

**Platforms, ecosystems and the emergence of 21st Century business models:
capturing value, driving innovation and powering growth in the platform economy**

DAY 1 - 5 June 2017

08.55 – 09.25	Registration, Networking & Breakfast		
09.25 – 09.35	Welcome		
09.35 – 10.00 <i>Keynote</i>	Digital Platforms & Ecosystems - meeting your customers on their terms Phil Scully, CTO, Whitbread		
10.00 – 10.25 <i>Keynote</i>	The platform economy today: the rise and rise of platform-driven business models Martin Percival, Principal Solutions Architect, Red Hat		
10.25 – 10.50 <i>Keynote</i>	How to improve <all business buzzwords here> all at the same time Bradley Howard, Head of Innovation, Endava		
10.50 – 11.15 <i>Keynote</i>	Implementing a digital ecosystem into one of the world's most successful digital platforms Michael Eyles, Head of Digital Ecosystem, Technology Strategy & Architecture, BBC		
11.15 – 11.45	Break, Networking & Business Introductions		
Streams	The evolution of infrastructure	Building and developing platforms & ecosystems	Data & insight across the ecosystem
11.45 – 12.20 <i>Breakout Sessions</i>	High performing infrastructure for platforms & ecosystems Richard Agnew, VP UK&I, Veeam	APIs & the digital economy Oliver Ogg, EMEA Digital Transformation Lead, Apigee	Leveraging data & insight for growth in the platform economy Tim Walwyn, Principle Technology Strategist, LiveTiles
12.20 – 13.05 <i>Breakout Sessions</i>	Architecting the platform-driven enterprise Andrew Harrison, Director Advanced Business Solutions, Riverbed	Developing new services and applications Andrew Lawson, Chief Product Officer, Zopa	Revenue generation in the platform-driven business Manoj Varsani, CTO, The House Crowd
13.05 – 14.05	Lunch, Networking & Business Introductions		
Case Study Led Masterclasses			
14.05 – 15.40 <i>Case Study Led Masterclasses</i>	Disrupting from within – how to create new business models Michel Koch, CMO, Time Inc.	Sharpening the focus on digital transformation Michael Barker, CTO, Wex Photographic	Ready to innovate Mark Ridley, Group Technology Officer, Blenheim Chalcot Accelerate
	<i>Masterclass</i> Endava	<i>Masterclass</i> Episerver	<i>Masterclass</i> Red Hat
15.40 – 16.05	Break, Networking & Business Introductions		
16.05 – 16.35 <i>Case Study</i>	Merging IoT and connected cars to create a new platform for innovation and business development Per Adamsson, Director, Strategy & Business Development, Volvo Group Telematics / WirelessCar		
16.35 – 17.15 <i>Panel Debate</i>	IGNITE Debate: Charting the progress, pros & cons of the platform economy <ul style="list-style-type: none"> • Is a regulatory noose tightening around platform-driven businesses? The impact of the ongoing regulatory/legislative debates on Airbnb, Uber, Deliveroo • Is the 'sharing economy' a misnomer? Who are the winners and losers of this new way of doing business? • Thriving and surviving in a hypercompetitive era: what are the keys to scaling a platform rapidly and securing competitive advantage? • Mapping platform consolidation: will a few continue to dominate across industries, or is there room for more? • Where are new platform-driven models most likely to emerge? How can regions such as EU remain competitive? • The future of the platform economy and digital ecosystems - will linear supply chains cease to be the norm? <p>James Willmott, Head of Globalisation, Rolls-Royce Antony Hausdoerfer, Director of Application Performance & Delivery, Avis Budget Group Aneet Morar, Partnerships & Ecosystem Development, Digital & Transformation, Lloyds Banking Group </p>		
17.15 – 19.00	Networking drinks and business introductions		

Day 2 - 6 June 2017

08.55 – 09.25	<i>Registration, Networking & Breakfast</i>	
09.25 – 09.35	<i>Welcome</i>	
09.30 – 10.00 <i>Opening Keynote</i>	Emerging technology and moral panic - the unexpected fear factor that can make or break a new innovation's journey into mainstream culture Catherine Allen, BAFTA Winner, WIRED writer & VR Futurist	
10.00 - 10.35 <i>Keynote</i>	From platforms to AI: what does a frictionless digital economy really mean for executives? Dr Will Venters, Assistant Professor of Information Systems, London School of Economics	
10.35 - 11.00 <i>Keynote</i>	Enabling the IoT Ecosystem Nilay Parikh, Systems Architect, ASOS.com	
11.00 - 11.25 <i>Keynote</i>	Shifting mindsets: making the successful transition from a product-oriented to platform-driven world Joey Moore, Director, Product Marketing, Episerver	
11.25 - 11.55	<i>Break, Networking & Business Introductions</i>	
11.55 - 12.25 <i>Case Study</i>	How data influences product development Amir Segall, VP International, HotelTonight	Digital Doctor Surgery Your chance to bring your digital problems to our expert panel for diagnosis and resolution Antoine Baschier, Co-founder and CEO at Early Metrics Emilio Vacca, Director Mobile Channel, Telegraph Media Group Greg Jenkins, Digital Business Partner, Three Finbarr Joy, Group CTO, Lebara Mobile Under Chatham House Rules. Advance Registration required Limited capacity
12.25 - 12.55 <i>Panel Discussion</i>	Panel discussion: opportunities for investing in the platform economy Amit Pau, MD, Ariadne Capital Mark Ridley, Group CTO, Blenheim Chalcot Accelerate Saurav Chopra, CEO, Perkbox	
12.55 - 13.55	<i>Lunch, Networking & Business Introductions</i>	
13.55 - 14.20	<u>Innovation Showcase</u> How digital platforms can transform refugee resettlement Angus Barry, Digital Service Manager, Refugees' Say	
14.25 – 14.50 <i>Closing Case Study</i>	Finding a fresh vision by developing a digital platform James Thornett, Head of Digital Customer Experience, Tesco (and former Director of Gov.uk)	
14.50 – 15.00	<i>Close of IGNITE</i>	