Beat: Technology

HUBFORUM PARIS 2017 - Accelerate Your Business & Select Your Objectives

10-11 Octobre At Maison De La Mutualite

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USPA NEWS - HUBFORUM is the 1st innovation Business meeting : 2-day Conferences, Themed Workshops and Networking Sessions. Thousands of Marketing and Digital Decision Makers attend to share their Best Practices and tips to accelerate Digital Transformation.... Like Every Year, at this Time of the Year, was held HUBFORUM at Maison de la Lutualité (PARIS), October 10-11....

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- About the WORKSHOPS

With 24 Themed Workshops organized over the 2-day Summit, HUBFORUM and its Partners offer a Complete Overview on the Digital Challenges. Open to all Attendees to select the workshops, to create a Personal Agenda and to meet with Professionals to develop own Expertise.

- About the SPEAKERS : It covers the Array of Digital transformation Leaders and Experts such as Managing Directors, Entrepreneurs, Human Resource Directors, CMO, CDO, Business and Technical Decision Makers...

- Opening SESSION : Accelerate Your Business (October 10, 2017)

- SESSION 1 : Select Your Objectives (October 10, 2017)
* Artificial Intelligence Washing : Don't get lost !
* High Speed Transformation
* When Artificial Intelligence Meets Humans
* What' Up Postman ?
* The Everywhere Brand : Be where Your Clients are expecting You
* The Power of E-Commerce
* Travel Apps take off
* Customization : Let Artificial Intelligence activate your Data
* Omnicanal Measurement : a Business Accelerator
* Accompanying Stores' Digital Transformation : the Carrefour and Waze example
* Numero Une (example)

- SESSION 2 : Respect Your Customer (October 10, 2017)
* The TF1 Group accelerate its Digital Transformation
* Brand Safety, Visibility, Fraud : Optimizing your ROI
* How to Internationally pilote Customer Relationship on Social Networks ?
* The #VibrantFuture of Marketing Commerce
* Personailization and Cultural Change
* Programmatic at the Heart of New Client Acquisition
* How does Intermarché boosts its People-Based Campaign Performances ?
* 10 Years of Programmatic : did Digital Advertising take a New Turn ?
* Digitalizing Marketing in Stores to increase Local Performances and Sales
* Begin your e-mail Revolution : Switch to the Kinetic Format
* The Latest French Consumer Trends and how they are impacting Brands

* Alliance Gravity : the New Data and Marketing Programmatic Platform
* Digital Transformation at the Service of Customer Experience
* Hub Awards Ceremony

- Opening SESSION Innovation Coffee (October 11, 2017)

- SESSION 3 : Change Your Business (October 11, 2017)
* The Video Shift
* From Mall-Order Selling to New Social Conversations
* Marketing and Technology Strategies Transforming Travel
* Orange is Accelerating its Transformation
* Image Recognition to better Understand ones Brand and Measure ROI
* The French Army in the Digital Era
* How to built a Creative Thought Favorable Environment ?
* Oracle DMP allows the Casino Group to Launch RelevanC : the New Marco Tinelli Project
* Creating a Privileged Relationship with Consumers thanks to Personilization
* Ready...Set ? Talk !
* Shaping the Future of Entertainment
* CEO, CTO, CMO, CFO...and what about CHO ?

- SESSION 4 : Boost Your Marketing (October 11, 2017)
* When Big Companies meet the Actors of the New Economy
¨* Machine Learning to Optimize a Campaign's Targeting
* Business Transformation in the Engagement Economy : How Panasonic completely transformed their approach to Marketing
* A Wide Scale Personialization of your E-Commerce Website
* The Product Test : Central Tool for Marketing 3.0, from Product / Client Knowledge to purchase Recommendations
* Programmatic in the Tranparence Era
* Let's Imagine Now Tomorrow' Experience
* Influence Marketing : the Nissan Case Study
* How is Twitter winning the Advertising Attention ?
*How did 6play Revolutionize the M6 Group Data Strategy ?
* It's Time for Inclusive Leaderships
* Sound Travelling
* Closing Keynote

Source : HubForum Accelerate, on October 10-11, 2017 in PARIS @ Maison de la Mutualité

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