The Future of Digital Transformation and Innovation unConference

6 October 2016
Brussels, Belgium, by The Conference Board
Celebrating its 100 Year Anniversary!

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
Eggsplode

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
**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

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**Preliminary Program | Summary**

1. **Open Sessions**
   - **For all Invitees, The Conference Board Members and Guests**
   - **6 October 2016, Afternoon and Evening**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Description</th>
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<tbody>
<tr>
<td>12:30 – 13:45</td>
<td>Networking Lunch</td>
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<tr>
<td>13:45 – 15:45</td>
<td>Plenary Session</td>
<td><strong>Why Is This Transformation Different?</strong> Prof. Nicolas Van Zeebroeck Innovation and Digital Business, Solvay Brussels School</td>
</tr>
<tr>
<td>13:45 – 15:45</td>
<td>Plenary Session</td>
<td><strong>What Does This Mean For Society?</strong> Mrs. Ann Mettler Head of European Political Strategy Centre, the In-house Think Tank of the European Commission</td>
</tr>
<tr>
<td>13:45 – 15:45</td>
<td>Plenary Session</td>
<td><strong>What Does It Mean For Business?</strong> Mr. John Higgins Director General of DIGITAL EUROPE</td>
</tr>
<tr>
<td>13:45 – 15:45</td>
<td>Plenary Session</td>
<td><strong>What Does It Mean For Innovation?</strong> Mr. Martin Curley Former VP &amp; Director Intel Labs Europe, Intel Corporation</td>
</tr>
<tr>
<td>13:45 – 15:45</td>
<td>Plenary Session</td>
<td><strong>What Does It Mean For Law?</strong> Mrs. Jacquelyn MacLennan Partner, Competition, White &amp; Case LLP, Brussels and London</td>
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**Stream**

<table>
<thead>
<tr>
<th>Stream</th>
<th>The Humans And The (New) Leadership</th>
<th>The Future Of Innovation</th>
<th>Managing Opportunity With Risk</th>
<th>Predicting And Architecting The Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moderators TCB Experts</td>
<td>Amy Abel, Alison Maitland</td>
<td>Rita Shor, Anne Greer</td>
<td>Matteo Tonello, Ilaria Maselli</td>
<td>Bart van Ark, Mary Young</td>
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<tr>
<td>16:15 – 16:45 Session 1</td>
<td>How will the Work Change as we Digitalise the Workplace?</td>
<td>Today's Communication, Tomorrow's Knowledge</td>
<td>Staying Secure</td>
<td>The Cashless Society, predicting the Consumer Demand</td>
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<tr>
<td>Dr. Bonnie Cheuk Euroclear</td>
<td>Mr. Richard Hughes BroadVision</td>
<td>Mrs. Lindsey Canning</td>
<td>Mr. Bertrand Liard White &amp; Case</td>
<td>Mr. Mark Leiter, Mr. Brian Anderson The Demand Institute (jointly operated by The Conference Board and Nielsen)</td>
</tr>
<tr>
<td>16:55 – 17:25 Session 2</td>
<td>The ROI of Social Recognition Technology: 7 Ways it Drives Business Success</td>
<td>Hyperthinking to get you thriving in the New World</td>
<td>The New Role of Digital and Business Leaders: Data Security and Privacy as an Emerging Growth and Competitive Differentiator</td>
<td>The multi-facet challenge of making Fintech happen in a Bank</td>
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<tr>
<td>Mr. Kieran Conlon GloboForce</td>
<td>Mr. Philip Weiss ZN Consulting</td>
<td>Mr. Dragan Pendic RelianceACSN</td>
<td>Mr. Dragan Pendic RelianceACSN</td>
<td>Mr. David Dab ING Belgium Mr. Wim De Waele Eggsplore</td>
</tr>
<tr>
<td>17:35 – 18:05 Session 3</td>
<td>Re-thinking Leadership in the Digital Age: Myth-making, Belief Systems, Sociology and Culture</td>
<td>The Power of The Virtual - Meeting the Physical</td>
<td>Transforming Non-Financial Risk Into Value: Cyber &amp; AI</td>
<td>Architecting the Digital Transformation in and for your Company</td>
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<tr>
<td>Mr. Joshua Jost Anderson Walsh Spencer</td>
<td>Mr. Will Schoenmakers PA Consulting</td>
<td>Dr. Andrea Bonime-Blanc GEC Risk Advisory</td>
<td>Mr. Philippe Trichet Boston Consulting Group</td>
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| 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 |

**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.
**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.

**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.

**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

**Sponsored by**

**Lead Sponsor:**

[White & Case](#)

**Session Sponsors:**

[BroadVision](#), [globoforce](#), [ING](#), [PA](#)

**Register Today**

[www.conferenceboard.org/digitaltransformationandinnovation](http://www.conferenceboard.org/digitaltransformationandinnovation)
Registration Information

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

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<tr>
<th>Corporate Members of The Conference Board</th>
<th>Non Corporate Members of The Conference Board</th>
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<tr>
<td><strong>Free of charge</strong></td>
<td><strong>1,100 Euro</strong></td>
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<tr>
<td>Council Members (includes the Council Meeting and unConference).</td>
<td>unConference Sessions 6 October 13:00 - 22:00</td>
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<tr>
<td><strong>900 Euro</strong></td>
<td><strong>3,200 Euro</strong></td>
</tr>
<tr>
<td>unConference Sessions 6 October 13:00 - 22:00</td>
<td>Participation to a Council Meeting on a trial basis (includes the Council Meeting and unConference). Subject to Eligibility. Please contact us.</td>
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<tr>
<td><strong>2,500 Euro</strong></td>
<td></td>
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<tr>
<td>Not yet a council member but would like to trial a meeting (includes the Council Meeting and unConference) Subject to Eligibility. Please contact us.</td>
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**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**
Johan Witters +32 (0) 2 679 50 60
johan.witters@conferenceboard.org

THE CONFERENCE BOARD
Trusted Insights for Business Worldwide

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

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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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