

**MASTERCLASS KICKOFF  
TECH CITY TOUR  
24 September 2014**



**FLEMING  
EUROPE**

**25 - 26 September 2014 • London**

# DIGITAL TRANSFORMATION MASTERCLASS

## MEET THE MASTERCLASS LEADERS



**COURTNEY SHELTON HUNT, PHD**  
**THE DENOVATI GROUP, USA**  
Founder and Principal

*Courtney is an international consultant, speaker, teacher, and writer. Her background in business development, communications, human capital management, information technology, and academia, combined with her business acumen, enables her to provide a unique holistic perspective and strategic leadership to organizations. As the Founder and Principal of The Denovati Group, she helps individuals and organizations increase their digital literacy and enhance their social and digital engagement, both externally and internally. Denovati's services include strategic and tactical guidance, digital transformation and optimization, training and coaching, and change management.*



**TRACY GRAVESANDE**  
**NAVITAS IP Ltd, UK**  
Head of Innovation

*Tracy is passionate about digital and social business transformation, learning and people development, organizational change / transformation, social learning and collaboration, creating connected communities and how we engage with the future.*

*Tracy's purpose is to encourage discovery and her vision is to do that through communities (within and outside of organisations) that facilitate scalable learning and transformation for individuals and organizations.*

## GUEST SPEAKERS

*In addition to presenting their own ideas and leading discussions and workshop activities, Courtney and Tracy will facilitate several sessions in which thought leaders, practitioners, and solution providers will present related ideas and examples.*

*These guest speakers will include representatives from large enterprises like Capgemini, IBM, Dell, and Philips, as well as a variety of technology start-ups.*

## ABOUT THIS MASTERCLASS

**The Digital Era isn't coming, and it's not just getting started. From a technology perspective it is fully established,** with roots that extend back to the middle of the twentieth century, and a future that extends as far as anyone today can imagine. Ongoing advances regularly remind us that the most profound changes are still to come.

We tend to think about social and digital technology more from a personal or consumer perspective than their business or professional applications, but **as the Digital Era continues to progress, many of technology's most profound impacts are likely to be in the world of work.** In addition to changes in marketing and business development, key priorities for organizations that want to be market, industry, and sector leaders - as well as employers of choice - include knowledge management, product development and innovation, enhanced operational processes, and transformed human capital management practices.

The organizational implications of social and digital technologies are particularly important for leaders, regardless of the type of organization they work in or the functions for which they're responsible. **Sophisticated, digitally-savvy leadership is critical to ensuring the efficient and effective transition and transformation from Industrial Era models and processes to their Digital Era upgrades.**

Fleming Europe is inviting you to journey, where the foundation of the road will be laid and a roadmap will be built together throughout two intensive days, with the guidance of two expert Masterclass Session Leaders and their Guest Speakers.

**Be prepared for a digital transformation.**

## QUESTIONS WE WILL PROVIDE ANSWERS TO

- What does it mean to be a leader in the Digital Era?
- How are Masterclass participants going to transform themselves to be more effective Digital Era leaders?
- Why and how do organisations need to be "digitally transformed"?
- What role are Masterclass participants going to play in guiding and facilitating this transformation?
- How will participants make this transformation more sustainable, more competitive and more engaging?
- **What will be the plan of action when participants leave?**

## WHO WILL YOU MEET

Owners, CxOs, Vice Presidents, Directors and other senior leaders in organizations of all types and sizes who aim for an efficient and effective digital transformation in the fields of knowledge management, product development and innovation, enhanced operational processes, and human capital management practices.

MEDIA PARTNERS



**WHICH-50**

DIGITAL INTELLIGENCE



**BOOKING LINE:** + 36 1411 1842 | FAX: + 36 1411 1841

**EMAIL:** victoria.szoboszalai@flemingeurope.com | www.flemingeurope.com

## HIGH-TECH & HIGH-TOUCH EVENT EXPERIENCE

Given the focus on digital technology and transformation, the Masterclass will use the event application [sli.do](#) to facilitate interaction and Q&A during the presentation sessions. But there will be lots of opportunity for face-to-face interaction too. The Masterclass is designed to be a two-day working session that promotes dialogue and facilitates participants' ability to take a deeper dive into the course material through discussions and mini projects with both digital transformation experts and their peers. To maximize the value of the experience, participants won't just *listen* – they'll also have the opportunity to *engage* and start to develop *plans of action*.

*Participants who successfully complete the course will receive **a certificate** recognizing their participation and contributions. In addition to copies of the presentation materials, participants will also receive **a collection of supplemental digital transformation resources** for further study and exploration.*

## TOPICS TO BE COVERED

- Introduction to the Digital Era
- Expert Perspectives on the World of Work in the Digital Era
- The Key Elements of Digital Transformation
- Optimizing Leadership in the Digital Era
- The Process of Digital Transformation
- Realizing the Organization of the Future Today
- Tales from the Transformation Trenches
- **BUILT-IN WORKSHOP:** Building your Transformation Roadmap



## MASTERCLASS KICKOFF TECH CITY TOUR

**24 September 2014**

**Let the digital transformation begin with a walk in Europe's fastest-growing tech and innovation cluster!**

This tour will show our masterclass participants what makes the innocuous-looking roundabout in Old Street a rival to America's Silicon Valley, and what makes this area so vital to the future of Britain's economy. You will also learn why it's so important for these companies to cluster together, even when remote working is easier than ever.

From international powerhouses like Google to inventive startups and coworking spaces, the tour will give you a first-hand look at this truly remarkable cluster of innovative business. You will see the places where tech professionals hang out and where new disruptive concepts are born. And you'll hear some of the conflicting opinions about the area, along with both sides of the story.

**Join us to discover the UK capital's tech Mecca which has its own lifestyle, look, values and ambitions!**

**Tour Highlights include:**

- Discovering the difference between Silicon Roundabout and Tech City
- The home of one of the world's fastest-growing social online gaming companies
- Examples of some of the hippest hangouts in the Shoreditch area – key to attracting the most innovative entrepreneurs
- Shared office spaces that have been essential in this story – one of which has been set-up by the world's biggest search engine
- A discussion around the Government's role in Tech City – and whether it's helped or hindered Silicon Roundabout's companies
- Knowledge and context throughout the tour to make sense of how and why such amazing growth has happened



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## DAY 1 | 25 September 2014

8:30 REGISTRATION AND COFFEE

9:00 WELCOMING NOTE FROM FLEMING EUROPE

9:05 OPENING REMARKS FROM THE MASTERCLASS CHAIR

### LAYING THE FOUNDATION

**9:10 DELEGATE INTRODUCTIONS AND OBJECTIVES**

**9:20 OPENING SESSION**

Introduction - Digital Transformation and Beyond

- **Three-pronged focus:**
  - **Why** (is this important/necessary)?
  - **What** (does digital transformation look like)?
  - **How** (can digital transformation be achieved)?
- **Three-levels of implementation:**
  - Individual
  - Organizational
  - Leadership

**COURTNEY SHELTON HUNT**  
and **TRACY GRAVESANDE**

**9:40 INTERACTIVE SESSION**

*Getting Started - Assessing Your Social Media and Digital Sophistication*

**COURTNEY SHELTON HUNT**  
and **TRACY GRAVESANDE**

10:30 MORNING COFFEE AND REFRESHMENTS

**11:00 WELCOME TO THE DIGITAL ERA**

Did you know we're in at least the seventh decade of the Digital Era? It's true! This session will offer fresh insights into the world we live in by:

- Putting social and digital technologies in historical context
- Offering a stronger conceptual understanding of what social media is and how it can be used
- Identifying key digital technology trends and how they're converging
- Highlighting the increasingly powerful impact of new technologies on organizations of all types and sizes

**COURTNEY SHELTON HUNT**

**11:30 EXPERT PERSPECTIVES ON THE WORLD OF WORK IN THE DIGITAL ERA**

Invited experts will present key issues, trends, and research findings on a range of topics that are particularly relevant to organizations in the Digital Era.

- DigiTrends: Leveraging today's tech to create tomorrow's workplace

**ROGER GORMAN, PROFINDA, UK**  
CEO

- Digital transformation: Research and recommendations  
**JEROME BUVAT, CAPGEMINI, UK**  
Global Head of Research

- Social business and employee engagement

**12:30 PANEL DISCUSSION and Q&A**

**TRACY GRAVESANDE**

13:00 LUNCH

**14:00 INTERACTIVE SESSION**

*Anticipating the Road Ahead*

- What does your job look like?
- What does your organization look like? What opportunities and challenges will it face?
- How are you functioning as a leader?

**COURTNEY SHELTON HUNT**

**14:40 THE KEY ELEMENTS OF DIGITAL TRANSFORMATION**

As you start to think about how to lead your organization from what it is today to what it will become, you'll need a conceptual understanding of some of the most important factors to consider. This session will provide key concepts related to topics like:

- Becoming a digital organization
- The organizational characteristics of social businesses
- Managing human capital in the Digital Era

**COURTNEY SHELTON HUNT**

15:30 AFTERNOON COFFEE AND NETWORKING

**16:00 OPTIMIZING LEADERSHIP IN THE DIGITAL ERA**

Digital Era Leadership must continue to reflect established best practices AND it must also incorporate qualitatively different elements that reflect today's realities and tomorrow's inevitabilities. In this session we will take a look at three major considerations for leaders in the Digital Era:

- The fiduciary responsibility leaders have to ensure organisations pursue new opportunities, address challenges and manage risks
- The (new) characteristics that leaders must demonstrate to maximize their effectiveness, and how these characteristics are qualitatively different in the Digital Era
- Whether and to what extent leaders should be directly engaged with social and digital technologies, both externally and internally

**TRACY GRAVESANDE**

**16:40 THE PROCESS OF DIGITAL TRANSFORMATION**

In addition to understanding the elements of digital transformation, it's also important to lay a foundation in terms of the transformation process itself. This session will:

- Identify the main barriers to digital transformation
- Present the seven "bricks and mortar" elements required for effective digital transformation
- Describe the SAPLING approach to leveraging social and digital technologies

**COURTNEY SHELTON HUNT**

**17:20 INTERACTIVE SESSION**

*Key Learnings – "3 Most Useful Takeaways" Sharing Session*

**TRACY GRAVESANDE**

**17:50 SUMMARY FROM THE MASTERCLASS CHAIR**

18:00 Speakers and Delegates are cordially invited to attend our **NETWORKING COCKTAIL RECEPTION**



## DAY 2 | 26 September 2014

8:30 REGISTRATION AND COFFEE

9:00 RECAP OF DAY 1 AND OPENING REMARKS  
FROM THE MASTERCLASS CHAIR

### BUILDING A ROADMAP

#### 9:10 OPENING SESSION

##### Realizing the Organization of the Future Today

Many if not most of today's organizational challenges can be better met by new social and digital technologies; however, adoption is currently neither fully developed nor widespread. This session will offer a „future tripping reality check“ by presenting some of the ways in which social and digital technologies can better enable organizations to achieve their goals and objectives and enhance the efficiency and effectiveness of their operations.

**COURTNEY SHELTON HUNT**

#### 9:40 SOLUTION SPOTLIGHT SESSIONS

Invited vendors and solution providers will present quick demos of their offerings, which will convey a sense of the kinds of things that are possible in the Digital Era. These demos will highlight how new technologies can enable organizations to:

- Gather input from internal and external stakeholders more efficiently and effectively
- Better identify and connect with internal talent and external resources
- Harness internal knowledge and promote innovation
- Manage projects more efficiently and effectively
- Promote employee engagement and performance

**MICHAEL SILVERMAN**  
**SILVERMAN RESEARCH, UK**  
Director

**NICK LETHBRIDGE**  
**INTERACT INTRANET, UK**  
US & UK Enterprise Sales Director  
Senior Representative from  
**PROFINDA, UK**

10:40 MORNING COFFEE AND REFRESHMENTS

#### 11:30 TALES FROM THE TRANSFORMATION TRENCHES – A PRACTITIONER PANEL AND Q&A

Invited representatives of organizations that have already begun their digital transformation journeys will discuss their experiences and address participants' questions about things like:

- Digitally transforming the business model
- Becoming a social organization
- Transformation drivers, primary obstacles, successes and key learnings

**GARETH JONES**  
**THE CHEMISTRY GROUP, UK**  
Partner, Chief Solutions Architect

**CLIVE ROACH**  
**PHILIPS LIGHTING, Netherlands**  
Head of Social Media

**GIOVANNI TAVANI**  
**DELL, France**  
Social Media & Communities Professional – Brand Certified

12:30 LUNCH

#### 13:30 WORKSHOP

##### Building your Transformation Roadmap

Leveraging the knowledge and tools gained from the Masterclass sessions, participants will work individually and in small groups to sketch out their personal roadmaps for digital transformation. Select individuals will present elements of their roadmaps.

- **Individual roadmap:** how are you going to increase your own digital literacy and sophistication?
- **Organization roadmap:** what does your organization need to do to transform itself, using a crawl-walk-run approach?
- **Leadership roadmap:** what role will you take on as a leader to help the transformation effort and work effectively with others?

**COURTNEY SHELTON HUNT**  
and **TRACY GRAVESANDE**

#### 15:30 RECAP SESSION

In this session participants will

- Review individual objectives identified at the beginning of the Masterclass
- Share their key learnings
- Identify their top three take-aways

**TRACY GRAVESANDE**

16:30 FAREWELL COFFEE AND REFRESHMENTS

## MEET THE GUEST SPEAKERS AND EXPERT PANELISTS



**ROGER GORMAN**  
**PROFINDA, UK**  
CEO

Roger is the founder of ProFinda and a seasoned entrepreneur having launched several successful startups since 1998, including the UK's first onsite corporate Wellbeing business. With a background of behavioural psychology meets digital Roger has run innovation for two of the UK's leading FTSE 250 brands. Roger has been listed as one of London's top 100 tech entrepreneurs and is also a multi award winner with accolades including the Mitie Millions (2012) and the UCL award for Innovation (2011). Roger is passionate about social causes, is the founder of several and was awarded for his work in 2011 with the UnLimited award, a charity supporting social entrepreneurs.



**JEROME BUVA**  
**CAPGEMINI, UK**  
Global Head of Research



**MICHAEL SILVERMAN,**  
**SILVERMAN RESEARCH, UK**  
Director

Michael Silverman is Managing Director of Silverman Research, a company specializing in applying social media principles to social research. A psychologist and organizational research specialist, he was previously Global Head of Employee Research at Unilever.



**NICK LETHBRIDGE**  
**INTERACT INTRANET, UK**  
US & UK Enterprise Sales Director

Nick is the Enterprise Sales Director for the US and UK at Interact Intranet. Before joining Interact in 2010 Nick had spent 8 years working with major blue chip corporations to develop strategic software implementations with a focus on user adoption. Initially tasked with developing enterprise clients for Interact Nick signed up a host of customers such as Barnardo's, Yodel, Park Plaza Hotels, Stagecoach Group, Yorkshire Building Society and the Co-operative. He then moved into the management team to lead sales throughout the UK before moving his focus to increasing the US sales in the Enterprise space. Nick is a regular presenter at events in both the UK and US and has built up a wealth of knowledge on social and collaborative software in the past 4 years. Nick Graduated from Sheffield Hallam University in 2002 with a degree in Business and Marketing.



**GARETH JONES**  
**THE CHEMISTRY GROUP, UK**  
Partner, Chief Solutions Architect

Gareth is Partner and Head of Alchemy at **The Chemistry Group**, the award winning people consultancy who intent is to create opportunities for everyone to be brilliant at work. His brief with Chemistry is to "keep the company fresh" by creating solutions that tap into the future thinking around people with a primary focus around social, collaborative and mobile technologies. Gareth's career spans over 26 years and multiple roles having worked across HR, Business Development, Consulting, CRM, Marketing and Recruitment. A regular speaker and blogger on the future of people in business, he has spent the best part of the last 10 years challenging conventional thinking, deconstructing business models and pioneering the use of community to improve business.



**CLIVE ROACH**  
**PHILIPS LIGHTING, Netherlands**  
Head of Social Media

Clive Roach is the Head of Social Media for Philips Lighting. He is responsible for strategy development, success measurement, activation, governance, projects and educational training for global social media within Philips Lighting. Clive has been working in the digital marketing area since 1997, and previously held roles in engineering, design and sales going back to 1985. Clive is also practical in addition to his current strategic role, as he has his own blog, tweets daily on two Twitter accounts, has two Facebook fan pages, manages a Google+ profile and also a community, and participates in many other social networks.



**GIOVANNI TAVANI**  
**DELL, France**  
Social Media & Communities Professional –  
Brand Certified

Giovanni has been in Dell for over 13 years and he is a Social Media enthusiastic user and professional! Italian based in Montpellier (France), he has covered different management roles in Customer Services, Programs and Executive Escalations. In 2010 Giovanni was appointed as leader of the Social Media Outreach team which is currently up and running in 18 different languages. At present Giovanni leads the Global operations for EMEA, Latin America and APJ and drives the development of customer solutions through Social Media. Prior to Dell, Giovanni has a 5 years experience in Compaq in Europe and in the Middle East, with a background in foreign languages, management and communication. Today Giovanni is regularly invited to international events to present about Dell Social Media experience in Customer Services as well as to teach Master degree classes on social media.

# Digital Transformation: Laying a Foundation and Building a Roadmap

25 - 26 September 2014  
London

## SALES CONTRACT

Conference Code: BATD87\_P

PLEASE COMPLETE THIS FORM AND SEND IT BACK TO:

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- HOTEL ACCOMMODATION.** Overnight accommodation is not included in the registration fee. A reduced rate may be available for EP's clients at the hotel hosting the event. The reservation form will be sent to the client after the venue has been confirmed, but no later than one month before the event begins.
- CANCELLATION BY CLIENT.** The client has the right to cancel his/her participation in the event. Cancellation must be received by EP in writing, either by mail, email or fax. If the client cancels with more than one month's advance notice before the start of the event, EP shall be entitled to retain and charge 50% of the total invoiced amount. If the client cancels with one month's (or less) advance notice, or fails to attend the event, then the client shall not be entitled to any refund nor any discount. Client's failure to attend the event does not cancel, decrease or in any matter waives the client's obligation to fully pay the fee invoiced to the client by EP.
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- conditions, compliance with government requests, orders and legal requirements, failure of third party suppliers to timely deliver, and failure to register the minimum targeted amount of attendees for a given event. EP reserves the right to change the content, date(s), location or venue and/or special features of an event, to merge the event with another event, or to postpone it or cancel it entirely as appropriate under the circumstances. Client agrees that EP shall not be liable for any cost, damage or expense which may be incurred by client as a consequence of the event being changed, merged with another event, postponed or cancelled and client agrees to hold EP harmless and to indemnify EP for any liability caused by any such changes, mergers, postponements or cancellations to the Client.
- CANCELLATION OF THE EVENT.** In case EP cancels the event, EP may offer the client a full credit up to the amount actually paid by the client to EP. This credit shall be valid for up to one year from the issue date of the invoice to attend any of EP's events. The client shall not be entitled to this credit as a contractual right.
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  - OTHER CURRENCIES.** In case that client requests payment in other than EP's official currency (EUR), EP reserves the right to apply 8% currency risk surcharge to the actual exchange rate.