

Meet the Industry Game Changers!

Automotive Forum



Banking Forum



Cities & Public Sector Forum



Industry 4.0. Forum



Media & Entertainment Forum



Pharma & Health Forum



Lujs Truchado
Odgers Berndtson Iberia

Jairson Vitorino
eLife

Lionel Chok
IMMERSIVELY

Insurance Forum



David López
Fhios

Guillermo Calderón
Generali

Sylvia Díaz-Montenegro
Balandra

Retail & FMCG Forum



Nikki Baird
RNR

Michael Ten Hove
Danone

Seth Elliott
Bloombees

Telco Forum

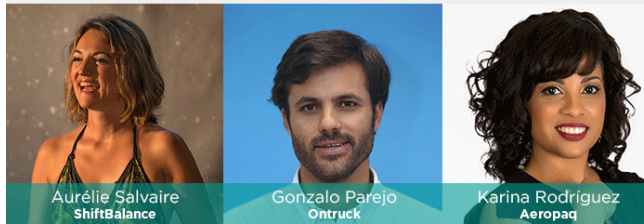


Carlos Guarino
UST Global

Manoj Jain
Bankai Group

Pär Bergsten
H&D Wireless

Logistics Forum



Aurélie Salvaire
ShiftBalance

Gonzalo Parejo
Ontruck

Karina Rodríguez
Aeropaq

Utilities Forum



David Totman
ESRI



Agustín Delgado
Iberdrola



José Luis Cordeiro
SingularityU

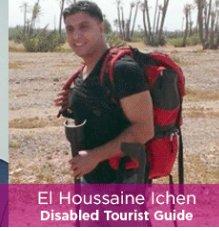
Tourism & Hospitality Forum



Abraham Martín
El Tenedor



Joakim Everstin
Sabre



El Houssaine Ichen
Disabled Tourist Guide

Tuesday, May 23rd

Masterminds Congress				
10:00 - 11:00	KEYNOTE by Anders Indset Wild Knowledge: Outthink the Revolution (Main Auditorium)			
11:00 - 11:30	DIGITAL TITAN by Nigel Fenwick (Forrester Research) To Succeed in Digital, First Change Your Culture (Main Auditorium)			
11.30 - 12:00	Networking break			
12:00 - 12:45	Tourism & Hospitality Forum Doing Operations the right way	Industry 4.0 Forum Innovative Factories of Today	Media & Entertainment Forum Create a fan-centric business	Cities & Public Sector Forum Urban mobility and beyond
	Room 1	Room 2	Room 3	Room 4
12:45 - 13:30	Tourism & Hospitality Forum Machines will design my holidays: AI & AR applied	Industry 4.0 /SmartIndustry Forum Boosting operational efficiency	Media & Entertainment Forum eSports	Cities & Public Sector Forum Private-sector best practices go Public
	Room 1	Room 2	Room 3	Room 4
13:30 - 14:00	Tourism & Hospitality Forum Success Story	Industry 4.0 Forum Success Story	Media & Entertainment Forum Success Story	Cities & Public Sector Forum Success Story
	Room 1	Room 2	Room 3	Room 4
14:00 - 15:30	Lunch break			
15:45 - 16:15	DIGITAL TITAN by Jens Meggers (Cisco) Revolutionizing Collaboration in a Digital First World (Main Auditorium)			
16:15 - 17:15	SUPERSESSION Digital Chaos and Related Challenges (Main Auditorium)			
17:15 - 18:00	Tourism & Hospitality Shapers	Industry 4.0 /SmartIndustry Shapers	Media & Entertainment Shapers	Connecting Business by Sweden
	Room 1	Room 2	Room 3	Room 4
17:15 - 19:00	Welcome Party with Sweden			

Tech Series & C-level Agenda

11:00 - 14:00	<p>Digital Marketing Planet</p> <ul style="list-style-type: none"> - Driven to Distraction - 8 factors shifting the future of business - Big data opportunities to drive customer experience to sublime - Data driven marketing - Marketing Age Domination: The CMOs Perspective - The death of Marketing (as we know it)... - Marketers of today - Digital Mash-up: Best practice in converging digital & physical in the company - The Analytical Marketer 	<p>Big Data & Analytics Series</p> <ul style="list-style-type: none"> - The Anatomy Of A System Of Insight: Turn Data into Action - Accelerating towards the Data Driven organization - The 3 pillars for Building a Data Driven Culture: People + Process + Technology - Robotic Process Automation - AI and Intel - The Data Governance Journey - From Wall-e to Minority Report: what do you think your customer is expecting? - Data driven Customer experience 	<p>HR Summit</p> <ul style="list-style-type: none"> - Digital Leadership: how CEO's & Top Managers lead the digital transformation - How to face a Digital Transformation Plan for HR - Hybrid Organization: talented digital-first companies - Adiós Recursos Humanos, hola Embajadores de Marca - Career websites & Employee Brand Ambassadors Programs - Breaking organizational boundaries - Leading an Agile Organization 	Open Innovation Marketplace
14:00 - 15:00	Lunch break			
14:00 - 15:30	Leadership Summit (invitation only)			
15:00 - 18:00	<p>Digital Marketing Planet</p> <ul style="list-style-type: none"> - Omnichannel for retail - How to delight: more than just exceeding expectations - CRM as key project in the process of business transformation - Gaining scalability international perspective - Why My Sales Funnel Is Better Than Yours - Fireside chat - The Social Dimension of Growth in the Digital Age 	<p>IoT Series</p> <ul style="list-style-type: none"> - Secure data transmission and scalability in IoT - Autonomous cars, a 360° connected experience - Enabling IoT through Blockchain - eHealth - IoT, AI and Robotics: The unexpected convergence - Personal mobility solutions in tomorrow's Smart City 	<p>HR Summit</p> <ul style="list-style-type: none"> - IoT & Augmented and Virtual reality in HR - HR transition to cloud - Disruptive Technologies & Innovation in the Workplaces - FiresideChat Candidate centricity - Thinking HR strategically - Diversity and Intergenerational Talent in the Digital Age - Digital Mindset - Back to the future! Key Corporate values for digital succes 	Open Innovation Marketplace
	Digital Marketing Planet	R-evolution Theatre	Talent Theatre	Innovation Arena



Wednesday, May 24th

Masterminds Congress				
10:00 - 11:00	KEYNOTE by Alex Tapscott Blockchain revolution (Main Auditorium)			
11:00 - 11:30	DIGITAL TITAN by Jesús Mantas (IBM) The Cognitive Transformation Journey (Main Auditorium)			
11.30 - 12:00	Networking break			
12:00 - 12:45	Banking Forum Responding to Customers' Mobile Habits	Automotive Forum Connected Autonomous Vehicles	Pharma & Health Forum Engaging with HCPs and patients	Utilities Forum Energy analytics
	Room 1	Room 2	Room 3	Room 4
12:45 - 13:30	Banking Forum Unlocking data and compliance	Automotive Forum Beyond mobility-on-demand	Pharma & Health Forum Digitalization of R&D using Big Data and IoT	Utilities Forum New services beyond traditional spectrum
	Room 1	Room 2	Room 3	Room 4
13:30 - 14:00	Banking Forum Success Story	Automotive Forum Success Story	Pharma & Health Forum Success Story	Utilities Forum Success Story
	Room 1	Room 2	Room 3	Room 4
14:00 - 15:30	CFO Summit / Lunch break			
15:30 - 16:15	Banking Shapers	Automotive Shapers	Pharma & Health Shapers	Utilities Shapers
16:15 - 17:15	SUPERSESSION Digitalization and compliance (Main Auditorium)			
17:15 - 17:45	DIGITAL TITAN by Ankur Prakash (Wipro Technologies) The Digital Dilemma: Prepare for the future (Main Auditorium)			
17:15 - 19:00	Network experiences by DES			

Tech Series & C-level Agenda

11:00 - 14:00	<p>Digital Marketing Planet</p> <ul style="list-style-type: none"> - Cocreation or how to change the rules of the game - Watson Marketing: Marketing in the Cognitive Era - It's all about Brand Positioning - Increasing ROI Through In-App Engagement - Mobile Customer Engagement - How Do The World's CEOs Consume & Share Videos? - Brand Storytelling with Video 	<p>Cybersecurity Series</p> <ul style="list-style-type: none"> - Navigating Cybersecurity in the Digital Age - Cyber Strategies for Organizations - Connected Cars, IoT, Analytics... Are you ready for Digital Transformation? - Innovation as Competitive Advantage: Leveraging on Cybersecurity - EU Data Privacy challenges - A new approach to Cybersecurity is born - Cloud Security and Artificial Intelligence 	<p>HR Summit</p> <ul style="list-style-type: none"> - Digital Transformation in Human Resources 2nd Study in Spain - Talent Analytics: the challenge for HR - The Chief Experience Officer - or how to turn your employees into digital partners - Internal Communication & Collaboration Tools - The human factor in the cyber world - Gamification in HR: current & future trends 	<p>Industry Programs</p> <p>- ESRI Session</p>
	Digital Marketing Planet	R-evolution Theatre	Talent Theatre	Innovation Arena
14:00 - 15:00	Lunch break			
14:00 - 15:30	CFO Summit (invitation only)			
15:00 - 18:00	<p>Digital Marketing Planet</p> <ul style="list-style-type: none"> - The Digital Mindset elements - Are your service providers truly digital transformation partners? - Fireside chat - Reaching the new consumer, do we really know how to connect? - Key to success: The Thought leaders formula 	<p>Cloud Series</p> <ul style="list-style-type: none"> - The Dark Side of Data - Artificial Intelligence & Cloud: Real cases - The Basics of Cloud Forensics 	<p>HR Summit</p> <ul style="list-style-type: none"> - Guide networks: How to involve the whole firm in a digital change - European IT Professionalism Framework and Strategy: Evolution, roadmap and goals - Top Digital Profiles - Multiply learners' engagement with mass media contents - Disrupting Education - Transforming the way people get jobs - Future proofing you 	<p>Open Innovation Marketplace</p>
	Digital Marketing Planet	R-evolution Theatre	Talent Theatre	Innovation Arena



Thursday, May 25th

Masterminds Congress				
10:00 - 11:00	KEYNOTE by Roya Mahboob Literacy and development (Main Auditorium)			
11:00 - 11:30	DIGITAL TITAN by Omar Abbosh (Accenture) Channeling innovation to business (Main Auditorium)			
11.30 - 12:00	Networking break			
12:00 - 12:45	Insurance Forum Optimizing sourcing (insourcing vs outsourcing)	Telco Forum Taking advantage of digital trends; moving into adjacent businesses	Retail & FMCG Forum Adapting to changing customers behaviour	Logistics Forum Supply chain optimization
	Room 1	Room 2	Room 3	Room 4
12:45 - 13:30	Insurance Forum New Revenue Channels	Telco Forum Adapting to changing customers behaviour	Retail & FMCG Forum Digital selling	Logistics Forum Re-shaping last-mile delivery
	Room 1	Room 2	Room 3	Room 4
13:30 - 14:00	Insurance Forum Success Story	Telco Forum Success Story	Retail & FMCG Forum Success Story	Logistics Forum Success Story
	Room 1	Room 2	Room 3	Room 4
14:00 - 15:30	Lunch break			
15:15 - 16:15	Insurance Shapers	Telco Shapers	Retail & FMCG Shapers	Logistic Shapers
16:15 - 17:15	SUPERSESSION The age of analytics: competing in the data-driven world (Main Auditorium)			
17:15 - 17:45	DIGITAL TITAN by David Shing (AOL) Innovation is Out. Invention is In. (Main Auditorium)			
17:15 - 19:00	Network experiences by DES			

Tech Series & C-level Agenda

11:00 - 14:00	Digital Marketing Planet - Make Contextual Marketing A Reality - The Science of Where - GeoTools of today. Gains of tomorrow - Digital Marketing performance and analytics: CornerJob case study - Rock and Roll Data: the Russian Opportunity - Emotional Pulse - Turning Guests into Fans	CIO Summit - Top Competencies of the Modern CIO - Leading the Digital Transformation: What type of CIO do you want to be? - Boost business growth - Digital Transformation in the context of GDPR regulation	CDO Summit - Finding your Inner Dragon: 6 Things The Worlds Greatest Companies do Differently - Digital Transformation in the Workplace - Lázaro's Contribution to your Success as a CDO - The role of the CDO in Digital Transformation: the Spanish reality - Is it possible to change the whole organization? - When Inches Matter: Customer Experience in a Data-driven World	Open Innovation Marketplace
	Digital Marketing Planet	R-evolution Theatre	Talent Theatre	Innovation Arena
14:00 - 15:00	Lunch break			
15:00 - 18:00	Digital Marketing Planet - From CMO to CXO (Chief Experience Officer) in 7 episodes			
	Digital Marketing Planet			

*Last time updated on 10th of May, 2017.

Please find the latest version here:

<https://www.des-madrid.com/congress/global-agenda/>