



**Advatera**

Empowering you through knowledge sharing

# Digital Leadership Forum 2019

SIXTH EDITION

Boutique conference for digital internal and external communications.  
13<sup>th</sup> and 14<sup>th</sup> May, Vienna.



13<sup>th</sup> May: afternoon workshops, museum tour and get-together  
14<sup>th</sup> May: full-day conference



# What digital challenges do you face?

The 6th **Digital Leadership Forum**, May 13th and 14th 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 Novartis, L'Oréal, Siemens, Vodafone, E.ON, Zalando, Philips ...

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.

## Practical information

### Venue:

Novomatic Forum  
Friedrichstraße 7  
A-1010 Wien  
Österreich

### Date & Time:

13th May, 12 midday - 9 pm  
14th 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	1pm - 1.05pm	Registration and lunch
1.05pm - 4.15pm	1.05pm - 4.15pm	Welcome by Volker Grünauer, conference chair
1.05pm - 4.15pm	1.05pm - 4.15pm	Workshop Room A: Digital Transformation, Aroscha Brouwer
1.05pm - 4.15pm	1.05pm - 4.15pm	Workshop Room B:
1.05pm - 2.50pm	1.05pm - 2.50pm	Workshop Room C: Employee Experience, Craig Tubbs
3.05pm - 4.35pm	3.05pm - 4.35pm	Intranet Demo Sessions Deutsche Bank Alliander
right after your workshop	6.00pm	Guided tour of Secession followed by Get-Together with food and drinks at the roof top terrace of Novomatic Forum
6.15pm	open end	Get-together at roof top terrace of Novomatic Forum

Sign up now!

### Conference tickets:

€ 1295 (excl. VAT) inclusive get-together.  
€ 495 (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 14<sup>th</sup> May 2019

	Room A Digital Strategy and Business Transformation	Room B Digital External Communications & Marketing	Room C Digital Internal Communications & Employee Experience
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 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: <b>How to A.C.E. new ideas!</b> David Drodge (CH) (ROOM A)		
10.30am - 11am	Break & networking		
11am - 11.30am	<b>Digital Innovation - Fostering Change</b> Natascha Tummeley, Swiss Fintech Innovations (CH)	<b>Influencer Marketing at L'Oréal</b> Veronica Civiero, L'Oréal (AT)	<b>Employee Experience at NHS</b> Jenny Johnstone, NHS (UK)
11.30am - noon	<b>Management and implementation of E.ON's global digital strategy</b> M Tighe Wall, E.ON (NL)	<b>Real-life case study: Artificial Intelligence in aviation industry</b> Patrice Becker, Searidge Technologies (CH)	<b>PMI Digital Workplace Case Study</b> Neil Morgan, Philip Morris International (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: <b>tbd</b> (ROOM A)		
2.00pm - 2.30pm	<b>Digital Strategy - No Digital without Data - Why classic APIs are key to successful in digital transformation</b> Marcin Wesolowski, Swiss Red Cross (CH)	<b>How we measure our campaigns and results</b> Sara Mok, HEMA (Retail) (Netherlands)	<b>Bonprix Intranet Case Study &amp; CEO Videos,</b> Judith Schwarzer, Bonprix (DE)
2.30pm - 3.00pm	Break & networking		
3.00pm - 3.30pm	<b>Panel discussion</b> (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;		<b>Shaping digital change. The Difficult Change from One-Way Communication to Real Social Networking in a Bank,</b> Kurt Kragh Sørensen (DK)
3.30pm - 4.00pm	<b>How gamification can help strategic change communication</b> Martin Müller, Vodafone (DE)	<b>Employer Branding at Zalando</b> Svenja Krüger, Zalando (DE)	<b>Employees as brand ambassadors</b> Stephanie Tönjes, Deutsche Telekom (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		

# 6<sup>th</sup> Digital Leadership Forum 2019



## 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.  
13<sup>th</sup> and 14<sup>th</sup> 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](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, 13<sup>th</sup> and 14<sup>th</sup> May 2019 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 € 1.295 (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 € 495 (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.