



Hosted by:



Vienna

4-5 December 2018



The next challenge: engagement

How to engage customers. How to educate them.

How to create addictive services.



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 by Mobey Forum

18:10 – 18:40

Keynote by Erste Group

18:40 – 19:10

The gateway to China's new lifestyle, **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

*The digital transformation strategy... combining tactical agility and a long term winner spirit, **Karin Van Hoecke**, General Manager Mass Retail Customers Belgium, **KBC***

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

*Smart Engagement with Customers, **Veronika Jančová**, Good Advice, **Ceska Sporitelna***

Networking Coffee Break

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

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

Dr. Paolo Barbesino**, SVP Head of Multichannel Banking, **Emirates NBD (TBC)

Lunch

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

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

*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***

... Stay tuned for more!

16:15 – 16:30

Closing words