



Focus on ROOMn appointments in 2018

6 to 8 March 2018
Grimaldi Forum, Monaco

On 6 March 2018, ROOMn, the 6th mobility and digital business meeting, will host digital transformation professionals: policy makers, providers and experts. The event will provide an opportunity to discuss, meet and discover new actors, including the winner of the Digital Challenge: Entr'Up. Professionals will also enjoy three days of conferences, keynotes, round tables and workshops, plus an exhibition area offering plenty of activities.

[Entr'up, winner of the Digital Challenge 2018](#)

The start-up Entr'Up convinced the Digital Challenge jury with its smart assistant for team cohesion and effectiveness. The solution enables companies to build and manage teams, by matching the personalities, values and motivations of their members. Launched a year ago, Entr'Up is now used by Orange, Leroy Merlin, Engie, Michelin and Fnac-Darty.

“For Entr'Up, winning the Digital Challenge is a fantastic opportunity, including being in direct contact with decision-makers. We are a great match for the event's editorial line. We have the same type of clients: IS directors, and BUs,” explains **Vincent Mendes, Cofounder & CEO of Entr'Up**. *“For us, ROOMn is an opportunity to be present at a highly qualified event with targeted visitors.”*

“Entr'up's solution meets a major need of companies to manage human resource,” states **Pascal Basset, Chief Transformation Officer**. *“In the digital transformation framework, collaborative mode demands high quality interactions between stakeholders. Being able to form the best team of talented people according to operational or strategic needs, and to promote constructive discussions is one of the factors of success.”*

“Entr'Up gets the best out of human capital by focusing on managing interactions between individuals in the context of business projects. In a context of digital transformation and a shortage of talent, it offers organisations a reservoir of considerable efficiency and a factor of well-being at work for individuals,” adds **Thierry Rouquet, President of Sentryo**.

[Check out major digital transformation themes at ROOMn 2018](#)

Plenary conference and keynote topics:

Opening plenary conference -

When innovation becomes a catalyst of the digital transformation!

With three highlights: Frédéric Poux, CEO of Alain Afflelou, an immersion in the Board of Directors of AccorHotels' Digital Department, and a presentation by Idriss Aberkane, Researcher, thinker and writer

Open keynote - IS BECOMING A BUSINESS PLATFORM THE HOLY GRAIL? On this occasion - Benedict Thieulin, Director of La Nescouade, and Innovation Director at Open, and Stéphane Messika, CEO of KYNAPSE by Open examine benefits and limitations of this model

Google keynote - The future of digital technologies according to Google. Sean Ginevan, Head of Global Strategy and Market Enablement, Google

Going further with expert round tables:

- Company-Intrapreneurship labs: What's been happening?
- What's new in Mobile First?
- ChatBot: A tool serving productivity
- Data: What happened to the revolution?
- Digital transformation, and especially employee transformation
- Who are the key players in the digital transformation? (in partnership with Alliancy)
- GDPR: Seize the opportunity to strengthen trust and create value
- Business: How to prepare for the arrival of Artificial Intelligence

[ROOMn is also three days of activities in the exhibition area, including:](#)

An **IoT village** in partnership with **ConnectWave** that will propose an immersion space dedicated to professional connected objects.

A **pop-up FastLab developed by Open** inviting visitors to challenge their digital initiatives.

A **demo space sponsored by Tableau** to discover how to work with business users and help the whole company maximise the value of its data.

For more information on the programme: roomn-event.com

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About ROOMn

ROOMn is the business meeting dedicated to mobility and the digital transformation.

Created in 2013, ROOMn has established itself as a unique business platform and the strategic event for the sector.

The event is organised by DG consultants, and attracted 700 decision-makers on 8, 9 and 10 March 2017 in Monaco, around the issues of corporate digital mobility, as well as 60 partners who presented their solutions and innovations at demo spaces. Conferences, keynotes, round tables and workshops were on the agenda for two days of expertise, marked by over 1 200 one-to-one business meetings.

The 6th edition of ROOMn will be held from 6 to 8 March 2018, at the Grimaldi Forum in Monaco.

For more information: www.roomn-event.com

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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 IT security community, bringing together a thousand IS directors, CISO, DP directors and BU decision makers from major accounts in the industry, services, banking, telecoms sectors as well as from public administrations and major market players.

Backed by its experience, DG Consultants is committed to providing very high-level content at an exclusive venue through its events: Les Assises de la Sécurité, Le Cercle dinner-debates and FINAKY (France, Germany and Italy).

For information on DG events: www.lesassisesdelasecurite.com, www.lecercle.biz, <http://www.finaki.com>

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