (ROOM A)</b> With Isabella Schneider-Hidalgo, ebay Isabella Schneider-Hidalgo, Peter Kleemann, Tim Walters Topics include: how to trigger organizational change; why engagement is not enough; rise of AI (artificial intelligence) in internal and external communications		<b>Summarizing Intranet Expo</b> , Mads Richard, Intra2 (DK) The Intranet Expo is a collection of intranet screenshots provided and shared by the members of the community and conference participants.
3.30pm - 4.00pm	<b>Digital transformation at TNT</b> Arosha Brouwer, TNT (NL)	<b>Marketing automation at Universalmuseum Joanneum</b> , Anita Brunner-Irujo, Museum Joanneum (AT)	<b>Successful intranet adoption with Working Out Loud.</b> Sabine Kluge, Siemens (DE)
4.00pm - 4.30pm	<b>Townhall session - summarizing the conference</b> , hosted by Erik M. Hartman What did we learn today? A fun session which summarizes the learning's of today.		
4.30pm - open end	Get together Networking, wine and good food - Rooftop terrace (pls. bring along a jacket) or Salon Lugmayer		

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## Why to join...

- >> Real-life experiences
- >> Fully advertisement free agenda
- >> Meet peers from all over Europe
- >> The exchange of experiences helps to keep costs down

## Who is Advatera?

**Advatera** stands for the regular exchange of experiences between digital, communication and marketing managers. It is an advertisement free community of practice for practitioners.

Digital managers from all over Europe are members in our network and meet frequently in small groups to share, learn and grow. The Digital Leadership Forum is our yearly conference where also non-members are welcome.

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## Sign up now...

Simply fill out the form and fax it to +43 6232 37116-99 or send it via email to [info@advatera.com](mailto:info@advatera.com). After sending you are registered for the conference and will receive an invoice, arrival information and further details. Risk free as the ticket is transferable. You may also sign up online at [www.advatera.com/dlf](http://www.advatera.com/dlf)

**Yes**, we sign up for the Digital Leadership Forum, 15<sup>th</sup> and 16<sup>th</sup> May 2017 in Vienna.

\_\_\_\_\_ **conference tickets for € 690 each (discounted; excl. VAT)**

Sign up now and save: for orders placed after 1st May the ticket price of € 1.095 (excl. VAT) applies. Full price is € 690 (excl. VAT). Existing Advatera members get a discount. Tickets are not valid for agencies and consultants. Tickets are transferable within your organization.

We are member of the Advatera community of practice. Ticket price is € 375 (excl. VAT) instead of full price.

We are interested in an Advatera membership (€ 1950 per year). Please send us further information on how that works.

name: \_\_\_\_\_

email: \_\_\_\_\_

phone: \_\_\_\_\_

company: \_\_\_\_\_

address for invoice:

\_\_\_\_\_  
Date, signature