



ROOMn, at the heart of corporate digital transformation

MARK YOUR AGENDA!

**The Mobility and Digital business meeting that brings together major digital transformation players
7, 8 & 9 March 2017 - Grimaldi Forum in Monaco**

For its fifth edition, ROOMn is inviting IT and BU decision makers (ISD, digital, innovation and marketing divisions, general management) involved in their organisation's digital transformation.

ROOMn in figures:

- ✓ **800** participants
- ✓ **70** partner companies
- ✓ **400** guests
- ✓ **1 500** one-to-one meetings
- ✓ **Over 60** conferences and workshops

For five years, ROOMn's success has been based on its distinct business-oriented concept, qualified guests and top-notch conferences.

One-to-one meetings, plenty of opportunities for networking and discussions, workshops, round tables and conferences provide professionals with so many chances to find solutions to their digital transformation problems.

Exceptional conferences and keynotes

For this latest edition, the opening conference will be held on Tuesday evening with two highlights chaired by Majda Chaplain: **An exclusive market review by the Boston Consulting Group, and a round table on "when mobile technologies propel us into the era of the World as a Service"**.

Also on the programme: **two keynotes examining the IT/BU convergence**. On Wednesday, **Open** will hand over the keys to the **Tool box for a successful Digital Transformation**. And on Thursday, **VMware** will look at the **Digital Workspace**.

An agenda packed with round tables

- ❖ Mobile strategies: Issues in the user experience
- ❖ How to integrate mobile technologies in CRM
- ❖ CDO/CMO/CITO/ISD: Who's in charge of the digital transformation?
- ❖ DevOps and Agility: The winning tool for mobility projects
- ❖ From mobile apps to ROI
- ❖ Mobile data: An underused treasure
- ❖ ChatBot: The new customer service revolution?
- ❖ IoT: Case study of company use
- ❖ European personal data regulation: What impact will it have on business?

A team of renowned experts

- ❖ **Eric Caprioli**, Lawyer at the Paris bar, specialising in new technologies law
- ❖ **Majda Chaplain**, GM, MC Factory, conference moderator
- ❖ **Frédéric Charles**, Digital Strategy & Innovation Director, Suez Smart Solutions
- ❖ **Eric Chochod**, CTO Hello bank
- ❖ **Stéphane Delbecque**, Head of Mobile, AXA Group
- ❖ **Yann Gourvennec**, Author and entrepreneur, digital transformation specialist
- ❖ **Alexandre Jubien**, Founder and Chief Mobile Strategist, Think mobile
- ❖ **Nathalie Mrejen**, Marketing & Communication Director, Open



**DIGITAL
CHALLENGE**
ROOMN 2017

For its fifth edition, ROOMn affirms once again its role as innovator with the Digital Challenge, in partnership with the Monegasque government.

The Digital Challenge ROOMn will help innovative young companies get known and present their solutions to sector professionals. The winner of this first edition will be announced on 20 January.

ROOMn will be held from 7 to 9 March 2017, at the Grimaldi Forum in Monaco

For more information: <http://www.roomn-event.com/>

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About DG Consultants

Created in 1997, DG Consultants is based in Saint-Mandé and is a subsidiary of COMEXPOSIUM, the European leader in event organisation.

Each year, DG Consultants, event organisation specialist on the IT market, organises Les Assises de la Sécurité et des Systèmes d'Information, which has become the reference event for the cybersecurity community, bringing together a thousand IS directors, CISO, DP directors, BU decision makers, from major accounts in the industry, services, banking and telecoms sectors as well as from public administrations and major market players.

Backed by years of experience, DG Consultants is committed to providing very high-level content at an exclusive venue.

DG Consultants has also created the Cercle dinner debates www.lecercle.biz

For more information: www.lesassisesdelasecurite.com

About Comexposium

The COMEXPOSIUM group is a world leader in events organisation, involved in over 170 BtoC and BtoB events, and covering 11 sectors as varied as agro-foods, agriculture, fashion, domestic security, construction, high-tech, optics and transportation. COMEXPOSIUM welcomes 45 000 exhibitors and over three million visitors in 26 countries around the world. Comexposium is growing globally, present in some thirty countries: Algeria, Argentina, Australia, Belgium, Brazil, Canada, China, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain, Thailand, Turkey, UAE, UK, USA.

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