



2018 Digital Convergence Forum

June 6-7, 2018 | Phoenix, AZ

Change the Rules. Embrace the Disruption.



Program 2018

Wednesday, June 6, 2018

(Meeting kicks off at 12:00 PM, with lunch served beginning at 11:00 AM)

11:00 AM **Registration & Lunch**

12:00 PM **Welcome**

Bob Carpenter, President and CEO at GS1

The Next Wave: 5 Technologies That Will Shape Your Future

Robert Tercek, Digital Futurist and Digital Media Pioneer
DCF Host and Panel Moderator

Digital media pioneer and award-winning author of "Vaporized" provides an inspiring high-level view of how artificial intelligence, hybrid cloud, distributed ledgers, cryptocurrencies, and open-source software will work together to provide the foundational elements of the next era of internet innovation.

In a Hyper-Connected World, Only Insight-Driven Organizations Survive

Brice Chan, Senior Manager, Deloitte Canada

Everybody knows that data is the new oil. But how many firms are using data strategically to build a long-term, sustainable advantage? This keynote explains how mastery of big data and advanced analytics and insight can transform an entire organization.

Mastering Identity in a World Redefined by Software

Software is eating the world, and that means your industry is likely to be the next course on the menu. As digital technology pervades every corner of the real world, it is redefining business processes and reshaping the very concept of a product. This session kicks off the Digital Convergence Forum with a series of expert presentations on digital identity, AKA the "cloud half" of every physical product.

5 Fundamental Elements of Identity That Every Professional Must Know

Salim Hasham, Partner at McKinsey & Company

Digital twins will play an important role in the future of shared data. This session provides attendees with the baseline understanding of the key aspects of digital identity that are critical to decision-makers and executives.

How Digital Identity Determines Success

Yorke Rhodes, Global Business Strategist at Microsoft

At key intervals in every digitized business process, identity plays a pivotal role. This session from a leading blockchain and identity evangelist at Microsoft shows the vivid contrast between getting digital identity right and the consequences of getting it wrong.

Case Study: How Technology Reshapes Consumer Experience

Matt Shorts, Global Head of Product, EVERYTHNG
Julie Vargas, Director of Digital Solutions & Brand Protection at Avery Dennison

Product identity is the core foundation upon which brand owners and retailers base their digital transformation strategies and equip their products with real-time applications across transparency, supply chain, consumer engagement, fulfillment, and sustainability. Hear how the evolution of technology is helping companies deploy platform capabilities to future proof their smart product strategies, and how web enablement of standard product identifiers provides the key to digital identities at a massive scale.

Why Digital Identity Matters

Matt Shorts, Global Head of Product, EVERYTHNG
Julie Vargas, Director of Digital Solutions & Brand Protection at Avery Dennison

The key points of this session will be synthesized via a freewheeling, moderated discussion among the featured speakers from this session. What factors should determine your digital ID strategy? What takeaway lessons are there for attendees from the experience of the panelists? Audience participation is encouraged.

Product Content is the New Consumer Channel

For marketers, it's the best of times and the worst of times. Digital technology has disrupted every traditional means of reaching consumers. But digital technology also offers rich rewards to those companies who are best able to adapt and learn how to reorganize their marketing efforts to focus on the activated audience.

Evolution of Brand from Mass to Personal

Lisa Sullivan, EVP, Director NA Tech Practice, Ketchum

As television and other mass channels collapse, and as retail shelf space shrinks, there's a real danger that marketers will find it impossible to connect with customers. This featured presentation from a marketing expert tells us how to build brand identity in a digital context.

Case Study: Digital Brand Activation at Retail

Brands and retailers are now able to leverage advanced technologies to promote transparency and the ultimate in shopper personalization. This case study will describe how deep insights gained from rich product content and artificial intelligence can guide and assist consumers with better shopping choices.

Case Study: Consumers are Doing It For Themselves

Sam Slover, CEO at Sage Project

The Sage Project is a grassroots effort to deliver transparency, nutritional and dietary information, and data insights on a platform built from the consumer's perspective.

Who Controls the Consumer Experience?

Lisa Sullivan, EVP, Director NA Tech Practice, Ketchum
Sam Slover, CEO at Sage Project

The consumer? The brand? The retailer? This panel discussion will integrate the themes and topics of this session via a lively roundtable dialogue. Audience participation is welcome.

The Feedback Loop: Data Transforms the Customer Journey

Dr. Tricia Wang, Technology Ethnographer and Co-Founder of Sudden Compass

Digital networks create a constant two-way flow of data between the shopper and merchant. Instead of just developing a big data strategy, we should focus instead on "thick data"—precious, unquantifiable insights from actual people—to make the right business decisions and thrive in the unknown. Companies that master this connection have a better chance of influencing and educating their customers.

3:45 PM **Wrap Up**

4:00 PM **General Session Keynote**

The 5 Second Rule: Achieve Breakthrough Performance in Your Career & Life

Mel Robbins, Commentator at CNN and Motivational Speaker

Ms. Robbins is a sought after motivational speaker trusted by global brands to stimulate organizational change, challenge thinking, and accelerate personal and professional growth. She is currently one of CNN's most popular on-air commentators and opinion writers and is often tapped as a motivation expert for multiple broadcast programs, including Good Morning America, Dr. Oz, and Fox News. Her TEDx Talk, which offers practical guidance for discouraging self-destructive behavior and thinking, has over 10 million views across 37 countries, and her latest book, "The 5 Second Rule," is a business bestseller.

5:00 PM **Networking Event**

7:00 PM **Networking Dinner**

Roy's Hawaiian Fusion Cuisine

Thursday June 7, 2018

(Meeting ends with lunch at 12:30 PM)

7:30 AM **Breakfast**

8:00 AM **Vaporized: Unleashing the Data Within**

Robert Tercek

Moderator and award-winning author provides a fast-paced overview of the biggest invisible transformation of the global economy.

How Technology Helps to Reimagine The Future

Sanjay Sarma, Vice President for Open Learning, MIT

Dr. Sanjay Sarma will discuss why companies need to move away from a "product-first" orientation to pursuing innovation based on customer needs to be relevant in the future.

He will explain why the companies of today and tomorrow will have to abandon the product-first orientation. Rather than asking "How do the products we make meet customer needs?", companies should ask "How can technology help us reimagine and fill a need?"

The Integrated Network of Trust

Trust is under assault. Year after year of epic-scale data breaches, an epidemic of ransomware, and social media scandals have shattered consumer trust in digital media. Even more broadly, citizens of every demographic stripe view civic institutions with historic levels of distrust. How can marketers, retailers, and manufacturers navigate the chaos to regain the trust of consumers?

Blockchain Beyond The Hype

Nelson Petracek, CTO of TIBCO Software

With Bitcoin bubble deflating and cryptocurrency mania (temporarily) abated, the time is right to evaluate the practical potential for applying the blockchain protocol in the industrial context. This opening talk provides an honest, no-nonsense look at the value of blockchain solutions without the hype.

Knowledge You Can Trust With Your Life

Susanne Somerville, Head of Pharma Solutions, Chronicled

Susan Ramonat, Founder and CEO of Spiritus Partners

No industry demands more faith from consumers than the medical profession. And no industry is more tightly regulated. This exclusive panel will discuss novel applications of distributed ledger technology for both pharmaceuticals and durable equipment that can generate successful results even in the most restrictive environments.

Brand Building Through Earned Trust

Peter Mehring, President and CEO at Zest Labs

Myron Burke, Principal, Store N°8, Senior Director II, Walmart, Inc.

The “digital future of food” is becoming reality. Industry has been working on end-to-end supply chain visibility for years. However, with the rapid evolution of technology, we have the automation and ubiquity needed to achieve aspirational business objectives in areas of transparency, sustainability, and profitability. Join this panel for a discussion on the art of the possible.

Whatever Can Be Connected Will Be

The convergence of sensor-laden environments and machine-readable digital identifiers means that society is about to enter a novel new era, where every physical product and environmental feature will communicate constantly with the network. Get ready for a flood of new data, smarter cities, and ever-accelerating technological change.

The Package Is The New Channel

Steve Hornyak, CEO Americas, Trax

This presentation will show state-of-the-art solutions for machine vision and machine-readable package formats that will enable greater automation and robotics, improved discovery, and recommendations and breakthrough consumer experiences at retail.

Can Machines Edit?

Divyabh Mishra, Founder & CEO, CrowdANALYTIX Inc

Ram Rampalli, Global Head of Content Acquisition at Walmart

A lively roundtable discussion about the immense challenge of gathering, reviewing, and improving product content for millions of products. It’s a job that exceeds human capacity: let’s make room for the thinking machines to help us create, syndicate, measure, and monitor the performance of our data.

Web of Things

Increased connectivity between people and their devices and things should be accomplished simply and seamlessly. This session will discuss how consumer choice and innovation is best supported by open ecosystems that also offer security and respect privacy.

New Ways to Meet Human Needs

Sanjay Sarma, Vice President of Open Learning, MIT

This final panel will distill the collective insights of the forum into a conversational format and explore future implications.

12:15 PM Wrap-Up

Robert Tercek

Melanie Nuce, SVP-Corporate Development, GS1 US

12:30 PM Networking Lunch