



The Future of Digital Transformation and Innovation unConference

6 October 2016

Brussels, Belgium, by The Conference Board
Celebrating its 100 Year Anniversary!

 USERNAME: Your Business	 PASSWORD: Practical Solutions for the 4 th Industrial Revolution
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CONFIRMED SPEAKERS

Brian Anderson	Associate Program Director The Demand Institute (jointly operated by The Conference Board and Nielsen)
Andrea Bonime-Blanc	CEO GEC Risk Advisory
Lindsey Canning	Partner, Intellectual Property White & Case LLP London
Bonnie Cheuk	Director, Global Head of Digital, Knowledge & Social Collaboration Euroclear
Kieran Conlon	VP Sales & Services International Globoforce
Martin Curley	Former VP & Director Intel Labs Europe Intel Corporation
David Dab	Chief Innovation Officer ING Belgium
Wim De Waele	CEO Eggsplore
John Higgins	Director General Digital Europe
Richard Hughes	Director of Social Strategy BroadVision
Joshua Jost	Chief Storyteller Anderson Walsh Spencer
Mark Leiter	Chairman Leiter & Company
Bertrand Liard	Partner, Intellectual Property White & Case LLP Paris
Jacquelyn MacLennan	Partner, Competition White & Case LLP Brussels and London
Ann Mettler	Head of European Political Strategy Centre European Commission
Dragan Pendic	Head of Digital & Data Trust RelianceACSN
Wil Schoenmakers	Management Group PA Consulting
Philippe Trichet	Digital Expert Director Boston Consulting Group
Nicolas van Zeebroeck	Innovation and Digital Business Solvay Brussels School
Philip Weiss	Author of "Hyperthinking", Founder ZN

WHY?

Digital is set to revolutionize the world. Is your company set for this? Businesses have always changed—in reaction to changes in the marketplace or in capabilities. But **digital transformation presents a new set of challenges that traditional approaches to transformation cannot address.** This unConference looks at digital transformation as a new kind of revolutionary change, exploring the implications for leadership teams and productivity and the types of innovation that will keep rapidly changing companies competitive.

WHO?

The unConference is designed for **400+ C-suite and senior level executives,** leading different functions in large organizations and different industries.

WHAT?

The event will be an integrated blend of

1. Open Sessions: plenary forum, tailored break-outs, panel discussion

2. Interactive Digital Solutions Fair

3. Council Sessions: peer-to-peer council meeting of your choice (limited availability).

A unique opportunity to learn, get insights, seek solutions, meet peers and network with Europe's top leaders.

WHERE?

Square, Brussels Meeting Centre

WHEN?

6 October 2016

Preliminary Program | Summary

1 Open Sessions

 **For all Invitees, The Conference Board Members and Guests**

 **6 October 2016, Afternoon and Evening**

12:30 – 13:45	Networking Lunch			
Opening	Mr. John Metselaar Conference Chair, Council Director The Conference Board, Prof. Leading Innovation, ex-P&G			
	Why Is This Transformation Different? Prof. Nicolas Van Zeebroeck Innovation and Digital Business, Solvay Brussels School			
	What Does This Mean For Society? Mrs. Ann Mettler Head of European Political Strategy Centre, the In-house Think Tank of the European Commission			
13:45–15:45 Plenary Session	What Does It Mean For Business? Mr. John Higgins Director General of DIGITAL EUROPE			
	What Does It Mean For Innovation? Mr. Martin Curley Former VP & Director Intel Labs Europe, Intel Corporation			
	What Does It Mean For Law? Mrs. Jacquelyn MacLennan Partner, Competition, White & Case LLP, Brussels and London			
Stream	The Humans And The (New) Leadership	The Future Of Innovation	Managing Opportunity With Risk	Predicting And Architecting The Future
Moderators TCB Experts	Amy Abel, Alison Maitland	Rita Shor, Anne Greer	Matteo Tonello, Ilaria Maselli	Bart van Ark, Mary Young
16:15 – 16:45 Session 1	How will the Work Change as we Digitalise the Workplace? Dr. Bonnie Cheuk Euroclear	Today's Communication, Tomorrow's Knowledge Mr. Richard Hughes BroadVision	Staying Secure Mrs. Lindsey Canning Mr. Bertrand Liard White & Case	The Cashless Society, predicting the Consumer Demand Mr. Mark Leiter, Mr. Brian Anderson The Demand Institute (jointly operated by The Conference Board and Nielsen)
16:55 – 17:25 Session 2	The ROI of Social Recognition Technology: 7 Ways it Drives Business Success Mr. Kieran Conlon GloboForce	Hyperthinking to get you thriving in the New World Mr. Philip Weiss ZN Consulting	The New Role of Digital and Business Leaders: Data Security and Privacy as an Emerging Growth and Competitive Differentiator Mr. Dragan Pendic RelianceACSN	The multi-facet challenge of making Fintech happen in a Bank Mr. David Dab ING Belgium Mr. Wim De Waele Eggsplora
17:35 – 18:05 Session 3	Re-thinking Leadership in the Digital Age: Myth-making, Belief Systems, Sociology and Culture Mr. Joshua Jost Anderson Walsh Spencer	The Power of The Virtual - Meeting the Physical Mr. Wil Schoenmakers PA Consulting	Transforming Non-Financial Risk Into Value: Cyber & AI Dr. Andrea Bonime-Blanc GEC Risk Advisory	Architecting the Digital Transformation in and for your Company Mr. Philippe Trichet Boston Consulting Group
18:15 – 19:00 Panel Discussion	Mr. John Metselaar Conference Chair Panelists include Bart van Ark, Chief Economist & Chief Strategy Officer The Conference Board and other speakers			
19:00 – 22:00	Wrap Up, Cocktails and Networking Dinner			

Bonus: Breakfast Session

 **For all Invitees, The Conference Board Members and Guests (limited seats)**

 **7 October 2016, 7:30 to 8:30 at the Hilton Brussels Grand Place**

Economic, Business and Human Capital Implications from Digital Transformation A Roundtable Conversation With Researchers at The Conference Board

Join this conversation over breakfast on what to expect and anticipate from digital transformation when it comes to attitudes, behaviors, relationships, and interactions, and the impacts on economic and business performance. Mary Young (Principal Researcher, Human Capital), Bart van Ark (Chief Economist), and Pete Davis (Senior Fellow, Data Analytics) will share their thoughts and insights from The Conference Board's recent research on those aspects of digital transformation, and then moderate a round-table to share business experiences. Learn from each other on how to manage this the new fast-paced world full of opportunities and threats in the digital economy.

2 Interactive Digital Solutions Fair, with Demos and Booths

 **Open to all**

 **6 October 2016, From 12:00 to 19:00, in parallel to the Open Session**

Expert Providers from Technology, Change Management, Consultancy, Human Resources and Innovation Capability will share their ideas, concepts and offerings to help you bring the digital world into your company.

3 The Conference Board Peer-to-Peer Council Meetings

 **Selected Guests may join, Inquire if interested**

 **5 October 2016 | 6 October 2016, AM to 13:00 | 7 October 2016, AM to 14:00**

The Following Councils will participate

Corporate Governance Council

Innovation Council

Corporate Responsibility & Sustainability Council

Global Business Women Leaders Council

Environment and Product Stewardship Council

CFO Business Unit Council

Health and Safety Council

Compliance and Ethics Council

Legal Council

Human Capital Analytics Council

Global Pensions & Benefits Council

Chief Economists Council

Mergers & Acquisitions Council

Financial Executives and Controllers Council

Procurement Leadership Council

Shared Services Council

Chief Financial Officers Council

Strategic Workforce Planning Council

Diversity & Inclusion in Business Council

Leadership, Talent and Learning Council

Talent Acquisition Executives Council

Human Resources Executives Council

Total Rewards Council

Future of Procurement Working Group

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www.conferenceboard.org/digitaltransformationandinnovation

Registration Information

Participation Fees (VAT applied. Fees do not include hotel accommodations).

Corporate Members of The Conference Board		
Free of charge Council Members (includes the Council Meeting and unConference).	900 Euro unConference Sessions 6 October 13:00 - 22:00	2,500 Euro Not yet a council member but would like to trial a meeting (includes the Council Meeting and unConference) Subject to Eligibility. Please contact us.
Non Corporate Members of The Conference Board		
1,100 Euro unConference Sessions 6 October 13:00 - 22:00	3,200 Euro Participation to a Council Meeting on a trial basis (includes the Council Meeting and unConference). Subject to Eligibility. Please contact us.	

Team Packages

We are happy to offer team packages for companies interested in registering additional participants. Please contact us for information.

Conference Location

SQUARE - BRUSSELS MEETING CENTRE
Glass Entrance
Rue Mont des Arts
B-1000 Brussels

Hotel Reservation

[Click here](#) to book your hotel

Terms & Conditions

The contract between you, the client, and The Conference Board, will commence upon receipt of this order confirmation. A confirmation email will be immediately sent to you. Within a few days you will receive a VAT invoice for your records. There are no cancellation refunds. Registrations are not transferable to a future session. Attendee substitutions

may be made at no additional charge but not prior to The Conference Board approval. Confirmed registrants who fail to attend cannot get a refund. This contract is governed by Belgian law and each party irrevocably agrees that the courts of Belgium will have the exclusive jurisdiction to deal with any disputes which cannot be resolved amicably.

Network Meeting Benefits

By joining the network meeting on 6–7 October you will also be entitled to access The Conference Board resources including research, webcasts and Ask TCB. This offer will last for two months from the date of the event.

Information request

The Future of Digital Transformation and Innovation

Contact us

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THE CONFERENCE BOARD
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Who will attend?

C-Level, VPs, Directors. This unConference is designed exclusively for 400+ top executives, members and non-members of The Conference Board and their direct reports specialized as:

Functions:

HR, Pensions, Benefits, Talent Acquisition
Diversity, Strategic Workforce Planning, HR Analytics
Operations, Procurement, Finance, Controllers, M&A, Tax, Treasury, Economists, Corporate Strategy, Shared Services
Marketing, Digital Transformation, Innovation, R&D, Engineering, Legal, Compliance, Governance, Sustainability, Environment, Health & Safety

Industries:

Aerospace, Apparel, Auto, Banking, Beauty & Cosmetics, Biotechnology, Chemical, Computer
Construction, Consulting Electronics, Energy, Financial Services, Food & Beverage, Health, IT, Insurance, Life Sciences, Manufacturing
Medical Devices, Mining, Pharmaceutical, Power Solutions, Retail, Telecommunications, Transportation, Travel, Utilities

From Companies such as (a sample):

3M	BP	Firmenich	Michelin	Schneider Electric
A.P. Moller - Maersk	BPOST	Fraunhofer Gesellschaft	Microsoft	SCOR Group
AB SKF	BST Solutions	Fresenius Medical Care Freudenberg	MOL Hungarian Oil and Gas	Scottish Enterprise
AB Volvo	Cargill	FrieslandCampina	Monsanto	Shell International
ABB	Caterpillar	Gas Natural	Mubadala Development	Siemens
ABN AMRO	Cigna International	GlaxoSmithKline	Naspers	Solvay
Achmea Holding	Citi	Grohe	Nestle	Standard Life Investments
AEGON	Clariant International	Gulf Investment	Nike Europe	Styrolution Group
AGC Flat Glass Europe	Cofra Holding	Heineken	Norsk Hydro	Sulzer
AIRBUS GROUP	Colgate-Palmolive	Hellenic Petroleum	Novartis	SwedBank
Aktia Bank	Credit Suisse Group	Henkel	Novo Nordisk	Swiss Reinsurance
AkzoNobel	CRH	Hilti	OC Oerlikon	Syngenta International
Allianz	Danfoss	HSBC	Owens Corning	Tata Steel
Almega	Deere & Company	Hunter Douglas Management	Panasonic	Telefonica
Alpha Bank	Deutsche Bank	Ideal Standard International	Pfizer	Telenet Group
American Express Services Europe	Deutsche Post	IMERYS	Philip Morris International	Telenor
Amgen	Deutsche Telekom	ING Group	PPG Industries	Tetra Pak International
AptarGroup	DIAM	Ischus Consulting	PwC	The Industrial Group
Ashland	Diaverum Group	Johnson & Johnson Consumer	Procter & Gamble	Tiffany & Co.
AstraZeneca	Dow	Johnson Controls	Rabobank	TOTAL
Atos	Du Pont de Nemours	JT International	RELX Group	UBS Group
Avery Dennison	E.On	Kemira	Rolls-Royce	UCB
AXA	Eaton	KONE Corporation	Royal Bank of Scotland	UniCredit Group
Bacardi-Martini	Ecolab	Kuehne & Nagel International	Royal Philips	Unilever
Banco Santander Central Hispano	EDF	la Caixa	SABMiller	Unisys
BASF	Electricity Supply Board	LafargeHolcim	SAFRAN	Valeo Management Services
Bayer	ENGIE	LEGO	Sandoz International	Van Oord Dredging and Marine Contractors
BBVA	ENI	L'Oreal	SAP	VINCI
Bekaert	Ernst & Young	Mars Chocolate	Sapa	Volvo Car Corporation
Blackrock Investment Management	Etex	Maus Freres	Saudi Aramco	Wartsila Corporation
BNP PARIBAS	European Bank for Reconstruction & Development	Merck	SBM Offshore	William Demant
Bombardier Transportation	ExxonMobil		SCA Qualis	Yara
Borealis	FERD		Schindler Management	Zurich Insurance Group
			Schlumberger	

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About The Conference Board

The Conference Board is a global, independent business membership and research association working in the public interest.

Our mission is to provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society.

1,100+ Top Global Companies are members of our network

Founded 100 years ago in 1916, The Conference Board is an objective, independent source of economic and business knowledge with one agenda: to help our member companies understand and deal with the most critical issues of our time.

120+ Peer-to-Peer Learning Networks (councils) are maintained across the globe at The Conference Board

We conduct research and convene business leaders in forums large and small, public and private. The insights captured through our extensive network feed directly back into our research and meeting agendas, ensuring that our activities remain sharply focused on the key issues of the day.

We work with 91% of the Fortune 500 companies

The Conference Board works within and across three main subject areas – Corporate Leadership; Economy & Business Environment; and Human Capital – to create a unique, enterprise-wide perspective that helps business leaders respond today, anticipate tomorrow, and make the right strategic decisions every day.

3,500+ Top Executives have chosen to be part of our council program in 2015

The Conference Board allows you, your team, and other colleagues throughout your organization to benefit from our global range of products and services, helping you to:

- Get fresh, actionable ideas from expert research and from peer dialogues within and across industries
- Understand regional and global operating environments
- Keep in step with global best practices
- Make better business decisions
- Contribute more effectively to corporate strategy, performance, and citizenship

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