



Hosted by:



Vienna

4-5 December 2018



The next challenge: engagement

How to engage customers. How to educate them.

How to create addictive services.

Join the discussion at: messagewall.io/mobey



DAY 1, Tuesday 4 December 2018

EXPERT GROUPS (Members only)

- 12:00 – 13:45 **Expert Group meetings**
- Open Banking Expert Group
 - Internet of Things Expert Group

13:45 – 14:15 Lunch

- 14:15 – 16:00 **Expert Group meetings**
- Bank Disruption Expert Group
 - Digital ID Expert Expert Group

MOBEY DAY KICK-OFF

17:00 Registration opens

18:00 – 18:10 *Welcome words*
Elina Mattila, Executive Director, **Mobey Forum**
Boris Marte, Head of **Erste Digital HUB**

18:10 – 18:40 *The next challenge: Engagement*
Fireside chat with **Maurizio Poletto**, Managing Director, Head of Design, **Erste Group** and **Kristian T. Sørensen**, Partner, **Norfico**

18:40 – 19:10 *From Payment to Lifestyle, from China to Global*
Xiaoqiong Hu, Business Director for DACH and East Europe, **Alipay**

19:10 – 19:30 *Engaging with a new Generation*
Philip Hans List, Head of **FLiP - The Erste Financial Life Park**

VISIT TO FLiP - The Erste Financial Life Park (<https://www.financiallifepark.at/en/welcome-to-flip>)
19:45 – 20:30 (Tour by the Director)

20:45 – **NETWORKING COCKTAILS**



DAY 2, Wednesday 5 December 2018

08:30 Registration opens

9:00 *Finding your digital sweet customer spot: The digital transformation strategy... combining tactical agility and a long term winner spirit*, **Karin Van Hoecke**, General Manager, Digital Transformation, **KBC Belgium**

New services driving engagement

9:30 **George Labs Design Team**

10:00 *"Customer first!"*, **Robert Buenick**, Head of DACH, **Klarna**

Sponsored demo by
 **Entersekt**

10:30 *How to balance compliance with user experience*, Product demo by **Melanie Maier**, Pre-Sales Solution Lead DACH, **Entersekt**

10:40 – 11:15 Networking Coffee Break

11:15 *ImaginCafé: enjoy, share, create*, **Jordi Guaus**, Digital Marketing Director, **CaixaBank**

11:45 *How to engage with synthetic users to protect your customers' privacy*, **Michael Platzer**, Founder & CEO, **Mostly AI**

Creating experiences outside the box

12:15 *Role of AI in creating a sense of security for digital services and further engaging customers*, **Jan W Veldsink**, Master in The Art of AI, **Rabobank**

12:45 Panel discussion: *Creating engaging services*

Led by Samee Zafar, **Edgar, Dunn & Company**

Panellists: Karin Van Hoecke, **KBC Belgium**, Guri Hanstvedt, **Danske Bank**, Mario Brkić, **Erste Group** and Lorenz Jüngling, **The Isle Ventures**

13:15 – 14:00 Lunch

14:00 *The 5 secrets of outside-in in #MyWorld*, **Francis Mac Aonghus**, Industry Transformation Strategist, **Oracle**

14:30 *Creating the 'new innovation' in eCommerce*, **Christophe Zehnacker**, Vice President, Market Product Management, **Mastercard**

Taking on the challenge of engagement

15:00 *Is banking emotional?* **Lorenz Jüngling**, Product Professional and owner, **The Isle Ventures**

15:30 *European Digital Wallet Landscape*, **Ron van Wezel**, Senior Analyst, **Aite Group**

15:45 *Coming up in 2019 at Mobey Forum*, **Jordi Guaus**, Chairman of the Board, **Mobey Forum**

16:00 Closing words