



BUSINESS CHANGE AND TRANSFORMATION CONFERENCE EUROPE



23 – 24 April 2024 • etc.venues, 133 Houndsditch, London, UK



Diverse Learning Tracks:

Choose from an unparalleled selection of four dynamic tracks, each meticulously curated to cater to both novices and experts.



Boundless Networking:

Forge meaningful connections during the networking breaks.



Real-World Applications:

Learn not just the theory but also the practical applications of change, transformation, HR and technology. Hear first hand accounts of how leading organisations are revolutionising their transformation strategies.

VISIONARY SPEAKERS INCLUDE:



Donald Farmer
Principal
TreeHive Strategy



Dr Debra Paul
CEO
AssistKD



Dr Leandro Herrero
CEO & Chief
Organisational Architect
The Chalfont Project



Elizabeth Dunn
Head of Business Change
River Island



Carsten Lützen
Agile Coach
The LEGO Group



Sanaea Daruwalla
Chief Legal Officer
Zyte



Paul Boyd
Chief Information
Officer
Medway Council



Chris Onowu
Head of Enterprise Data
Product and Advanced
Analytics
Kubrick Group

CONFERENCE AND EXHIBITS: Tuesday 23 April 2024

9:00 AM	Conference Open and Welcome			
9:10 AM	Plenary Keynote: Generative AI and Business Strategy: Innovation or Imitation? Donald Farmer, Principal, TreeHive Strategy			
	Track 1 – People Transformation	Track 2 – Technology Transformation	Track 3 – AI in Transformation	Track 4 – Service Design
10:05 AM	The Good, the Bad and the Very Ugly: A Catalogue of Communication and Talent Management Stories in Transformation Kylie Sprott, Director, Sprott Consulting	Navigating the Digital Transformation Journey: Strategies for Business Agility Helen Winter, Principal Consulting, Business Bullet	AI-Driven Efficiency: Navigating Value Stream Analysis with an AI Co-Pilot for Peak Performance Stefano Giovannini, Business Agility Director, Caggemini Invent Ilze Lombard, Business Agility Senior Consultant, Caggemini Invent	Starting a Journey in Service Design Pip Hall, Business Analyst, Telent Technology Services Ltd
10:45 AM	Networking Break & Exhibits			
11:15 AM	Challenge Accepted: People-Power Your Transformation Jason Bloomfield, Global Head of People Change & Experience Design, Ericsson	How to Manage Changes Proactively, Systemically and Empathetically in AI Transformation Stacey Yeh, Management Consultant, Birchman Group	AI Alchemy: Turning Change into Gold Mick Brian, Head of Change & Transformation, CMC Partnership Consultancy Ltd Will Izzard, Managing Consultant, CMC Partnership Consultancy Ltd	Understanding Service Design from Different Angles Simon Field, Principal Consultant, Lefert Consulting Limited
12:05 PM	The Survival Guide to Neurodiversity Paul Haywood, Senior Business Analyst, Jet2 Nicola Pinkney, Business Analyst, Evri	Five Rules, One Goal: Lessons of Success and Failure in People-Centric Technology Change Jason Sprague, Director, Sprague & Co David Pinchard, Managing Director, Transformation Leaders	How to Prepare Your Business for the AI Revolution Rek Chong, Director of Data Science, Element Materials Technology Sofia Bernola, Head of Data Analytics, Element Materials Technology	Service Design Panel: Navigating the Challenges
12:40 PM	Networking Lunch & Exhibits			
2:00 PM	Plenary Keynote: Putting the Service into Service Design Dr Debra Paul, CEO, AssistKD			
2:50 PM	Putting Employees at the Heart of Change: A Case Study from M&A Cathy Powers, Senior Manager - M&A Employee Experience & Change, Dentsu	Accelerating Strategy Development and Business Ecosystem Modelling with AI Patrick Hoverstadt, Director, Fractal	Building the Foundations for AI Success Varun Sarin, Managing Consultant AI Services, Credera Marius Rubin, Chief Technology Officer, Credera	Beyond Business Processes with Service Design Nick de Voil, Director, De Voil Consulting
3:30 PM	Networking Breaks & Exhibits			
4:00 PM	Plenary Keynote Panel: AI and Workforce Transformation: Reskilling and Upskilling			
4:55 PM	Plenary Keynote: The Human vs. The Robot - Why Great Change Management will be Key to your Data & Automation Transformation Programme Success Elizabeth Dunn, Head of Business Change, River Island			

CONFERENCE AND EXHIBITS: Wednesday 24 April 2024

9:00 AM	Conference Open and Welcome			
9:10 AM	Plenary Keynote: Unplugging Changeability: Rethinking Change as an Organizational State, an Operating System, not a journey to a Fixed Destination Dr Leandro Herrero, CEO & Chief Organisational Architect, The Chalfont Project			
	Track 1 – People Transformation	Track 2 – Technology Transformation	Track 3 – AI in Transformation	Track 4 – Service Design
10:05 AM	The “I” in Team: Awesome Teams Start With The Individual Chris Jones, Group Head of Technology Product, Aldermore Bank	Follow the Money: The Importance of Counting your Change Steve Taubman, Consultant, Change Results	Tr.A..nsform..ing the Change Curve: Realistic use Cases of Leveraging GenAI for your Digital Transformations Doris Rosmann-Begg, Senior Business Analyst, Whitbread plc Shaun Jayaraj, Principal Engineer, Thoughtworks	Winging It Doesn't Work: We Need Professional Service Design Jonathan Hunsley, Service Development Director, AssistKD
10:45 AM	Networking Break & Exhibits			
11:15 AM	Fear Kills More Dreams Than Failure Ever Will: How to Become a Braver Change Professional! Simon Platt, Principal Business Analyst, Whitbread	AI Empowerment: Upgrading Digital Skills for Enhanced Workplace Efficiency Nadine Soyez, CEO, Virtual Team Heroes	AI Diligence Strategies: A Comprehensive Guide to Investing in AI with Confidence Arda Kaya, Associate Director, EY Parthenon	Innovation by Design for the OECD Milan Guenther, Partner and Tomomi Sasaki, Associate, Enterprise Design Associates
12:05 PM	From Chaotic Complexity to Complicated Creativity Carsten Lützen, Agile Coach, The LEGO Group	Data-Driven Architecture: Navigating Digital Transformation Nailya Sabirzyanova, Digitalization Manager, DHL	AI and the Built World Ron Cirillo, Senior Vice President, Head of Technology, Oxford Properties	Medway 2.0: A Practical Starting Point For Service Design Within A Local Authority Paul Boyd, Chief Information Officer, Medway Council
12:45 PM	Networking Lunch & Exhibits			
2:00 PM	Mission Innovation: How did we Inspire a Polish Bank to Learn Future Skills Zofia Polkowska, Information Development Senior Specialist, mBank S.A. Tomasz Dutkowski, Head of IT Management Department, mBank S.A.	Driving Trust in Data: The Essential Role of Change Management in Data Transformation Deep Lidder, Data Governance Delivery Lead, Cervello	Driving Business Frontiers: The Intersection of AI, Strategy, and Data Product Transformation Chris Onowu, Head of Enterprise Data Product and Advanced Analytics, Kubrick Group	Sustainability in Action: A Systemic Approach to Tackling Environmental Needs Shruti Nivas, Service Designer, AssistDigital
2:50 PM	Bringing People Along on the Digital Transformation Journey Dr Nathan Barrow, R&D Digitalisation Lead, Johnson Matthey Andrea Sauerwein, R&D Data Readiness Lead, Johnson Matthey	Steering the AI Revolution: Agile Strategies for Business Transformation Giles Lindsay, Chief Information Officer, Satago	Step by Step Guide to Assessing Compliance Sanaea Daruwalla, Chief Legal Officer, Zyte	Beyond Users: Integrating Planet and Society in Service Design Methodologies Marina Adam, Head of Service Design & Concept, DPM Elisabeth Friesinger, Service Designer, DPM
3:30 PM	Networking Breaks & Exhibits			
4:00 PM	Plenary Keynote Panel: The Future of Work: AI, Service Design, and Organizational Agility			

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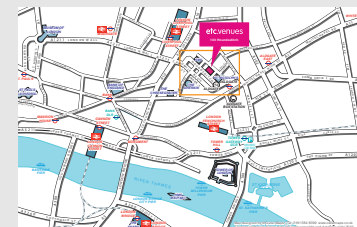
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