Beat: Technology

NO TRUST NO BUSINESS - HUBFORUM 2018 (Connecting Digital Leaders)

October 9-10, Maison De La Mutualite

PARIS, 13.10.2018, 08:50 Time

USPA NEWS - HUBFORUM 2018 : NO TRUST-NO BUSINESS was held on October 9 & 10, 2018 At Maison De La Mutualité (PARIS). It was a 2 Day Conferences, Workshops and Networking Sessions to grasp the Market´s Best Practices and for Professionals to being able to meet the Right Partners for Business Purposes (3,000 Doers, 30 Business Cases, 35 Workshops, 48 Hours Networking).

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Digital Transformation is the Integration of Digital Technology into All Areas of a Business, Fundamentally Changing how you operate and deliver Value to Customers. It's also a Cultural Change that requires Organizations to continually challenge the Status Quo, Experiment, and get Comfortable with Failure... Digital Transformation sounds like a Tech Buzzword, but it's an Important Process for keeping your Organisation up to speed with the Latest Changes in Technology.

It's a New Way to approach your Work and will most likely involve Stepping Out of your Comfort Zone and learning New Skills. Soon will appear New Job Titles such as Data Scientists or Systems Analysts as the Business starts to need Different Skill Sets to meet the Demands of Changing Technology. But it is more than just Technological Changes. It is a Completely Different Way of working that requires CEOs, Managers, IT Departments and even Entry-Level Employees to have Different Mindsets. It's more about changing the Way you adapt your Operation to New Technologies rather than simply adopting them.

Disruptive Events affecting Industries are coming Faster and becoming Less Predictable than ever before, especially for Industries where the Pace of Technological Evolution is confronting Traditional Business Models Head-On. Both Businesses and Government need to embrace the Latest Trends and the Innovation Opportunities they provide... Speed and Sophistication of Digitisation is on the Rise. Knowledge is Commoditising, but Data is increasing in Value. Consumers are more Digitally Savvy than Organisations. More and More Organisations are turning to the Crowd as a Powerful Human and Financial Resource. Social Platforms are driving the World. Your Competitors are Everywhere... Digital is the Ultimate Game Changer in Terms of how we think about One's Future Prosperity. The Challenge as Influencers, Business and Government Leaders, is to recognise the Innovation Opportunity and act now.

NO TRUST NO BUSINESS - HUBFORUM 2018 Programme

- Tuesday, October 9, 2018

* Session 1 : SET UP YOUR MASTER PLAN !

--- No Trust, No Business - Introduction
With Perle BAGOT (Moderator, Associate Director Hub Institute) - Vincent DUCREY (Co-Founder & CEO Hub Institute) - Emmanuel VINTER (Co-Founder Hub Institute)....
--- Keynote : Emmanuel VINTER
--- Keynote : Sébastien BADAULT (CEO Alibaba France & International Director Fashion & Luxury Alibaba Group)
--- Trust must be Earned with Emmanuel RIVIERE (CEO KAntar Public France
--- (1*) Co-Building the Future of Companies in a Changing World : Culture, Technology and Business Model.
With Jessica DELPIROU (CEO France Made.com - Alexandra SOUBRIER-JOLY (Associate Director, Marketing, Public Relations & Communication AG2R Media) - Philipp SCHMIDT (Chief Transformation Officer & Managing Director Prisma Media)
--- Keynote : Laurent SOLLY (CEO France & Regional Director South Europe Facebook)
--- The Future of Advertising is played in your Cart !
With Guillaume PLANET (VP Media & Digital Marketing Groupe Seb) - Fabrice HENRY (Partner Artefact)

--- When Retailers & Publishers Converge
With Matthieu AZORIN (CEO & Co-Founder Storetail - François COSTA DE BEAUREGARD (Managing Director France Criteo
--- Developing Audiences thanks to Data, a History of Trust ?
With Ghita TAOUJNI (Director Digital Marketing and Data, France Television) - David PASTURAL (Sales Director for South Europe Oracle)
--- Programmatic why Internalize ?
With Rémy MERCKX (Vice-President Digital, Radisson Hotel Group) - Sandra CASTELLANI (Programmatic Services Le ad France Benelux, Accenture Advertising)
--- Amazon Live Session with Zach JOHNSON (Director, Advertising Sales and Global Accounts, Amazon Advertising)
--- Twitter : Conversation as Trust Engine with Laurent BUANEC (Deputy Managing Director, Twitter)

* Session 2 : ACCELERATE & SCALE YOUR BUSINESS

--- Enriching Conversations with Travelers to Gain their Trust !
With Emmanuel MARILL (CEO France & Belgium, Airbnb) - Laurent UBERTI (President & Founder, Sitel Group)
--- The Customer Experience in the Heart of the Digital Processing
With Céline REGNAULT (Digital & Client Experience Manager, Engie) - Jalil CHIKHI (Sales Direcor Google France)
--- The Future of Advertising, Advertising of the Future : when Innovation meets Ethics in the Result Quest.
With Pierre CHAPPAZ (Executive Chairman Teads)
--- How to deploy its Business Transformation thanks to a Good Contro of the Data ?
With Florence CHAFFIOTTE (Marketing, Digital & Innovation Manager, Monoprix) - Laurent BLIAUT (Deputy General Manager TF1 Publicité) - Edouard BEAUCOURT (Head of Southern Europe Country Manager, Tableau)

--- Social Intelligence by Pernod Ricard : Achieving Consumer Centricity
With Florence RAINSARD (Consumer Insight & Experience Director, Pernod Ricard) - Guilhem FOUETILLOU (Co-Founder & Chief Evangelist Officer, Linkfluence)
--- Michelin :Digital Factory that optimizes the Customer Experience Worldwide
With Patrice COCHIN (Head of Global Digital Transformation & Consumer Engagement Digital Factory, Michelin) - Frédéric SIMON (Sales Director, Datawords)
--- Create Confidence for the Tomorrow's Economy !
With Bruno LE MAIRE (Miniter of Economy & Finance)
--- How to make coexist one's E-Store with Indirect Sales created by Physical & Digital Distributors
With Fabrice BOCHET (Head of E-Commerce, HP) - Franck LEWKOWICZ (CEO France, Quantcast)
--- Mobility for Brands with Fej SHMUELEVITZ (VP Community & Operations, Waze)
--- Trust & Innovation : Winning Duo of the Digital Transformation with Weiliang SHI (CEO, Huawei)
--- The Devil wears GAFA with Jacques SEGUELA (Author)

- Wednesday, October 10, 2018

* Session 3 : LEVERAGE YOUR CUSTOMER DATA

--- Introduction by Perle BAGOT, Emmanuel VINTER, Vincent DUCREY
--- Asia Trends 2019 - Keynote by Vincent DUCREY
--- In the Heart of Digital Transformation of the Mediterranean Club with Henri GISCARD D'ESTAING (CEO, Club Med)
--- The Future in-s not any more your Website ! with Franck NEGRO (Managing Director Southern Europe, Yext)
---Brand to Exist in a Dynamic and Challenging Environment
With Fabien MAGALOn (CEO, Alliance Gravity) - Dominique KIRMANN-DEMOUX (Western Europe Media Manager in charge of Digital Transformation, Mondez International) - Paul-Antoine STRULLU (VP & Managing Director Southern Europe, AppNexus)

--- Hybrid Management Model of Programmatic Campaigns : From Collaborative Efficiency to Technologic Co-Construction
With Amin ELMILI (Online Media & AdTech Lead, Carrefour) - Yohann DUPASQUIER (CEO, Tradelab)
--- Renault France : Keys of a Successful Media Data Synergy & CRM
With Valérie CANDEILLER (Advertising Manager, Renault France) - Frédéric OLIVENNES (Managing Director France, Weborama)
--- How to Maximize the ROI of your Companies with AI ?
With Ferdinand TOMARCHIO (Commercial Director, Cdiscount) - Jean-René BOIDRON (President, Kameleon)

--- Creativity, Speed & Impact : Data, Fuel of Agile Marketing
With Simon VIVIEN (VP Data Marketing & Innovation, Warner Bros) - Yannis YAHIAOUI (CEO & Co-Founder, Adotmob)
--- Samsung at the Age of CDM (Customer Data Marketing)
With Stéphane COTTE (VP Consumer Electronics, Samsung) - Jocelyne KAUFFMANN (General Manager, Chell) - Raphaël FETIQUE (Co-Founder & Associate Director, Converteo)

--- To convert Attention into Business Results
With Vanessa HUDBERT (In Charge of Brands, Media, Contents at Crédit Agricole) - Pauline BUTOR (Director Youtube & Video, Youtube)
--- The New Challenges of the Second Data Part
With Frédérique CHEYMOL (Chief Data Offici-er France, SFR) - Adrien VINCENT (CEO, RelevanC) - Vihan SHARMA (Managing Direcor France, Liveramp)
---To Develop Trust Relationship with the Public : Innovations & New Practices
With Marie-Sophie JOUBERT (Global Head of Social Media, BNP Paribas) - Arnaud STEINKUHLER (Head of Solutions Europe, Talkwalker)

* Session 4 : EMPOWER YOUR ECOSYSTEM !

--- Winners of Hub 35 : Young Digital Talents with Sandrine MATICHARD (Insights & Content Director, Hub Institute)
--- Media : Trust as Future Leverage with Sibyle VEIL (CEO, Radio France)
--- How to combine Human & Digital ?
With Virginie FAUVEL (Member of Executive Committee of Allianz & Chief Transformation Officer at Euler Hermes - Allianz) - Nathalie RASTOIN (President Ogilvy)
--- Reaching the Moving Consumer in a Creative and Innovative Way
With Maurizio BIONDI (Marketing Director, McDonald's Fance) - Emmanuel DURAND (General Manager, Snapchat)

--- Changing the Company's Mindset, Promoting Innovation, Making the Difference !
With Thierry SONALIER (ex-CEO, Groupe Jardiland) - Bertrand AUSTRUY (HR Manager & General Secretary, Danone) - Frédéric VERDAVAINE (CEO, Nexity) - Charles CHANTALA (Senior Sales Director, Indeed)
--- Digital Influence, New Brands Comunication Media ?
With Thomas SILVE (Founder & CEO, Ctzar) - Guillaume CHARLES (Deputy CEO of M6 Advertising in charge of Marketing, Digital & Studies Department - M6 Publicité)
--- How Storytelling activate Confidence & Leadership
With Luc BALLEROY (CEO, OpinionWay) - Sébastien BERNARD (Associate Director, Zeprresenters)
--- the Economy of the Relationship at the Heart of Brand Value with Yann DAUJEARD (CEO, Hopscotch)

Source : No Trust No Business Forum - October 9-10, 2018 @ La Maison De La Mutualité (Paris)
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