



**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 Roche, L'Oréal, Siemens, Vodafone, E.ON, Zalando, AXA ...

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 E.ON, AXA, Coca Cola, Red Cross, 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 13th May

12.30pm -	1pm	Registration and lunch
	1pm -	1.05pm
1.05pm -	4.15pm	Workshop Room A: Digital Transformation, Aroscha Brouwer and Loeke Ruijter (NL). Incremental and disruptive innovation, new business models and what needs to change in the modus operandi of large corporations.
1.05pm -	4.15pm	Workshop Room B: Audience Targeting Capabilities and Digital Decisioning, Sandy Ghuman , Sky (UK). Leverage data and technology to be more relevant and targeted.
1.05pm -	2.50pm	Workshop Room C: Migrating aging intranets, Andy Hall, ERM
3.05pm -	4.35pm	Why redesign an Intranet? Intranet redesign and more importantly what drove it, how measurement was used and why it was considered necessary; Michael Taylor (UK), Deutsche Bank  Enhancing the employee experience with and via technology. Varun Nagalia (UK), Unilever
4.45pm	5.45pm	Guided tour of Secession followed by Get-Together (6pm) with food and drinks at the Glacis Beisl (near Museumsquartier)

## Practical information

### Venue:

Novomatic Forum  
Friedrichstraße 7  
A-1010 Wien  
Österreich

### Hotels:

Motel One Staatsoper (from € 90)  
  
25hours Hotel (from € 120)  
  
Levante Parliament (from € 125)  
  
Spiess & Spiess (from € 105, mention Advatera to get that rate)

### Date & Time:

13th May, 12 midday - 9 pm  
14th May, 8.45am - 7pm



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### Conference tickets:

€ 1095 (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: measuring campaigns, video in comms, data privacy, copyright article 17 (13) EU, 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, Roche (CH) (ROOM A)		
10.30am - 11am	Break & networking		
11am - 11.30am	<b>Management and implementation of E.ON's global digital strategy</b> M Tighe Wall, E.ON (NL)	<b>Influencermarketing at Coca-Cola</b> Real-life experiences including co-creation Lara Kaiser, Coca-Cola (CH)	<b>Employee Experience and shared identity in communications</b> Naomi Stone, St Monica Trust (UK)
11.30am - noon	<b>Don't bore the board</b> How we use data to help the board make the right decisions; Andreas Galatoulas, AXA (UK)	<b>Real-life case study: Artificial Intelligence in aviation industry</b> Patrice Becker, Searidge Technologies (CH)	<b>Digital Workplace: Disruption Starts with Changing Hearts, Minds &amp; Technology</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>Keynote: Focus in the Age of Distraction</b> Jane Piper (CH) (ROOM A)		
2.00pm - 2.30pm	<b>Digital Transformation - rethink your organization and free your data</b> Marcin Wesolowski, Swiss Red Cross (CH)	<b>AI in Media, Big Data and Machine Learning.</b> Marcus Hartmann, ProSiebenSat.1 (DE)	<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 (ROOM A)</b> With Jane Piper , Andreas Galatoulas, Marcus Hartmann and moderator Erik M. Hartman Topics include: is voice the future interface, how to trigger organizational change; cultural and competitive advantage that comes from effective communication; rise of AI (artificial intelligence)		<b>Shaping digital change. The Difficult Change from One-Way Communication to Real Social Networking in a Bank,</b> Gabriel Rath, OstseeSparkasse (DE)
3.30pm - 4.00pm	<b>How gamification can help strategic change communication</b> Martin Müller, Vodafone (DE)	<b>B2B Influencer Marketing at Vertiv Co</b> Andrew Donoghue, Vertiv Co (UK)	<b>Stories matter. Authentic storytelling as a success factor for the employer brand at Zalando.</b> Svenja Krüger, Zalando (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 € 1.095 (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 € 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.