

08:30 Registration and coffee in the networking area

09:30 Opening from the host **Professor Vikas Shah MBE**, Entrepreneur and Investor

“How can the North compete with London and the USA?”

10:00 Keynote speaker - **Tom Cheesewright**, Futurist

“Digital innovation for the Northern Powerhouse - how can SMEs contribute to Manchester being a digital city?”

10:30 Panel discussion

“How do we build successful research collaborations and working partnerships between academia, industry and public organisations?”

- **Maria Stukoff**, Director, Maker Space, University of Salford
- **Ben Light**, Professor of Digital Society, University of Salford
- **Robin Bargar**, Director, Digital and Creative Industry Collaboration Zone, University of Salford

11:00 Coffee and networking

11:30 “Digital service design in the public sector”

A conversation with **Vimla Appadoo**, Service Designer, Department for Work and Pensions and **Alison Mckenzie-Folan**, Deputy Chief Executive, Wigan Council

11:55 “Driving digital transformation - what does “digital transformation” mean? What works? What doesn’t? What next?”

Panel hosted by **Ruth Harrison**, Managing Director, ThoughtWorks

12:20 “How machine learning can be used to plan digital marketing strategies”

Sara Simeone, Head of Digital, Democracy

12:40 “The digital skills gap and how can bridge the gap within education and industry”

Andy Lovatt, Co-director, Digital Advantage

13:00 Lunch and networking

14:00 “IOT - the smart cities revolution”

Panel discussion with **Future Everything** (TBC) and **THINKlab** (TBC)

14:30 “A digital business roadmap for the professional services”

Guy Weaver, Director, KPMG and guests

14:30 Digital conversations – TBC

15:00 Coffee and networking

15:30 “Finding value in big data - what is big data? How can your business take full advantage of the data you have?”

Speakers TBA

15:50 Hack results

16:15 Round up of the day by **Professor Vikas Shah MBE**, Entrepreneur and Investor

16:45 Event close