



La rencontre d'affaires Mobilité et Digital

06.03.18 ▶ 08.03.18  
▶ MONACO

LOT

UX

BUSINESS

AGILITÉ

MOBILE  
BIG DATA

**Guests presentation**

## Why participate in ROOMn?

- ▶ Discover **mobile and digital innovations** and stay up-to-date with **new market trends**
- ▶ **Share** with your peers and learn about their **experience** during workshops
- ▶ Identify and choose **strategic solutions to your mobile and digital projects** among a large panel of suppliers-offers
- ▶ Arrange **one-to-one meetings** with carefully selected providers
- ▶ **Come with your BU coworker** and **increase synergies** between the BU and IT/IS departments
- ▶ **Save time** on your investment decisions: 3 days at ROOMn = 3 months of prospection and business watch
- ▶ **Keep on networking** during lunches and cocktail parties

## The optimal seminar format

- ▶ **3 days of condensed business - 800 participants**
- ▶ A complete event: **forum, keynotes, workshops, one-to-one meetings and business meals**
- ▶ The Grimaldi Forum in Monaco: the main place of the event, within walking distance from your hotel
- ▶ A **comprehensive service**: transport, transfers, food and accommodation in a luxury hotel included\*
- ▶ A **personalized support** before, during and after the event

*\*see details in your invitation*

## Prepare and optimize your attendance prior to the event

**Your personal account, online and on the mobile app, allows you to:**

- ▶ Register to the **keynotes** and **workshops** you want to attend
- ▶ Have a look at the **demos** contents
- ▶ **Organize your schedule** with one-to-one meetings according to your activities registrations
- ▶ **Have a look at the participants** with the participants list and **connect with them** through social networks
- ▶ **Discover and select the suppliers** that meet your needs thanks to our unique search engine
- ▶ Benefit from a **personalized follow-up** from our team: your success is our concern

# Contents directed by an editorial board made of professionals and experts

## High-quality conferences:

- ▶ Opening speech: “Innovation as a digital and global transformation catalyst”, presented by Frédéric POUX, CEO of Afflelou
- ▶ Keynote by OPEN: “Is becoming a platform-based company the Holy Grail?”
- ▶ Keynote by GOOGLE: “The future of Digital according to Google”

## Round-tables main topics:

- ▶ GDPR: how to seize this opportunity to reinforce trust and create benefice
- ▶ Companies Labs: some feedbacks
- ▶ Digital transformation and especially coworkers transformation
- ▶ What's up with the Mobile First trend?
- ▶ ChatBot: a tool to increase internal productivity within the company
- ▶ Data: where is the Revolution?

## 2018's special

### Your opportunity to discover the Fastlab® byOPEN

- ▶ Open relocates its Fastlab® for ROOMn in Monaco and gives you the opportunity to benefit from one hour of **IMAGINE** (conceptualization and brainstorming: to gather innovative ideas with high added value to find solutions to your digital goals) and/or **SHAPE** (design of your app)
- ▶ The Fastlab® byOpen is a program aiming to accelerate your digital transformation throughout 6 fundamental stages, to efficiently work on your projects and create the first version of a Minimum Viable Product (MVP) ready to be industrialized

## The 2018 suppliers-partners

A selection of experts to accompany you in your digital and mobile projects: constructors, editors, consulting et strategy companies, integrators, operators... among them:

- ▶ Accenture
- ▶ IBM
- ▶ Lutessa
- ▶ Metsys
- ▶ Microsoft
- ▶ Mobileiron
- ▶ Waycom

! Have a look at [the full suppliers partners list here](#)

## Press

- ▶ Alliancy
- ▶ EDI
- ▶ Frenchweb
- ▶ Global Security Mag
- ▶ IT Social
- ▶ Journal Du Net
- ▶ My Digital Week
- ▶ Maddyness

! Have a look at [all the press partners here](#)



## An assisted follow-up with preferred intermediaries



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# **ROOMn, The Mobile and Digital business meeting**

**Monaco, March 6th – 8th, 2018**

