2018 Speakers & Attending Organisations Will Include

Caroline Flaissier
Chief Digital Officer

Kevin Lee
Global Vice President and Head of Design

Douglas Talbot
Heading Organisational Thinking

Andreas Ross
Creative Strategist & Global Innovation Evangelist

Henning Trill
VP of Corporate Innovation

Iain Gibbons
Futures Director

Martin Curley
SVP Global Digital Practice Lead

Hamilton Mann
Director, Digital Marketing & Digital Transformation

Dr Daniel Zielinski
Head of Digital Innovation Integration

Sandeep Raithatha
Head of Innovation Central

Richard Wiles
Digital Innovation Manager

Sarah Kelly
Innovation Network Manager

Hanne Johansen
Vice President Innovation Management

Mark Evans
Marketing Director

Rogier van Beugen
Director of Innovation and Venturing

Kimberley Abbott
Engineering Innovation Lead, Innovation Hub

Rachel Murphy
Digital Delivery Director

Mike Hatrick
Global Head IP Strategy & Portfolio

Laura Catalano
CEO & Founder

Jeroen Bartelse
Innovation Manager/Scout

Eugene Borukhovich
Global Head, Digital Health Incubation & Innovation

Strategy, Disruption, Value - Business Innovation & ROI
Leadership Workshop - Creativity & Creative Problem Solving
Ideathon & Night Conference - Cooking Class

25 - 26 January 2018
diginohub.com
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+44(0)20 8068 6664
Cooking Class & Discussions
Whilst mastering a simple cooking technique this session is the perfect start to your experience at the hub.

Event Registration & Welcome Coffee
09:00 - 10:25

Welcome & Introduction
10:25 - 10:40

Strategy, Disruption & Value
10:40 - 11:10

Keynote Address
Purpose: Transformation & Innovation
Caroline Flaissier, Chief Digital Officer, Total

Strategic Address
Developing Strategic Roadmaps: Identifying the Right Technologies to Support Future Competitiveness
Gaining a clear perspective on the speed of adoption of technology. Understand how to align with core company objectives from sustainability goals to revenue projections. And hear why keeping strategy in mind through all innovation projects is paramount to ensure success.
Hanne Johansen, Vice President Innovation Management, Vestas

Presentation
Opportunities Presented by AI - Demystifying the Hype
The much-mediated AI promises to change the world, as we know it. How customers interact with your organisation, the very products and services your organisation delivers and how you do your work as well as the work you have to perform. But in the face of such promise what could be the early wins? This session will also explore the deployment challenges of this transformative technology.

Innovation Central
Arts Driven by Virtual Reality
Laura Catalano, CEO & Founder, 8 Production

Keynote Panel Discussion
Business Model Innovation - Perfect Blend of Technology, People and Service/ Product
This session will explore key tips and techniques that have enabled others to disrupt and transform their organisation. Thinking and being ahead of the time is what you are good at but deploying and implementing those ideas is the most challenging part of your role. How do you secure budget for something that promises completely change the business as it stands today? How do you secure big budgets for an agile project? Budgets, timelines, KPI’s, success and failure measurements – addressing the best practice when working in a large organization.
Mike Hatrick, Global Head IP Strategy & Portfolio, Volvo Trucks I Rachel Murphy, Digital Delivery Director, NHS Digital I Rogier van Beugen, Director of Innovation and Venturing, Air France - KLM
Eugene Borukhovich, Global Head, Digital Health Incubation & Innovation, Bayer

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Investment
TrendPulse: Go Where the Money Is – Evaluating the Latest Investments Trends
There is so much innovation, so many technological developments that it can take weeks just to get up to date. This session will provide insights into the latest funding rounds. If you want to know which technology is likely to surface next just follow the money.

Methodologies for Implementation

Lunch
13:00 – 13:55

Presentation
Digital Innovation What’s Crippling Progress and Large Deployments?
VR & AR is been with the enterprise for a while now and small projects have gone live but ROI is slow to surface and increasingly quoted as the number one reason for purchase failure. IoT is been talked of for years yet we only have a thermostat today. In this session Sandeep will highlight how to identify meaningful innovation that provides value for your customers.
Sandeep Raithatha, Head of Innovation Central, BT

Presentation
Not Always a Digital Solution…
This session will highlight how at Bayer, Henning and his team are enabling innovation in the digital era whilst inviting you to take a step back from the digital hype. Learn how to integrate the right framework and methodology to help people to focus on their challenge to create the right business innovation, maximising opportunities and de-risk fast. Before eventually becoming Digital.
Henning Trill, VP of Corporate Innovation, Bayer

Closed Door Workshop – Future Business Mega Trends
What Will Your Future Look Like?
15:05 – 15:35

Case Study
The Secret of Scale and Mass Deployment of Digital Innovation
Viral marketing is generally known today. So why not use this knowledge to release new and innovative tools or methods within a corporation? Concentrating first and foremost on the benefits of an innovation for a small group of stakeholders and create friends. Dr Zielinski will share insights into how this approach was successful through examples of an actual corporate wide tool change.
Dr Daniel Zielinski, Head of Innovation Cluster Smart Product Integration, BMW

16:15 – 16:45

Closed Door Workshop Data Enabled Innovation & Insight Discovery - the Role of Big Data
Digital transformation has created a wealth of data – how you utilise this data can unleash a new world of disruptive and innovative products and services
Understanding Innovation
16:15 – 16:45
Coffee Keynote Session

Business Innovation, How to Unleash the Collective Genius, Engage, Empower & Inspire All Employees (all) to Enable the Cultural Shift Together?

Digital transformation has enabled organisations to innovate business models as well as processes and products. With technology changing and advancing faster than organisations are able to implement change, the enterprise world is now experiencing an increasing cultural challenge to undergo digital transformation. This session will explore how the Thales Group are accelerating the Digital Cultural change through a successful initiative named “Digital Proof of Concept Factory” as a catalyst of innovation as well as an enabler to foster a culture of Experimentation, anchoring open collaboration and cultivating a "Fail fast, fail cheap, fail often" attitude.

Hamilton Mann, Director, Digital Marketing and Digital Transformation, Thales Group

Presentation

Shareholder Value - The Reality of Innovating in the Corporate Environment & Open Innovation 2.0

Innovation is a risky business that has high failure rates — 96% of all innovations do not return their capital cost, and 66% of new products fail within two years. The risks of not innovating— has your CFO factored those in? Businesses and in particular the CFO like linear, steady growth and income but innovation does anything but that… How to use failure to your advantage, how to communicate effectively to the shareholders and the CEO and how to enable Open Innovation successfully.

Martin Curley, SVP Global Digital Practice Lead, MasterCard

Evening Networking Drinks Reception

Ideathon with Nibbles and Hot Chocolate

An interactive session designed around innovation management challenges. Each participant will have the opportunity to put forward an idea, the audience will decide which idea they want to support and a maximum of four groups will form. The groups will then work on bringing the idea to life - a jury will assess the methodology of each group a set stop times and groups will be scored with the winning group enjoying a well deserved prize!

DAY TWO: 26th January 2018

Coffee & Light Breakfast

Secret Outline

Leadership Workshop - Creativity & Creative Problem Solving

Day One Recap & Welcome
# The Human Role in Digital Success

**Presentation**

Teams - What Keeps and Grows an Amazing, Highly Productive Digital Innovation Crew

Make no mistake there is a draught of digital skills in particular innovative digital skills and minds which can comprehend the new platform and digital economy. How do you keep and grow your team is critical to your organisation’s success. Want to achieve the impossible - this session will explore potential pitfalls to avoid and highlight how you should understand group dynamics and motivations in the digital and technology teams.

Douglas Talbot, Heading Organisational Thinking, Ocado Technology

**Presentation**

“We're Fixers”

Using the category insight, that had been hiding in plain sight for decades, to drive a customer centric innovation agenda that transformed the fortunes of a famous brand.

Mark Evans, Marketing Director, Direct Line Group

**Case Study Workshop**

Industrialising Innovation – Is It Possible?

This session will provide insights into the creation of an innovation department within a very large corporate. Jeroen will share his experience in bringing together brilliant minds to scale innovation in a very traditional culture. Industrialising innovation seems to go against all of the innovation principles – what is his secret? Built in a secret escape!

Jeroen Bartelse, Innovation Manager/Scout, Achmea

**One-To-One Business Moments**

11:00 - 11:25

Case Study Workshop – Taking Innovation Beyond ‘Making it Happen’

Why start-ups and big companies don’t/can’t innovate the same. What’s missing in current innovation processes to produce sellable products? How to turn innovation into transformation in a sizeable and process driven organisation? This session will highlight the struggles of traditional innovation processes in large companies, and the need to take innovation beyond ideas and just ‘making it happen’

Kimberley Abbott, Engineering Innovation Lead, Innovation Hub, Thales UK

**Case Study**

Developing & Running an Award Winning Global Innovation Program & Business Value

Sarah will talk about the Spark program at Liberty Global highlighting how they are enabling innovation and creating business value by collecting ideas, on a global scale, generating engagement and proving return on investment. Hear how at Liberty Global Sarah and her team keep the Spark alive through the help of volunteers.

Sarah Kelly, Innovation Network Manager, Liberty Global

**Presentation**

Start with an Outcome in Mind – Qualify the Problem & Quantify the Solution – Digital Innovation in a Regulated Industry

A very exciting session from the Digital Innovation Manager at National Grid on building a digital innovation team within a large, diverse, regulated and traditional corporate, that delivers. Richard will also highlight his outcome based approach to enabling and deploying digital innovation across various lines of business, products and processes. During this session Richard will highlight some of the ngLab’s best projects whilst also sharing lessons learned along the way.

Richard Wiles, Digital Innovation Manager, National Grid

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<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>12:20</td>
<td>Presentation  Engaging Your Online Innovation Community – Lessons in Corporate Crowdsourcing</td>
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<td>Digital tools have become an important part of the Innovation Manager’s toolbox, are they really the “silver bullet”? Based on his experiences of dozens of online idea campaigns in three different companies Mike will share his own lessons learned of how to engage the community, harness the organisation’s best ideas and use such tools as help build a sustainable innovation programme. Mike Hatrick, Global Head IP Strategy &amp; Portfolio, Volvo Trucks</td>
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<td>12:45</td>
<td>Business Innovation &amp; ROI</td>
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<td>Design Thinking Masterclass  Learn How Visa Innovates &amp; Scales the Digital Payment Experience for Ecosystem Partners</td>
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<td>By creating an experience model that work across B2C and B2B products and services. By executing and creating a design systems and design principles that provide user experience standard. And understand what it takes to enable an inclusive collaborative environment that integrates design, development, and process. Kevin Lee, Global Vice President and Head of Design, VISA</td>
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<td>13:15</td>
<td>Lunch</td>
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<td>14:15</td>
<td>Presentation  &quot;Google Zoo on Innovation Scaffolding &amp; Messy Problems”</td>
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<td>An intro to the Google ZOO and how we partner and work with innovation projects. The main focus of this talk is to highlight things we believe to be true in the world of innovation &amp; creativity and how to move your business into a “scaffolding” setup that flexes for the future. Andreas Ross, Creative Strategist &amp; Global Innovation Evangelist, Google</td>
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<td>14:45</td>
<td>Presentation  The Chief Information Officer &amp; Innovation – An Unlikely Couple?</td>
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<td>Has the digital transformation created a new owner for the digital innovation? It seems that the CIO office is funding more and more innovative projects. This session will provide a CIO perspective on digital innovation going forwards.</td>
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### The Future of Innovation

**Presentation**

**The Right Innovation Type - Is Breakthrough Really Necessary?**
There is no one size fits all when it comes to innovation but understanding where your company is and what type of innovation is likely to succeed fast is paramount. What steps can you take to ensure your innovation policy and agenda aligns effectively with the big picture. And is 100% alignment the right thing to do for your innovation department.

Iain Gibbons, Futures Director, Tomas Cook Money

**Closing Panel**

**The Future of Work and Enterprise**

A thing you do not a place you go to? AI? 4 working days week? How will these changes impact innovation? Could you find new drivers in this transformation? A forward looking session that will bring perspective to your current projects and enable you to pick the winners and transform the future.

Ernesto Ciorra, Chief Innovation and Sustainability Officer, Enel

**Chair summation and end of the event**

**Games and Networking**

This session has been designed to cement new connections and rekindle old ones and is optional but we encourage you to take part.

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**Book Your Seat!**

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