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# Gartner Digital Workplace Summit 2015

21 – 22 September | London, UK | [gartner.com/eu/workplace](http://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



Visit [gartner.com/eu/workplace](http://gartner.com/eu/workplace) for more information

## 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.

## 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



## 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](#)



# Agenda at a Glance

Monday  
21 SEPTEMBER 2015

07:30 – 20:00	Registration, Information and Refreshments			
08:00 – 08:45	Tutorial: Debunking the Myths of User Experience <b>Magnus Revang</b>	Tutorial: Mobile Real-Time Team Workspaces and the Consumerization of Collaboration <b>Adam Preset</b>		
09:00 – 10:00	<b>Summit Chair Welcome and Gartner Keynote: Workforce Reimagined: Agile, Empowered, Engaged</b> Chris Howard and Susan Landry			
10:00 – 10:30	Industry Panel			
10:30 – 11:00	Refreshment Break in the Solution Showcase			
<b>TRACKS</b>	<b>A. From Strategy to Business Value</b>	<b>B. Enabling New Ways of Working</b>	<b>C. Empowering High Impact Performers</b>	<b>D. Re-imagining the Workplace</b>
11:00 – 11:45	Developing the Digital Workplace Strategic Road Map <b>Paul Miller</b>	How to Align Governance of Content and Structured Information to Maximize Business Outcomes <b>Saul Judah</b>	The Smart Workplace: Knowledge Management Nirvana or Big Brother Dystopia? <b>Nikos Drakos</b>	Reimagining the Workplace by Leveraging the Digital-Physical Convergence <b>Adam Preset</b>
12:00 – 12:30	Solution Provider Sessions			
12:30 – 13:45	Lunch in the Solution Showcase			
13:45 – 14:15	Bimodal IT: Being Digitally Agile Without Making a Mess <b>Chris Howard</b>	Leveraging Your Workforce: Using Mobile to Create Innovation <b>Richard Marshall</b>	Managing Content in the Digital Workplace <b>Hanns Köhler-Krüner</b>	Technical Insights: Making Metadata Manageable With Automation and Analytics <b>Darin Stewart</b>
14:30 – 15:15	Eight Steps to a Compelling Business Case for a Digital Workplace Initiative <b>Nikos Drakos</b>	Collaborating in the Digital Workplace <b>Carol Rozwell</b>	Technical Insights: Which Enterprise File Sync Service Is Right for You? <b>Guy Creese</b>	Smart Machine Disruptions Will Dominate This Decade <b>Tom Austin</b>
15:15 – 15:45	Refreshment Break in the Solution Showcase			
15:45 – 16:15	Measuring Engagement — Past, Present and Future <b>Helen Poitevin</b>	Coordinating Nonroutine Work — More Collaboration, Less Coercion <b>Nikos Drakos</b>		Search That Thinks, Listens And Shows <b>Hanns Köhler-Krüner</b>
16:30 – 17:00	Solution Provider Sessions			
17:15 – 18:00	<b>Guest Keynote</b> Magnus Lindkvist			
18:00 – 20:00	Networking Reception in the Solution Showcase			

Tuesday  
22 SEPTEMBER 2015

07:30 – 17:00	Registration and Information			
08:30 – 09:15	Use a Bimodal Digital Workplace Strategy to Move both Fast and Slow <b>Chris Howard</b>	Take These Steps To Create Your Internal UX Design Team <b>Magnus Revang</b>	New Roles in the Digital Workplace <b>Debra Logan</b>	Technical Insights: In-Depth Analysis — Google Apps vs. Office 365 <b>Guy Creese</b>
09:30 – 10:00	The Psychology of Serial Innovation <b>Debra Logan</b>	Destroy Your Meetings Before They Destroy You <b>Adam Preset</b>	Driving Change Through Evidence Based Decision Making <b>Alan Duncan</b>	Making Teams of Smart Machines and People More Effective Than Either Alone <b>Tom Austin</b>
10:00 – 10:30	Refreshment Break in the Solution Showcase			
10:30 – 11:15	<b>Guest Keynote</b> Perry Timms			
11:30 – 12:15	Digital Humanistic Manifesto <b>Saul Judah</b>	How to Consumerize Software for the Digital Workplace <b>Magnus Revang</b>		The Work Grid and Your Next Intranet <b>Jim Murphy and Darin Stewart</b>
12:15 – 13:30	Lunch in the Solution Showcase			
13:30 – 14:15	Case Study	Case Study	Case Study	Case Study
14:30 – 15:15	Execution Strategies for a Digital Workplace <b>Paul Miller</b>	Stop, Look, Listen: Video's Future Is More Than Faces On Glass <b>Adam Preset</b>	The Impact of Mobilization on Business Process <b>Richard Marshall</b>	Technical Insights: Hybrid Cloud — Making It Work for SaaS Communication and Collaboration <b>Guy Creese</b>
15:15 – 15:45	Refreshment Break in the Solution Showcase			
15:45 – 16:30	Five Organizational Change Imperatives for the Digital Workplace <b>Carol Rozwell</b>	Employee Monitoring and Behavior Analytics: Realize Benefits Without Being a Creep <b>Alan Duncan</b>		Content + Function: Mobile Apps for the Digital Workplace <b>Richard Marshall</b>
16:45 – 17:15	<b>Gartner Closing Keynote: What to do Next Week?</b> Hanns Köhler-Krüner, Magnus Revang and Chris Howard			



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

Tutorial: Technical Insights: Making Enterprise Search Work <b>Darin Stewart</b>	
<b>Workshops and Analyst-User Roundtables</b>	
<b>11:00 – 12:30</b> Workshop: The Language of Change <b>Debra Logan and Carol Rozwell</b>	<b>11:00 – 12:00</b> Roundtable: Business Applications and Employee Experience <b>Helen Poitevin</b>
<b>13:45 – 15:15</b> Workshop: Strategies and Alternatives for Life After SharePoint <b>Jim Murphy</b>	<b>13:30 – 14:30</b> Roundtable: Using Neuroscience Research in the Digital Workplace <b>Debra Logan</b>
<b>15:30 – 16:30</b> Roundtable: Building a Business Case for Employee Portal Initiatives <b>Jim Murphy</b>	<b>14:45 – 15:45</b> Roundtable: What to Do When Every Employee is an IT Employee <b>Susan Landry</b>

	<b>08:15 – 09:15</b> Roundtable: Changing the Workplace, Changing How People Work <b>Carol Rozwell</b>
	<b>09:30 – 10:30</b> Roundtable: Building a Compelling Business Case for the Digital Workplace <b>Saul Judah</b>
<b>10:30 – 12:00</b> Workshop: Privacy by Design: Achieving Data Privacy, Security and Trust <b>Alan Duncan</b>	
<b>13:45 – 15:15</b> Workshop: Digital Workplace Needs a New Approach to ECM <b>Hanns Köhler-Krüner</b>	<b>13:15 – 14:15</b> Roundtable: The Executive Guide to Extreme Creativity <b>Debra Logan</b>
	<b>14:30 – 15:30</b> Roundtable: Developing Digital Ethics to Make Your Digital Workplace Successful and Trusted <b>Tom Austin</b>
	<b>15:45 – 16:45</b> Roundtable: The Hidden Gotchas of Office 365 <b>Guy Creese</b>

# 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?

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

GARTNER PREDICTS 2015





# Solution Showcase

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## Registration and Pricing

### 3 easy ways to register

**Web:** [gartner.com/eu/workplace](http://gartner.com/eu/workplace)

**Email:** [emea.registration@gartner.com](mailto:emea.registration@gartner.com)

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### 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](mailto: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 take-aways later.

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## Venue

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