



**Harnessing the power of the connected consumer:
data, technology and organisational change for transformational digital experiences**

Day 1, 6 March 2017

08.30 – 09.15				Registration, Breakfast & Networking			
09.15 – 09.30				Welcome			
09.30 – 09.55 <i>Opening Keynote</i>		I'm a Firestarter – How we ignited disruption in our culture to start a FinTech mindset Monique Shivanandan, CIO, Aviva					
09.55 – 10.20 <i>Keynote</i>		How our mobiles could make us rich Mark Cliffe, Chief Economist, ING					
10.20 – 10.45 <i>Sponsor Keynote</i>		Customer experience reimaged: delighting the connected consumer Paul Fennemore, Digital Marketing Consultant EMEA, Sitecore					
10.45 – 11.15				Break, business introductions & networking			
11.20 – 11.45 <i>Sponsor Keynote</i>		Customer experience and employee engagement: It's not about rewriting your software. It's about rewriting your company. David Benjamin, General Manager of EMEA, Box					
11.45 – 12.10 <i>Keynote</i>		Successfully engaging with a new generation of connected consumers David Plans, CEO, BioBeats					
12.10 – 12.35 <i>Case Study</i>		Revitalising publishing through customer engagement and new channels Dave Martin, Entrepreneurial Digital Director, Technical & Product Strategist, Bauer Media					
12.35 - 12.55				Speaker Q&A			
12.55 – 13.55				Lunch, business introductions & networking			
		Stream 1 The Internal Customer		Stream 2 Data, Analytics, Insight		Stream 3 Infrastructure and connectivity	
14.00 – 14.25 <i>Breakout Sessions</i>		The virtuous circle: driving better customer experience and employee engagement John Berry, Senior Banking Adviser, Makepositive and Director, Customer Buyology		Visualising data for new products, services and experiences Shahzia Holtom, Data Science Manager, Pivotal		Serving the connected consumer - what are the capabilities? Tiffany Carpenter, Customer Experience Strategist, SAS	
14.30 – 14.55 <i>Breakout Sessions</i>		The Value Matrix for the Chief Digital Officer Abhas Ricky, EMEA Lead, Innovation & Strategy, Hortonworks				Designing and building flexible and connected digital infrastructure Anja Madsen, Head of Online Operations, Sainsbury's	
15.00 – 15.30				Break, business introductions & networking			
15.35 – 16.05 <i>Keynote</i>		The customer journey in a multi-device, hyper-connected world Laura Paterson, Head of Data & Marketing Technology, Dennis Publishing					
16.05 – 17.05 <i>Social Panel</i>		Social Panel: What is the future for your brand and/or organisation in the age of the connected consumer? <ul style="list-style-type: none"> ● Will brand matter to the same extent in 10 years' time? ● How will consumers connect with organisations in the future? Which channels are increasingly popular? ● How far can the the automated customer experience relationship go? ● Bring on the Bots! Will 2017 be the year where bots go mainstream? ● How will technology teams need to evolve to serve connected consumers effectively? 					
				<i>Your chance to ask our expert panel about their successes and challenges in building a business around the connected customer</i> Cathy McCabe, former CIO, Jaeger; Mike Seery, CTO, Which?; Dave Martin, Entrepreneurial Digital Director, Technical & Product Strategist, Bauer Media; David Benjamin, General Manager of EMEA, Box;			
				Chaired by Will Bissett, fmr. Head of CRM, Chartered Institute of Marketing			
17.05 – 18.00				Networking drinks			



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Day 2, 7 March 2017

08.30 – 09.15	<i>Registration, breakfast, & networking</i>	
09.15 – 09.20	<i>Welcome</i>	
09.20 – 09.45 <i>Opening Keynote</i>	Emotional mind-reading: future technologies that will enable a deeper understanding of consumers and their needs Peter Robinson, Professor of Computer Technology, University of Cambridge Computer Laboratory	
09.45 - 10.10 <i>Sponsor Keynote</i>	Harnessing the Power of the Connected Consumer Matthew Chokshi, Client Creative Director, Zone	
10.10 – 10.35 <i>Sponsor Keynote</i>	Automated, intelligent, connected: revolutionising relationships with your customers	
10.35 - 11.05	<i>Break, business introductions & networking</i>	
11.10 – 11.35 <i>Case Study</i>	Revolutionising parking in the digital age Dan Hubert, CEO & Founder, Appy Parking	Digital Doctor Surgery: Expert Panel Your chance to bring your digital problems to our expert panel for diagnosis and resolution
11.35 – 12.00 <i>Case Study</i>	Vitality Shared-Value Insurance: engaging the connected consumer in health Andrew Scott, Principal: The R&D Lab, Vitality UK	Adam Birchall, VP of Mobile for Barclays; John Cowper, Head of Architecture for Wickes; Adam Kobeissi, Product & Services Director, Niu Solutions; Scott Underwood, Head of Solution Consulting, Niu Solutions
12.05-12.30 <i>Case Study</i>	Q&A with speakers	<i>Under Chatham House Rules. Advance Registration required Limited capacity</i>
12.30 – 13.30	<i>Lunch, business introductions & networking</i>	
13:30 – 14:20 <i>Start-up Showcase</i>	Start-up Showcase Showcasing the best and brightest new ideas, in an interactive environment. Your chance to explore some of the latest innovations from four leading start-ups Advantagious, EarTex, Link-Big, SeeFashion	
14.20 – 14.50 <i>Main Keynote</i>	Building emotional & rational engagement David Littlechild, Head of Culture & Engagement, Lloyds Banking Group	
15.00	<i>Close of IGNITE</i>	

For questions please contact: membership@nimbusninetty.com or call 0203 598 2237