

		Stage 1	Stage 2
Moderators:		Tine Arhøj	Kris Smith
8.30	9.30	Registration open	
09.45	10.30	Opening keynote: Maersk's new approach on how to strengthen relevance with key-stakeholders Thomas Tom Thomas <i>Maersk</i>	
10.30	11.15	Refreshment break	
11.15	12.00	Omnichannel Commerce for a manufacturer Sam Talya <i>Philips</i>	How to achieve one voice to engage HCPs Panos Papakonstantinou <i>Novartis</i>
11.20	12.00	Refreshment break	
12.05	12.30	Session by our partner: Making customer experience work for your company: Common mistakes and how to avoid them Floris Nijdam <i>Mirabeau</i>	Session by our partner: B2B eCommerce while retaining customer intimacy Denis Clifford, Pascal Lagarde <i>Valtech</i>
12.35	13.20	B2B Industry Digital Transformation Charlotte Aguilar <i>Sika</i>	How Foodora digitize the "traditional" offline food ordering at corporates Vincent Hosman <i>Foodora</i>
13.20	14.20	Lunch break	
14.20	14.45	Personalisation & Persuasion the key to increase your conversion rate Kristian Valk <i>HotelChamp</i>	Digital Transformation: changing the shape of your industry Guy Lefever DXT Technology (HP)
14.50	15.35	How BASF System Partners benefit from digitally managed multilevel marketing? Holm G. Diedrichs <i>BASF</i>	Social media loves B2B Ingela Jerat <i>NCC</i>
15.35	16.15	Refreshment Break	
16.15	17.00	Bringing the experience economy into the digital B2B world Mickael Rhétier & Maria Brask <i>House Doctor Group</i>	Progressive Web Apps (PWAs) are the future of your mobile experience Shane Cassels <i>Google</i>
17.00	18.00	Drinks: Closing Reception	
18.45	21.45	B2B Digital Europe Dinner	