Gartner Digital Workplace Summit 2015

21 – 22 September | London, UK | gartner.com/eu/workplace

Workplace Reimagined: Agile, Engaged, Empowered

Key Benefits of Attending

• Increasing Employee Engagement and Agility
• Architecting for the Digital Workplace Future
• Leveraging Consumerized Styles of Computing in the Enterprise
• Applying Big Data and Analytics to Enable Greater Workforce Agility
• Enabling New Work Styles
• Driving Better Collaborative Decision Making
• Improving User Experience
Workplace Reimagined: Agile, Engaged, Empowered

Capitalize on a new era of workforce engagement

A revolution is occurring in today’s workplace. Every business is becoming a digital business. Democratization and consumerization are rapidly changing when, where and, most importantly, how people work. This revolution forces IT leaders to satisfy a digitally savvy workforce and, in the process, improve employee engagement, productivity and agility.

At the Gartner Digital Workplace Summit 2015, we will help you to create a compelling vision of digital workplace transformation for your own organization. Get ready to master the challenges of digital disruption and initiate a new era of workforce engagement. You will walk away with leading-edge insights and actionable advice to:

• Improve user experience design with a “consumerized” approach
• Create a flexible computing environment that drives more effective team interactions
• Improve knowledge reuse, best-practice sharing, collaborative problem solving and project execution
• Better use analytics to help employees work more efficiently
• Deliver new collaborative experiences via smart machines, wearable devices and mobile apps

By 2018, 50% of team coordination and communication will occur via mobile group collaboration apps. GARTNER PREDICTS 2015
Who Should Attend?

IT Leaders & Business Executives responsible for:
- Digital Workplace Initiatives
- Employee Engagement
- Collaboration and Social Initiatives
- Content Management
- IT Strategy and Operations
- Knowledge Management
- Portals, Intranets and Web Strategies
- HR/Human Capital Management
- Enterprise and Information Architecture

Why Attend?

- See how digital workplace initiatives differ from traditional workforce projects.
- Understand why better engagement is more about rethinking how employees use tools than about the tools themselves.
- Discover the smartest route to making digital workplace investments that deliver real business value and measurable ROI.
- Learn about benefiting from "smart" work environments where you can extract insights, find correlations and even predict outcomes.
- Learn to drive workforce engagement and agility with the very latest in mobile apps, portals, intranets, social and collaboration tools, enterprise content management and more.
- Hear how to deliver new work models that support the digital business, empower employees and attract and retain talent.
- Gain a competitive advantage by creating a socially active workforce that can tap internal and external knowledge and expertise with ease.
- Gartner Analyst One-on-One Meetings: Sit privately for 30 minutes with a Gartner analyst specializing in the topic you’d like to discuss.

What are Attendees Saying?

“The Conference brought together some great speakers to showcase the transformation opportunities organizations face as they embark upon creating a digital workplace. Thought provoking and inspirational.”

Attendee from MasterCard

“Our organization is in its digital workplace infancy. The conference has given me a clear road map to creating a digital workplace.”

Attendee from City & County of San Francisco

“The conference was very enlightening and provided insights into not only what companies can do now but also what the emerging trends in the industry are.”

Attendee from Biogen

“Highly relevant and the other attendees were great to learn from; sessions were great; networking was awesome! I’ll be back!”

Attendee at Digital Workplace US 2015
<table>
<thead>
<tr>
<th>Time</th>
<th>Track</th>
<th>Session</th>
</tr>
</thead>
</table>
| 08:00 – 08:45 | A. From Strategy to Business Value                                     | Tutorial: Debunking the Myths of User Experience  
 Magnus Revang |
| 09:00 – 10:00 | B. Enabling New Ways of Working                                       | Tutorial: Mobile Real-Time Team Workspaces and the Consumerization of Collaboration  
 Adam Prasad |
| 10:00 – 10:30 | Summit Chair Welcome and Gartner Keynote: Workforce Reimagined: Agile, Empowered, Engaged  
 Chris Howard and Susan Landry |
| 10:30 – 11:00 | Refreshment Break in the Solution Showcase                            | Gartner Digital Workplace Summit 2015                                                   |
| 11:00 – 11:45 | D. Re-imagining the Workplace                                         | Gartner Digital Workplace Summit 2015                                                   |
| 12:00 – 12:30 | Solution Provider Sessions                                              | Gartner Digital Workplace Summit 2015                                                   |
| 15:45 – 16:15 | Refreshment Break in the Solution Showcase                            | Gartner Digital Workplace Summit 2015                                                   |
| 16:30 – 17:00 | Solution Provider Sessions                                              | Gartner Digital Workplace Summit 2015                                                   |
| 17:15 – 18:00 | Guest Keynote                                                         | Gartner Digital Workplace Summit 2015                                                   |
| 18:00 – 20:00 | Networking Reception in the Solution Showcase                          | Gartner Digital Workplace Summit 2015                                                   |
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Gartner Closing Keynote: What to do Next Week?  
Hanns Köhler-Krüner, Magnus Revang and Chris Howard
## Tracks

### A. From Strategy to Business Value
Creating a digital workplace strategy that helps organizations meet their performance objectives amid a wave of digital business disruption takes forethought and careful planning. Effective governance makes it easier to select the right implementation targets and balance the investment with expected returns.

### B. Enabling New Ways of Working
“Work” is no longer a place we go. Today’s professionals do meaningful work wherever, whenever and however they need to do it. To deliver digital environments that harness and amplify the readiness of a worker’s ability and desire to network, organizations must rethink and motivate them to go above and beyond means rethinking collaborative work processes and taking advantage of “consumer-style” application experiences.

### C. Empowering High-Impact Performers
There is no lack of available data, but transforming it into actionable insight is another matter. As the array of non-traditional content continues to grow, it becomes more difficult to control and exploit. How must content management evolve? Will analytics on content and social media help us overcome this dilemma?

### D. Re-imagining the Workplace
Today’s consumerized technologies have the potential to do something that several decades of business collaboration tools have failed to do: engage workers. Mobile is a reality. New technologies like smart machines and wearables are emerging. How do we build a secure, reliable digital workplace environment from existing platforms?

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**By 2017, 40% of large enterprise IT organizations will actively exploit user experience designs for employee-facing apps.**

**GARTNER PREDICTS 2015**

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**Visit gartner.com/eu/workplace for more information**

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**Agenda as of 5 June 2015**

During the event, please refer to the printed Agenda or the Gartner Events mobile app for complete, up to the minute session information.

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**Workshops and Analyst-User Roundtables**

<table>
<thead>
<tr>
<th>Time</th>
<th>Workshop/Roundtable</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 – 12:30</td>
<td>Workshop: The Language of Change, Debra Logan and Carol Rozwell</td>
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<td>Roundtable: Business Applications and Employee Experience, Helen Poitevin</td>
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<tr>
<td>13:00 – 14:30</td>
<td>Roundtable: Using Neuroscience Research in the Digital Workplace, Debra Logan</td>
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<tr>
<td>14:45 – 15:45</td>
<td>Roundtable: What to Do When Every Employee is an IT Employee, Susan Landry</td>
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<tr>
<td>15:30 – 16:30</td>
<td>Roundtable: Building a Business Case for Employee Portal Initiatives, Jim Murphy</td>
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<td>Workshop: Privacy by Design: Achieving Data Privacy, Security and Trust, Alan Duncan</td>
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<td>Roundtable: The Executive Guide to Extreme Creativity, Debra Logan</td>
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<td>14:30 – 15:30</td>
<td>Roundtable: Developing Digital Ethics to Make Your Digital Workplace Successful and Trusted, Tom Austin</td>
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<td>15:46 – 16:45</td>
<td>Roundtable: The Hidden Gotchas of Office 365, Guy Creese</td>
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</tbody>
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Solution Showcase

Develop a “shortlist” of technology and service providers who can meet your particular needs. We offer you exclusive access to some of the world’s leading technology and service solution providers in a variety of settings.

Premier Sponsors

Syncplicity by EMC

Syncplicity by EMC is an easy-to-use, enterprise-grade file sync and share solution that gives you access to all your business files on all your devices, online or offline, with no hassles. By combining highly secure file sync with a rich mobile, web and desktop experience, you get access to all your business files and can share them and collaborate inside or outside your organization easily. All while giving IT professionals the security, manageability, and control they need.

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http://loopup.com/

Qumu

Qumu provides the tools businesses need to create, manage, secure, distribute and measure the success of their videos to empower employees, partners and clients.

Qumu is the award-winning platform that empowers teams and businesses to collaborate, communicate in real time, and achieve breakthrough productivity and agility.

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For further information about sponsoring this event:

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Email: european.exhibits@gartner.com

Registration and Pricing

3 easy ways to register

Web: gartner.com/eu/workplace
Email: emea.registration@gartner.com
Telephone: +44 20 88792430

Pricing

Early-bird Price: €2,150 + VAT (offer ends 24 July 2015)
Standard Price: €2,475 + VAT
Public Sector Price: €1,950 + VAT

Gartner Clients

A Gartner ticket covers both days of the Summit. Contact your account manager or email emea.events@gartner.com to register using a ticket.

Attend with your Team

Group Rate Discount

Maximize learning by participating together in relevant sessions or splitting up to cover more topics, sharing your session takeaways later.

Complimentary registrations:
• 1 for every 3 paid registrations
• 2 for every 5 paid registrations
• 3 for every 7 paid registrations

For more information, email emea.teamsend@gartner.com or contact your Gartner account manager.

Venue

Park Plaza, Westminster Bridge, London, UK
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