

Chief Disruptor LIVE

Disrupt your industry before someone else does.

DAY ONE: BUSINESS CHAOS

- Why Things Fail
- The Complacency Index
- The Amorphous Consumer

08:30-09:00	ARRIVAL & CHIEF DISRUPTOR LIVE POLL <i>Which industry is the most vulnerable to disruption in the next five years?</i>
KEYNOTES	
09:00-09:10	GOOD MORNING FROM NIMBUS NINETY <ul style="list-style-type: none">• What, actually, is disruption?• Nimbus Ninety Reviews the Digital Trends Report: what's transforming industry in 2019?
09:10-09:25	KEYNOTE A WE WERE ALMOST BILLIONAIRES <ul style="list-style-type: none">• War stories form companies that did not innovate fast enough• How can you ensure your organisation is not left behind?
09:30-09:45	KEYNOTE B THE COMPLACENCY INDEX <ul style="list-style-type: none">• Complacency is when businesses assume that nothing will change, even as it changes. Who fits that profile in 2019?• What's the best route to success?
09:50-10:05	KEYNOTE C POST-FRICTION <ul style="list-style-type: none">• The end of "friction" heralds a new era of smart agents and buyers on our behalf. What does this mean for businesses and discoverability?• How will consumer-brand interaction change as technology becomes even more sophisticated?• Prepare your organisation for "zero" user interface: is this going to occur?• How have tolerances of friction dropped?
10:05-10:35	B R E A K

MID-SIZED SESSIONS

Choose up to 2 of these in the morning, and two in the afternoon. Then, attend the "concept table" for that session to drill down on exactly what practical steps you can take to implement the learning in your business.

<p>10:40-11:30</p>	<p>The Algorithmic Buyer SPEED DATING</p> <p>What practical steps should you take to prepare for the Post-Friction world?</p> <p>As people begin to use smart agents to buy goods and services, how will that force the way companies make their offerings to change?</p> <p>As AI becomes a more and more powerful tool in commerce, how will the relationship between customers and vendors change?</p> <p>C</p>	<p>Biometric Keys CROWDFLUENCER</p> <p>From McDonald's Face-Pay in China, to 2-Factor Authentication for gmail, will biometric keys become the norm to unlock/pay for our services? And what should you do to prepare?</p> <p>Biometric data is extremely sensitive. Facebook acted as an arbiter of identity for many businesses, and was hacked - what are the security concerns of the biometric tide? Are there downsides to the mass collection of sensitive data?</p> <p>C</p>	<p>How-To Neural Nets CROWDFLUENCER</p> <p>Some journalists have called neural nets "machine laundering for data bias." Other stakeholders have shown that they will revolutionise healthcare and provide jobs.</p> <p>We go through examples of where the most powerful AI technology has gone wrong, or gone very right.</p> <p>As part of our practical AI series, we examine the roadmap for delivering AI in your business.</p> <p>A</p>
<p>11:35-12:25</p>	<p>The Long Term SOLUTION ROOM</p> <p>"Short-termism is a scourge. It was rated as the most likely cultural reason for digital project failure in our 2018 Digital Trends Report. From Amazon to Unilever, successful businesses tout their long-termism.</p> <p>What are the practical steps for making your business think long term? What are the planning processes? How do you structure incentives?</p> <p>We look at problems with short-termism, and how to remove them.</p> <p>A</p>	<p>The Assault on Consciousness SOLUTION ROOM</p> <p>When was the last time you read a whole book? Attention spans have shortened.</p> <p>Media bombards us all the time. IBM's Chief Evangelist reckons you get "10 words" to establish yourself as a modern marketer.</p> <p>We meld minds in this session: a marketer and a neuroscientist discuss. What has media done to us, and how should businesses react?</p> <p>C</p>	<p>The Personal Standard SPEED DATING</p> <p>Personalise like Netflix. Personalise like Spotify.</p> <p>But what these masters have in common is piles of content to sift through. Personalisation is supremely relevant: it's what they do.</p> <p>What level of granularity is appropriate for your service? What is personalisation done well?</p> <p>C</p>
<p>12:30-13:15</p>	<p>CONCEPT TABLES</p>		
<p>12:30-14:00</p>	<p>LUNCH</p>		

13:15-14:00	CONCEPT TABLES		
14:05-14:55	<p>The Experiential Bank CROWDFLUENCER</p> <p>30 years ago, computers were neither aesthetic nor sexy, Apple made them both.</p> <p>Now, financial services are at risk of becoming attractive and well-designed, which is not good for any of the incumbents. But is this what gives newbies a competitive advantage at all?</p> <p>Join this provocative session from a Challenger Bank, and hear them explain their success.</p> <p>B</p>	<p>Virtual Discovery SPEED DATING</p> <p>Today, VR and AR have two main uses: training and product discovery.</p> <p>These are wholly immersive learning tools. But are they applicable to your business?</p> <p>Examine some of these uses with a VR/AR expert and hear how they're being used in your peers' businesses.</p> <p>B</p>	<p>Platformification SPEED DATING</p> <p>One of the benefits of a platform business model is that it enables you to iterate new products for existing customer relationships.</p> <p>But how do you do this without diluting your original business? What are some examples of this being done extremely well?</p> <p>We discuss platforms and how you can iterate service Y on top of service X.</p> <p>C</p>
15:00-15:50	<p>I WANT IT NOW SOLUTION ROOM</p> <p>We're in the age of Deliveroo and Uber Eats. We're in the age of Amazon next-day delivery.</p> <p>One element of "friction" is the effort, investment, and time between your customer wanting your product, and having it.</p> <p>These glamorous front-ends require vast industrial back-ends that deliver, day after day. It's a world of partnerships and lorries and motorways and AI.</p> <p>How do you make it "instant"?</p> <p>C</p>	<p>We're all "Unsustainable" in the Long Run CROWDFLUENCER</p> <p>For some companies, the writing is on the wall. Long-term decline is obvious; a forthcoming technology may make your product redundant in the longer term.</p> <p>Discuss examples of companies which have examined a prospective long-term decline: and how they're planning to fight back.</p> <p>B</p>	<p>Filter Bubbles: Establishing Diversity of Thought SPEED DATING</p> <p>Most organisations purport to want people who "think differently." But most people judge competence based on similarity.</p> <p>"Diversity of thought" is vital for success. How can you ensure a wide range of competencies, ideas, and attitudes in your organisation in the age of filter bubbles?</p> <p>And how do you arrange those people so that you enhance your strength?</p> <p>B</p>
15:50-16:20	BREAK/CONCEPT TABLES		

KEYNOTES

16:25-17:05	<p>KEYNOTE B2 THE NEW DIGITAL ENTRANTS <i>The Chief Disruptors we can see are changing industries.</i></p> <ul style="list-style-type: none">• Best in class: how did the digital darlings get to where they are today?• What trends are they riding? And how can your organisation ride the same wave?• Will they disrupt their industries? Or is there still room for them to fail?
17:10-17:30	<p>VISIONARY KEYNOTE TURNING IT AROUND</p> <ul style="list-style-type: none">• We've talked a lot about failure – but here are some businesses who faced ruin, and turned it around.
17:30-19:30	<p>DRINKS & NETWORKING</p>

AVAILABLE THROUGHOUT BOTH DAYS

NERD SQUAD

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- DEEP LEARNING
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You've got the tech down pat, but it's the business you need help with? Learn about:

- DIGITAL TRANSFORMATION
- CYBER SECURITY
- DATA PRIVACY LAW
- PLATFORM BUSINESS MODELS

LUXURY LOUNGE

If you're C-Level, Country Manager, a NED, or an Innovation Arcade member, congratulations - you qualify for our luxury lounge.

CINEMA

If you want to chill out and watch disruptive content with a soda, be our guest.

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DAY TWO: THRIVING IN CHANGE

- Collapse of Distance
- Enlightenment 2.0
- Technological Politics

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09:10-09:25	KEYNOTE D DEALING WITH COMPLEXITY <ul style="list-style-type: none">• China has one of the largest and most diverse customer bases in the world: how does this major Chinese technology firm do it?• Controlling complexity: with a customer base of billions, how does your business adapt?
09:30-09:45	KEYNOTE E ENLIGHTENMENT 2.0 <ul style="list-style-type: none">• The way we consume information has changed for good. What does this mean for businesses?• Social media and mobile have fundamentally changed how consumers connect with one another and perceive the world around them• How has this influenced how consumers interact with brands and make their purchasing decisions?
09:50-10:05	KEYNOTE F AI Opportunities and Challenges <ul style="list-style-type: none">• After the 2016 'neural net' breakthrough, sophisticated AI is starting to find its way into businesses. Examples ahoy.• Will AI impact the evolution of our species?• How will smarter technology fundamentally change how businesses and our society is organised?
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<p>10:40-11:30</p>	<p>The Quantum Reset EXPERT Q&A</p> <p>Quantum computing represents a jump in the capabilities of cyber attack technology.</p> <p>This means that when quantum arrives, your security team had best adapt immediately. If the enemy emerges with Gatling guns; your muskets will not be enough.</p> <p>Find out how and why you must prepare.</p> <p>F</p>	<p>Product-Market Misfits SPEED DATING</p> <p>There are two ingredients to have a product-market fit, and each is useless without the other.</p> <p>We talk through anecdotes of product-market teething problems.</p> <p>Why are products successful in some markets, but fail in others?</p> <p>C</p>	<p>Turning Brexit into Tech-xit CROWDFLUENCER</p> <p>In March, Britain will leave the European Union.</p> <p>We bring you an economic and digital expert, who can guide you through what steps you must take to manage the process: whether that's your Just-in-Time supply chains or your access to European Markets.</p> <p>A</p>
<p>11:35-12:25</p>	<p>Enlightenment 2.0 CROWDFLUENCER</p> <p>At its simplest level, Enlightenment is a change in the way we think.</p> <p>We're now dealing with the all-knowing customer. And we're dealing with highly-sceptical customers.</p> <p>As individuals, we have to be more critical than ever of what we hear.</p> <p>This has profound implications for how we think, and how we educate. What are the main veins of change?</p> <p>F</p>	<p>"Act Natural": Avoiding Authenticity SPEED DATING</p> <p>It's Foucault forever: online representations threaten to render the world a simulation. Your customers live in a world of representations, and dissect the information as a means of distributing truth.</p> <p>Post-truth means post-trust too. What's "authentic" in this era? Does your brand stand up to that test? Do you even believe in this session?</p> <p>F</p>	<p>Reducing Friction Across Global Offices SOLUTION ROOM</p> <p>Who has a team only in London anymore? Going global is easier than ever... businesses open offices in Dubai, San Francisco, Beijing, New York, Edinburgh.</p> <p>But going global brings with it a real management challenge. As we work around the world (or from home, but 10 miles away), how do we ensure we're as productive as before?</p> <p>And what are the advantages of a global office? What extra efficiencies can it bring?</p> <p>E</p>
<p>12:30-13:15</p>	<p>CONCEPT TABLES</p>		
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13:15-14:00	CONCEPT TABLES		
14:05-14:55	<p>All-Out War CROWDFLUENCER</p> <p>We talk about national cyber-security strategies from the likes of Russia, and terrorist cyber-security threats; we also examine broader questions about how security is changing.</p> <p>How do you mitigate that risk? It's vital that you keep your data, your staff, and your customers, safe.</p> <p>E</p>	<p>Data Wizardry SOLUTION ROOM</p> <p>What kinds of data analytics are appropriate for you?</p> <p>Is it a neural net? Is it a data analytics team? Talk to a data scientist and AI expert who can identify the most appropriate strategy.</p> <p>How is your data science function great, and how could you make it better? What are the main challenges to implementing data science on a large scale in your business?</p> <p>G</p>	<p>Robots which can do AI DEMO</p> <p>Meet robots which can see, hear, and make decisions.</p> <p>G</p>
15:00-15:50	<p>Where customer data goes wrong SPEED DATING</p> <p>Bring a story, and we'll tell no-one...we hear anecdotes about customer data.</p> <p>We'll answer: how do you minimise risk in customer data? What are examples of customer data going wrong?</p> <p>Where are the risks on your end-to-end chain of customer data? And how do you make sure you're GDPR compliant before there's been precedent?</p> <p>E</p>	<p>The Self-Optimising System CROWDFLUENCER</p> <p>A business is fundamentally a system: a series of inputs and outputs.</p> <p>Where everything is measurable, everything can be corrected and optimised.</p> <p>We look at case studies of smart optimisation in a world of measurable devices: RPA and IoT.</p> <p>G</p>	<p>The Commoditisation of Data CROWDFLUENCER</p> <p>The commoditisation of data has taken on a geopolitical dimension. Now, data law is big game. Copyright law could be next.</p> <p>We hear from a political insider about the role governance can play.</p> <p>E</p>
15:50-16:20	BREAK/CONCEPT TABLES		

KEYNOTES

16:25-17:05	<p>DEBATE</p> <p>THE GOOD CENSOR</p> <p><i>The motion:</i></p> <p><i>'Platforms are responsible for the content which gets posted on them. They should act to ban bad content.'</i></p> <ul style="list-style-type: none">• Are platforms civilisations, to which ideas like free speech should apply?• Or are platforms publishers, and thus responsible for the content posted on them?
17:10-17:30	<p>VISIONARY KEYNOTE</p> <p>THE ENDLESS AMBITION</p> <ul style="list-style-type: none">• Health science. Commercial space flight. Driverless cars.• We examine some of the incredible frontiers of technology changing our world.

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