



**DIGITAL BUSINESS
WORLD CONGRESS**



**FACING THE DIGITAL
AVALANCHE**

22- 24 May, Madrid

[#DES2018](#)

www.des-madrid.com

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Below you will find all the information needed to consider your participation in the DES2018 | Digital Business World Congress Call for Speakers. The Conference Program is responsibility of DES Program Director in collaboration with the Steering Committee.

01. DES | DIGITAL BUSINESS WORLD CONGRESS INTRODUCTION

More than 18.000 attendees from 49 countries around the globe came to meet, compare and experience the most cutting edge technologies and the success stories about Digital Business during the second edition of **DES**.

Evolve digital beyond the front office

Advancements in digital and technology are **reshaping the way we all do business**. Digital reinvents the rules of business and this has implications in your whole organization: evolve digital beyond the front office. It is not about Marketing, nor Operations; it doesn't mind if your organization defines an outside-in or an inside-out approach; the important thing is to **make decisions** and to **act now**.

According to Forrester Research, 55% of CEOs think that digital transformation drives double-digit growth and that they must prioritize evolving their business model. **It is not about breaking the rules, but re-inventing the game to grow.**

Embrace the right mindset and technologies to transform how you win. **Fuel profitable growth by unlocking your potential** focusing on top priorities,

- Evolve your business model.
- Deliver unique experiences that are cost effective and emotional.
- Improve current operating models.
- Align talent with your digital business strategy.
- Innovate boldly to deliver new value.

Business digital improvements generate tectonic shift. **Leverage on innovation accelerators to master hyper centricity and operations.** Being in the competitive edge demands to work as teams, breaking cross-functional boundaries and to embrace openness to be as fast as your customers expect, and as your competitors are forcing you to be.

Turning ideas into business means facing digital dilemmas and taking the right decisions when they arise. Join DES2018 | Digital Business World Congress to find your digital readiness; we will inspire you with insights, success stories and powerful keynotes not just on thought leadership, but on realities. **Let us know why you have to be part of it.**



02. PURPOSE OF THE CALL FOR SPEAKERS. WHO CAN PARTICIPATE?

This Call for Speakers is looking for experts, professionals, entrepreneurs, scholars, universities, R&D centers, associations and organisations with the most 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 the DES2018 | Digital Business World Congress Steering Committee.

03. DIGITAL BUSINESS WORLD CONGRESS KEY TOPICS

Please find detailed the Digital Business drivers that will be considered to participate with your contribution at DES2018 | Digital Business World Congress:

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

3.1 DIGITAL BUSINESS IMPERATIVES

- Innovation
- Leadership & Strategy
- Marketing & Sales
- Technology
- HR + Talent

3.2 TECH HOT TOPICS AND SOLUTIONS



EXPERIENCE & INSPIRATION

LEADERSHIP SUMMIT GOVERNMENT SUMMIT
CIO SUMMIT WELCOME PARTY
CDO SUMMIT EUROPEAN DIGITAL MINDSET AWARDS
HR SUMMIT MASTERMINDS CONGRESS
CMO SUMMIT BROADCAST MEDIA

EXHIBITION + CONGRESS

DIGITAL MARKETING PLANET C-LEVEL AGENDAS
AI SERIES LEAD GENERATION
CYBERSECURITY SERIES BUSINESS MEETINGS
IoT SERIES INDIA BUSINESS BRIDGE
CLOUD SERIES INTERNATIONAL PAVILIONS
DIGITAL DEMOS OPEN INNOVATION MARKETPLACE

BUSINESS ACCELERATION

MOBILE

Mobile industry has contributed to build today's hyper-connected world. Since the appearance of the smartphone, mobile as a platform has led our world to an app economy as well as to an on-demand service industry in which strong newcomers have reshaped our cities, the way we interact, the way we move, etc. contributing to unprecedented global changes in our society, politics and economy.

Consumers have been empowered as never before. Mobile industry is progressing very quickly, new materials, new hardware, new services, sophisticated systems in which AI start inevitably to emerge and to stay. What's next.

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.

Areas DES2018 will cover:

1. Machine learning and deep learning
2. Web and knowledge-based information systems
3. Uncertainty in AI
4. Robotics
5. Best practices for AI implementation

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.

Areas DES2018 is interested:

1. New products and services and the ways in which they are made, marketed, sold, distributed...
2. How do you add value to your businesses?
3. New value propositions
4. Best practices for IoT implementation



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.

Areas DES2018 is interested:

1. Creating a data-driven business
2. Cognitive Computing. Machine learning
3. Real time decision-making
4. Best practices for BDA implementation
5. Delivering business technology: new tech operating systems
6. Best practices for CC implementation

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.

Which are the Cloud solutions pillars and resources for companies and its stakeholders: environments, tools, best-practices and IaaS, PaaS, SaaS 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. Industry opportunities and applications.

CYBERSECURITY

Cybersecurity is the body of technologies, processes and practices designed to protect networks, computers, programs and data from attack, damage or unauthorized access.

Areas DES2018 is interested:

1. Cyber response strategies
2. Navigating a cyber crisis
3. Cyber intelligence sharing, time for real collaboration
4. Best practices for Cybersecurity implementation

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.

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.

ROBOTICS

The technology dealing with the design, construction, and operation of robots in automation. Robots are machines that can be used to do work by themselves or to do what a person indicates them. How the industry is evolving new products and technologies breakthroughs.

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.

INFRAESTRUCTURE & 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.

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.

Areas DES2018 is interested:

1. Multi-channel marketing
2. Customer experience design
3. Data-driven marketing
4. Customer journey analytics

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-today 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 tool, 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.



3.3 COVERED VERTICAL INDUSTRIES

DES2018 | Digital Business World Congress is devoted to all sectors but in this edition we are specially focused in 12 strategic ones.

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

VERTICAL FORUMS



INDUSTRY 4.0



BANKING & INSURANCE



AUTOMOTIVE



HEALTH & PHARMA



TELECOMMUNICATIONS



MEDIA & ENTERTAINMENT



ENERGY & UTILITIES



RETAIL & E-COMMERCE



CITIES & PUBLIC SECTOR



TOURISM & HOSPITALITY



EDUCATION



AGRIBUSINESS

04. HOW TO PRESENT YOUR PROPOSALS AND DEADLINES

To apply DES2018 | Digital Business World Congress Call for Speakers, please fill all your details in the form available online at <http://www.des-madrid.com/call-for-speakers-form/>. All proposals must fulfill detailed DES terms and conditions.

The online form will require, among other details the following ones:

- Short speaker's bio (max 500 characters).
- Submission title (max 100 characters).
- Brief description of the proposal (max 300 characters).
- Abstract (max 2500 characters) - *You may include the strategic objectives, context of implementation, added value of the proposal, methodology of resolution, the current state of implementation, solutions/conclusions, and any other information helpful to understanding the main ideas of your proposal.*
- Keywords (max 200 characters).
- Supporting Document - *The uploaded document can be either in presentation format or in research paper format, in accordance with the templates provided on the website. The uploaded document should be no longer than 10 slides or pages. Only PDF format will be accepted.*

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 recommend no more than 3-4 submissions per autor/company/institution/organisation.

The deadlines to take in consideration are:

- Proposals entry deadline: **18th January 2018.**
- Selected proposals confirmation deadline: **confirmations will start on 20th February 2018.**

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

FAQ's:

- 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 format 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 technology.

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 that the content is providing
- Originality and disruption vision that can provide
- Arguments and main takeaways of the presentation
- Speaker professional achievements and Curriculum

06. EVALUATION PROCESS, SPEAKERS CONFIRMATION AND BENEFITS AS SPEAKER

DES | Digital Business World Congress Steering Committee will select among all the submitted proposals those which it may consider appropriate and relevant for DES2018 conference program.

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

From the 20th of February the Technical Office of the Digital Business World Congress will inform the participants whether their proposal has been accepted or rejected. 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 block or session, moderator, Conference Chair, potential journalists interested in having an interview, potential online promotion, etc.)

07. INTELLECTUAL & 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; 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).

08. DATA PROTECTION

DES | Digital Business World Congress Organization 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.

All participants are responsible for the authorship of the submitted proposals. They are the owners of the intellectual property and, where applicable, industrial property rights thereof. Each 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. The Digital Business World Congress Organization is free of all liability.

09. CONTACT DETAILS AND ADDITIONAL INFORMATION

If you have any questions, doubts or suggestions regarding this Call for Speakers or the 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 please contact us at:

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



DIGITAL BUSINESS WORLD CONGRESS



BUSINESS
OPPORTUNITIES

KNOWLEDGE

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