



# Advatera Digital Leadership Forum 2018

## Agenda

### Workshops Monday May 14th

|  |          |   |
|--|----------|---|
| 12.30pm -  | 1pm      | Registration and lunch  |
| 1pm -  | 1.05pm   | Welcome by Volker Grünauer  |
| 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: Managing digital projects: 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:<br>- Facebook Workplace, Sabine Beer, MAM Baby (AT) and Agnieszka Haladus, Trans.eu (PL)<br>- Google Digital Workplace, Andreas Voss, Air Liquide (DE)<br>- Using O365 for Business Process Optimization, Peter Heffner, Thermo Fisher Scientific (DE) |
| right after your workshop at 4.30 pm or latest 4.40 pm |          | 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)   |
| 6.00pm -   | open end | Get-together at <b>Café Corbaci</b>   |



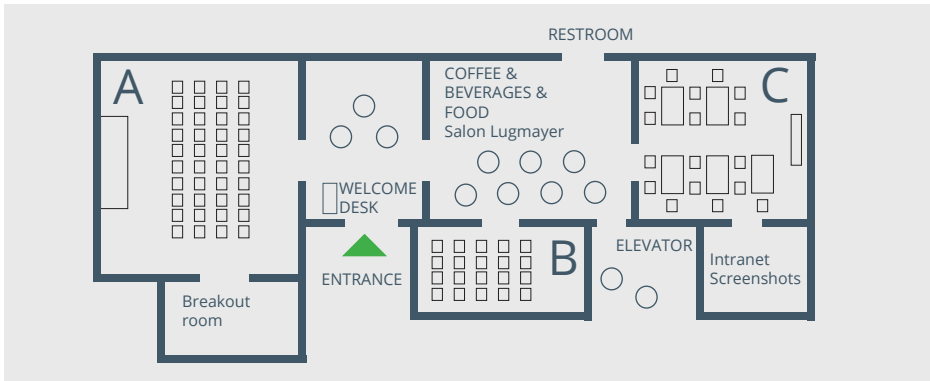
**mediamid**  
get it organized.

 **SOLVION**

**KPS**

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

# Room plan



## Advatera. Empowering you through knowledge sharing.

Advatera facilitates expert groups for digital, marketing and communication managers. A community of practice where you meet peers from other organizations and discuss your current digital challenges in a friendly and down-to-earth environment.



You access a network of managers from national and international organizations. A broad variety of organizations is participating such as: Accor (Munich), Aegon (Den Hague), AG Insurance (Brussels), Airbus (Munich), Caritas (Vienna), CERN (Geneva), Credit Suisse (Zurich), International Committee of the Red Cross (Geneva), ÖBB (Austria), OMV (Vienna),

Philips (Amsterdam), Roche (Basel), FIFA (Zurich), Swarovski (Wattens), Swisscom (Bern), thyssenkrupp (Essen)...

There are at least 3-4 meetings per expert group per year. Due to the regularity of the meetings, we can address long-term projects, for example, the development of a toolbox for informal benchmarking with other participating organizations. This helps you driving your projects forward. In addition to ample opportunities for active networking, Advatera provides a platform for the cross-sector exchange of know-how and experiences. In bringing together practitioners, Advatera aggregates their digital expertise and creates a highly beneficial synergy effect.

Would you like to sign-up for a trial meeting? Just go to [www.advatera.com/sign-up](http://www.advatera.com/sign-up) and fill in the form. We are looking forward to seeing you at one of our next knowledge sharing meetings.