



Advatera

Empowering you through knowledge sharing.

Digital Leadership Forum **2018**

FIFTH EDITION

Boutique conference for digital internal and external communications.
14th and 15th May, Vienna.



14th May: afternoon workshops, museum tour and get-together
15th May: full-day conference



What digital challenges do you face?

The 5th **Digital Leadership Forum**, May 14th and 15th 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 ABB, BMW, Fidelity Investments, ISO, ProSiebenSat.1, UK Government Department for Education, ...

Let others real-life experiences of digital 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.

Practical information

Venue:

Novomatic Forum
Friedrichstraße 7
A-1010 Wien
Österreich

Date & Time:

14th May, 12 midday - 9 pm
15th May, 8.45am - 7pm

Hotels:

Motel One Staatsoper (from € 90)

25hours Hotel (from € 120)

Levante Parliament (from € 125)

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

Down-to-earth case studies

>> Real-life experiences from Beiersdorf, BMW, ISO, MAM Baby, ProSiebenSat.1, ...

>> 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 14th May

| | |
|---------------------------|---|
| 12.30pm - 1pm | Registration and lunch |
| 1pm - 1.05pm | Welcome by Volker Grünauer, conference chair |
| 1.05pm - 4.15pm | Workshop Room A: Transformation management and Behaviour Change. Linking organisational change to business priorities, achieving influence at all levels. With Sofie Meyer, Port of Antwerp (BE) and Betony Kelly, Government Department of Education (UK) |
| 1.05pm - 4.15pm | Workshop Room B: The methodology for innovation success. How to select the right technology, the right vendors and the right team for projects. Adriaan Bloem, MBC (VAE) |
| 1.05pm - 2.50pm | Workshop Room C: The digital workplace roadmap. Creating innovative and impactful internal collaboration and communication supporting business objectives. Dennis Agusi, Philips (NL) |
| 3.05pm - 4.35pm | Intranet Demo Sessions Room C: - Facebook Workplace, Sabine Beer, MAM Baby (AT) and Agnieszka Haladus, Trans.eu (PL) - Google Digital Workplace, Andreas Voss, Air Liquide (DE) - Using O365 for Business Process Optimization, Peter Heffner, Thermo Fisher Scientific (DE) |
| right after your workshop | Guided tour of Leopold Museum, Schiele and Klimt collection followed by Get-Together with food and drinks at Museumsquartier (meeting point: in front of Novomatic Forum) |
| 6.15pm | open end Get-together at Café Corbaci |



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

Sign up here:

www.advatera.com/dlf

info@advatera.com

Or simply call +43 6232 37116

| Advatera. Digital Leadership Forum Agenda 15 th May 2018 | Room A Digital Strategy and Business Transformation | Room B Digital External Communications & Marketing | Room C Digital Internal Communications |
|--|--|---|---|
| 8.45am - 9.30am | Moderated Roundtable Discussion Discuss your current digital challenges with peers from all over Europe. (ROOM Salon Lugmayer) Round tables include: Ethics in communications, video organization, GDPR, future of work, marketing automation... | | |
| 9.30am - 9.45am | Digital Leadership - thoughts by conference chair Volker Grünauer (AT) (ROOM A) | | |
| 9.45am - 10.30am | KEYNOTE: Digital Value Creation Arosha Brouwer (NL) (ROOM A) | | |
| 10.30am - 11am | Break & networking | | |
| 11am - 11.30am | Fostering Change with Digital Communications Managing a decentralized change process and senior management engagement Joana Witt, ProSiebenSat.1 (DE) | Influencer Marketing - Myths and Reality Liliya Lozanova, Beiersdorf (AT) | Digital Employee Engagement and Corporate Influencing at Siemens Ralph Graubner, Siemens (DE) |
| 11.30am - noon | Artificial Intelligence for Autonomous Driving. Denise Vandeweyer, BMW (DE) | Blockchain – Reality vs Hype Blockchain, what it is and what it is not and where it actually adds value. Incl. real-life business case study. Berk Mumyalmaz, FrieslandCampina (NL) | Managing user generate content channels ABB TV, the internal YouTube-like video channel; ABB Wiki and ABB Blog, Nevra Oenal, ABB (CH) |
| noon - 1pm | Lunch & networking - Discuss your current digital challenges with peers from whole Europe. (ROOM Salon Lugmayer) | | |
| 1pm - 1.05pm | Afternoon opening thoughts by Volker Grünauer , Advatera (ROOM A) | | |
| 1.05pm - 1.50pm | KEYNOTE: Redefining customer experience for competitive advantage , James Hobart (USA) (ROOM A) | | |
| 2.00pm - 2.30pm | How to communicate tough topics in a way that the public wants to listen to and engage in social media, Maria Lazarte, ISO (CH) | Myth vs reality: How clever are chat bots really? Artificial intelligence and machine learning, Khaireddine Fredj, Satoripop (Tunisia) | Digital Collaboration and Intranet Change Management @Merck, Melanie Kalski, Merck (DE) |
| 2.30pm - 3.00pm | Break & networking | | |
| 3.00pm - 3.30pm | Panel discussion (ROOM A) With Bruna Carvalho-Bosshard, Betony Kelly, Jim Hobart, Mark Jones and moderator Erik M. Hartman Topics include: how to trigger organizational change; cultural and competitive advantage that comes from effective communication; rise of AI (artificial intelligence); differences in online and offline sales; | | What works on intranet and digital workplaces - Research results from over 200 organizations, Kurt Kragh Sørensen (DK) |
| 3.30pm - 4.00pm | Business improvisation Creativity, Innovation and Improvisation. How new ideas, processes, and products emerge. Lukas Zenk, Donau University Krems (AT) | Marketing towards the smartphone generation - TalentHero case study, Katja Haack, meinestadt.de (DE) | Why Change Management is Key to Success - Global Social Collaboration at Schaeffler Group. Katrin Fischer, Schaeffler Group (DE) |
| 4.00pm - 4.30pm | Townhall session - summarizing the conference , 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 | | |

5th Digital Leadership Forum 2018



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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Boutique conference for digital internal and external communications.
14th and 15th May, Vienna.

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. 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

Yes, we sign up for the Digital Leadership Forum, 14th and 15th May 2018 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 € 425 (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

We reserve the right to change the agenda and/or change the venue (within Vienna). In the extremely unlikely event of a cancellation of the event caused by us (Advatera) the cost of the admission ticket will be reimbursed. All other costs and damages can not be reimbursed. In case of cancellation or premature termination of the event due to force majeure we will not reimburse the cost of the admission ticket or any other cost or damage.