

Beat: Business

## SMART REBOOT NOW - IT IS TIME TO RE-THINK YOUR BUSINESS MODEL

HUBFORUM, October 15-16, 2019

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**USPA NEWS** - The Problem with the Actual Traditional Business Modeling and how to approach it....Traditional Business Modeling, often using a Framework like the Business Model Canvas, has been trendy for many years now. Without understanding the Vision, Values, Goals and Unique Personality Makeup of the Entrepreneur, we risk many Opportunities for a Good "Business Model Match."[\[?\]](#)

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Every Commercial Organisation has a Marketing Discipline in one form or another. Whether you have a Structured Proactive Marketing Function or just a "Man with a Van" Approach, you are Marketing. The World of Digital Marketing is constantly and quickly evolving. What is Hot and Effective today, is tomorrow's Old News. If you're noticing that your Digital Marketing Efforts aren't generating quite the Impact they once did, it might be Time for a Marketing Strategy Reboot.... Whether your Company is a Startup that has experienced some Success or an Established Company, one Thing is nearly certain: at some point your Business is likely to hit a Plateau.

One of the latest Changes rocking the Business World is Web-Enabled Disintermediation. As more Customers shop Online, standard Wholesale/Retail Relationships of the past are being replaced by Direct-To-Consumer Business Models. These Changes are causing many Companies to rethink their B2B Strategies, skipping the Middleman in the Process. Another Reason many Companies hit a Plateau is the Lack of Ability to accommodate Growth. Lack of Capital is another common Catastrophe for most Companies in Growth Mode. Business is poised to dive into an Immersive Digital Future, powered by a Convergence of Innovative Technologies (the Cloud, Mobile, Robotics, and Artificial Intelligence (AI), among others) that will require Finance Executives to rethink every Aspect of their Businesses.

Achieving Transformation requires the Imposition of a Collective Mindset that emphasizes Collaboration and Communication. Depending on the Company, the Finance leader will have to identify a Structure that best aligns Business Goals with Digital Strategy. Centralization? Decentralization? Hub & Spoke? The Shape of the Organization to come must be rewired to bypass Traditional Silos and unite the Organization in a Shared Commitment to Risk, Innovation, and Investigation.

SMART REBOOT NOW Event (October 15-16, 2019 @ Maison De La Chimie in Paris) PROGRAM :

Introduction by Perle BAGOT, Vincent DUCRUET & Emanuel VIVIER (Associate Directors & Co-Founders of Hub Institute).

- Session 1 - Tuesday 15th oct.

### REBOOT YOUR BUSINESS STRATEGY

\* Prepare the Future of Your Business with Emmanuel VIVIER & Perle BAGOT

\* Towards a New Model that reconciliates Human & Digital with Karine SCHRENZEL (CEO 3 Suisses)

\* Business Fueled by Data with Olivier LE GALLO (CMO Se Loger) - Jérémy DEROUET (E-Commerce Director Canal+ Group) - Jalil CHIKRI (Director Services Google)

\* AI Factory at Engie with David LEGENDRE (Chief Data Officer Direction Grand Public France @ Engie - Vincent LUCIANI (Co-Founder & Global COO Artefact)

\* Building Brands on Amazon with Stéphane GRENIER (Managing Director Amazon Advertising)

\* Digital adapted to Multilocal, a winning Model to boost Sales & Business with José JACINTO (Trade Marketing Director McDonald's & Eric BOUSTOULLER (General Director SoLocal)

\* Reinvent the Architecture of your Growth with Matthieu MORGENSZTERN (Country Manager - WPP, CEO Group M)

\* Drive-To-Store, take Advantage of the Geolocated Data to increase Store Traffic with Brice RENVOIZIE (Digital & Experience Manager Seat) & Dominique BLANC (Managing Director Finance S4M)

- \* Augmented Reality, Virtual Reality- Tomorrow's Communication Platformss with Laurent SOLLY (VP South Europe Facebook) & Lucas PERRAUDIN (Commercial Director AR/VR/ EMEA Facebook)
- \* Trust, Attention & Interaction - The New Customer Digital Path with Pierre CHAPPAZ (Executive Director Teads)
- \* Speeding Digital Transformation thanks to Democratization of Social Data with Laurent GEFROY (Social Data Director Orange) & Arnaud STEINKUHLER (Head of Solutions Europe Talkwalker)
- \* Maximum Innovation, Transformation starts with Human Experience with Olivier CAMINO (Operations General Manager Sitel Group)
- \* To give back the Power to Brands & Signs with Fabien VERSAVEAU (CEO France Rakuten)

- Session 2 - Tuesday 15th oct.  
REBOOT YOUR PRODUCT

- Session 3 - Wednesday 16th oct  
REBOOT YOUR MARKETING

- Session 4 - Wednesday 16th oct.  
REBOOT YOUR ORGANISATION

\*\*\* For More Info - Session 2, Session 3, Session 4 and Workshops  
<https://paris.hubforum.com/en/eventagenda>

Source : Smart Reboot Now - Hubforum @ Maison De La Chimie in Paris on October 15-16, 2019

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