



We would like to invite you to the Digital Immersion Session:

Date:	January 23 th 2018		
Venue:	PwC, Rieterstrasse 6, 8002 Zürich		
Costs:	Non Toolpoint-Member		Fr. 200.--
	Toolpoint-Member		Fr. 100.--
	Premium Toolpoint-Member		Free

Registration per email to janet.grolimund@toolpoint.ch until December 20th 2017.

Digital trends and applications

The word 'Digital' is being used everywhere. Why? What does it really mean and what are the possible applications for you?

In this half day workshop held in PwC's brand new Digital Experience Centre, we will start by providing some structure to help you better understand how and where digital presents opportunities for your business. We will explore digital case studies in relevant fields (Medtech, Labtech, healthcare) as well as other sectors in order to see what we can learn from others who are on the journey.

We will then select a few digital concepts which are deemed most relevant to the participants and break into smaller groups. In an interactive session, each group will brainstorm and agree a particular application related to their assigned digital concept and prepare a short pitch which they will present back to the group. This collaborative approach will uncover new ideas and challenge your current opinions.

The agenda for this event is detailed below.



Partner:



Kanton Zürich
Volkswirtschaftsdirektion
Amt für Wirtschaft und Arbeit



VermögensZentrum



Agenda

Timing	Agenda topics
09:45	Arrival
10:00	Introduction and objectives
10:15	Presentation of digital trends and relevant case studies (incl. LabTech, MedTech, & other sectors)
11:15	<p>Vote for top 3-4 areas within digital operations which the group would like to explore further.</p> <p>Break-out groups to create a 'mini pitch':</p> <ul style="list-style-type: none"> a) Groups to identify a specific opportunity/application within their areas b) Develop a vision and description of what this could look like c) Key challenges and ways to address them
12:15	Lunch & networking
12:45	Presentations from each group (5min presentation / 5min questions & discussion)
13:20	Voting for best 'mini pitch' (including prize)
13:25	Presentation from ETH
13:55	Wrap-up and closing
14:30	End of workshop



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