

# FROM OUR STAGE TO THE NEXT STAGE

DIGITAL|K

## DRAFT AGENDA

May 30th & 31st 2019  
Sofia Event Center

### DAY 1 - May 30th

Digital Transformation, Media, Advertising, Leadership

09:00 - 09:50	<b>REGISTRATION AND NETWORKING COFFEE</b>		
9:50-10:00	<b>OPENING</b>		
10:00 – 10:20	Jeff Hoffman <b>ENTREPRENEUR</b>	keynote	Innovation and How to Inspire It
10:20 – 10:40	Alex Genov <b>ZAPPOS</b>	keynote	Understand Your Customers as People: A call for Holistic Person-Centric Research Approach in Business
10:40 – 11:00	Jeremiah Owyang <b>CATALYST COMPANIES</b>	keynote	Navigating with a Digital Map: Discover Your Innovation Path
11:00 – 11:20	Stephanie Fried <b>CONDE NAST</b>	fireside chat	Data-Driven Content Development at Condé Nast
11:20 – 11:40	Axel Szymanski <b>DXC</b>	keynote	Master the Digital Trends to Become Market Leader
11:40 – 12:00	David Shing <b>VERIZON</b>	keynote	Are We There Yet? How Brands are Surviving the New Paradigm of Retail in This Overwhelming Influx of Technology Trends
12:00 – 13:00	<b>LUNCH BREAK</b>		
13:00 – 13:20	David Armano <b>EDELMAN</b>	keynote	The Purpose Paradox: How Brands Live Their Values Without Co-Opting Culture
13:20 – 13:40	Stephanie Peterson <b>ADIDAS</b>	keynote	Mean More By Doing Less: The Power of Digital Transformation

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13:40 – 14:00	Tobin Nageotte <b>72ANDSUNNY AMSTERDAM</b>	keynote	Communicating Transformation - 'Advertising' in a Rapidly Changing World
14:00 – 14:15	Rebecca Lieb <b>KALEIDO INSIGHTS</b>	keynote	Automated Content: How Artificial Intelligence Impacts Content Throughout the Organization.
14:15 – 14:30	Jimmy Naraine <b>ENTREPRENEUR</b>	keynote	The Future of Branding - Why Content Creation Is a Must for Any Company
14:30 – 14:45	Jeffrey Smith <b>SMULE</b>	fireside chat	Building Community Around Music
14:45 - 14:55	Niko Vijayaratnam <b>FINANCIAL TIMES</b>	keynote	Building Amazing Teams for the Financial Times in Sofia
14:55 – 15:25	<b>COFFEE BREAK</b>		
15:25 – 15:35	Oliver Lewis <b>THE FIFTH</b>	fireside chat	The Changing Face of Influence in a Social Media Age
15:35 - 15:55	Shobana Ahluwalia <b>UBER</b>	keynote	Listening, Learning and Leadership
15:55- 16:15	Joachim Fuchs <b>ATLASSIAN</b>	keynote	Teamwork in the Enterprise: Past, “Agile” Present and Future
16:15 - 16:30	Vesko Kolev <b>PROGRESS</b>	keynote	Failure: The Foundation for success
16:30 - 16:50	Igor Ilic <b>MICROSOFT</b>	keynote	AI and The Future of Work
16:50- 17:10	Joost Ouwerkerk <b>HOPPER</b>	keynote	AI, Mobile and the Digital Evolution of Travel
17:10 - 17:30	Nigel Clark <b>HEDERA HASHGRAPH</b>	keynote	Building The Trust Layer Of The Internet: What Does It Take
17:30 - 17:45	Christoph Sollich <b>THE PITCH DOCTOR</b>	keynote	The 2020 Pitch
18:00	<b>COCKTAIL</b>		

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## PARALLEL AGENDA / WORKSHOPS

11:00 - 12:00	<p><b>Learn How to Develop Chatbots using IBM Watson Assistant</b></p> <p><b>Summary:</b> In this session you will learn basics on how you can develop a chatbot using IBM Watson Assistant tool. The presentation will be followed by a live demo in which we will build a simple chatbot of your choice together.</p>	<p>Aco Vidovic <b>IBM CENTRAL &amp; EASTERN EUROPE</b></p>
14:00 - 14:45	<p><b>Startup Competition</b></p>	<p>Moderator: Christoph Sollich <b>THE PITCH DOCTOR</b></p>
14:45 - 15:00	<p><b>What You Wanted to Ask to VC, But Never Did/Dared to Ask</b></p>	<p>Moderator: Ieva Upeniece <b>BALTIC SANDBOX</b></p>
15:00 - 15:45	<p><b>Startup Competition</b></p>	<p>Moderator: Christoph Sollich <b>THE PITCH DOCTOR</b></p>
16:00 - 17:00	<p><b>Psychological Insights to Engage, Influence &amp; Gain Trust with Your Audience</b></p> <p><b>Summary:</b> A compact speaking and non-verbal skills masterclass to create more impact. Takeaway psychological insights to sound, engage, influence and deliver as a professional – someone who wants to communicate well both in front of a crowd and – on camera. Valuable practical voice, presence and body language techniques to boost credibility, influence and speak more confidently. Ultimately - gain more trust with your audience.</p>	<p>Peter Hopwood <b>HOPWOOD COMMUNICATIONS</b></p>

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## DAY 2 - MAY 31ST Tech, Blockchain, Entrepreneurship

09:00 - 9:45	NETWORKING COFFEE		
9:45 – 10:15	Andreas M. Antonopoulos <b>AUTHOR</b>	Keynote Q&A	The Future of Programmable Money
10:15 – 10:30	Jamie Burke <b>OUTLIER VENTURES</b>	keynote	The Convergence Stack: Crypto Assets + Blockchain + IoT + AI
10:30 – 10:50	Saeed Hareb Al Darmaki <b>ALPHABIT DIGITAL CURRENCY FUND</b> Jamie Burke <b>OUTLIER VENTURES</b> Nikola Stojanow <b>AETERNITY</b> Lyuben Belov <b>LAUNCHUB VENTURES</b>	panel	Investment challenges in blockchain technology
10:50 – 11:05	Patrick McCorry, <b>KING'S COLLEGE, PISA RESEARCH</b>	fireside chat	Scaling Cryptocurrencies via Offchain Protocols
11:05 – 11:20	Chris Chabot <b>R3</b>	keynote	Putting Blockchain to Work
11:20 – 11:40	Maja Vujinovic <b>OGROUP</b>	fireside chat	Blockchain's Adoption Challenge Is a Human Problem, Not Technical
11:40 – 11:55	Ethan Pierse <b>CRYPTOASSETS INSTITUTE</b>	keynote	Security Token Offerings : Tokenized Securities and the Future of Investment
11:55 - 12:10	Antoni Trenchev <b>NEXO</b>	keynote	Banking in a Tokenized World
12:10 – 13:00	<b>LUNCH BREAK</b>		
13:00 – 13:15	Lauri Haav <b>MONESE</b>	fireside chat	Banking for Mobile People

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13:15 – 13:30	Alexander "Sasha" Galitsky, Ph.D. <b>ALMAZ CAPITAL</b>	fireside chat	From Space Software Design to VC Investments
13:30 – 13:45	Darren Staufer <b>DEALROOM.CO</b>	keynote	Bulgaria: A Scaling Tech Hub
13:45 – 14:00	Peter Mitev <b>CHAOS GROUP</b>	fireside chat	From the Oscar Towards the Next Big Tech Success Story in Bulgaria
14:00 - 14:20	Guillaume Fournier <b>CREDO VENTURES</b> Apostolos Apostolakis <b>VENTUREFRIENDS</b> Hristo Stoyanov <b>EIF</b>	panel	CEE Unicorns Perspectives - It is Happening
14:20 – 14:35	Marvin Liao <b>500 STARTUPS</b>	keynote	Sales for Startups: Lessons from Silicon Valley
14:35 – 14:50	Pascal Condamine <b>INDIGOGO</b>	keynote	Trends in Crowdfunding-based Fundraising
14:50 – 15:10	Adeo Ressi <b>FOUNDER INSTITUTE</b>	keynote	Finding Your Purpose Through Entrepreneurship
15:10 – 15:35	<b>COFFEE BREAK</b>		
15:35– 15:50	Kamen Slavov <b>FUND OF FUNDS</b> Zlatolina Mukova <b>NEVEQ</b>	fireside chat	The Growth Path of the Local Startup Ecosystem
15:50 – 16:05	Troy Malone <b>ALL TURTLES</b>	keynote	Practical AI, the Way That AI is Improving Our Lives in Very Unimaginable, Yet Seamless Ways
16:05- 16:20	Alex Pachikov <b>SUNFLOWER LABS</b>	keynote	Innovation for Next Level Home Security
16:20- 16:40	Volker Hirsch <b>AMADEUS CAPITAL</b> Mira Mihaylova <b>PITON CAPITAL</b> Hussain Kanji <b>HOXTON VENTURES</b> Dr. Ilian Iliev <b>EMV CAPITAL</b>	panel	The London VC Scene

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16:40 - 17:10	<b>STARTUP COMPETITION: FINAL PITCH AND WINNERS ANNOUNCED</b>		
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## PARALLEL AGENDA / WORKSHOPS

9:45 - 10:45	<p><b>Inbound PR: 8 Steps to Running a Successful Campaign</b>  <b>Summary:</b> Inbound PR is the handbook that can transform your agency's business. Content is the name of the game now, and PR agencies must be able to prove their worth or risk being swept under with obsolete methods. Inbound PR provides critical guidance for PR growth in the digital era, complete with a practical framework for stimulating that growth.</p>	Ilyana Stareva <b>HUBSPOT</b>
11:00 - 12:00	<p><b>Women in Entrepreneurship: What Changed After #Metoo</b>  <b>Nina Nikolic</b>, Co-founder, Startup Macedonia  <b>Alexandra Hadzhiyska</b>, Global Marketing Manager, PayU  <b>Milena Nikolova</b>, Director of Knowledge and Education, ATTA  <b>Elina Zheleva</b>, Managing Partner and Director, LaunchLabs Sofia  <b>Mirela Yordanova</b>, Events Lead, Google for Startups Campus London  <b>Moderator: Max Gurvits</b></p>	Panel
13:00 - 14:00	<p><b>Introduction to Bitcoin and Open Blockchain</b></p>	Andreas M. Antonopoulos <b>AUTHOR</b>
15:00- 16:00	<p><b>Better Visibility, Predictability and Collaboration with Agile Solutions. Equip your Enterprise with AgileCraft &amp; Jira</b>  <b>Summary:</b> For modern businesses visibility and predictability are key for success and to stay ahead of the competition. To achieve that, especially with agile development, you need to scale your business initiatives with execution. And also scaling teams to next level is essential. AgileCraft and Jira will support that approach with ease.  <b>Target Audience:</b> Project Manager, PMOs, Business Leader  <b>Takeaways:</b> How to close the gap between strategy and execution; How to scale agility for your portfolio and your teams</p>	Joachim Fuchs <b>ATLASSIAN</b>