



DIGITAL
ENTERPRISE
SHOW

21-23 MAY
MADRID
#DES2019



Digital DNA

for **Augmented Organizations**

www.des-madrid.com

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Below you will find all the information to consider your participation at DES2019 | Digital Business World Congress' Call for Speakers.

The Conference Program is responsibility of DES Congress Director in collaboration with DES Steering Committee.

01

Introduction to DES | Digital Business World Congress

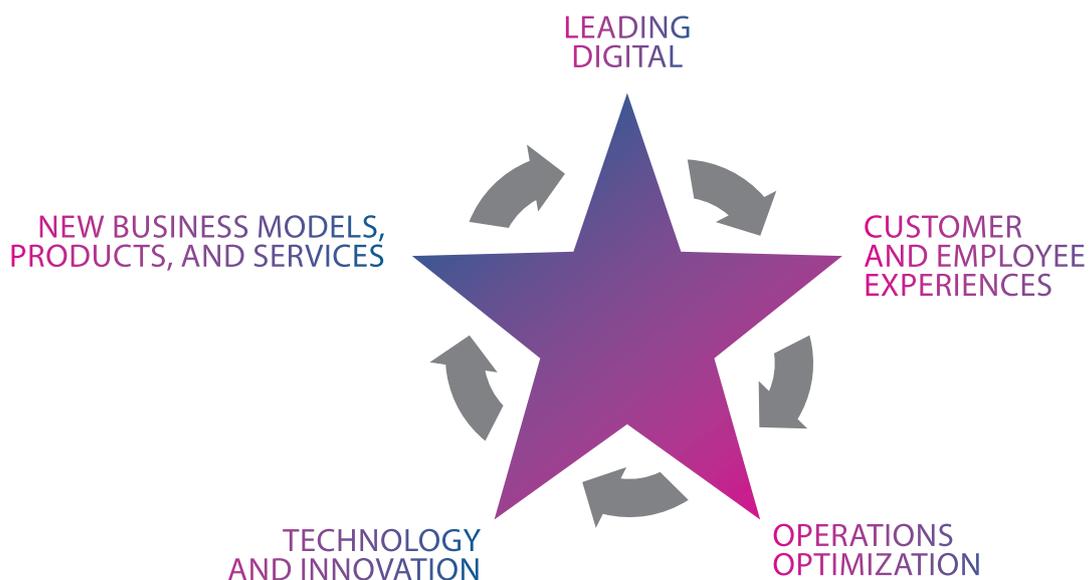
DES is one of the most relevant C-LEVEL digital business global platforms in which more than 21.000 professionals from 51 countries around the globe came to meet, compare and experience the most up-to-date technologies, business success stories and key trends on Technology and Digital Business.

DES fourth edition **‘Digital DNA for Augmented organizations’** will focus on key meaningful strategies and processes that are bridging the gap between business and technology, realities that are making companies succeed.

“No more excuses, it doesn’t matter if you were born or re-born digital, your new mandate is to be the engine of growth. Consumers are taking the center stage and this generates an amazing opportunity for businesses, but also paramount challenges. We are going to have to change our priorities to satisfy customers demands, to forge a new path to win by generating transient competitive advantages in front of your traditional competitors and new entrants challenging your industry”.

DES has created the Digital Star Cycle, to underline the 5 key elements of this endlessly digital journey that will help organizations to capture opportunities faster and let them go before they are exhausted.

The 5 key dimensions of the Digital Star Cycle are:



Join DES2019 | Digital Business World Congress to inspire and uncover new perspectives, empowering a top corporate audience with your success stories, how-to's and case-of-use, creating a true lasting impact. We are eager to know why you have to be part of it.

02

Purpose of DES2019 Call for Speakers. Who can participate?

DES2019 'Call for Speakers' is looking for business innovators, experts, corporates, entrepreneurs, scholars, government officials, universities, R&D centers, associations and organisations with the most powerful, innovative and disruptive ideas, initiatives, solutions or projects within the framework of Digital Business and technology.

All authors who are identified with this aim are cordially invited to submit their proposals to DES2019 | Digital Business World Congress.

DES is very committed to diversity, so you are more than welcome to submit proposals regardless your geography, age, gender, race, etc.

03

Digital Business World Congress key topics

DES2019 | Digital Business World congress main drivers that will be considered to participate with your contribution are the following:

- 3.1 Digital Business imperatives
- 3.2 Tech hot topics and solutions
- 3.3 Covered Industry Forums

3.1 DIGITAL BUSINESS IMPERATIVES

- Innovation
- Technology & Digital Transformation
- Leadership & Strategy
- HR, Talent and Diversity
- Marketing & Sales

TECH SOLUTIONS

- ARTIFICIAL INTELLIGENCE 
- AR/VR 
- BIG DATA ANALYTICS 
- BLOCKCHAIN 
- BUSINESS INTELLIGENCE 
- CLOUD COMPUTING 
- CYBERSECURITY 
- CRM 
- DEVOPS 
- DIGITAL TRUST TECHNOLOGIES 
- DRONES 
- EDGE COMPUTING 
- ERP 
- EXPERIENCE MANAGEMENT 
- GIS 
- IoT 
- INFRASTRUCTURE 
- IoT 
- MARKETING AUTOMATION 
- ROBOTICS 
- GREENTECH 

TECH SERIES

- BLOCKCHAIN SERIES
- BDA SERIES
- AI SERIES
- CYBERSECURITY SERIES
- IoT SERIES
- CLOUD SERIES
- DIGITAL MARKETING PLANET

C-LEVEL AGENDAS

- LEADERSHIP SUMMIT
- CIO SUMMIT
- CMO SUMMIT
- CDO SUMMIT
- HR SUMMIT
- GOVERNMENT SUMMIT

EXHIBITION + CONGRESS

GLOBAL NETWORK

- DIGITAL DEMOS
- INNOVATION HUB
- TECHNOLOGY & COUNTRY PAVILIONS
- BUSINESS MEETINGS
- WELCOME PARTY
- EUROPEAN DIGITAL MINDSET AWARDS
- GALA DINNER
- DES STUDIO TV

LOCAL FOCUS

- ESPAÑA PYME DIGITAL
- MODERNIZACIÓN DE LA ADMINISTRACIÓN PÚBLICA ESPAÑOLA
- AGENDA DIGITAL ESPAÑA

3.2 TECH HOT TOPICS AND SOLUTIONS

MOBILE

According GSMA the key enablers for the world's mobile internet industry adoption are infrastructure, affordability, consumer readiness and content and services. Global adoption will reach 80% by 2025 and shift to 'mobile only' will be around of three quarters of the whole global internet. Developed countries will face most of the global 'unconnection' challenges, but also countries are facing it with still more of 300 people unconnected despite living under 3G/4G areas (GSMA 2018 trends report). With the upcoming explosion on services and products based on high-speed demand such as VR/AR, connected and autonomous vehicles, industrial and consumer IoT, consumer streaming platforms, etc. Mobile industry players' will coexists and evolve taking new and different innovative paths.

DES2019 topics of interest (but not limited) are:

- Device&Handset Manufacturing
- Media&Content
- Future broadcasting services
- Consumers Mobile Marketing
- Mobile Cloud Computing (MCC)
- Mobile Security and privacy
- New applications and services
- Analytics

INFRASTRUCTURE & CONNECTIVITY

Connectivity and infrastructure technologies are evolving at a high-speed pace, secure and reliable corporate connectivity solutions, storage scale capacity, accessibility, etc. are at the core of the deployment of the current business transformation data-intensive approach, while fostering the appearance of a new generation of network technologies.

- Connectivity Management
- Broadband Wireless networks
- New applications and services
- 5G state-of-the-art
- 5G for consumers
- 5G opportunities for enterprises

ARTIFICIAL INTELLIGENCE

Artificial intelligence is technology that appears to emulate human performance typically by reasoning, coming to its own conclusions, appearing to understand complex content, engaging in natural dialogs with people, enhancing human cognitive performance (also known as cognitive computing) or replacing people on execution of routine tasks.

Thus AI is the simulation of human intelligence processes by machines, especially computer systems. These processes include learning (the acquisition of information and rules for using the information), reasoning (using the rules to reach approximate or definite conclusions), and self-correction.

DES2019 topics of interest (but not limited) are:

- State of Business AI
- Machine Learning and Deep learning applications
- AI Algorithms services and solutions
- Natural Language Processing business solutions
- Machine Learning as a Service
- Voice Recognition applications
- Visual Computer Recognition & Biometrics
- Best practices for AI implementation in sectors (e-commerce, energy, logistics, retail, smart cities, pharma, etc.)
- Success Cases: Recommender Systems
- Automated Reasoning
- Robotics
- AI Ethics, regulation and code of conduct
- AI algorithm BIAs and transparency
- Human role in AI
- Future of Work

IoT

The Internet of Things (IoT) is the network of physical objects that contain embedded technology to communicate and sense or interact with their internal states or the external environment.

DES2019 topics of interest (but not limited) are:

- Wearables and devices
- Best practices for IoT implementation
- IoT Security
- IoT Mining& IoT Analytics
- Mobility&Localization
- Sensoring in Smart Cities
- Industrial IoT
- Nano IoT
- Large Scale Pilots

BIG DATA & ANALYTICS

Big data and analytics is the process of examining large data sets containing a variety of data types to uncover hidden patterns, unknown correlations, market trends, customer preferences and other useful business information. The analytical findings can lead to more effective marketing, new revenue opportunities, better customer service, improved operational efficiency, competitive advantages over rival organizations and other business benefits.

DES2019 topics of interest (but not limited) are:

- Real time Big Data Management
- Big Data Models&Algorithms
- Big Data Application Best Practices
- DataSets Management
- DataCenters Management
- Big Data for Emerging sectors (Smart Cities, Mobility, etc.)

CLOUD

Cloud computing platforms services and applications for companies means scalability and ubiquity. However, its adoption requires a deep understanding of its models, architectures and technologies. For corporate decision makers cloud technologies may pose multiple and important considerations: security, legal jurisdiction, integration, business service delivery, infrastructure, data management, administration, etc.

DES2019 topics of interest (but not limited) are:

- Architecture and Storage Systems
- Virtualization Technologies
- Monitoring&Maintenance
- Disaster recovery
- Services based in MaaS, PaaS, SaaS, IaaS
- Cloud standardization
- Edge Computing and Distributed Cloud
- Privacy and Security in Cloud
- Data Loss prevention
- New trends: applications and solutions

BLOCKCHAIN

A shared and decentralized digital ledger or a continually updated list of all transactions that keeps a record of each transaction that occurs across a fully distributed or peer-to-peer network, either public or private. At a time when companies face new challenges in data management and security, Blockchain has emerged as an interesting solution for the enterprise as a way to let companies make and verify transactions on a network instantaneously without a central authority.

DES2019 topics of interest (but not limited) are:

- Blockchain Business Strategy thinking
- Blockchain real world applications business cases (Finance, GovTech, Energy, Manufacturing, Pharma, Automotive, Logistics, etc.)
- Smart Contracts & Financial Instruments
- Cryptoassets applications
- Regulation and Risk management
- Trust Management

CYBERSECURITY

Cybersecurity stands for processes and practices designed to protect networks, computers, programs and data from attack, damage or unauthorized access, and has become one of the foundational technologies.

DES2019 topics of interest (but not limited) are:

- CISO new challenges
- Cybersecurity standards and main guidelines
- Cyber response strategies
- Fraud detection and Forensics
- Intrusion and malware detection
- Privacy and anonymity
- New cyber security threats
- Best practices for Cybersecurity implementation
- Regulatory issues
- Security and privacy in social networks
- Emerging technologies new cyber challenges

QUANTUM COMPUTING

Computing in the way we understand now is not able to solve many difficult problems and challenges we are facing today. To face these complex problems computer scholars have turn to models that the quantum mechanics laws offers in which molecules could hold one state at the same time and have interaction with other ones.

As a result, quantum systems will enable powerful discoveries, solutions and services in fields such as Medicine, Artificial Intelligence and Financial Services, among others.

DES2019 topics of interest (but not limited) are:

- State of the art of Quantum Technologies
- Quantum Software
- Quantum computing Applications

MARKETING AUTOMATION

Marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks. New tools, effective existing ones, best practices, case of use and trends.

DES2019 topics of interest (but not limited) are:

- Marketing Automation best practices
- Lead Management
- Data Integration
- Successful Marketing stacks&tools
- Data segmentation

BUSINESS INTELIGENCE

BI means competitive advantage and growth opportunities. Undoubtedly data is changing the way companies do business, therefore it is becoming one of its major valuable assets. Implement a consistent business intelligence roadmap is key to success, in doing so many operational and strategic challenges will arise. Which type BI technologies as well as how managing data resources are impacting not to miss enterprises major opportunities.

ERP/CRM

Enterprise resource planning (ERP) refers to the broad set of activities that help an organization to manage its business; integrating back office business processes and facilitating information sharing within the organization so business decisions are data-driven.

Customer relationship management (CRM) refers to practices, strategies and technologies that a company use to manage and analyze customer interactions and data throughout the customer lifecycle. CRM is aimed to build customer loyalty and to increase customers' retention while driving sales growth.

DIGITAL MARKETING

Digital marketing is a set of integrated techniques, technologies and information that enables marketing to create new products and services; enter new markets; improve the processes needed to engage in a dynamic conversation with people who are influencers and buyers; and ultimately target, acquire and retain customers.

DES2019 topics of interest (but not limited) are:

- Multi-channel marketing
- Customer experience design
- Data-driven marketing
- Customer journey analytics
- Inbound Marketing success cases
- Outbound marketing success cases
- Content marketing
- Video Marketing
- Growth Hacking strategies&success cases
- Behavioral marketing
- Mobile Marketing
- Programmatic
- Social Listening

GIS

Geographic Information Systems (GIS) applications are everywhere. The use and analysis of the spatial data have impacted as no other technology in human's day-to-day life. Marketing, Medicine, Government, Insurance are some of the sectors in which GIS has an experience a growth in terms of new applications and development. With the emerging smart cities model, new opportunities are coming. Which ones and what are the benefits of applying GIS systems?



WORKPLACE TOOLS

Collaborative Digital Tools are evolving and make our day-to-day work smarter being able to automate repetitive routines so enterprise teams are now able to focus on business and add value to what is really important for the enterprise. Which are those tools, back-office trends and solutions.

DRONES

The rise of the drones industry, flying platform robots which work as our eyes in the sky implies not only scanning but also modeling and monitoring in real-time our real 3D world. Industries are now able to create new sets of data. New potential products and applications for sectors such as agriculture, oil&gas, telecommunications, mining, infrastructure, public-safety, etc. will arise.

Advantages, applications, regulatory issues and main impacts that this new novel drone industry will bring and how it will transform industries.

VR/AR

Virtual Reality and Augment Reality are immersive technologies that provide multisensory experiences. This new way of interaction and communication can be deployed in many cases and industries are opening a new set of business opportunities.

DES2019 topics of interest (but not limited) are:

- Business Applications of VR/AR/MR
- Customer Applications of VR/AR/MR
- Approaches for interaction in AR/VR
- VR systems, prototypes and innovatives solutions
- Augmented and mixed reality
- New state of the art devices for VR/AR/MR
- Teleoperation and telepresence
- HR training

WOMEN LEADERSHIP

Gender inequality has been a traditionally a stopper for women leadership development within the organizations. That is why DES is seeking for women (within the frame of digital and technology arena) that can bring the most inspiring stories on leadership values, leadership development, innovative leadership, diversity leadership, etc. so that they can share their powerful voice and be the inspiration for DES2019 leaders-audience.

3.3 COVERED VERTICAL INDUSTRIES

DES2019 industries of interest include 9 strategic ones, however this is not a limitation as Digital Business World Congress is devoted to all industries.

If your presentation is adding special value to any of these strategic industries, please indicate which ones during the submission process.

INDUSTRY FORUMS



BANKING & INSURANCE



RETAIL & ECOMMERCE
& LOGISTICS



CITIES & PUBLIC SECTOR



TELCO & MEDIA
& ENTERTAINMENT



ENERGY & UTILITIES



TOURISM & HOSPITALITY



DIGITAL HEALTH



INDUSTRY 4.0

URBAN MOBILITY

04

How to submit your proposals. Deadlines

To apply DES2019 | Digital Business World Congress Call for Speakers, please fill all your details in the form available online at <https://www.des-madrid.com/congress/call-for-speakers-form/>. All proposals must fulfill DES terms and conditions.

There is no limit to the number of submissions by author, but it is important to submit only on areas of key importance to your expertise. As a guideline, we suggest no more than 3-4 submissions per author/company/institution/organisation.

Deadline for submissions and other important dates:

- Proposals due: 3 February 2019, at 23:59:59 CET
- Selected proposals notification acceptance: communications will start on 11 March 2019

Between those deadlines, the Steering Committee reserves the right to ask for any clarification or additional information about the submitted entries.

FAQs:

- In which language can be submitted the proposal?

The form and all complementary information will have to be filled out entirely in English or Spanish. Proposals in any other languages will not be accepted.

- Does it have any economic cost to participate in the Call for Speakers?

No, it's totally free.

- How many proposals are accepted?

The number of accepted proposals is a responsibility of the Steering Committee and may vary depending on the quality of the proposals received and the final requirements of the program itself.

- Is it possible to extend the information after the Call for Speakers submission?

If you need to modify or extend any of the information submitted please contact us at: congress.des@barter.es.

- Does the organization cover the flight and accommodation of selected candidates?

DES works under a non Travel Expenses policy. However the Steering Committee reserves the right to evaluate whether the candidate can be subject for this consideration upon request.

- Which are the formats of the sessions and how much time will be assigned?

DES works with different formats (roundtable, fireside chat, keynote, etc.). Session and time assigned will be informed after the selection process has been completed. Please take into consideration that DES | Digital Business World Congress runs under 10 auditoriums, where sessions are running in parallel during the 3 days of the event and the Steering Committee may place your selected proposal in any forum/vertical/series.

05

Evaluation criteria

The objective of DES | Digital Business World Congress is to provide a comprehensive view of the key topics regarding Digital Business for professionals and companies.

All through unique and high-level conferences that will showcase the most innovative, disruptive and inspiring ideas, best practices and cutting-edge technologies.

The selection criteria are:

- Impact (use cases, how's to, etc.) in each one of the key topics of the Congress
- Innovation and original ideas in the content
- Originality and disruption vision that can provide
- Vision and main takeaways of the presentation
- Speaker professional achievements and Curriculum

06

Evaluation process, speakers confirmation and benefits as DES speaker

DES | Digital Business World Congress Steering Committee will select among all the submitted proposals those which it may consider appropriate and relevant for DES2019 conference program. Proposals will be fully reviewed.

Please note that DES Steering Committee reserves the right to place the submitted conference in the slot-time and conference track that it may deem it convenient, as well as the final format (round table, firesidechat, keynote, etc.).

From 11 March onwards the Technical Office of Digital Business World Congress will inform the participants about their proposal status (rejection or acceptance). In case of being accepted as speaker, the Technical Office will contact the participant with those contact details provided in order to inform him/her about:

- The Speaker Registration Pass to DES | Digital Business World Congress. This special pass will allow the entrance to all areas including Speakers & VIP Lounge as well as all conference sessions without any restriction.
- Welcome to our online Speakers' Hub.
- Final details about the sessions as well as the final format and slot-time.
- Any other relevant detail about the participation (speakers in same track or session, moderator, Conference Chair, potential journalists interested in having an interview, potential online promotion, etc.)



Intellectual and Industrial Property rights

The participant is responsible for the authorship of the submitted proposal; he/she is the owner of the intellectual and, where applicable, industrial property rights thereof. The participant is accountable for the proposal submitted not violating intellectual property rights, industrial property rights, copyright and/or image rights and assumes complete responsibility with regard to third parties; DES | Digital Business World Congress (the Organization) is free of all liability. Once the proposal has been selected, the organizers may make public any details considered as public (author, company / organization, title, brief, abstract, website, and topic).



Data protection

Digital Enterprise Show (DES) undertakes to maintain the confidentiality of the proposals received and the companies or authors and only will share them with the Steering Committee members.

Once the proposal has been selected, DES organization may consider publish any details such as: author, company/ organization, title, brief, abstract, website, and/or topic, in those channels and means that DES uses for its promotion.

For the purposes of the provisions in current legislation on data protection (Regulation EU 2016/679 of the European Parliament and of the Council of 27 April 2016 -GDPR-), we inform you that Digital Enterprise Show will process all your data in accordance with the provisions of its [Privacy Policy](#), where you could be able to exercise the rights that this norm confers.



Contact details and additional information

If you have any question, doubt or suggestion regarding this Call for Speakers or DES | Digital Business World Congress, please contact us at:

- Phone: +34 934 923 803
- Contact: congress.des@barter.es

If you are also interested in exhibiting or partnership options to maximize your company's profile at Digital Enterprise Show | Digital Business World Congress please contact us at:

- Phone: +34 917 942 830
- Contact: exhibit@des-madrid.com





BUSINESS OPPORTUNITIES



KNOWLEDGE & INSPIRATION



NETWORK

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