

# CONFERENCE AGENDA

21<sup>ST</sup> SEPTEMBER 2017  
LOFT @ METROPOLIS CENTER

## OPENING SESSION

09.30 | WELCOME COFFEE

## SPEAKING SESSIONS

- 10.10** | **The DNA of Design Thinking**  
Magda Ropotan  
*Innovation and Design Thinking Coach @Design Thinking Society*
- 10.35** | **From Playing not to Lose to Playing to Win Again**  
Oscar Dekkers  
*CEO @Bruil*
- 11.00** | **One Behavior that Unlocks a World of Opportunities**  
Mike Parsons  
*Chief Innovation Officer @QUALITANCE*
- 11.30** | **When Everything Starts with Our Customer in Mind**  
Violeta Nenita  
*Store Manager @IKEA*
- 11.55** | **Looking at the World: Market vs. Design Research**  
Aga Szostek  
*Co Founder @UXPlus*

## LUNCH & NETWORKING

12.20

## SPEAKING SESSIONS

- 13.20** | **Panel Talk**  
**Stories from Reality - Design Thinking for the Services Industry**  
Oana Cordea *Genpact* | Thierry Blain *SocGen*  
Mihaela Apostoleanu *Oracle* | Luminita Scarlat *SAP*
- 14.05** | **Designing Extraordinary Experiences**  
Paul Bulencea  
*High Master @The College of Extraordinary Experiences*
- 14.30** | **Bring on the HR Transformation!**  
Corina Ghiatau  
*Organizational Development Manager @Orange*

## COFFEE BREAK & NETWORKING

14.55

## SPEAKING SESSIONS & CRASH COURSE

- 15.10** | **Designing for Disruptive Innovation**  
Eliane Tozman  
*Head of Design @IBM Canada Innovation*
- 15.55** | **Experience It! Design Thinking Crash Course**  
By: Design Thinking Society
- 17.10** | **NETWORKING on us. IMPRESSIONS from U!**  
Cocktail Hour
- 18.00** | **THE END IS NOT UR FRIEND. Go home. Kiss ur dearest and start practice!**  
Close of day

PARTENERI