

Agenda Digital Landscape 2010

08.30	Wake up call –coffee and mingle			
	A journey in digital landscapes		<i>Ola Ahlvarsson</i>	serial entrepreneur and our host on stage
	Kings Club – Making the impossible digital – the beautiful story of Scania’s very social network		<i>Jon Månsson</i>	Scania, founder Kings Club
	3 FRESH business ideas for the digital arena – interested?		<i>Björn Elmberg</i> <i>Ola Oredsson</i>	Cybercom Cybercom
	Making the web user experience the key to increase CPM and improve conversion rates		<i>Gustaf Sahlman</i>	Polopoly
10.15	Coffee			
	Thought leader workshops	Room: “Harlem” Milk and trucks to China in 4,2 seconds <i>Johnny Nässlander</i> Akamai	Room: “Stora salen” Are you ready for the new employee? Intranet 2.0 <i>Mikael Grönlund</i> Cybercom	Room: “Stacken” The infinite website – putting metadata in use <i>Jon Twomey</i> Polopoly
	Digital Customer Experiences		<i>Kenny Bogø</i>	Adobe Systems
	Debate When business becomes SOCIAL		<i>Björn Elmberg</i> <i>Therese Mannheimer</i> <i>Mats Lindgren</i>	Cybercom Pool Kairos Future
11.45	Lunch			
13.00	Revealing the truth in Nordic banks website performance		<i>Malcolm Otter</i>	Keynote Systems
	Interview The new media mix, shaken not stirred		<i>Kristina Carlsson</i>	Director, MEC Interaction
	Ace of Base the new story, fire side chat with the behind the scene scope of the global re-launch in September		<i>Ulf Ekberg</i>	Ace of Base
	Improve user experience in web applications		<i>Tony Hosseiny</i>	Akamai
	Thought leader workshops	Room: “Stacken” A guide in the agile jungel – real life demo <i>Antony R. Gilling</i> , Rally Software	Room: “Stora salen” What Consumers Really Want <i>Malcolm Otter</i> Keynote Systems	Room: “Harlem” Web optimization <i>Jesper Lindhardt</i> Adobe Systems
14.50	Coffee			
	Agile – the new black		<i>Karl Scotland</i>	Rally Software
	Using technical excellence to get ahead in the game – case studies		<i>Mats Henriksson</i> <i>Andreas Dahlström</i> <i>Marcus Tilgman</i>	Senior Vice President, PAN Nordic Card Association founder Peerialism founder and CEO, Hitlantis
	Under the hood of a media power house		<i>Anders Berglund</i>	Director of Sales, Aftonbladet
	Key take away’s from a day of insights			
17.00	Mingle with great people			