# Technology & Innovation EMEA Agenda

**Thursday, October 13, 2022**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers/Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 am – 9:40 am BST</td>
<td>Opening Remarks</td>
<td>Pascal Matzke, Forrester</td>
</tr>
</tbody>
</table>
| 9:40 am – 10:10 am BST | Inspire Change And Break Boundaries With Leadership Storytelling | Phil Brunkard, Forrester  
David Hutchens, Author *The Storytelling Leader* |
| 10:10 am – 10:40 am BST | Dismantle The Efficiency Hamster Wheel, And Lead The Marketplace Through Effectiveness | Bernhard Schaffrik, Forrester                                                   |
| 10:40 am – 11:10 am BST | Marketplace Break & Networking                            |                                                                                  |
| **Breakout Sessions**  
11:10 am – 11:40 am BST | **BUSINESS VALUE OF TECHNOLOGY, TALENT & LEADERSHIP**                                                      | **MODERN ARCHITECTURE AND OPERATIONS**                                             | **EMERGING TECHNOLOGY AND INNOVATION**                                           |
| Panel: Skill And Talent Management In The Post-Pandemic European Context | Dan Bieler, Forrester  
Dr. Nicola Millard, BT  
Andi Britt, IBM Global Business Services | Partners In Crime: How Interlock Between CMOs And CIOs Drives Business Outcomes | Focus On Use Cases When Evaluating Hardware Automation  
Paul Miller, Forrester |
| 11:45 am – 12:15 pm BST | **Case Studies**                                           |                                                                                  |
| 12:15 pm – 1:15 pm BST | **Lunch & Marketplace Break**                             |                                                                                  |
# Technology & Innovation EMEA Agenda

**Thursday, October 13, 2022 (continued)**

<table>
<thead>
<tr>
<th>Breakout Sessions</th>
<th>BUSINESS VALUE OF TECHNOLOGY, TALENT &amp; LEADERSHIP</th>
<th>MODERN ARCHITECTURE AND OPERATIONS</th>
<th>EMERGING TECHNOLOGY AND INNOVATION</th>
</tr>
</thead>
</table>
| 1:15 pm – 1:45 pm BST | Panel: Best Practices – Recruiting, Retaining, And Advancing Women in Technology  
Raluca Alexandru, Forrester  
Matt Mallett, UK Space Agency  
Claire Priestley, Royal Borough of Kensington & Chelsea | Digital Operations Platforms Enable Your Future Fit Tech Strategy  
Dario Maisto, Forrester | The Future Of Mobility  
Pascal Matzke, Forrester |

| 1:50 pm – 2:20 pm BST | Facilitated Networking |

| 2:25 pm – 2:55 pm BST | Case Studies |

<table>
<thead>
<tr>
<th>Breakout Sessions</th>
<th>BUSINESS VALUE OF TECHNOLOGY, TALENT &amp; LEADERSHIP</th>
<th>MODERN ARCHITECTURE AND OPERATIONS</th>
<th>EMERGING TECHNOLOGY AND INNOVATION</th>
</tr>
</thead>
</table>
| 3:00 pm – 3:30 pm BST | Understanding Stakeholder Perception: The Key To Aligning Tech's Business Value  
Phil Brunkard, Forrester  
Lorenzo Introna, Forrester | Case Study: Citizen Development Drives Innovation At Bayer AG  
Jan Toennissen, Bayer AG | Case Study: ESG Traceability In Complex Industrial Supply Chains  
Douglas Johnson-Poensgen, Circulor |

| 3:30 pm – 4:00 pm BST | Marketplace Break & Networking |

| 4:00 pm – 4:30 pm BST | Emerging Technology: Sustainability’s Friend Or Foe?  
Martha Bennett, Forrester  
Paul Miller, Forrester |

| 4:30 pm – 5:00 pm BST | Forrester Awards 2022: Technology Strategy Impact Award  
Laura Koetzle, Forrester |

| 5:00 pm – 6:00 pm BST | Reception |
# Technology & Innovation EMEA Agenda

**Friday, October 14, 2022**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 9:30 am – 10:05 pm BST | **Low-Code And Agile: Digital Transformation’s Rocket Fuel**  
Diego Lo Giudice, Forrester |
| 10:05 am – 10:35 am BST | **Panel: Breaking Organizational Barriers To Create Business Value**  
Paul McKay, Forrester |
| 10:40 am – 11:25 am BST | **Marketplace Break & Facilitated Networking** |
| **Breakout Sessions** | **BUSINESS VALUE OF TECHNOLOGY, TALENT & LEADERSHIP**  
Panel: Rethink Your Operating Model To Accelerate Business Growth  
Stephane Roger, Forrester  
Thierry Zimmermann, Autodistribution  
| **MODERN ARCHITECTURE AND OPERATIONS** | **Panel: How Cloud Computing Enables Agile Business Operations And Is Strategic At The Same Time**  
Bernhard Schaffrik, Forrester  
Hans Pezold, Uniper  
Hasani Jess, Simply Business  
Giuseppe Amoroso, Enel  
| **EMERGING TECHNOLOGY AND INNOVATION** | **Panel: There's More To Satellite Hype Than Connectivity – Explore The Realities For Your Business**  
Phil Brunkard, Forrester  
Nicky Briggs, Forrester  
Rob Desborough, Seraphim Space  
Stuart Martin, Satellite Catapult |
| 12:00 pm – 12:30 pm BST | **Case Studies** |
| 12:30 pm – 1:30 pm BST | **Lunch & Marketplace** |
| **Breakout Sessions** | **BUSINESS VALUE OF TECHNOLOGY, TALENT & LEADERSHIP**  
Enable Sustainable Strategic Value With Operating Models  
Chad Routh, Forrester  
| **MODERN ARCHITECTURE AND OPERATIONS** | **Forrester Awards 2022: Enterprise Architecture Award**  
Pascal Matzke, Forrester  
| **EMERGING TECHNOLOGY AND INNOVATION** | **Metaverse, Web4, NFTs: What Are The Implications For Your Technology Strategy?**  
Martha Bennett, Forrester |
| 2:05 pm – 2:35 pm BST | **Case Studies** |
| 2:35 pm – 2:50 pm BST | **Coffee Break** |
| 2:50 pm – 3:20 pm BST | **Predictions: Is There A New Normal?**  
Stephanie Balaouras, Forrester |