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GET THE JOB DONE

CxODAY
25&26 NOV 2019

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AFTERMOVIE 2018

WHO IS ICT MEDIA?!

ICT Media is an organisation which is fully focussed on facilitating the CIO-, CDO-, CTO-, COO-, IT-, Telecom- & Sourcing-community in the Netherlands by setting up demand-driven programs for the top-1.500 companies in the Netherlands (C-level & Direct Reports of the CIO and senior IT/Telecom professionals), with a strong focus on the top-250 CIOs. We support this group IT Decision Makers with content & contacts (relationships/networking). This to finally meet the requirements of the CIO-community, who is looking for:

- Vision/mission of her supplier (from the point of view: sustainability)
- Roadmap (from the point of view: architecture)
- Quick wins (from the point of view: cost management and/or efficiency)
- Customer cases (from the point of view: pitfalls & success stories)

For this we cooperate with all relevant stakeholders:

- CIO Platform (Dutch foundation for the top-100 CIOs in The Netherlands)
- Euro.digital (foundation for the top-1.000 CIOs in Europe)
- Research institutes like f.e. Forrester Research and Gartner
- Several Universities (Nyenrode/TopTech Delft/Tias Business School)
- Government
- Almost all top-100 suppliers (A-brands)

CIODAY

CIODAY is the main annual network event for those at the very top of the demand side of the multibillion IT market. This two day event is the annual meeting for more than 700 CIOs, IT VPs and/or IT directors. As our statistics show, the buyer's side of the market is always extremely well represented (around 70 percent). Numerous sessions are being held, such as exclusive master classes with top speakers like Henk Volberda, Manfred Kets de Vries, Fons Trompenaars, Thornton May, Wouter Bos, and many others. The plenary sessions also feature world class speakers. Furthermore the days are characterised by discussion sessions, in-depth expert sessions and the annual announcement of the CIO of the Year.

LOCATION

CIODAY will be held in the historical Beurs van Berlage, where we will deliver our national and international guests an unforgettable experience. In terms of entourage, hospitality, networking, content and context, as well as culinary and musical entertainment.

FORMAT

CIODAY is a 2-day program, existing of:

Day 1	Pre-conference Programme VIP Diner After Diner Party	<i>top-100 CIO's</i> <i>top-250 CIO's</i>
Day 2	CIODAY	<i>top-500 CIO's</i> <i>+ Direct Reports</i>

CIODAY 2019 GET THE JOB DONE

Earlier this year we inspired during the Business Innovation Summit and showed successful cases during CIO&CDO Insights. It is your turn at CIODAY 2019! We will provide you with everything you need to get your organisation on track in the digital transformation, like key-note speakers, break-out sessions, best practices and well-facilitated knowledge exchanges with your peers.

Get the job done is the theme of this years CIODAY. No misunderstanding, the digital transformation is not a one-off but going concern. Your participation in CIODAY 2019 will help you, not only to get ready but also to make sure you can strongly move forward. Inspiration and insights are important, but it is now time to get the job done! Let's go! At the 15th edition of CIODAY, we will help you to get the job done in a structured way. The themes of the sessions are derived from the Digital Acceleration Index (DAI), a structured way to help organisations assess their digital maturity. For many years now the DAI is successfully used in the selection process of the CIO of the Year Award. Insights from knowledge programs that ICT Media carries out with top- CIOs and partners, like High-Performance Digital Organisation, are also used to set up the CIODAY program.

CIO OF THE YEAR AWARD

The theme 'GET THE JOB DONE' is also an important criterion during the CIO of the Year election, where the winner of the Award is traditionally named at the end of CIODAY.



SPEAKERS 2018

In 2018 we had an interesting list of keynote speakers:

- Steven Uitentuis, Managing Director, Swapfiets
- Sophia, Social Humanoid Robot
- André Buren, CTO Takeaway
- Sylvain Duranton, Senior Partner & Managing Director, Boston Consulting Group
- Prof. Patricia Lago, Vrije Universiteit Amsterdam
- Eduard Schaepman, Chief & Founder, Tribes
- Joost Korver, Global Innovation Director, SHV Energy
- Charly Toni, CTO, Wehkamp
- Iwan Spekenbrink, General Manager Team Sunweb

Next to this list of Plenary keynote speakers we will have about 60 (national + international) CIOs participating in the programme of the 2nd Day.

SPEAKERS IN PREVIOUS YEARS

- Laurens van Wijk CIO - FIZYR (Delft Robotics)
- Joris Beckers Co-Founder - Picnic
- Lex Hoefsloot CEO - Lightyear
- Eric Bartelsman, Tiberger Institute
- William Binney (former NSA)
- Neil Harbisson (Cyborg Foundation)
- Dale Kutnick (Senior Vice President Gartner)
- Leo Brand (CIO Vopack)
- Bart Luitjen (SVP Global Head of Enterprise Information) Management Philips
- Freddie van den Wijngaert (Chairman European CIO Association)
- Michelle Unger (VP IBM Watson group)
- Martin Reeves (Director, BCG Henderson Institute)
- Jeannine Peek (Director Dell NL)

- Marcel Krom (CIO PostNL)
- Norbert Derickx (CIO PN)
- Rene Steenvoorden (CIO Rabobank)
- Alexander Mutsaerts (CIO BAM)
- Robert Vuijk (Director IT Heineken)
- Ton van Rhijn (CIO CZ)
- Michel van Hout (CIO Transavia)
- Philip Michiels (CIO TUI)
- Christine Overby (Vice President, Forrester Leadership Boards)
- Ben Verwaayen (Commissioner AkzoNobel, Non Executive Director Akamai Technologies, and former CEO BT and Alcatel-Lucent)
- Jan Hommen (CEO, KPMG)
- Eelco Blok (CEO, KPN)
- Ton Büchner (CEO, AkzoNobel)
- Inez de Greef (CEO, Treeway)
- Rene Honig (Vice President Strategy, Portfolio & Innovation, Shell Global Solutions)
- Arnoud Klerkx (CTO and member of the Management Board, Sanoma Learning)
- Rob Welten (Chief Information Officer Consumer Lifestyle & Head of Digital IT, Phillips)
- Eberhard van der Laan (Mayor, City of A'dam)
- Gerrit Zalm / Frans Woelders (CEO & CIO at ABN AMRO)
- Frans van Houten / Jeroen Tas (CEO & CIO Royal Philips)
- Feike Sijbesma / Aloys Kregting (CEO & CIO Royal DSM)
- Timo Huges / Hessel Dijkers (CEO & CIO at NS)
- Eelco Blok, CEO KPN
- Ton Buchner, CEO AkzoNobel
- Jan Hommen, CEO KPMG
- Matt Cadieux, CIO of Red Bull Racing
- Yves Morieux, Managing Partner BCG
- Peter Sondergaard, SVP Gartner Research
- Mark Raskino, VP Gartner Research
- Arjen Dorland (EVP & CIO Technical and Competitive IT at Royal Shell)
- Jan Brecht (SVP & CIO Adidas Group)
- Mr. Krishnakumar Natarajan (Chairman

- Nasscom & CEO Mindtree)
- Daan Roosegaarde (Founder Studio Roosegaarde Rotterdam & Shanghai)
- Philip Evans, Managing Director and Partner Partner, BCG
- George F. Colony, Chairman of the Board & CEO Forrester
- Wouter Bos, Minister of Finance ('07-'10) (NL)
- Thornton May, Futurist, Executive Director & Dean of the IT Leadership Academy Florida (US)
- Neelie Kroes, European Commissioner (B)
- Manfred Kets de Vries, Professor Insead (F)
- Luis Leamus, VP, Research Board (US)
- Jan Kees de Jager, Secretary of State (Ministry of Finance) The Netherlands (NL)
- Alexander Rinnooy Kan, Chairman Social Economic Council (NL)
- Fons Trompenaars, Hampden Turner (NL)
- Michael Gorritz, Chairman EuroCIO & CIO Daimler (D)
- Tom Trainer, Group CIO, PepsiCo Inc. (US)
- Werner Vogels, VP & CTO, Amazon.com (US)
- Steve Schuckebrock, President, DELL (US)
- Martin Mocker, Senior Research Scientist Centre for Information Systems Research, MIT
- David Rhodes, Senior Partner and Managing Director, The Boston Consulting Group (UK)
- Prof. Martin Curley, VP Intel Corp. & Director Intel Labs Europe & Professor of Technology and Business Innovation at NUI Maynooth & co-Director of IVI (Innovation Value Institute) (IE)
- James Taylor, CEO Decision Management Solutions (US)
- Jeanette Horan, VP & Global CIO IBM (US)
- Amit Singh, VP, Google Enterprise (US)
- Carla Mahieu, Executive Vice President & Global HR Head of Aegon (NL)
- Dave Ubachs (UK), CIO Procter & Gamble (P&G)
- Kosta Peric, Director, Head of Innovation, Swift
- Paul Danneels, CIO VDAB
- Pawel Brzeski, CIO, ING Financial Services,

- former CIO and Board Member at Nordea
- Torben Lundberg, Group CIO MECOM
- Daniel Marion, CIO, UEFA
- Nick Hopkinson, VP, CSC
- Frank Modruson, CIO, Accenture
- Volker Machmeier, CTO, PwC
- Dave DeWalt, CEO, McAfee
- David Thompson, CIO, Symantec
- Vincent Kelly, CIO, Orange Business Services
- Didier Lebrat, CTO, Sky
- Judith Spitz, CIO, Verizon Business
- Keith Collins, CTO, SAS
- Girish Paranjpe, CEO, Wipro
- Jan Huizeling, CIO, Reliance Globalcom
- Mark Thompson, CEO, Reliance Globalcom
- Chris Halbard, CTO, BT
- Robbert Kuppens, CIO, Cisco
- Etienne Reinecke, CTO, Dimension Data
- Malcolm Frank, CSO, Cognizant
- Pierre Marin, CIO, France Telecom Group
- Tayloe Stansbury, CIO, VMware
- Paul Excell, Chief Customer Innovation Officer, BT
- Chuck Hollis, Global Marketing CTO, EMC
- Vijaya kumar Ivaturi, CTO, WIPRO
- Kurt Maekelberghe, VP Operations, Terremark
- Johathan Reichental, US IT Innovations Director, PwC
- Peter Tippet, VP of Technology and Innovation, Verizon Business
- Robin Bienfait, CIO, Research in Motion/Blackberry
- Polly Sumner, CAO, Salesforce.com
- Melissa Hathaway, former National Cyber Advisor to President Obama

REFERENCES PREVIOUS YEARS:

I thought the whole event was very professional and this CIODAY can certainly compete with other high quality foreign happenings!
Arjen Dorland, Vice President and CIO Downstream, Shell International

I really needed last weekend to reload myself after all these wonderful emotions of last week. It was again a great experience and what a terrific event you've all created! I literally got hundreds of congratulations, many more than in my Numico era – truly great!
Aloys Kregting, CIO & Executive Vice-President ICT, DSM IT B.V.

Compliments for the PERFECT ambiance, organization and content of CIODAY. Also I want to thank your team, the ladies and gentleman that I know, explicitly. The event is, and will stay on a unique level. Good catering and the story of Thornton and Wouter where winners for me. Excellent job, beautiful CIO Magazine Special, beautiful network and great event!
Maurice van. Veghel, Directeur ICT, Sligro Food Group Nederland B.V.

It's been a busy day with lots of flowers and congratulations from customers, colleagues, suppliers and others, and through all social media. May I thank you all for the organization? It was all down to the details! What I really liked was Twitter on the big screen. I really loved the speaker Thornton May, for me this was the highlight.
Lineke Sneller, CIO, Tele2 (CIO of the Year 2010)

Man, what a fantastic show! If I were you I would go sit in a quiet corner looking back proudly of what you as ICT Media have done here (again).

IT is serious business and the CIODAY is "seriously credible"! Thank you for the platform and the opportunities you've created for us as CIOs to be more credible.
Ton van Dijk, CIO, Vopak

I hope that you are all enjoying the great CIODAYS you organized. I thought it was very nice and educating. A 'step change' after last year. Enjoy!
Maarten J. Buikhuisen, Director Global Business Process Management Global Business Process & Technology, Heineken International

Thanks for the CIODAY. In earlier editions I only joined the VIP Diner, but this time I really enjoyed both days. Perfect mix of content, entertainment and network possibilities. Please continue like this! Hopefully I will see you again at the OM Diner Show on the 15th of December.
Gerko Baarslag, CIO a.i, Ziggo

I really liked the CIODAY. Due to holidays I wasn't able to sign in for the (always great) roundtables this year. Fantastic key-notes speaker line-up! I truly enjoyed it. Great content in the program. Compliments and thanks for the invite!
Robert van Zanten, Director IM / ICT Office (a.i.), EPZ

From the opening "Sandman" and trumpets to the closing presentation of the CIO of the Year Award, the event was magnificent. Congratulations to you and your staff. Thank you for all your wonderful hospitality.
Thornton May, Futurist, Executive Director and Dean of the IT Leadership Academy

I am really impressed with your publications influence and apparent source of gravity

for the CIO profession in the Netherlands. Thanks for the opportunity to participate.
Steve Schuckenbrock, President, Dell Inc.

I found the event very good and you should be proud of what you guys have achieved!
Etienne Reinecke, Group - Chief Technology Officer- Group Executive, Dimension Data

STANDING APPLAUSE the ICT Media team for another amazing CIODAY!!!
Chris Parker, former Senior Vice President & CIO, LeasePlan Corporation

Trough my experiences and observations it was a great success this year. I didn't get to see the end but everything looked great. Good combination of content and format. Not overdone. Beautiful and surprising opening act.
Tjero R. Zomer, Owner, tjero.zomer.com/former CEO, CFO & CIO Transavia.com

It was – as always – a pleasure to participate last Tuesday at the CIODAY. After having been away for a year, it even felt a bit like coming home! Looking forward to our continued cooperation.
Marc Schuurig, Partner & Managing Director BCG

Congratulations on the successful CIODAY. The event was massive and being the first timer, we loved it all.
Jhon Alexander, Group Head Marketing, NIIT Technologies

Thanks for an inspiring afternoon. I enjoyed being part of the pre program and had some fruitful exchanges.
Joost Korver, Global Innovation Director, SHV Energy



PARTNERS PREVIOUS YEARS

