

DIGITAL TRANSFORMATION REVOLUTION CONFERENCE 2020

Thursday, 16 July 2020

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DIGITAL
EVENTS

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THEMATOLOGY

- COVID-19: Accelerating Digital Transformation
- Digital Transformation Strategy
- Edge and Cloud Computing
- Cybersecurity
- AI, Blockchain and IoT
- 5G: The Catalyst of Digital Transformation

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Introduction

The world is moving faster than ever before, creating all kinds of challenges and disruptions – or opportunities and lessons, depending on how you choose to look at it. The biggest trend that we are seeing today concerns the digital transformation of every type of company and organisation. It is considered as the only option for the businesses of the future and its implementation has been accelerated by the COVID-19 pandemic and the need for new solutions to help deal with the crisis and its fallout. So how do the best business leaders effectively manage this transformation and embrace new technologies in order to adapt and thrive in this new era of uncertainty and complexity? Designed to empower professionals to remain relevant in today's digital world by adapting to all the rapid changes we are witnessing, the Digital Transformation Revolution Conference aims to share the latest emerging trends and offer real-world solutions for leveraging disruptive technologies in their organisations.



The Conference

Traditionally the biggest technology-related networking event in Cyprus, this year's Conference has been re-branded for the ever-growing and ever-changing digital world. It is a Digital Event, addressed to all Cypriot entrepreneurs: Professionals and Senior Managers of companies of all sizes in all sectors of the economy. It is also aimed at business people and Senior Managers in IT, Telecommunications, and Technology companies. The Conference will present the latest technology trends and promote solutions that can help Cypriot businesses grow and improve the lives of their people and their customers.

Audience

The conference is addressed to professionals and more specifically senior executives from the following:

- Businesses
- Stores and Department Stores
- Supermarkets
- Clinics and Hospitals
- Banks and other financial institutions
- Accounting/audit/tax firms
- Law firms
- Insurance companies
- IT and ICT companies
- Relevant governmental bodies and associations

Event Details

- Thursday, 16 July 2020
- 12:00 – 14:00
- English
- Digital Event

Reasons to Attend

- 1 Learn about the new technology trends that refine business models.
- 2 Find out how to accelerate your business transformation.
- 3 Discover smart technologies to improve automation and instigate business change.
- 4 Listen to ways of turning the challenges into opportunities to stay ahead of the game.

GOLD

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Your attendance at the **Digital Transformation Revolution Conference** entitles you to **one year's free access** to the **digital edition of GOLD magazine**. Following your participation at the event, you will be contacted by IMH with details of how to take advantage of this special offer.



Digital Transformation Revolution Conference

12:00 – 12:10	Welcome Address by the Chairperson of the Conference
12:10 – 12:20	<p>How the COVID-19 pandemic has accelerated Digital Transformation</p> <p>During the COVID-19 pandemic, businesses of all kinds have moved their operations and services online, realising that embracing technology is key to survival in today's business world. Radical and rapid changes are taking place and digital transformation is no longer an option or a privilege but a necessity.</p> <ul style="list-style-type: none">• What actions did businesses take during this crisis and in what ways have they embraced new technologies?• Are all businesses ready for this essential change?• What new trends have been observed during the crisis?
12:20 – 12:30	<p>How Artificial Intelligence is transforming business</p> <p>Artificial Intelligence (AI) gives companies a better understanding of their customers and their needs. AI is permeating all aspects of society through job modification and innovation around goods and services. Businesses must be willing to invest in AI technologies if they want to stay ahead of their competitors.</p> <ul style="list-style-type: none">• Automating business processes.• Gaining insight through data analysis.• Engaging with customers and employees.
12:30 – 12:40	<p>An Intelligent Internet of Things (IoT) to simplify everything</p> <p>The IoT may be barely off the ground but developers are already looking for ways to upgrade their technologies to a higher degree of intelligence. In an effort to grow their capabilities and improve their operational efficiency, companies are incorporating AI – and, in particular, machine learning – into their IoT applications. This presentation will look at how business can tap into the power of Artificial Intelligence to cut costs and maximize efficiency.</p>
12:40 – 12:50	<p>Building new eco-systems and business models with blockchain</p> <p>Blockchain technology will soon take over many of the everyday processes that businesses undertake. Business processes that store and transfer data on a blockchain offer extremely high levels of security. This process is not only reliable and secure; it is also extremely fast. Learn how this super-secure method of storing, authenticating, and protecting data can revolutionize many aspects of business.</p>
12:50 – 13:00	Questions & Answers
13:00 – 13:10	Break
13:10 – 13:20	<p>Edge and Cloud Computing</p> <p>For digital disruption to take place, a company needs to revolutionize its current business processes and leverage new technologies. By combining the data-gathering potential of edge computing with the storage capacity and processing power of the cloud, companies can keep their IoT devices running fast and efficiently without sacrificing valuable analytical data that could help them to improve services and drive innovation.</p> <ul style="list-style-type: none">• The Benefits and Potential of Edge and Cloud Computing
13:20 – 13:30	<p>5G as a catalyst of digital transformation</p> <p>5G has impressive attributes, including low latency, high data rates, reduced energy use, and cost savings, all of which are capable of bringing a digital revolution to many industries. It will enable new-use cases associated with Industry 4.0 and IoT. Applications include real-time control of remote operations or autonomous vehicles where no latency can be tolerated. So how will 5G impact the user experience and digital forces across industries? Is 2020 the year of 5G?</p>

13:30 – 13:40

Towards a secure digital transformation - Cybersecurity

Digital transformation means more software, which means more software risk. Security is a major concern for companies investing in new technology. Businesses must ensure that their infrastructure remains secure during their digital transformation, and so they must build security at its core. It is crucial for businesses to get the security basics right so as to enable their digital transformation journey. How is digital transformation changing security needs and what are the new threats that companies are facing?

13:40 – 13:50

Digital transformation Strategy

When it comes to digital transformation, the most successful companies have been those with not only the right technology but the right strategy, too. Research has shown that the businesses which have successfully embraced this transformation are the ones that focused on formulating a digital strategy, involving new business models, culture, talent and processes, and not only the technological aspect.

13:50 – 14:00

Questions & Answers

14:00

End of Conference



IMH is the largest business knowledge and information transfer organisation in Cyprus. Its services include the coordination and running of conferences, seminars and commercial exhibitions, specialist business media publishing and human resources consulting. Every year, IMH organises more than 110 conferences related to every sector of the market, commercial exhibitions and training seminars, and undertakes the entire process of five business award ceremonies. IMH publishes the only dedicated business magazines in Cyprus: the Greek language monthly IN Business and the English-language monthly Gold, which are read by tens of thousands of Cypriot and non-Cypriot professionals, managers and entrepreneurs. It also operates the magazines' accompanying news portals, the IN Business Portal (www.inbusinessnews.com), the GOLD Portal (www.goldnews.com.cy) and the REPORTER (www.reporter.com.cy). IMH also delivers via e-mail the IN Business Daily Newsletter, the GOLD News Daily Newsletter and the REPORTER Newsletter. The IMH Business Development Department bids for tenders published by local public sector bodies, the European Union and other international organisations. Through its activities, IMH gives businesses a chance to develop, to network, to find new clients and business associates, to communicate with new audiences and discover growth opportunities. www.imhbusiness.com

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GOLD magazine was founded in 2011 as the first English-language business monthly in Cyprus. Today, it is not only synonymous with the promotion of good business practices but it has a unique and valuable readership of High Net Worth Individuals, international company executives, English-speaking Cypriot and non-Cypriot businessmen and women. GOLD provides a comprehensive and informed overview of the local business scene, the economy and the market and has gained a reputation for its in-depth articles and revealing interviews with key local and international personalities. www.goldnews.com.cy

INBusiness

IN Business magazine has a monthly readership of more than 40,000. It is the only monthly business magazine in Cyprus that provides a comprehensive overview of all segments of the economy, from retail to services, as well as reporting on new deals, presenting new faces and, generally, everything that's happening in the local business sphere. IN Business is a pioneer in local business journalism, thanks to its in-depth analysis and research backed by previously unpublished facts and figures. www.inbusinessnews.com

REPORTER

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