

INSPIRATIONAL TRIP TO LONDON



BRITISH AIRWAYS 

 BRITISH CHAMBER OF
COMMERCE IN DENMARK

TRIFORK.
...think software

NORDICUPSIDE

INSPIRATIONAL TRIP TO LONDON

Dear Network

A key priority of any business executive these days is exploiting new technology and data to gain business advantage. Established businesses especially experience this as new data driven business models continue to challenge them through disruptive technology.

In cooperation between British Airways, the British Chamber of Commerce Denmark, Trifork and Nordic Upside, we are now bringing executives together to share experiences, expand your business network and to gain a new understanding of the options circulating and the trends to look out for.

We would like to invite you to be inspired and enjoy quality time together with like-minded executives from around the world at the exclusive two day "GOTO Accelerate" conference on the subject in London 17 November.

Fee: EUR 886 / [Click here to register](#)

Non-BCCD Fee: 1042 EUR

We hope you will find the event interesting and rewarding.

Best regards

Mariano A. Davies, Peter Rasmussen, Søren Brogaard and Karl Peter

Nov 17th

- | | | | | |
|-------|--------------|---|------------------------------------|--|
| 08:15 | Registration |  | GOTO Accelerate 2016 |  10 South Place London |
| 09:00 | Talks |  | Simone Wardley
Adrian Cockroft | |
| 10:30 | Break |  | | |
| 10:45 | Talks |  | Raffaello D'Andrea
Michel André | |
| 12:15 | Lunch |  | | |
| 13:15 | Talks |  | Geoffrey Moore
Paw Andersen | |
| 19:00 | Dinner at |  | Restaurant Angler |  3 South Place London |

click on links

Exploit technology and data to gain business advantage

GOTO Accelerate helps business leaders **realize the growth potential** which data and technology can help to unlock.

You will get a better strategic handle on **technology resources** embedded in your organization, together with strategies for **data collection** and analysis to help you unlock your business potential.

GOTO Accelerate is a new conference which aims to share the knowledge and experiences of those that have been through **technological transformations** and successfully come out the other side.

You will learn how

- New products and services can be developed and brought to market quickly
- Data and technology can be harnessed to increase the success of new offers
- New business models can make an immediate contribution
- Data and technology can reduce the risk and cost associated with failure
- Large enterprises can add new business to their established portfolio

GOTO Accelerate talks are delivered by

Acknowledged thought leaders with successful experience from leading companies; **Successful practitioners** that have leveraged the benefits of new technology and data; **Innovators** with a proven track record of monetizing on data and technology transformation

24-hour learning experience

- Problem-solving with a like-minded community
- Roundtable seating to facilitate dialogue
- Each talk ends with an action oriented discussion
- Facilitated networking



Simon Wardley,
*Senior Principal at
Leading Edge Forum*

Situation Normal, Everything Must Change

During this talk we will examine the level of situational awareness within business, why it matters, and whether we can anticipate and exploit change before it hits us.

Canon
ubuntu



Adrian Cockcroft,
*Technology Fellow at
Battery Ventures*

It's Simple...

This talk is about how business leaders can manage complexity when they scale up systems

NETFLIX
ebay



Raffaello D'Andrea,
*Co-founder of
Kiva Systems*

The Coming Machine Revolution

This talk is about machines that adapt their behavior based on the results of their actions and their environment and the consequences for business.

amazon



Michel André,
*Chief Technical Officer at
Saxo Bank*

Open APIs as digital business platform enabler

This case study from Saxo Bank is about how open APIs can be used to transform and form digital business models in a regulated trading and investment industry.

SAXO
BANK



Geoffrey Moore,
*Author and Management
Expert*

Zone To Win

This talk is a practical manual to business leaders addressing the challenge large enterprises face when they seek to add a new line of business to their established portfolio.

Microsoft
salesforce



Paw Andersen,
*Head of Business
Infrastructure Services at Uber*

Data and accountability

This talk is about how Uber uses data and accountability as an enabler for autonomous teams, and what leaders have to accept to enable this.

U B E R

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goto
conference