



Friday, 28<sup>th</sup> June, 2013

Fédération des Entreprises Romandes Genève (FER Genève), Rue de Saint-Jean 98, Genève (Auditorium)

09.00 – 17.30

## Leading the Connected Generation

*'Exploring the impacts of Information and Communication Technologies on the way we, and the next connected generation will work in the industrial workplace of the future'*

### Context:

Who is the 'Connected Generation'? ICT and social media developments have transformed interactions amongst many people in their social environment and 'Big Data' is reported to be revolutionising marketing and external communications in many companies. But how much of this technology has brought new working-practices and collaboration opportunities into the industrial workplace, and how do we believe it will influence the workplace of the future?

In the first conference of this series, participants identified examples of, and demands for, social-media-like applications enabling **better collaborative working** in globally distributed research teams in a plastics business, **better bibliographical research** helping reduce innovation time in a specialty chemicals business, **better knowledge management** in maintenance and production teams at an oil major, and also observations that **an ageing population** could remain **more usefully active, for longer**, by virtually visiting production / construction sites or being members of virtual teams.

### Mission:

This Geneva conference will seek opinions from participants on the threats and opportunities posed by the social media phenomenon in today's industrial workplace. It will also consider possible future industry workplace scenarios and their technology needs and will conclude by proposing the changing requirements of leadership of this 'Connected Generation'.

### An Interactive Format:

Based on the EIIL's experience in organizing interactive research conferences, participants will be encouraged to develop and share their own views on this topic in moderated break-out discussions between each of four themed keynote inputs. A networking drink will take place at the end of the conference to further foster exchanges amongst participants. Conference output will form the basis of an annual survey amongst European industry leadership throughout 2013.

### Participants:

The conference will attract an attendance of approximately 100 senior leaders and junior 'digital natives', from industry, academia, industry associations and other technical professionals.

### Partners:

This event is in association with some of Europe's most forward thinking industry and professional associations, and with the support of the European Confederation of Junior Enterprises.

For further details, or registration, please visit [www.lcg-conference.weebly.com](http://www.lcg-conference.weebly.com)  
or contact [registration@eiil.net](mailto:registration@eiil.net)



## **Programme**

### **08.30-09.00 Welcome and Registration**

#### **09.00-09.30 Introductory words**

Steven Price, Executive Director, EIL

**Denis Hicks**, Director, Huntsman Polyurethanes

**M. Olivier Gromoetto**, Directeur de la promotion de la FER Genève

**M. Pierre-François Unger**, Conseiller d'Etat en charge du  
Département des Affaires Régionales, de l'Economie et de la Santé  
(DARES) – [to be confirmed]

#### **09.30-10.45 Good Practices in today's Workplace – an R&D / Business Development example**

**Denis Hicks**, Director, Huntsman Polyurethanes

### **10.45-11.15 Coffee Break**

#### **11.15-12.30 Good Practices in today's Workplace – a Supply Chain example**

**Jon Chambers**, Programme Manager, Global Supply Chain  
Innovation, P&G. Procter & Gamble Eurocor N.V.

### **12.30-13.30 Networking Lunch**

#### **13.30-14.45 Possible Scenarios for Organisations of the Future**

Speaker to be confirmed – Google

#### **14.45-16.00 The Impacts of Information Technology on Leadership.**

**Richard Northcote**, Communications & Public Affairs, Bayer  
MaterialScience

### **16.00-16.30 Coffee Break**

#### **16.30-17.45 Preliminary Research Results**

**Team Presentations by Break-out Group Facilitators:**

**Ali Anwar**, President of the Swiss Confederation of Junior  
Enterprises (JADE Switzerland) - Geneva

**Ralph Schneider**, Social Media Expert, Bayer MaterialScience & EIL  
Special Interest Group Chairman.

**Steven Price**, Executive Director, European Institute for  
Industrial Leadership

**Andrea Gerosa**, 'Chief Thinker', Think Young

**Location Details:** Fédération des Entreprises  
Romandes Genève (FER Genève), Rue de Saint-  
Jean 98, Genève (Auditorium).

**JADE** is an umbrella organisation of more than 280  
student-run businesses across 200 universities in 14  
European countries. "Learning-by-doing", our  
students bridge the gap between academia and the  
real business world, turning over 16 million euro  
per year and involving more than 20,000 peers.  
**JADE Switzerland** is the national confederation of  
the nine Junior Enterprises in Switzerland.

**Think Young** is a not-for-profit 'think tank'  
providing research, surveys and studies to lobby for  
the increased presence of young people in European  
decision-making.

**The European Institute for Industrial Leadership  
(EIL)** was established in 2003 by senior European  
industrialists. It is funded and governed by member  
companies as a not-for-profit enterprise for  
research into the development of future leaders in  
industry.  
Its global network of members, alumni & other not-  
for-profit organizations help the Brussels-based EIL  
to provide a unique programme of workshops  
based on this research.