



## AGENDA GENERAL | DES - DIGITAL ENTERPRISE SHOW 21 – 22 – 23 MAYO

### 22 DE MAYO

|                       | CONFERENCIAS DESTACADAS                                                                                                                                                                                                                                                                                                                                                                                                     |
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| 10:00h<br>-<br>11:00h | <b>KEYNOTE – MICHAEL CASEY</b><br><b>MIT advisor Digital Currency Lab</b><br><b>Blockchain Technology: An Indispensable Trust Framework for the Fourth Industrial Revolution</b><br>Main Auditorium by Telefónica                                                                                                                                                                                                           |
| 11:15h<br>-<br>12:15h | <b>VISITA OFICIAL</b><br><b>Dña. Reyes Maroto, Ministra de Industria, Comercio y Turismo - Gobierno de España</b><br>Visita a los principales Stands – Pabellón 8, IFEMA                                                                                                                                                                                                                                                    |
| 11:30h<br>-<br>12:30h | <b>Hyper Acceleration to the Future: The BlockChain Road Map</b><br>Debate entre empresas líderes en BLOCKCHAIN, con la participación de:<br>Anne-Sophie Cartray, ConsenSys France<br>Montserrat Guardia, Alastria Blockchain Ecosystem<br>Michael Casey, CEO and Co-Founder de Streambed Media<br>Andrew Darley, Blockchain Leader Europe de IBM<br>Alex Puig Pascual, CTO de Caelum Labs<br>Main Auditorium by Telefónica |
| 12:30h<br>-<br>13:00h | <b>MEREDITH WHALEN, Chief Research Officer de IDC</b><br><b>The Future Enterprise: How Leading Organizations Apply Technology to Gain Insight, Empathize with Customers and Engage Employees</b><br>Main Auditorium by Telefónica                                                                                                                                                                                           |
| 16:00h<br>16:30h      | <b>THOMAS SUTTON, Chief Creative Officer de Frog</b><br><b>Designing bold strategies for growth</b><br>Main Auditorium by Telefónica                                                                                                                                                                                                                                                                                        |
| 16:30h<br>17:00h      | <b>DIDIER BONNET, EVP &amp; Global Digital Transformation Leader de Capgemini Invent</b><br><b>What's Next for Digital Transformation?</b><br>Main Auditorium by Telefónica                                                                                                                                                                                                                                                 |
| 17:00h<br>17:30h      | <b>JACQUEX BUGHIN, Director at McKinsey Global Institute</b><br><b>Strategy beyond the hockey stick: how can firms beat the odds of digital transformation?</b><br>Main Auditorium by Telefónica                                                                                                                                                                                                                            |

|                       | EVENTOS PARALELOS                                                                                                                      |
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| 9:30h<br>11:30h       | <b>Evento Smarter Workspaces – Experience the Digital</b><br>Room 2 by T-Systems                                                       |
| 10:00h<br>11:30h      | <b>Open innovation: Increasing speed and reducing cost of your corporate venturing unit</b><br>Room 1 by Magnolia                      |
| 10:00h<br>11:30h      | <b>Inspirando el futuro en la 4ª Revolución Industrial</b><br>Room 3 by Altran                                                         |
| 10:00h<br>11:15       | <b>Corporate Governance and Technology: how to mix oil and water</b><br>R-Evolution Theatre by Deloitte                                |
| 10:00h<br>14:00h      | <b>Fostering cross-sectoral technology transfer in Europe: Lessons and prospects from the European project ACTTiVate</b><br>Blue Stage |
| 11:00h<br>18:00h      | <b>Innovation Hub</b><br>Green Stage                                                                                                   |
| 14:15h<br>15:30h      | <b>Evento Club Chief Data Officers Spain</b><br>Room 3 by Altran                                                                       |
| 17:00h<br>-<br>17:20h | <b>Living on the Moon</b><br>Helen Tung, Founder NewSpace2060<br>Green Stage                                                           |
| 17:00h<br>18:30h      | <b>Oportunidad en el ecosistema de innovación: La innovación abierta</b><br>Room 3 by Altran                                           |

|                       | FOROS VERTICALES                                                                                                                                                          |
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| 10:00h<br>18:20h      | <b>España PYME DIGITAL by Santander</b><br>España PYME DIGITAL Stage                                                                                                      |
| 10:00h<br>-<br>10:20h | <b>Punto de Inflexión: de gestión de audiencias a gestión de clientes</b><br>Juan Dominguez, Founder and CEO de Adglow<br>España PYME DIGITAL Stage                       |
| 11:00h<br>18:20h      | <b>Digital Marketing Planet</b><br>Digital Marketing Planet by The Valley                                                                                                 |
| 11:00h<br>-<br>11:20h | <b>11 Unique Social Media Marketing Tricks that Helped Us Reach \$3M+ in Revenue</b><br>Michal Sadowski, CEO&Founder de Brand24<br>Digital Marketing Planet by The Valley |
| 11:00h                | <b>CIO &amp; CTO Summit</b>                                                                                                                                               |

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| 14:00h                | Inspiration Arena                                                                                                                                               |
| 11:20h<br>-<br>11:40h | <b>A 150-year-old startup. A century and a half of shared learning for augmented organizations</b><br>Inspiration Arena                                         |
| 11:20h<br>14:00h      | <b>Big Data &amp; Analytics Series</b><br>R-Evolution Theatre by Deloitte                                                                                       |
| 11:20h<br>-<br>11:40h | <b>Elena Gil, CEO of LUCA, Global Big Data Director at Telefónica</b><br>Connecting Big Data and AI with business<br>R-Evolution Theatre by Deloitte            |
| 12:00h<br>17:00h      | <b>Retail &amp; eCommerce &amp; Logistics Forum</b><br>Room 1 by Magnolia                                                                                       |
| 13:40h<br>-<br>14:00h | <b>Managing change in the retail sector: collaboration, creativity and other keys</b><br>Dimas Gimeno, Former President El Corte Inglés<br>Room 1 by Magnolia   |
| 12:00h<br>16:40h      | <b>Digital Health Forum</b><br>Room 2 by T-Systems                                                                                                              |
| 13:00h<br>-<br>13:20h | <b>Run &amp; change, digitalization to improve customer satisfaction in healthcare services</b><br>Iñaki Ereño Iribarren, CEO de Sanitas<br>Room 2 by T-Systems |
| 12:00h<br>16:40h      | <b>Urban Mobility Forum</b><br>Room 3 by Altran                                                                                                                 |
| 12:00h<br>-<br>12:20h | <b>Technology for a #movingworld</b><br>Heiko Schilling, Head of Navigation, VP Engineering de Tom Tom<br>Room 3 by Altran                                      |
| 15:00h<br>18:00h      | <b>Blockchain Series</b><br>Inspiration Arena                                                                                                                   |
| 15:00h<br>18:20h      | <b>CDO Summit</b><br>R-Evolution Theatre by Deloitte                                                                                                            |
| 15:00h<br>-<br>15:20h | <b>101 CDOs Who Became CEO</b><br>David Mathison, Chairman, CEO and Founder CDO Club/CDO Summit<br>R-Evolution Theatre by Deloitte                              |
| 15:20h<br>-<br>15:40h | <b>Open Business, el mundo colaborativo entre Banca y Empresas</b><br>Angel Salamanca, Santander España<br>España PYME DIGITAL Stage                            |