

KEYNOTE ROOM

ROOM 1

12:30

WELCOME COFFEE

13:30

HOW SNCB MADE A DIGITAL SHIFT
OF 30% IN JUST 1 YEAR! KEYNOTE ROOM

SNCB/NMBS | Céline De Both - Stefan Costeur



14:00

HOW CAN WE STAY OPTIMISTIC IN TIMES OF
EXPONENTIAL CHANGES? HOW CAN WE USE
TECHNOLOGY TO CREATE A POSITIVE FUTURE?

DUVAL UNION CONSULTING | Jo Caudron

PUTTING DIGITAL INFORMATION
AT WORK IN THE WORLD

DELOITTE | Tim Paridaens

14:25

NETWORKING BREAK

14:45

MARKETING IN THE ERA OF INTERNET OF
THINGS (IOT) AND MACHINE LEARNING (ML)

ADAGIO | Lucas Decuypere



DATA DRIVEN CULTURE TRANSFORMATION

MICROSOFT | Marlene De Koning

15:15

HOW TO CREATE A COMPANY CULTURE THAT
ENTRUSTS EMPLOYEES TO INNOVATE AND
DRIVE GROWTH.

DIGITAL WALLONIA | Lisa Lombardi



ALEXA: YOUR BEST ENEMY?

PARTENAMUT | Etienne Gonsette

15:40

NETWORKING BREAK

15:55

WHY YOUR CO-WORKERS ARE YOUR REAL
SALES AND MARKETEERS?

SOCIAL SEEDER | Bart Vermeir

DIGITAL TRANSFORMATION JOURNEY,
A CAUTIONARY TALE.

CEFORA | Helen Tueni

16:25



TURBOCHARGING LEGACY SYSTEMS WITH IOT

COLRUYT | Kristof Schraepen

IOT BUILDING BLOCKS. AN ANALYSIS BASED ON
3 BUSINESS CASES IN SMART BUILDING, SMART
INDUSTRY AND SMART CONSTRUCTION.

IOT FACTORY | Lionel Anciaux

16:55

HOW CAN WE DIGITALISE CUSTOMER SERVICE
WITHOUT IMPACTING CUSTOMER EXPERIENCE
AND DEVALUING THE BRAND

EUROPE ASSISTANCE | Jan van Heel

MOBILITY AS A SERVICE (MAAS)
IS THE NEW HYPE?

JOYN JOYN | Manuel Noirfalise

17:20

CLOSING COCKTAIL