



Joint Council Meeting for IT Executives and Chief Data and Analytics Officers

Digital Transformation for Evolving Business Models

October 28th-29th, 2020 from 10:00 am to 4:00 p.m. EST
Sessions will be held over Microsoft Teams

Our fall 2020 meeting will look at digital strategies to enable new customer experiences leveraging emerging technologies in Customer Success, Machine Learning and Application Design.

Learning Objectives:

- Learn about digital strategy trends for Customer Success programs.
- Explore digital strategies for real-time applications for tailored consumer experiences.
- Study case studies on Machine Learning and Mobile applications to drive customer engagement
- Acquire global perspectives on digitisation for consumer and civic technologies.
- Discuss emerging ethical and privacy issues in machine learning applications for digital experience.

Conference Board of Canada Contacts

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Preliminary Agenda:

Day 1 – October 28 th	Day 2 – October 29 th
10:00 a.m. -10:15 a.m. EST Opening remarks and virtual introductions	10:00 a.m. – 11:00 a.m. EST Opening remarks and Day 1 recap
10:15 a.m. –11:00 a.m. EST Playbook: Building a Proactive Data-Driven Customer Success Engagement Speaker: Irit Eizips, Top 100 Customer Success Strategists, Founder, CSM Practice	10:15 a.m. – 11:15 a.m. EST Virtual Tour/Case Studies: Global Perspectives: Building an AI ecosystem Speaker: Elin Hauge, Network Development Hub, Norway
11:10 a.m. – 12:00 p.m. EST Keynote: Digital Self-Service: Are you ready for the all-digital customer? Speaker: Jennifer MacIntosh, Vice-President, Customer Success, Mindbridge.AI	11:15 a.m.- 12:00 p.m. EST Break
12:00 p.m. – 1:30 p.m. EST Break	12:00 p.m. –1:00 p.m. EST Research Case Study: The Path Toward Digital ID Speakers: John Scott, CEO of 2Keys (an Interac company), Neil Butters, AVP of Digital ID, Interac
1:30 p.m. – 2:30 p.m. EST Working Session: Building a Compelling Mobile Experience Speaker: Amar Narain, CIO, Pizza Pizza	1:00 p.m. – 1:30 p.m. EST Break
2:30 p.m. – 3:30 p.m. EST Demonstration: Product Mindset: Science of Feel Speaker: Dr. Tom Waller, Senior Vice President, Advanced Innovation, Chief Science Officer at lululemon	1:30 p.m. – 3:00 p.m. EST Working Session: AI Ethics and Responsible Use of Data: Informing product strategy while respecting user privacy, and de-risking bias and protecting Intellectual Property. Lead Facilitator: Ramy Nasser, Partner, 1000 Days Out
3:30 p.m. – 4:00 p.m. Virtual Networking	3:00 p.m. – 3:30 p.m. EST Closing remarks