

The logo features a stylized blue 'C' shape on the left, with the text 'IAOP' in blue and 'EOS18' in black and red to its right.

# IAOP EOS18

**11-13 June 2018**

*Marriott Brussels Grand Place*  
Brussels, Belgium

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ATTEND FREE\***  
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THROUGH THE  
MONTH OF MAY!**

\*See website for details

## THE PROGRAM

Register at [www.IAOP.org/EOS18](http://www.IAOP.org/EOS18)

# about iaop

IAOP® is the leading global association that brings together buyers, providers and advisors in a collaborative, knowledge-based environment that promotes professional development, recognition, certification and excellence. Its members are transforming the world of business through outsourcing, shared services, GBS and strategic partnerships.

IAOP hosts the industry's best-known and most highly-respected executive conferences and forums.

First produced in 1998, IAOP's conference series has been held dozens of times on five continents and is renowned for the quality of its speakers, the depth and breadth of its educational programs and unmatched networking.

IAOP's conferences are keynoted by top business, academic, government leaders, and complemented by in-depth breakout sessions, case studies and workshops.

## EOS18

### Navigating Uncharted Territory

Across Europe and the globe, companies are flush with opportunities to transform their businesses, from digitalisation and automation to cloud platforms, the IoT and everything in between.

We know all of this affects to how the industry looks and acts and how business gets done, but we also know core topics such as management, contracts, negotiations, governance and creating value are still as important as ever.

EOS18, taking place 11-13 June at the Marriott Grand Place in Brussels, Belgium, is built around helping you understand the complexities and the opportunities of the new normal, but also keep you on top of the issues that help define and grow your business today.

#### Who Attends?

C-Suite, Decision-Makers, VPs, Directors, Managers, Sales & Marketing Teams, Academics and other professionals working on the buy-side of strategic partnerships and outsourcing as well as service providers, advisors & consultants across industries and functions.



venue

## Marriott Grand Place, Brussels

Rue Auguste Orts 3-7/Grand Place  
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With four-star sophistication and an outstanding city center location, the Brussels Marriott Hotel Grand Place is ready to make your visit truly special. Step into your elegantly appointed guest room or suite, and enjoy amenities including deluxe pillowtop bedding, high-speed Wi-Fi and 24-hour room service. Reserve one of our upgraded accommodations for extra space, Lounge access and scenic views of Central Brussels. Pay a visit to the on-site fitness center, or stop by Midtown Bar & Grill, the vibrant hotel restaurant, for perfectly prepared steak. This central location places the best of Brussels at your doorstep; many of the city's best-known attractions are within walking distance.

Book early! A limited number of rooms have been reserved at the special event rate of 199 EUR/night.

[Click here](#) to book your stay or visit [www.iaop.org/eos18/venue](http://www.iaop.org/eos18/venue).

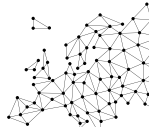






# sessions

These presentations, by some of the industry's most inspired thinkers, cover a wide range of compelling topics meant to get you thinking. EOS18 sessions will help you polish your skills, inspire new ideas and provide you with key takeaways and tangible to-dos.



# sessions



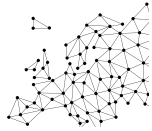
## **Risks and Trends in the European Outsourcing Market**

**Moderator:** Wiktor Doktor, CEO, ProProgressio

**Panelists:** Vishal Khanna, Vice President, IQVIA; Susanne Richter-Wills, Director, BPO Solutions, Kofax; Marko Kovacevic, CEO, Trizma, Adrian Quayle, Managing Partner, Europe, Avasant; Serge Librot, Partner, LivIT

In this panel session, we will discuss key opportunities and main market trends of the European outsourcing market in 2018. We will stress the strengths of the market, which can be shared to support outsourcing initiatives globally, as well as openly communicate about leading trends and risks by sharing key resources for better understanding on both buyers' and sellers' points of view. This interactive session will be with highly experienced European experts, who are the active participants in today's market.

- Wiktor is an outsourcing industry expert, specializing in a wide range of outsourcing activities, including BPO, R&D, ITO, Call and Contact Centre, Sales Force Outsourcing as well as in the subject of nearshoring and offshoring.
- Vishal heads the Commercial Outsourcing Services business globally and has been in the outsourcing services business for over two decades. He was involved with the setup of the initial captive centers in India.
- Susanne has been working within the BPO and Process Automation sector for over 20 years. She has been responsible for onshore, nearshore and offshore operations offering a wide range of services.
- Marko is CEO of Trizma, a Business Process Services Outsourcing Provider, providing consumer experience and engagement services to many international clients in industries such as IT, Health Care, Customer Care and more.
- Adrian is an experienced Sourcing and IT Business Management Consultant working with a wide range of clients and service providers globally across all areas of the Sourcing Lifecycle.
- With 20 years of IT experience from the side of the customer, the provider and the advisor, Serge has supported outsourcing-enabled client transformations including process redesign and ITO.



# sessions



## The New European Cross Borders Workers Regulations Around Social Security: A Panel Discussion

**Moderator:** Serge Librot, *Partner*, LivIT

**Panelists:** Robert van der Eijk, *Executive Vice President*, Capgemini; Tom Quigley, *Director of Outsourcing*, EMERGING EUROPE; Marta Zieba Szklarska, *Interim Manager-Business Advisor*, Cross Border Employment

Under the EC Treaty, individuals are entitled to move freely for work reasons from one EU Member State to another without suffering discrimination as regards to employment, remuneration or other conditions of work and employment. Cross-border workers are persons who work in one EU Member State but live in another. In the field of social security, there exist Community rules which define the concept of cross-border worker for the purpose of determining in which Member State they are entitled to social benefits. The Community definition in the social security field covers both employed and self-employed persons. A “posted worker” is an employee who is sent by his employer to carry out a service in another EU Member State on a temporary basis. For example, a service provider may win a contract in another country and send his employees there to carry out the contract. Posted workers are different from EU mobile workers in that they remain in the host Member State temporarily and do not integrate in its labour market.

The panel will gather experts that will not only debate their practical understanding of the current regulation but also discuss its potential evolution.

- With 20 years of IT experience from the side of the customer, the provider and the advisor, Serge has supported outsourcing-enabled client transformations including process redesign and ITO.
- Robert has more than 25 years of experience, with a focus on the banking and insurance sector. He has participated in several large projects such as the set-up of a private bank, the merger and acquisition of a Belgian bank, and the pan European back-office design of a bank insurer.
- Tom’s career spans some 31 years, mainly in two large UK financial services institutions; Aviva and Prudential.
- Marta is Interim Manager in the area of Consulting, Business Development in Poland and international projects including labor market, law, taxes, human resources, payroll and personal finance security.



# sessions



## **Outsourcing in the Days of GDPR**

**Punit Bhatia**

*Privacy and Sourcing Advisor and Author of "Be Ready for GDPR"*

EU General Data Protection Regulation puts significant requirements relating to processing of personal data of EU residents. The fines for non-compliance can be as high as 4% of global turnover. And, fines are also applicable for service providers from outside of EU. In this presentation, you will learn how processors can demonstrate compliance to EU GDPR while doing business in Europe.

- Punit is senior manager with international experience across three continents and has managed strategic change and transformation programmes in large organizations. He led GDPR implementation program at ING Belgium and is now part of Privacy Office at ING Group to guide and steer 30+ countries with GDPR compliance.



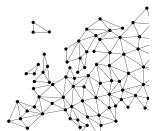
## **Transform Your Business and Your Job with Artificial Intelligence**

**Lien Callens**

*Associate Director IT and GBS, Procter & Gamble*

Would you like to get the (virtual) help to work half of the time and get better results? Are you a believer of the power of Artificial Intelligence as a competitive advantage for your business but don't know (yet) how to get started? This session will give you an insight on what is possible today with AI technology, where to look in your business for digital transformation opportunities where AI brings value and how to pragmatically execute an AI project: entrepreneurial approach, strategic partnerships, challenges.

- Lien is an expert on data and analytics, shared services and business process automation strategies. Lien's strategic advice focuses on a balance between operational excellence and entrepreneurial innovation that drives top and/or bottom line results, partnering between business, IT, large scale integrators and start-ups for execution.



# sessions



## **Where to Outsource in the Future: Local/Nearshore/Offshore**

**Olivier Moreau**, *Senior Program & Project Manager*, Sodexo

Outsourcing has revolutionized the way business is done in almost all sectors. The purpose of outsourcing business is to reduce costs and to increase efficiency. In addition, business leaders in developing economies also see outsourcing as a way of accessing expertise (more and more in the future with AI and RPA). Business and industries related to innovation, technology and data security will especially see massive growth in outsourcing. Taking into consideration all these parameters, the question going around now is not “why outsource?” but “why not outsource?” and moreover, “where to outsource...” In this session, we will discuss the best options to outsource offshore, nearshore or to remain local.

- Olivier has a background in chemical and IT studies, with 15 years professional experience in outsourcing within different industry sectors like electricity, automotive and pharma. He practiced roles (at Accenture) in mobilization and operations delivery (Application and Business Process Outsourcing), providing services with multiple delivery centers (US, China, India, Europe).



## **Micro-Tasking as a Means to Overcome Big Data Challenges**

**Dan Dubiner**, *CTO and Co-Founder*, ScaleHub AG

Crowdsourcing has become a known method when it comes to resolving any problems that require intensive human involvement. Cognitive science suggests that workers who focus on a single task in a large workflow leverage task specialization to improve the overall performance of the workflow, like in an assembly line. Micro-task crowdsourcing is the implementation of this ‘assembly line’ by breaking down an overarching task to be performed into numerous, small, and quick micro-tasks that are distributed to an anonymous, large set of workers. In this session, we look into various forms of micro-tasking, from early approaches of gamification to human computation and challenges, and discuss how it could be used to deal with high volume of data and compliance challenges like GDPR.

- Dan is a senior business executive and technical director with 15+ years of IT experience in the executive role. He co-founded FasterAP, Inc., a San-Francisco based startup which focused on Micro-task crowdsourcing and was acquired by ScaleHub AG in 2016.





# sessions



## **The Value of Trust in High Performance (Out)sourcing**

**Arjan Boes**, *Unit Manager*, Ministry of Economic Affairs

How to make outsourcing more efficient and more effective? What is the influence of a high performance drive? How is trust created and used to maintain customer satisfaction? What to do when being more efficient means less turnover for a supplier? How to speed up learning? Questions that are relevant in many outsourcing situations. This is the story of a government agency in making high performance teams in an (out)sourcing situation. Included are lessons that might be applicable and valuable to you too! Ask your questions in the Q&A with both supplier and sponsor to get the most of it.

- Arjan is a ICT manager in the Dutch government. He has over 10 years' experience as a leader improving team effectiveness and efficiency. With both an engineering background and an MBA he combines his strategic management knowledge with first-hand experience of ICT and ICT-outsourcing.



## **Brains Know Best: Optimising Operator-Customer Conversations with Neurotech**

**Dr. Nikolas Dimitriadis**, *CEO*, Trizma Neuro

There seems to be a basic flaw on how we communicate with customers. If this was not the case then every message would be very clear, and confusions, rejections and unnecessary conflicts would be rare. To solve this problem Dr. Dimitriadis is using neurological models, experimental data and case-studies to demonstrate comprehensively that companies should urgently use new ways to track and improve the effectiveness of customer conversations. The two options we face are simple: to continue sending the wrong messages to the wrong parts of the brain of our customers OR to focus the right message to the right part of the brain and get real results. This session aims to help participants develop specific and practical views on how to win over customers' brains by applying neurotech and brain science.

- Dr. Dimitriadis is an award-winning communications professional, educator and consultant. He is the author of the books "Neuroscience for Leaders: A Brain Adaptive Leadership Approach" and "Advanced Marketing Management: Principles, Skills and Tools", both for Kogan Page London. He spoke at TEDx University of Strathclyde and is a certified NeuroMarketer.



# sessions



## **Achieving the Outsourcing Dream**

**Peter Foot**

*Sourcing Programme Manager, The Advisory Network; Formerly with Shell*

Offshoring and outsourcing incur huge risks. Nevertheless, the prospect of significantly reducing costs plus the suppliers' sales pitch of an infinite number of highly qualified employees, flexible staffing models, and their core business representing the process to be outsourced are very compelling reasons. The reality can be quite different: high turnover of staff leading to knowledge leak and retraining, undermining the original offshoring business case, plus the supplier's scorecard being all green not representing the user experience. The solution is Managed Services: building a contract that defines the Managed Services model in terms of KPIs, knowledge and consequences. This session will discuss how Managed Services brings the opportunity of implementing a real partnership model of shared risk; leveraging all of the benefits the supplier brings and ensuring they lead to improvements in the overall support model and further long-term costs reductions beyond the initial cost reduction from offshoring.

- Having 23 years' experience in the Oil and Gas industry with Schlumberger and Shell, Peter brings knowledge as both a supplier and buyer of outsourcing. To minimize costs and maximize synergies, Peter built an application support team for ERP and Non-ERP harnessing competencies by business processes rather than technology.



# schedule of events

## Monday, 11 June 2018

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19:00 – 21:00 Welcome Reception

## Tuesday, 12 June 2018

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08:30 – 09:30 Coffee and Registration  
09:30 – 11:15 General Session  
11:15 – 11:45 Refreshment Break in the Exhibit Area  
11:45 – 12:30 General Session  
12:30 – 13:45 Networking Luncheon in the Exhibit Area  
13:45 – 15:15 General Sessions  
15:15 – 15:30 Refreshment Break in the Exhibit Area  
15:30 – 17:45 General Sessions

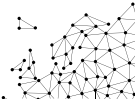
17:45 – 18:45 Cocktail Reception in the Exhibit Area

## Wednesday, 13 June 2018

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08:30 – 09:30 Coffee and Registration  
09:30 – 11:15 General Session  
11:15 – 11:45 Networking Refreshment Break in Exhibit Area  
11:45 – 12:30 General Session  
12:30 – 13:45 Networking Luncheon  
13:45 – 14:30 General Session  
14:30 – 15:00 Networking Refreshment Break in Exhibit Area  
15:00 – 16:45 General Session  
16:45 – 17:45 Farewell Cocktail Reception





# partners & sponsors

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