

	Main Auditorium Telefónica	Room 1 by Magnolia	Room 2 by T-Systems	Room 3 by Altran	Digital Marketing Planet by The Valley
10:00				Keynote: Hoja de ruta para un derecho al aprendizaje permanente	
10:20					
10:40		GDPR un año después		Debate sobre la hoja de ruta para un derecho al aprendizaje permanente	
11:00					
11:20	Digital Titan: A World of AI: A World to Build				Data Protection one year after GDPR
11:30					Humanizing Digital Interactions
11:40	Digital Titan: Héctor Florez			Debate sobre las competencias, contenidos y habilidades necesarias para un futuro del trabajo inclusivo.	
12:00					Cross-industry CMOs How did you make it?
12:20	Digital Titan: Winning the transformation race. How to operationalize your digital strategy	Digitally Transforming the Citizen Experience	Digitally Determined Utilities and Energy Companies	The Changing Face of Manufacturing – An Industry in Transformation	
12:40		20th century cities, 21st century challenges. Shaping the urban life thanks to digital	The new frontier of electricity networks	The gains of transitioning to an Integrated Factory	Design Your Hyper-Growth Roadmap
13:00					Artificial Intelligence at the service of the customer
13:20		Experience of Co-creation with cities & districts in Germany	Beyond the proof of concept. Real experiences in the production plants of Industrial Gases	Industry 4.0: The Artificial Intelligence effect and pervasive disruption!	The next Marketing Leader – are you there yet?
13:40		CTO Innovation: the key to the success of Amsterdam Smart City	Mavi's Contribution to your Success Energy & Utilities	Live experience at the factory of the future	The new way of doing marketing
14:00		Digital transformation and private-public collaboration	From Visualization to Optimization: AI uses cases for an O&G Company	The Digital Delta Customer Co-creation Unlocks Industry 4.0 Value	Shifting of Power through Value B2B marketing
15:00					
15:20					Ch-ch-change: How to always keep your content strategy up to date with less effort
15:30					How to Increase Engagement and Response with Behavioral Science
15:40	Opening Session				IP geolocation: The art of staying relevant in a changing and disruptive digital world
16:00					Customer Experience Trends Report 2019
16:20	Digital Titan: Industry 4.0 – The future of Growth and Productivity	Connecting the Urban Dots. The city automation	Beyond the meter. The big leap ahead		How to create authentic human connection(s) online - without wasting resources
16:40					Become a master in lead generation with SEO. What's new in 2019
16:45	Supersession: The Smart Connected Factory. The next level of production competitiveness				Battling against customer disloyalty
17:00					
17:20		Percepciones y expectativas sobre educación y trabajo: ¿En qué punto estamos?	Convención de partners Kyocera	Entrega de los 11º Premios Comunicaciones Hoy	
17:30					
17:40	Digital Titan: Archivo Digital del Sistema de Innovación				Audiobranding or how to fall in love with a consumer through music
18:00					Location Intelligence for Marketing

	Inspiration Arena	R-Evolution Theatre by Deloitte	Green Stage	Blue Stage	España PYME DIGITAL by Santander
10:00	El ciclo de vida de los datos. Las 5 fases para llevar a éxito un proyecto de Big Data		Nunca fue tan fácil estar en la nube	Mobile First: How Messaging Apps Change Customer Communication	Desafiando los procesos de reclutamiento de hoy
10:20		Digital Culture & Digital DNA for exponential Organizations: trends & challenges of HR	Avoiding A Data Breach		¿Cómo hacer posible la digitalización de las pymes?
10:40	BeAmbassador - Convierte a tus empleados en los mejores embajadores de marca.		Adios Encuestas, Hola conversaciones + AI	Next-level travel management for the world's leading companies	Programas de Red.es para PYMES
11:00	Tecnologías emergentes en las administraciones: eficacia y valores en la gestión pública	FutureScape: Future of Work 2019 Prediction	Rumbo hacia la Transformación CRM	FinOps in multcloud environments	España, empresa Digital. Presentación Informe sobre Digitalización de las PYMES en España
11:20	La digitalización en la Seguridad Social	Is your organization ready for digital transformation? What about your human resources department?	How to keep your IT projects away from failure?	Workplacehub (L.T. in your terms). Simplify your IT.	El nuevo Orden Mundial y su impacto para las PYMES
11:40		A big global chemical company and digital talents – Is this a fit?	IBM Watson y ThelocValue: inteligencia financiera y un asistente virtual llamado Julia	The 7-day plan to implement AI for marketing, sales and loyalty	
12:00		We are going digital!	Inteligencia Comercial: Big Data aplicado a Equipos de Ventas B2B	Smart Workflows, Better Customer Experience	PYMES: transformarse, no desaparecer
12:20	Inspirando el futuro en la 4ª Revolución Industrial	Allyship - the key to unlocking the power of diversity	Cómo las mejores empresas de Europa digitalizan sus procesos	At the speed of light: building and changing an enterprise-grade application	El futuro del empleo. Nuevos perfiles para PYMES
12:40	La Transformación Digital en el Galaxo	Performance-based Learning Strategies for the workforce in the 4th Industrial Revolution	Gestión y Operación de Entornos multcloud con contenedores y por qué usar IBM Cloud dentro de esa estrategia	Aircall: The phone system for Modern Business	Digitalización del departamento de finanzas: oportunidades y retos
13:00		Improving employee experience		Simplifying marine cargo tracking with IoT and standard insurance processes	La PYME ante la digitalización requerida por la Agencia Tributaria
13:20	Digital First, Innovación 4.0 y Digitalización en AAPP		AI at full speed. Optimized Systems for AI. POWER AI Vision.	Develop smart or about minimum viable products	
13:40	Digitalización y modernización de servicios en el ámbito de la salud pública	Bosses and teams must learn to learn again	Herramientas tecnológicas para la protección de la información y cumplimiento normativo	Dinahosting: todo para tu proyecto web	Nuevos formatos de financiación al servicio de las PYMES
14:00					
15:00		NATO Alliance: how to remain fit for purpose in an era of technological change	EventUp - Live Engagement Marketing Platform	Women, leadership, and the priority paradox. Why so few organizations are getting this right – but those that do are outperforming	Claves para gestionar a los clientes digitales
15:20	Unlocking agility and innovation	Security for a Digital World		The Future at Work. How do we sustain NextGen Talent?	Lenguaje: Problema, Oportunidad y Big Data
15:40		Do you really want to be a CISO? Really, do you?	Indoor Positioning and Navigation with IoT devices	Leading the Change. Steps for building the digital female force for the future	Claves para aumentar las ventas de tu web con una estrategia de Digital PR y SEO
16:00	Why do Businesses greatly lean into MLaaS?	CISO's role: enhancing privacy and security boundaries	Soluciones tecnológicas sin costes de desarrollo, 100% evolutivas y 100% integrables		Digital is not enough... what's next?
16:20	Multi-cloud as digital transformation enabler	Leading digital enablement with cyber security	Operario conectado y dispositivos IOT Trazabilidad	The key role of women in shaping the future of work	Aumenta tus clicks a través del neuromarketing
16:40	Location Intelligence & Geospatial Cloud: Inspiring the future in the 4th Industrial Revolution	The evolving security landscape	Crust, the Innovative Open Source Unified Work Platform	Using IA and gamification to detect and support dyslexia	Cómo garantizar éxito en tu PYME
16:45			Oportunidades y tendencias de la economía digital	Digital Transformation in Pharma	El ciclo de vida de los datos. Las 5 fases para llevar a éxito un proyecto de Big Data
17:00	Alfonso's Contribution to your Success in Cloud	Maria Soledad's Contribution to your Success in Cybersecurity			
17:20	How cloud, microservices and containers changed the development environments	To App or not to App		Wrap Up	Modelos de innovación abierta en grandes corporaciones
17:30					
17:40	A Single OS for All Your Clouds	Surviving the CISO role: A view of security from the front line	Las comunicaciones en tu CRM y correo electrónico	Networking	La nueva era del Marketing: Tech, Data & IA
18:00					

	Main Auditorium Telefónica	Room 1 by Magnolia	Room 2 by T-Systems	Room 3 by Altran	Digital Marketing Planet by The Valley
09:30					
10:00					
10:20	Keynote: Blockchain Technology: An Indispensable Trust Framework for the Fourth Industrial Revolution				
10:40		Open innovation: Increasing speed and reducing cost of your corporate venturing unit		Inspirando el futuro en la 4ª Revolución Industrial	
11:00					11 Unique Social Media Marketing Tricks that Helped Us Reach \$3M+ in Revenue
11:20	Digital Titan: The Next Chapter of Digital Transformation				
11:30					9 keys to become the most influential European hotel group on Social Media
11:40					
12:00	Supersession: Hyper Acceleration to the Future: The Blockchain Road Map				The Power and tools of Influencer Marketing
12:20		Multiplying Innovation in the Age of Experiential Retail	Is Healthcare Ready for Patient of One? The Path Toward Digital Determination in European Healthcare Systems	Technology for a #movingworld	
12:40	Digital Titan: The Future Enterprise: How Leading Organizations Apply Technology to Gain Insight, Empathize with Customers and Engage Employees	Retail Evolution. The rise of new purchasing behaviors	AI at the heart of Health Industry Revolution	Let's take stock of Mobility ecosystems development and rollout	Is your Brand in your Customers' buddy list? Leveraging WhatsApp for your Customer Engagement The Art of Social Influence Marketing
13:00		Winning the omnichannel shopper.... Competing or collaborating?	Run & change, digitalization to improve customer satisfaction in healthcare services	Reinventing Mobility: USER, DATA & AI	Communication via Messaging Apps: 10 Hacks for Disruptive Customer Care
13:20			Reimagining Medicine	How to go about starting a digital revolution	When Data met Marketing (and how they can become lovers, or, at least, good friends)
13:40		Managing change in the retail sector: collaboration, creativity and other keys	Transforming Healthcare at Scale with the Internet of Things (IoT) and Artificial Intelligence (AI)		Influencers Today: Build Real Brand Engagement With Influencer Relations
14:00					
14:15					
15:00				Evento Club Chief Data Officers Spain	Why SEO and Search Intent are the Backbones of Digital Marketing
15:30					The real challenge of integrating the online and offline experience
15:40					What influences users along their purchase journey in the digital era?
16:00	Digital Titan: Designing bold strategies for growth	The Landscape of new emerging technologies. The new Smart Retail frontier	The power of the new in Digital Health	The ingredients to scale up new mobility businesses	Providing the Truth about your brand in a deeply Fake World
16:20					
16:30					
16:40	Digital Titan: What's Next for Digital Transformation?	Not another startupper talk - 4 fresh business learnings			
16:45					
17:00	Digital Titan: Strategy beyond the hockey stick: how can firms beat the odd of digital transformation?				How innovation in a digital world is merging design and strategy
17:20					
17:30				Oportunidad en el ecosistema de innovación: La innovación abierta	
17:40	Digital Titan: Voice transformation a path of no return				Decoding Human Nature through Psych-Tech
18:00					Customer Experience Key to Digital Transformation

	Inspiration Arena	R-Evolution Theatre by Deloitte	Green Stage	Blue Stage	España PYME DIGITAL by Santander
09:30					
10:00	VIROO: Salas inmersivas Multisusario y transformación digital		Innovative traffic to store strategy for UNODE50	ACTIVAtE - Welcome. Project results and possible future sustainability actions	Punto de Inflexión: de gestión de audiencias a gestión de clientes
10:15					
10:20	Sigfox y Zertifi se alían para impulsar la transformación digital en España	Corporate Governance and Technology: how to mix oil and water	Digital Content Publishing	ACTIVAtE - Clusters as the key players for boosting innovation - world's best practices and ACTIVAtE's external overview	
10:35					
10:40	Unlock the potencial of your Social Media		Descubre en vivo y en directo cómo crear una app al instante para tu empresa		Rompiendo las barreras de la digitalización en la Pyme
11:00	The State of Digital Transformation - Traits of the Digitally Determined		How do we leverage off Tech to create International ecosystems?	ACTIVAtE - From idea to market - Panel discussion on the cross-sectoral innovation	Tendencias tecnológicas para PYMES
11:20					
11:30	A 150-year-old startup. A century and a half of shared learning for augmented organizations	Connecting Big Data and AI with business	Corporate Venturing, a must for all, a nightmare for many		El impacto de la tecnología Blockchain en la PYME
11:40					
11:50			Urban Mobility Startup Pitches		Subir a la nube no es tarea fácil... ¿o sí?
12:00	COs ITX Strategies for the era of automation	The Ethical state of DATA	Telco, Media & Entertainment Startup Pitches		
12:20	The human side of the Digital Experience	Cloud Private for Data: The value of enterprise insights platforms	Innovation accounting: How not to kill your babies	ACTIVAtE - SMEs pitches and Q&A session	El papel del eCommerce en el Retail del siglo XXI
12:40	Leading Digital Transformation with Low Code	Empower your Data within PII compliance	Cities & Public Sector Startup Pitches		Rompiendo paradigmas en la PYME: Innovación + marca + estrategia global
13:00	Learning from Leaders	Top Analytics to Transform Your Customer Insight Team	Tourism & Hospitality Startup Pitches		Ciberseguridad - Fraude al CEO y otras ciberstafas
13:20	The commitment to Open Source	The ultimate personalization: driving guest experience to the next level leveraging on Big Data & Analytics			
13:40			Pitches from our Investors	ACTIVAtE - The Journey through the project. (SMEs business cases)	Cómo las startups 'pueden ayudar a la digitalización de las pymes'
13:50	When digitization killed the human touch	Get retail & wholesale competitive insights harnessing your data!	Networking		
14:00					
15:00	A blockchain-based platform for the secure coordination of a robotic swarm	101 COOs Who Became CEO	Corporate Open Innovation - Innovate NOW or DIE later	Data o Plomo. Aceptar el negocio o aceptar las consecuencias: la era de los datos.	Conoce y entiende a tus clientes. Habla con ellos
15:00	Distributed Ledger Technology - A New Tool for the Automotive Ecosystem	Elephant, horses & zebras: Making digital simpler with DXP to connect the dots	Banking & Insurance Startup Pitches	Keep an eye in orbit - Satellite Data	Open Business, el mundo colaborativo entre Banca y Empresas
15:30					
15:40					
16:00	Decentralized finances (DeFi) vs. Fintech, who is going to transform the sector?	The rising of the new COO. From Marketing to IT?	Digital Health Startup Pitches	Marketing Automation: What It Can Do For You	Cómo convertir las ventas en una ciencia para acelerar tu negocio. De Silicon Valley a Europa.
16:00			Innovation Talk by Paloma Castellano	Gestión de amenazas. ¿Está preparado para la recuperación de su negocio ante un incidente de ciberseguridad?	La revolución de la Economía de Suscripciones
16:20	MarketOrders. How you can forge a successful career in blockchain technology	Why is 'Automation' the Future of Work?	Industry 4.0 Startup Pitches	S.O.S. planet,digital transformation now!	Transformación Digital vía Inteligencia Artificial
16:30					
16:40	Exploring the Corners of the Blockchain Universe	Digital transformation in the Construction industry: getting it done	Energy & Utilities Startup Pitches	Commerce for all	Generación de eficiencia productiva y de negocio a través de la digitalización y el análisis de datos
16:45					
17:00	Intro to Asset Tokenization, a new asset class: Impact of tokenization on asset management, private banking, asset servicing and custody	Empower your Digital Journey	Living on the Moon	Detección precoz de fraude en internet	El Tecno ADN de una pyme aumentada
17:20	Blockchain in Governance - A disruptive way to offer Public Services	Digital Transformation and the COO	Retail & eCommerce & Logistics Startup Pitches	Financiar tu innovación y no morir en el intento	Acelerador de Ventas: acceso a un nuevo mundo de oportunidades
17:30					
17:40			Wrap-up	Digital Transformation made easy	
18:00					
18:00	The Amazing 50+ Factor for Mind-Blowing Transformation			Hacking ético para prevenir Ciberataques	Un viaje al Cloud adaptativo y flexible

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10:00	Keynote: Digital Mobility and Beyond	Cybersecurity Summit - New CISO's challenges for new threats	Next-gen organizations: becoming an agile and data driven organization	Agenda Digital España	The New Rules of Marketing Technology & Operations
10:20					
11:00			Digital Titan: The Future of Collaboration: How Enterprise is Applying Immersive Paradigms to Gain Insight into their Products		
11:20					
11:30	Supersession: Leaders of Digital. A conversation about the power of the future	What can move faster than a plane...? Digital Data	Shifting Gears: From PSD2 Compliance to a Data-Driven Value Proposition	Entering the MarTech Second Golden age. Orchestrating an unbeatable Stack	
11:40			Roots, challenges and outlook of the Fintech wonder		
12:00			GDPR and ePrivacy: what next? Precision Marketing: data centric decision making in the hands of marketers		
12:20	Digital Titan: Augmented Intelligence: The transformational power of AI in organizations	Hyper-personalization in travel, are we getting there?	The Digital Media Entertainment battle for customer attention	How banking leaders are setting themselves distinctively?	Designing for Trust
12:40					
13:00	Digital Titan: The empire strikes back	The hotel distribution challenge	Content for a 5G World	The challenge of the new banking industry	AI Powered 1-to-1 Real Time Engagement: delivering on the new paradigm
13:20					
13:30	Succeeding in Digital Transformation	Say Hello to a new TV	RegTech Revolution in Banking. Santander. Fighting Financial Crime with AI	Enhancing trust and security within the Open Banking Ecosystem	Modernise or die! How hoteliers are upping their game through machine learning and big data
13:40	Leadership and Diversity. A mix for success	The future of travel: startups spearheading innovation	Video Digital, Love and Life		
14:00					
15:00					
15:40	Creating a Voice First Strategy	Smart Stadium: How to reconnect with your supporters?	Risk, Wealth & Customer Growth What Bank & Insurance Companies can learn from Emerging Markets - The Underbanked & Unserved are the Source of all Future Global Growth -	Open Platform Banking in the run	
16:00					
16:20	Hospitality and Travel Accelerations: Designing the future	Gaming is not the next is the NOW big thing			
16:30					
16:40	How Modern Companies Will Manage Their Travel in 2020	Alternative telecommunications operators, essential actors in the process of digital transformation in the enterprise	Transformation in real life: Radical leaders let Agile break and rebuild their organisations		
16:45					
17:00					

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10:00	Virtual interactive 3D Events: Innovative, Efficient and eco-friendly	Oportunidades de financiación pública para proyectos TIC de I+D+i	XPocket: lleva la Experiencia de Cliente & Empleado en el bolsillo	Digital Innovation Hub Workshop Part 1: Opening and introduction	Para innovar, el análisis lógico no es suficiente
10:20			Marketing Automation		
10:40			Digital health. A world beyond the pill		
11:00			AI & Blockchain: Synergies in the Age of Automation		
11:20	Self-sovereign identity, the missing key for a wider blockchain adoption	IoT and the Real-Time Transformation of Your Organization	RPA: ¿Cómo automatizar los procesos en la transformación digital?		Internacionalización con ecommerce desde España
11:30			Reselling digital marketing. How to empower your clients to compete with Global Top Dogs		
11:40			La experiencia biométrica en la contratación de servicios		
12:00	National Blockchains: Innovation through public & private collaboration	Recipes to stay secure while smartly connected			Retos de digitalización del sector de servicios de asesoramiento y consultoría para Pymes
12:20	Breaking Boundaries - Applying Blockchain and AI for Economic, Environmental and Social Impact at Scale	Connecting the Energy Industry - IOT and Emerging Technologies	Audience Intelligence. End the uncertainty	Digital Innovation Hub Workshop Part 3: Panel discussion 2: Creating a European DH community	GEOAI: Agricultura de precisión simplificada
12:40			Construyendo un mundo más equitativo: Inteligencia Artificial sin sesgos		Brasil: cómo aprovechar la oportunidad que nos brinda la Transformación Digital
13:00	Self-Sovereign identity: A definitive identity model for citizens and industry?	The Internet of Beer	Hacia una gestión de activos orientada al reglamento, combinando IoT con Inteligencia Artificial		El futuro del Comercio Internacional y las nuevas tecnologías
13:20				Digital Innovation Hub Workshop Part 4: Closing	
13:30		The Things Connection	Blockchain and legal framework for digital identity verification		
13:40	Reimagining Identity for the Global Economy	IoT: changing the rules of the home security			Recursos Digitales para impulsar tu negocio internacionalmente
14:00					
15:00	Time to Get Real About AI	Immersive Technology: Integrating into Digital Marketing Strategy	The Future of Customer Service		Libera todo el potencial de la transformación digital
15:20	AI Decisions	One Step Ahead - Practical ways to implement Virtual Reality in Travel	Blockchain as a Service (BaaS)	Accelerating your Digital Transformation Journey with Bizagi - The Digital Business Platform	Cómo la innovación en el software está llevando las PYMEs al futuro digital
15:40			Smart BIM. Herramienta para adquisición de datos de planta y su análisis a través de modelos 3D BIM.	TREBOLET: Dynamic information management	PYMEs: un año después del RGPD
16:00	AI's Role in Enterprise Transformation	Immersive ecosystems in Economy 4.0	Las nuevas tendencias en la externalización de servicios: El outsourcing con sentido	UGROUND: A revolutionary breakthrough in digital transformation	
16:20			CyberSaaS: Ciberseguridad como servicio		El valor del auténtico Cloud
16:30	Systems for AI. Ready for today, Built for Tomorrow	Spatial Computing and the Future of Enterprise			
16:40	The B side of Artificial Intelligence: Technology increasing the human side of organizations	XR for Enterprise: Is Your Company Ready?	The simplest and safest way to sign online using the only biometric E-Signing platform	Cambiando las reglas del juego con el Cloud Datawarehousing	El poder oculto del Customer Journey
16:45					
17:00	Can you fight back digital giants? How AI can help you	Advanced realities in Industry 4.0 Ecosystems	Formando a profesionales en nuevas tecnologías	Fast Business App creation with Low Code.	Omnichannel, borrando las fronteras entre el on y el off
17:20					
17:30	Enabling powerful use cases through AI-driven data transformation	Augmented Reality Remote Assist			Ciberseguridad - Fraude al CEO y otras ciberestafas
17:40					
18:00	AI: The high-performance engine for Intelligent Process Automation	The Interface Revolution in Digital Transformation	Digital Workplace: let's automate how we work!		