






9:00-9:30	Breakfast and networking
9:30-10:00	Welcome and icebreaker
10:00-10:30	<p>Presentation: How HSBC uses design thinking to help customers “thrive” in the evolving banking industry</p>  <p>Steven Habbi Head of Global Brand Design and Management <b>HSBC</b></p>
10:30-11:00	Coffee break
11:00-11:30	<p>Presentation: A new approach to multi-channel content marketing</p>  <p>Sarah Fysh Head of Content and Syndication <b>Met Office</b></p>
11:30-12:15	Round table discussion groups
12:15-12:30	Round table feedback
12:30-13:00	Lunch & networking
13:00-13:30	<p>Presentation: Winning hearts and minds for digital transformation</p>  <p>Shan Beerstecher Digital Transformation Manager <b>Skipton Building Society</b></p>
13:30-14:00	<p>Presentation: Success and failures on the digital transformation journey</p>  <p>Nuala Sheerin UK Digital Transformation Lead <b>Pfizer</b></p>
14:00-14:30	<p>Presentation: What to do if you want your digital transformation to fail</p>  <p>Dmitry Bagrov Managing Director <b>DataArt</b></p>
14:30-15:00	Final conclusions and close
15:00-15:30	Coffee and networking

Read on for the round table discussion groups

Round table topics and leaders 11:30-12:30	
Group A	<p>How can you put the customer at the heart of your digital transformation strategy?</p>  <p>Grant Millar Head of Digital and Innovation <b>First Rate Exchange Services</b></p>
Group B	<p>How can you reinvent your products and services to meet the demands of your customers?</p>  <p>Josef Litt Director of Digital <b>BMI Group</b></p>
Group C	<p>How can you drive a culture of innovation?</p>  <p>Miranda Drummond Head of Innovation Culture &amp; Capability <b>Lloyds Banking Group</b></p>
Group D	<p>How can design thinking accelerate your digital transformation?</p>  <p>Steven Habbi Head of Global Brand Design and Management <b>HSBC</b></p>
Group E	<p>How to win and hearts and minds to succeed with digital transformation.</p>  <p>Shan Beerstecher Digital Transformation Manager <b>Skipton Building Society</b></p>
Group F	<p>What platforms and tools do you need to drive your digital transformation strategy?</p>  <p>Raju Sonawane Head of Transformation and Innovation <b>M&amp;G Prudential</b></p>

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