

Digitalization Conference

Digital Opportunities, Topline Power

De Hooge Vuursche, 9 November 2017

Why should you attend?

According to our annual global pricing study, 93% of companies acknowledge the impact of digitalization, yet don't know where to start when it comes to addressing the challenge.

Digitalization is the use of digital technologies to provide new revenue and value creation opportunities. It will permanently change the way in which businesses operate and deal with their customers. Therefore, it is essential for executives to breath the topic and start to develop a strategy to capitalize on this trend.

During this conference, digitalization thought leaders from Simon-Kucher & Partners and our guest speaker will debunk common digitalization myths, share industry best practices and give advice on how companies can lay the foundation for monetizing digital opportunities.

Between and after sessions, there will be opportunities to address your challenges with the speakers and meet other participants informally.

Who should attend and how to sign-up?

- The conference is relevant to all industry practitioners, in particular chief executives, finance executives, and commercial directors
- Sign-up at: www.simon-kucher.com/en/events/digitalization-conference or email: conference-nl@simon-kucher.com

About Simon-Kucher & Partners

Simon-Kucher & Partners is a global management consulting firm with over 1,000 employees in 34 offices worldwide. We focus on strategy, marketing, pricing and sales. Founded in 1985, we are regarded as the world's leading pricing advisor. With our TopLine Power® approach we help clients to boost their top line instead of cutting costs.

BusinessWeek

"...world leader in giving advice to companies on how to sell their products"
- BusinessWeek

manager
magazin

"No. 1 in marketing and sales"
- Manager Magazin

Companies that recently attended our conferences:

Achmea ♦ Air France-KLM ♦ ASML ♦ CRH ♦ Danone Nutricia ♦ DHL Express ♦ Giant ♦ Heineken
Hunter Douglas ♦ KFC ♦ Kramp ♦ Nike ♦ Randstad ♦ RTL ♦ Shimano ♦ Shell ♦ SNS Bank ♦ Unilever

Program**De Hooge Vuursche, 9 November 2017**13.00 – 13.30 | **Reception and welcome**13:30 – 15.15 | **Digital Opportunities, Topline Power****Onno Oldeman** – Managing Partner Netherlands

- Facts & myths on digitalization
- TopLine opportunities offered by digitalization
- Gearing your business for capturing digital opportunities

**Digital Customer Journey****Dimitris Hiotis** – Partner United Kingdom

- Evolution of digitalization and latest trends
- Importance of needs based personalization
- Delivering an “Amazing” customer journey

**Effective Topline Digitalization Strategy****Fabian Schulz** – Partner Germany

- Using customer networks to grow demand
- Incorporating psychology into digital sales
- Building the right infrastructure and capabilities

15.15 – 15:45 | **Coffee break**15:45 – 17.00 | **Digitalization in Practice****Gerhard van der Bijl** – Chief Digital Officer at Royal FloraHolland

- Digitalization, where business and technology intersect
- Applying a modern Company Operating Model
- Growing and monetizing digital initiatives

**Leadership in a Digital World****Georg Tacke** – Chief Executive Officer

- Lessons from best-in-class digitalized companies
- Moving from "challenge" to "opportunity"
- Implications for leadership in the digital age

17.00 – 17.30 | **Closure and drinks****Registration information**

- Places are limited, so please register as soon as possible to avoid disappointment.
- Once registered you will receive a confirmation by email. Simon-Kucher & Partners has the right to refuse a registration.
- In case of cancellation or replacement, please let us know in a timely fashion.

Venue

Kasteel De Hooge Vuursche
Hilversumsestraatweg 14, Baarn

**Simon-Kucher & Partners**

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