




















08:00 – 09:00	WELCOME COFFEE		
09:00 – 09:15	WELCOME AND OPENING REMARKS		
09:15 – 09:55	ACCELERATE NOW!		
	Inspirational live discussion with leading experts who excelled in acceleration		
	 ALEX DONCHUK, Global Channel Director, bpm'online	 DR. ELMAR STENZEL, Associate Director, Head of CRM community Sopra Steria Consulting	
	 ROELAND VAN DELZEN, Co-owner and Managing partner, Road2Results GmbH	 DAVEY DAEMEN, CRM Business consultant, Webrixis B.V.	
09:55 – 10:30	Featured Guest Speaker EVERYTHING CHANGES (BUT YOU?) - HOW COMPANIES MAKE THE DIGITAL TRANSFORMATION SUCCESSFUL		
	 JAN BECHLER, Digital strategy expert		
10:30 – 10:50	AGILE TECHNOLOGY TO HELP COMPANIES ACCELERATE BUSINESS TRANSFORMATION		
	 ANDIE DOVGAN, Vice President of Global Sales, bpm'online		
10:50 – 11:15	COFFEE BREAK		
11:15 – 11:35	STARTING A CRM PROJECT: HOW TO MAKE THE VISION A REALITY		
	 DR. ELMAR STENZEL, Associate Director, Head of CRM community Sopra Steria Consulting		
11:35 – 11:55	CREATING A CUSTOMER-CENTRIC ENVIRONMENT IN HIGH-END RETAIL: HOW TO USE CUSTOMER DATA TO BE RELEVANT AND DELIVER VALUE TO CUSTOMERS		
	 DAVEY DAEMEN, CRM Business consultant, Webrixis B.V.		
11:55 – 12:15	THE FUTURE OF RETAIL – HARNESSING DATA TO IMPROVE THE CUSTOMER EXPERIENCE		
	 UWE QUIEDE, Principal, TAILORIT GmbH		
12:15 – 12:35	HOW TO CONNECT AI TECHNOLOGIES TO TRACK END-CUSTOMER DATA		
	 SIMONE ERNST, Consultant Fellow Consulting AG		



12:35 – 12:55

GROW YOUR BUSINESS WITH AGILE ACCOUNT MANAGEMENT



ROELAND VAN DELZEN,
Co-owner and Managing partner,
Road2Results GmbH



JORD KOOT,
Co-owner and Managing partner,
Road2Results GmbH



12:55 – 13:15

THE PATH TO AGILITY - BEST PRACTICE METHODS AND SUITABLE PLATFORMS



PER SCHULTE,
Senior Management Consultant,
Sopra Steria NEXT



NICK STOLZE,
Senior Consultant,
Sopra Steria NEXT



13:15 – 13:45

THE ROLE OF SPEED IN TODAY'S FAST-PACED BUSINESS ENVIRONMENT

Fireside chat with business and technology leaders



13:45 – 14:15

NETWORKING COFFEE BREAK

EVENT PARTNERS:



MEDIA PARTNER:

