



Internet of Things
World Forum

Hosted by  **CISCO**

ABC Guide

Internet of Things World Forum 2017

May 22- 24

Tobacco Dock, London

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A

Agenda At-A-Glance- as of 5/15

Please check for latest agenda updates on the IoT event App.

Monday, May 22, 2017

2–8 p.m.	Registration, Networking, Workshop and 1:1 Meetings
2–4 p.m.	IoT Talent Consortium Workshop: “Solving the IoT Talent Puzzle” <i>(by invitation only)</i>
6:30–8 p.m.	Sponsor and Speaker Welcome Reception <i>(by invitation only)</i>

Tuesday, May 23, 2017

7:30–9 a.m.	Registration, Networking and 1:1 Meetings
9–9:25 a.m.	Welcome Remarks <i>Inbar Lasser-Raab, Vice President, Enterprise Solutions Marketing, Cisco</i> <i>Scot Gardner, Vice President, Sales, Cisco</i>
9:25–10:15 a.m.	Opening Keynote: Cisco’s IoT Vision & Strategy <i>Chuck Robbins, CEO, Cisco</i> Every leader and every organization is having to move faster than ever before, and as companies, cities, and countries around the world look to drive digital transformation, the Internet of Things sits at the center. IoT is happening now, but we’ve only just begun to fully realize its potential. IoT is helping create a new world of value as we securely connect things, and capture, understand, and act on data, and this process is fueling innovation across the entire market. Working together, we can create the future of IoT, through sharing knowledge and expertise, ultimately setting the course for how business will be done in the future.

10:15-10:55 a.m.	<p>Animating the Physical World Through the Internet of Value <i>Don Tapscott, The Tapscott Group, Inc.</i> <i>Co-author, Blockchain Revolution and Wikinomics</i> <i>Author, The Digital Economy – 20th Anniversary Edition</i></p> <p>The physical world is being animated – it’s coming alive as physical objects are imbued with the ability to not just sense, process, and communicate information but to think, learn and transact. But if these billions of things are to participate fully in the economy, our institutions and our daily life they need a commercial platform. The Internet of Everything needs a Ledger of Everything enabling it to do business, transact and generate economic value.</p> <p>Don Tapscott, arguably the world’s leading thinker about the digital age over three decades argues that current Internet is evolving from a platform for information into a platform for value – based on the biggest innovation in computing science in a generation – blockchain. This Internet of Value enables us to animate the physical world and adopt powerful new business models. All this will change the nature of the firm and the way governments operate. It also has profound implications for IT strategy, architecture, and leadership as through it, every business can finally become a digital business.</p>
10:55-11:05 a.m.	<p>Transforming Your Workforce for IoT – An HR Perspective from GE <i>Jennifer Waldo, Chief Human Resources Officer, GE</i></p>
11:05-11:35 a.m.	Break in IoTLive Experience Zones
11:35-12:15 p.m.	<p>A Tsunami of Change: Next-Generation Business Models: Monetizing Data <i>Dr. Jennifer Bélissent, Principal Analyst, Forrester Research</i> <i>Sameer Agrawal, VP, Supply Chain Solutions, Honeywell</i> <i>Dr. Dennis Curry, Business Innovation and R&D, Konica-Minolta</i></p> <p>Many companies have put their IoT data to work internally, primarily for cost savings through process optimization. But that has its limits. Savvy leaders now understand that others can benefit from the data as well, and are increasingly taking it to market. The potential use cases are endless – giving rise to new companies and transforming traditional product companies into providers of data and insights services. In this session, we examine the innovative business models and best practices that drive successful data commercialization.</p>
12:15-12:30 p.m.	<p>The Internet of Things Grows up <i>Thomas (Tom) P. Lantzsch, Senior Vice President and General Manager of the Internet of Things (IoT) Group, Intel Corporation</i></p> <p>IOT is here and now, and we need to get ready for tomorrow’s challenges – Data, AI, edge computing and connectivity.</p>
12:30–2 p.m.	Networking Lunch, IoTLive Experience Zones, Sponsor Theater Sessions, Whiteboard Sessions and 1:1 Meetings
2–2:45 p.m.	<p>IoT and Government: Impact of New Technologies on Leadership and Citizen Services <i>Anil Menon (Moderator), Global President, Smart+Connected Communities, Cisco</i> <i>Eitan Barzilay, Chief Business Development & Innovation Officer, Jerusalem Municipality</i></p>

	<p><i>Raj Mack, Head of Digital Birmingham</i> <i>Kim Brostrom, Chief Technology Officer, DOLL & Gate 21</i></p> <p>Join a panel of visionary government leaders to learn how they are embracing IoT's promise to improve the delivery of services, streamline operations, and fortify decision support through shared data. Hear what challenges they're facing and the journey they're on towards solutions. Could IoT change how government functions at its core?</p>			
2:45–3 p.m.	Transition to Breakout Sessions			
3–3:30 p.m.	<p>Success in Transportation: <i>Hosted by: Ruba Borno, Cisco Vice-President of Growth Initiatives and Chief of Staff to CEO; Cisco Christian Forsterleitner, Vice-Mayor, City of Linz, Austria; Craig Ellis, CTO, Go-Ahead Group</i></p> <p>IoT in transportation is often being used as a first step in digitizing a smart city. Learn how the IoT is paving the way in transforming mass transit for greater safety, mobility, efficiency and an enhanced passenger experience. You'll hear from government and industry leaders who are making this happen today in Austria and the UK. This engaging discussion will</p>	<p>Success in Manufacturing: <i>Blake Moret, CEO, Rockwell Automation Rockwell Moderator; Javier Alvarez, Global CIO, Campofrio Food Group; Jon Blankenship, Global Head of IoT Solutions, Voith Digital Solutions</i></p> <p>This moderated session looks at success stories and primary factors in success at scale in the target industry. Listen how top manufacturers have succeeded in their IoT transformation. What are the critical success factors to ensuring business objectives are met and IoT projects are successful.</p>	<p>Success in Retail: <i>Matt Sharp, Head of IT, (CIO) Westfield; Prathap Dendi, General Manager for IoT and Emerging Technologies, AppDynamics; Ed Westenberg, Retail Leader Enterprise Business, Cisco Moderator</i></p> <p>This moderated session looks at success stories and primary factors in success at scale in the target industry. From sensors to wearables to the intersection between business and consumer tech, IoT is transforming customer experiences.</p>	<p>Success in Healthcare: <i>Ginna Raahauge, CTO, SVP Strategy & Architecture, Catholic Health Initiatives; Ron Miner, VP Digital Strategy & Innovation, Catholic Health Initiatives; Ted Alben, IoT Practice Director, Americas, Dimension Data; Barbara Casey, Global Healthcare & Life Sciences Director, Cisco (moderator)</i></p> <p><i>This moderated session looks at success stories and primary factors in success at scale in the target industry. See how wearables, hospital operations, and nanotech are transforming the world of medicine.</i></p>

	highlight the challenges they face, how they are overcoming them and business outcomes. Their long-term vision and strategy will provide insight for other cities and transit agencies to adopt as they embark on their own digital journey.			
3:30-3:50 p.m.	Break in IoT Live Experience Zones			
3:50-4:30 p.m.	Beyond Business: A Holistic View of the Societal and Human Impact of IoT <i>Gerd Leonhard, Futurist, CEO, The Future Agency</i> <i>Karen Walker, CMO, Cisco</i> The societal impacts of IoT are enormous, yet still relatively uncharted and generally regarded as externalities. While technological progress is certain to bring vast economic and societal benefit, we cannot ignore the potential unintended consequences of exponential digital transformation. Thinking beyond the financial bottom line, the bigger questions deal with ethic and human flourishing: What will be the impact of IoT on society and culture, jobs and the global workforce? What is our role as business and technology leaders in preparing the world and the workforce for the exponential challenges and opportunities speeding towards us? In this session, we explore the ethics of IoT and the critical role of human ingenuity in designing and shepherding its impact.			
4:30-5 p.m.	The Network: The Service Provider Strategic Platform <i>Chris Penrose, President, Internet of Things (IoT) Solutions, AT&T Business</i> The service provider plays a crucial role in the evolution of IoT. From consumer wearables to large equipment to smart cities, connectivity will be the backbone of delivering on the promise of IoT for companies, citizens and the world. As IoT matures, the need for a variety of network solutions is driving operators to look at new models and technologies to meet customer needs. What new technologies will be emerging and how can we work together to deliver the most value for our customers?			
5-5:10 p.m.	Transforming from a Logistics Company to a Mobility Company <i>Dr. Eberhard Kurz, CIO, Deutsche Bahn</i>			
5:10-5:45 p.m.	Securing Our Future: Managing Risk and Privacy in the Hyper-connected World			

	<p><i>Haydn Povey, Founder & CTO, SecureThingz</i></p> <p>"What is our privacy worth? To marketers, your personal information, your likes and dislikes, and online behavior can mean profitable new revenue streams. To employers, keywords in your communications can tip them off to rogue insiders. And to governments, correlating whom you communicate with online, the web sites you visit, and your online searching and reading habits, may help identify potential criminal activity. And at the same time, strict personal privacy and data residency laws are being enacted in different parts of the world that will curtail who has access to an individual's data. Can an IoT-adopting society stay safe, economically viable, and maintain individual privacy? Or has IoT adoption come at the cost of privacy?"</p>
5:45–7:30 p.m.	IoT Live Experience Zones, Sponsor Theater Sessions, Whiteboard Sessions, Networking, 1;1 Meetings
7:15–9:30 p.m.	<p>Networking Event</p> <p>VIP Reception 6:30-7:30 pm <i>(by invitation only)</i></p>

Wednesday, May 24, 2017

7:30–9 a.m.	Registration, Networking and 1:1 Meetings
9–9:20 a.m.	Opening Remarks <i>Inbar Lasser-Raab, Vice President, Enterprise Solutions Marketing, Cisco</i>
9:20–10 a.m.	Keynote <i>Rowan Trollope, SVP, IoT and Applications, Cisco</i>
10-10:15 a.m.	Driving Business Outcomes with Scalable Analytics and IoT <i>Blake Moret, CEO, Rockwell Automation</i>
10:15-10:45 a.m.	Unlocking the Full Value of IoT Data Through Analytics and Machine Learning <i>Harriet Green, General Manager, IBM Watson IoT, IBM</i> The potential of intelligent analytics and artificial intelligence is driving organizations to a fully enabled IoT environment. All the data that is collected from sensors and devices that can be rolled up and analyzed makes great business sense. But how do we overcome the challenges to reap the enormous benefits?
10:45-11 a.m.	Transition to Breakouts

11-11:30 a.m.	<p>Success in Cities: Business Leaders Learning from Smart City Innovation <i>Iñigo Jorda, Centre of Excellence for Cities Director, Ferrovial Services; Shadi Mahassel, VP Product, VENIAM; Archana Vemulapalli, Chief Technology Officer, District of Columbia; Arvind Satyam, Managing Director, Business Development Smart Cities & IOT, Cisco (moderator)</i></p> <p>No landscape is more promising for IoT-based transformation than cities. Some, like Barcelona and Rio de Janeiro, are farther along than others. What is the state of the art in smart cities? What are the biggest challenges as we add intelligence to the boulevards and lanes of our urban environments?</p>	<p>Finance 2.0 – How AI and IoT are Transforming Insurance <i>Daniel Pitchford, Commercial Director, AI Business (moderator); Nicolas Berg, Head of Liability and Financial Lines, Europe, AIG Europe Ltd.</i></p> <p>AI and IoT are changing the Financial Services sector globally. When applied to Insurance specifically, factors such as autonomic cars and braking systems to sensors that track human and auto behavior, the world of insurance is changing quickly. Beyond simply rewarding safe drivers, AI and IoT are challenging the fundamental underpinnings of insurance and underwriting.</p>	<p>Success in Supply Chain <i>Daniel Lilley, VP of Fleet Innovations - Swift, Tom Lantzsch, Senior Vice President and General Manager of the Internet of Things (IoT) Group, Intel Corporation; Magy Kramer, Digital and Technology Marketing Manager, Caterpillar; Weston Sylvester, Director, Internet of Things Go-To-Market in North America, Cisco (moderator)</i></p> <p>From the manufacturer to the end consumer, traceability and tracking of products and ingredients is one of the biggest scale applications of IOT today. Low cost sensors and tracking technologies are enabling new insights and efficiencies in getting foods from farm to fork, getting medicines from lab to consumer, and empowering</p>	<p>Delivering Digital Transformation in Energy <i>David Goldsby, Technology Innovation Manager, Cadent, Torbjørn F. Folgerø, Vice President, Statoil Digital Centre of Excellence, Statoil; Todd Gurela, Senior Director, Internet of Things, Cisco (moderator)</i></p> <p>IoT has been transforming industries across the globe and innovating and improving Energy industry. The technology has matured from early demonstrations and proof-of-concepts into the real scale and production deployments, demonstrating tangible impact and true economic value. In this session, you will learn about impact of IoT to operations at Cadent, improving operational efficiency, field workforce mobility, safety, and asset integrity. Also, hear from Statoil, how IoT is enabling digital oilfield operations, reducing health and</p>
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			<p>consumers with information and marketing teams with new ways to differentiate their products. Learn first-hand how IoT innovations in supply chain are driving productivity and new revenue streams worldwide.</p>	<p>safety risks, operational and capital expenditure, and delivering on LEAN methodology to continue improving performance excellence and transformation in the Oil and Gas industry.</p>
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11:30-11:50 p.m.	Break in IoT Live Experience Zones
11:50–12:20 p.m.	<p>Is Blockchain the Silver Bullet of IoT? <i>Sky Matthews, CTO, Internet of Things, IBM</i></p> <p>As IoT continues to grow, more challenges arise, including managing and securing the vast number of devices. Blockchain might provide the benefits to the future of IoT with the secure platform that it creates. Blockchain technology can be used in tracking billions of connected devices, enabling the processing of transactions and coordination between devices. This means the potential for significant cost savings.</p>
12:20-12:30 p.m.	<p>Co-Innovating with your Customers to Accelerate IoT <i>Jason Salmon, Enterprise Architect Telco & IoT, SAP</i></p> <p>How do you ensure your project is profitable, effective, and scalable? Design thinking and co-creation are crucial instruments to accelerate value creation in IOT.</p>
12:30-2:30 p.m.	Networking Lunch, IoT Live Experience Zones, Sponsor Theater Sessions and 1:1 Meetings
2:30-3 p.m.	<p>IoT and the Promise of Business Transformation <i>Jason Zander, Corporate VP, MS Azure</i></p> <p>Industries are moving quickly to achieve business transformation through the promise of the Internet of Things. But, IoT raises many familiar questions and is driving the need for collaboration between technology and business decision makers. How are line-of-business problems being solved by technology? What is the role of cloud and edge in a hybrid infrastructure? What does all this mean for security? And, how can we work together to empower every person and every organization on the planet to achieve more? Join Jason Zander CVP of the Azure Team at Microsoft as we explore these critical issues and their solutions.</p>
3-3:30 p.m.	<p>The Security Vulnerabilities of IoT <i>Martin Lee, Technical Lead, Security Research, Talos</i></p> <p>Once more and more of the world becomes connected, the last thing we will tolerate is hackers interfering with how our world operates. How can we design an IoT world for resilience? Where are the strong and weak points of our infrastructure today? Will this, like so many areas of digital security, become just another arms race, with systems required to continually become more sophisticated and secure?</p>
3:30-4 p.m.	<p>Automation and AI – From Devices to Insights to Action: Fireside Chat <i>Kevin Bandy, SVP, Chief Digital Officer, Cisco (moderator)</i> <i>Michael Demshki, Director of Strategic Business Development, Artificial Intelligence Product Group, Intel Corporation</i></p> <p>One promise of artificial intelligence (AI) is automating repetitive, time consuming tasks that require intelligent decisions. Over the last five years, AI capabilities and performance have improved exponentially, greatly broadening the range of practical intelligent automation applications. This session will look across industries to see what is possible with today's technology, present real success stories and highlight strategies to overcome common pitfalls.</p>
4-4:30 p.m.	<p>The Network Effect: Bringing It All Together <i>Inbar Lasser-Raab, Vice President, Enterprise Solutions Marketing, Cisco;</i> <i>Anton Jooste, Global Director IoT, Dimension Data</i></p>

	The technology for IoT is changing and evolving rapidly; the network is the underpinning technology that brings it together and makes it possible. In this session, we look at the evolving capabilities networks must deliver to scale the IoT opportunity to the next level.
4:30-5:15 p.m.	Closing Keynote Speaker - Senseable Cities <i>Carlo Ratti, Director of MIT Senseable City Lab, Founding Partner at Carlo Ratti Associati Design and Innovation Office</i> The increasing deployment of sensors and hand-held electronics in recent years is allowing a new approach to the study of the built environment. The way we describe and understand cities is being radically transformed - alongside the tools we use to design them and impact on their physical structure. The contribution from Prof. Carlo Ratti will address these issues from a critical point of view through projects by the Senseable City Laboratory, a research initiative at the Massachusetts Institute of Technology, and the design office Carlo Ratti Associati.
5:15-6:15 p.m.	Closing Reception in IoT Live Experience
6:15 p.m.	Event Concludes

Airport Information

London Heathrow International Airport (LHR) is 15 miles west of London and easily reached by road or public transport. [Here](#) you will find the various transportation options into the city to plan your trip to and from the airport.

London Gatwick Airport (LGW) is 28 miles south of London. Visit the [airport transportation page](#) to view the choices.

Travel times and costs are dependent upon traffic and mode of transportation.

Analyst Relations

Analyst meetings are pre-agreed and scheduled by Cisco AR only.

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Analyst Work Room: NV6

Analyst Lounge: NV6

Analyst Information Desk: NV6

Analyst 1:1 Room: NV3

AR Overview

- 40 tier one analysts attendees from across all regions
- Pre-event Customer Site Visit to the Science Museum jointly with PR (incl. welcome reception).
- Analyst Speakers:
 - Jennifer Belissent, Forrester (*A Tsunami of Change: Next Generation Business Models: Monetizing Data*)
- Analyst Blogs
 - Zeus Kerravala, ZK Research
 - Bola Rotibi, Creative Intellect
 - Steve Hilton, MachNation
- Dedicated sponsor-analyst sessions
 - Rockwell
 - Intel
 - Dimension Data
 - 3M

If you are not a Cisco Spokesperson:

Please tell the industry analyst that you are not a Cisco spokesperson and direct them to Kawal, Malee or Ben at the Information Desk located in NV6 (Press/Analyst Lounge) or using the contact details above. AR will be on-site at the event on both Tuesday and Wednesday.

AR Agenda on box folder:

https://cisco.app.box.com/files/0/f/25679614895/AR_PR_Agendas

B

Badges

The badge categories are listed below. Badges will be picked up by each attendee at the registration desk located on Ground Floor nearest to the Quayside Walkway at the Wapping Lane Entrance.

Monday 14:00 – 20:00

Tuesday 07:30 – 09:00 (Desk will be staffed till 7:30 p.m.)

Wednesday 07:30 – 09:00 (Desk will be staffed till 6:15 p.m.)

Attendees will receive an email on Monday and Tuesday (if they have not already picked up their badge) with their QR Code to scan and auto-print their badges.

Additionally, for those attendees that have downloaded the mobile application, and activated Bluetooth with the app, the QR code will populate to their phone via a push notification.

Registrants will be directed to the check in desk, located on Ground Floor nearest to the Quayside Walkway at the Wapping Lane Entrance.

Registrants will be able to scan their email or QR code from the app OR they can search for their registration record with the first two letters of their first and last name or email address. The search will yield the active registrant name(s) that match the search.

The registrant will select their name from the touch screen and their badge will print.

Colors:

ATTENDEE	C5 M90 Y30 K0 R227 G63 B119	PRESS	C76 M7 Y43 K8 R27 G361 B751
CISCO	C70 M0 Y0 K0 R0 G192 B243	INDUSTRY ANALYST	
SPONSOR	C100 M85 Y33 K0 R35 G72 B124		
STAFF	C0 M0 Y0 K60		



Staff will check ID for the registrant and compare to the printed badge. The staff member will then attach the gray lanyard to the badge and hand it to the attendee, reminding them to download the mobile app if they have not already done so.

Badges will print with attendee type and any Speaker or Steering Committee designation, if applicable. Speakers will have the microphone icon printed on their badge and Steering Committee member will have a people icon. Those staff/executives/employees who need “All Access” will have a key icon printed on the lower left side of their badge.

Speakers should receive an OL reminder for their rehearsal and session check-in times from Kim Denadel.

For security purposes, attendees and all event/support staff must wear their badge at all times during the conference, including evening social events. In addition, a government issued photo identification is required for all evening events.

Wristbands

Location: Tobacco Dock, Ground Floor Friday, May 19 – Monday, May 22
Pennington Street Station on Non-Show Days.

All set-up, event staff and vendors:

- Please use the Pennington Street Entrance every day to access the building.
- You will need to retrieve a wristband prior to entering and will be required to wear it at all times and for all days you are onsite during set up. The wristband will act as your event credential.

- On arrival you will be asked to agree to the Site Rules prior to being permitted access to the building. Please see below for a copy of these rules for your reference. If you can make yourself familiar with these prior to arrival, this will help speed up the process of entry.

Section 8 Site Rules & Briefing

- All workers must follow safe systems of work pre-agreed and as per documented method statements and risk assessments
- All workers must report to Event management upon arrival each day to sign in and to receive any site update
- All workers must adhere to the traffic and pedestrian routes as identified by the Event team
- There is a zero-tolerance policy regarding safety violations – any offences deemed as gross negligence will result in the removal of workers
- All employees and contractors should be aware of, respect and adhere to the control measures and procedures contained in this document and contractor's documents.
- All employees and contractors shall immediately report any unsafe practices or conditions to the Event manager.
- Any person under the influence of alcohol or any other intoxicating drug which might impair motor skills or judgement shall not be allowed to work on the event.
- Any person whose levels of alertness or ability are reduced due to illness or fatigue will not be allowed to work on the event if this might jeopardise the health and safety of that person or any other person.
- All waste materials must be disposed of carefully and in such a way that they do not constitute a hazard to other workers.
- No one should undertake a task, which appears to be unsafe.
- No one should undertake a task until they have received adequate safety instructions
- Workers will ensure that all protective guards and any other safety devices are fitted and in good working order on all plant and equipment
- Work should be well planned and supervised to avoid injuries in the handling of heavy materials.
- Suitable clothing and footwear should be worn at all times. Personal protective equipment shall be worn wherever appropriate. All staff and visitors to the work area MUST comply with the PPE requirements
- Supervisors or Managers will carry out the inspection of equipment as may be required
- Report any medication you are taking that may affect your ability to work safely ie Hay fever tablets that make you drowsy
- All work must be carried out in accordance with method statements submitted. Any work carried out outside agreed parameters must be approved by the Event Manager

Note that site rules may evolve during the work and will be updated in the daily briefings

Green – build days (Thursday 18th through to Monday 22nd)
Orange – breakdown days (Wednesday 24th through to Friday 26th)

C

Contacts

First Name	Last Name	Title/Role	Company	Email	Mobile Number
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Spark Rooms

- 1) Logistics
- 2) Catering
- 3) Speakers & Executives
- 4) Production
- 5) Cleaning
- 6) Registration

Radios will be handed out to key members for security, registration, room changes, catering, staffing and logistics. All other means of communication should go through Spark Rooms.

D

Directions to Tobacco Dock

Tobacco Quay, Wapping Ln, St Katharine's & Wapping, London E1W 2SF, UK
Phone: +44 20 7680 4001

Nearest Train & Underground Stations:

- 15 minute walk from Tower Hill (District/Circle Line)
- 5 minute walk from Shadwell (Overground/DLR)
- 7 minute walk from Wapping (Overground)

During setup dates (Thursday through Monday), use the entrance on Pennington Street. Anyone planning on being onsite during set up days will need to obtain a wristband. Your name must be on the set up list to be admitted.



Dress Code

Cisco staff is required to wear business attire. This consists of slacks and jacket for men and slacks/skirt with solid color (if possible) dress blouse and/or jacket for women.

Demos - Cisco Showcase

Contact: Richard Mullen, rimullen@cisco.com

Demos - Sponsors

Contact: Kinga Pfeifer or Todd Harrison

ASSET MAPPING

IoT based Asset Management

Complete overview of all assets, across multiple properties, improvement of operational management, use of analytics and event processing engines to transform an organisation and reduce operating costs.

aSSURE Secure Sensor Use in Real-World Environments

In our increasingly connected world, security is a growing issue: new IoT business models, technologies and architectures are creating new vulnerabilities and threat vectors. This innovative framework will allow different approaches to security based on the class of device being connected.

AT&T

Augmented Reality using Microsoft Hololens – LTE Connected Car

CITYVERVE

IoT Smart City Demonstrator

Large-scale city-wide deployment of IoT that tackles contemporary challenges to realise the radical opportunities that IoT infrastructure can bring to people's lives.

4 key themes: Health & Social Care; Energy & Environment; Transport & Travel; and Culture & Public Realm.

CONSERVE

Contingency Operations for Strategic Infrastructure and the Vulnerable

Resilient city system that will help authorities, emergency services and citizens respond more effectively to flooding and other emergencies by pooling data held by public sector agencies and private operators.

DIMENSION DATA

Truck de France Demo - This fully guided 30 minute, immersive, mobile experience is aimed at engaging audiences with storytelling and educating them on how technology is reinventing business models in the digital era.

ENERGYDECK

Energy Management

Next-generation platform founded on the latest data science based techniques to automatically analyse and optimise performance of buildings.

HOXTON ANALYTICS

Video Analytics

Real-time foot traffic count and demographic profiling based on video analytics. Uses cameras placed low down, building extremely accurate real-world analytics, whilst protecting customer privacy

INTEL

ISR4K Retail demo – A vignette that shows a retail environment and demonstrates how sensor technology can show in-stock inventory for both front-of-house and back-of-house.

ITRON

Itron Riva Network Technology – This spectacle demonstrates how modern urban infrastructure can be used to automate important safety tasks across utilities and public agencies to improve the outcome after a natural disaster such as an earthquake.

ROCKWELL

Factory Talk – Industrial device health and diagnostics within minutes; improved productivity with new team collaboration app; analytics solutions from device through enterprise.

SWIFT

Superfast Wi-Fi In-Carriage for Future Travel

High quality and high speed Wi-Fi broadband to rail carriages. Through the use of trackside backhaul nodes in a real-life environment, SWIFT showcases a service comparable to the best Wi-Fi hotspots and completely transform our experience of train journeys.

TESKA LABS

IoT Cyber Security

Proven cybersecurity technology for managing security of mobile apps. Advanced mobile security technology protects companies' app, data & IT systems against cyber threats

Event Overview

Contact –Debbie Wittick dewittic@cisco.com

Event Overview

- Location: Tobacco Dock, London
- Dates: 22-24 May 2017
- Exclusive – By invitation only
- Program overview:
 - 2 days of industry interactions highlighting innovations in IoT and the future
 - IoTLive Experience Zones – 4-IoT-themed rooms: IoT is Now, IoT is Limitless, IoT is Transformational and IoT is Collaborative,
 - Sponsor and Speaker welcome reception (by invite only) – May 22nd
 - VIP Networking reception (by invite only) – May 23rd
 - 8 Breakout sessions
 - Sponsor led theater and whiteboard sessions
 - Sponsor led executive roundtables
 - Sponsor and Cisco executive luncheon
 - Networking, 1:1 meetings
 - IoT Talent Consortium Workshop
 - AR and PR Programs

Event Objectives

- Be the industry's primary exclusive thought leadership event for IoT
- Enable industry leaders to meet, learn, network, collaborate and partner
- Be a central discussion platform for exploring the impact of IoT on business, technology and society.
- Deliver a clear sense of the major priorities, challenges and opportunities facing business as they migrate to IoT
- Empower IoT innovation through partnerships and industry ecosystem

What's Different This Year?

- More focused on thought leadership and differentiated from other IoT events
- More intimate and exclusive with max attendance of 1200 (800 true attendees)
- Elevate the program to target more C-level audience
- Up-level speakers: industry innovators, customer executives, business leaders
- More customer stories – 60% of content will be focused on case studies - collaborating with channel partners, industry knowledge partners and consulting firms
- Changed to 2 day program
- No walking/Smart City Tours or Hack-a-thon

Attendees and Profile

- Target Attendees – 1200 (By Invitation only)
- General Attendees – 800
- Sponsors Attendees – 150
- Press & Analysts – 100
- Cisco Attendees – 150
- EMEAR – 50%
- Americas – 30%
- APJC – 10%

- SP – 10%

Profiles

- Only C & VP level
- C-Suite – 40%
- VP/MD (LOB) – 35%
- Public Sector – 10%
- Partner/Ecosystem Decision Makers – 10%
- AR/PR/Academic – 5%

Content

- Robust general session topics
- Breakout sessions
- Theater sessions
- Whiteboard sessions
- Deep dive workshops

Networking

- Dedicated time in agenda
- 2.5 Hour networking reception
- 1:1 meetings

Sponsorship

- 11 Sponsors
- 4 Strategic – 3M, Dimension Data, Intel, Rockwell Automation
- 3 Gold – AT&T, Panduit, Philips
- 4 Silver – Acquity, IoT Talent Consortium, Iron, VMware
-

Cisco Technology

- Spark integration
- Cisco Vision for digital signage
- Connected lighting solution

Programs

- AR Program
- PR Program
- Workshops on Day 0 (Mon/arrival day)

Tobacco Dock

Venue facts:

- 200 Year old Grade 1 listed building located in London's thriving "enterprise zone"
- Venue extends over two levels, offering more than 16,000 sqm of stunning, blank-canvas event space
- Venue has 40 individual event spaces
- Venue can accommodate up to 10,000 guests
- Iconic venue has been used by many tech companies including Google and IBM

Executives/Director Attendees

First Name	Last Name	Email	Job Title
Amit	Chaturvedy	amchatur@cisco.com	Director, Corporate Development

Amr	Salem	amsalem@cisco.com	MD CC IOE Solution Sales
Andres	Ruiz	andrruiz@cisco.com	Sr BDM IoT Led
Angshik	Chaudhuri	angchaud@cisco.com	Director, Management Operations
Anil	Menon	animenon@cisco.com	SVP, S+CC AND DEPUTY CGO
Anuj	Grover	anujgro@cisco.com	Senior Director, IoT & Apps Strategy
Arvind	Satyam	arvisa@cisco.com	Managing Director, Business Development
Barbara	Casey	bacasey@cisco.com	Global Senior Director, Healthcare & Life Sciences
Bernadette	Wightman	bwightma@cisco.com	VP Sales Canada
Cecile	Willems	cecilew@cisco.com	Marketing
Chris	Panzeca	cpanzeca@cisco.com	Director, Partner Org - DiData
Chuck	Robbins	crobbins@cisco.com	CEO
Daniel	Collins	daniecol@cisco.com	VP, CTO IoT
David	Meads	dmeads@cisco.com	VP Africa
David	Sayner	dsayner@cisco.com	GPS
Doug	Webster	websterd@cisco.com	VP Marketing - SP
Ed	Jimenez	edjimene@cisco.com	Global Director Consumer Industries Digital Transformation Group
Edwin	Paalvast	epaalvas@cisco.com	President, EMEAR
Fernando	Gil de Bernabe	fgildebe@cisco.com	MANAGING DIRECTOR, APJ STRATEGY, PLANNING & OPERATIONS
Glo	Gordon	ggordon1@cisco.com	VP IoT Cloud Business Unit
Inbar	Lasser-Raab	inbarlr@cisco.com	Vice President, Enterprise Solutions Marketing
Irfan	Ali	irali@cisco.com	Global Director of Innovation, Solutions & Business Architecture, Digital Transformation Group
Jahangir	Mohammed	jahmoham@cisco.com	VP/GM, IoT Jasper
James	Mobley	jammoble@cisco.com	VP Collaboration & Security Services
James	Cronk	jcronk@cisco.com	Global Director, Practice Sales FSI
Jeanne	Beliveau-Dunn	jdunn@cisco.com	VP/GM
Jeremy	Bevan	jerebeva@cisco.com	EMEAR Marketing
Jesus	Mansilla	jmansill@cisco.com	MANAGER REGIONAL SALES
Jim	Doran	jimdoran@cisco.com	VP, Strategy & Planning, Collaboration/IoT
Joe	Cozzolino	joecoz@cisco.com	SVP Cisco Services
Joe	Pinto	jpinto@cisco.com	SVP, Services
Joel	Connover	joconove@cisco.com	Sr. Director
Jordi	Ferrer	jferrer@cisco.com	VP
Kalpana	Ettenson	kettenso@cisco.com	Manager, Communications, Office of the CEO
Karen	Walker	karwalke@cisco.com	SVP.CMO
Ken	Trombetta	ktrombet@cisco.com	VP, Global and Strategic Partners
Kevin	Bandy	kbandy@cisco.com	SVP Chief Digital Officer
Lux	Rao	lrao2@cisco.com	Director & Leader - Digital Transformation Office
Macario	Namie	manamie@cisco.com	Dir, Strategy & Planning Jasper
Maciej	Kranz	mkranz@cisco.com	VP/GM
Marc	Blackmer	mblackme@cisco.com	Product Marketing Manager - Industry Solutions
Marco	Kraak	mkraak@cisco.com	Senior Director, DTG EMEAR
Martin	Dube	mardube@cisco.com	Global Managing Director Manufacturing
Michael	Ganser	mganser@cisco.com	SVP, Central Theatre
Mike	Weston	mpweston@cisco.com	VP Middle East
Mike	Austin	miaustin@cisco.com	Director, Digital Transformation Partners
Milo	Schacher	mschache@cisco.com	VICE PRESIDENT.EUROPE - Partners

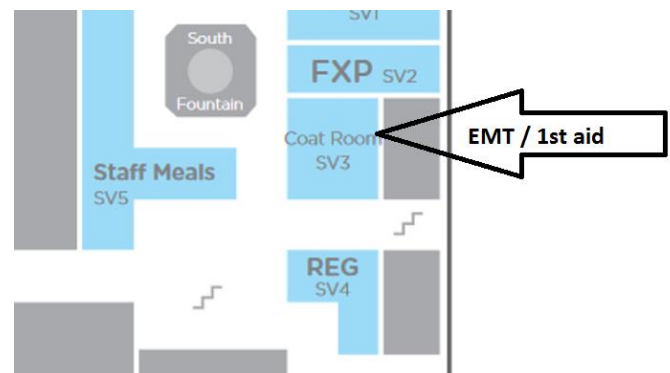
Morab	Sanjay	samorab@cisco.com	Market Strategy Manager
Munish	Khetrapal	mkhetrap@cisco.com	Managing Director, Solutions - Smart Cities and IOT
Niklas	Andersson	nanderss@cisco.com	SVP Nordics
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Pastora	Valero	pvalero@cisco.com	Vice President Government Affairs
Phil	Smith	phsmith@cisco.com	Chairman UK and Ireland
Rhonda	Walker	rhwalker@cisco.com	Head of IoT Marketing, IoT Business Group
Richard	Halkett	rhalkett@cisco.com	Global Director, Digital Capabilities
Robert	Vassoyan	rvassoya@cisco.com	VP France
Rowan	Trollope	trollope@cisco.com	SVP/GM, IoT & Applications Group
Ruba	Borno	rbornoc@cisco.com	VP Growth Initiatives and Chief of Staff to CEO
Sailesh	Yellumhanti	syelluma@cisco.com	Managing Director
Scot	Gardner	scgardne@cisco.com	Chief Executive – UK & Ireland
Shaik	Kaleem	skaleem@cisco.com	Sr. Director, Business Development
Shaun	Cooley	shcooley@cisco.com	IOT CTO
Todd	Gurela	tgurela@cisco.com	Senior Director, Energy and Transportation
Vikas	Butaney	vbutaney@cisco.com	VP IOT
Wendy	Mars	wenmars@cisco.com	Vice President Digital Acceleration Team EMEAR
Weston	Sylvester	wsylvest@cisco.com	Director, Americas IoT Sales/GTM
Will	Bunge	wbunge@cisco.com	Director sales - AMER Vertical Practices

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First Aid

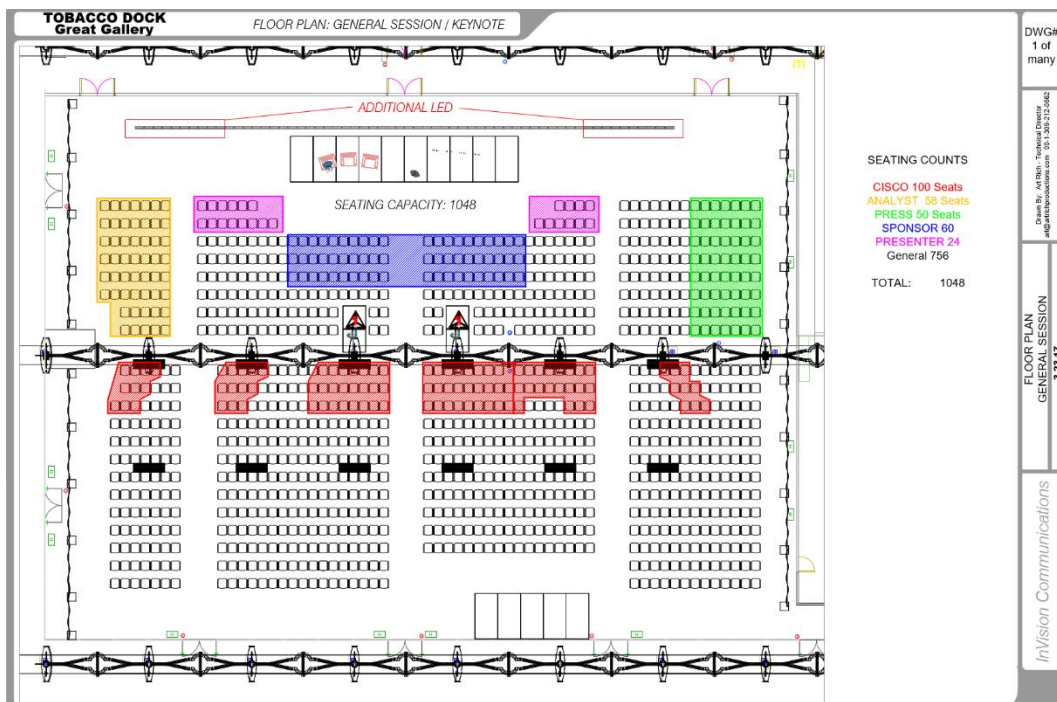
Schedule

Date	Hours
Monday, May 22	10:00am – 8:00pm
Tuesday, May 23	7:00am – 9:30pm
Wednesday, May 24	7:00am – 6:00pm



General Session Room

Please consult the mobile app and/or website for the most up-to-date current schedule and meeting room assignments for all breakouts.



Breakout Sessions

General Sessions (Onsite Lead: Rebecca Wells/Debra Faustini)

Sponsor General Session Speakers (Only)

All final presentations and video/multimedia support were due to Kim DeNadel on May 17. Additionally, bring a backup copy of your presentation and supporting materials on a jump drive and share with Debra Faustini in the Great Gallery at your scheduled rehearsal time.

Please confirm with our Kim DeNadel that we have your permission to share a video recording on-demand along with a PDF version of your presentation on our website.

Rehearsals: You will have a scheduled 30-minute stage rehearsal time, which will be communicated to you by Kim DeNadel. During your scheduled rehearsal time, plan to click through your slide presentation.

Steering Committee and Cisco (Only)

All final presentations and video/multimedia support were due to Kim DeNadel on May 17.

All General Session Speakers

Show day: All presenters should arrive in the Green Room no later than 20 minutes prior to the general session start time to retrieve a microphone and slide advancer.

Breakouts (Onsite Lead: Kim DeNadel)

Sponsor Breakout Speakers (Only)

All final presentations and video/multimedia support were due to Kim DeNadel on May 17.

Steering Committee and Cisco Breakout Speakers (Only)

All final presentations and video/multimedia support were due to Kim DeNadel on May 17.

All Breakout Speakers

Bring a jump drive with your presentation and supporting files with you onsite for backup to Kim DeNadel who will be the main point of contact for your presentation onsite.

You, or your designated breakout lead, need to report to the speaker ready room after registering and at least 3 hours prior to your speaking time.

In the speaker ready room, our support team will confirm your final presentation, discuss any questions you have, and confirm if we may share a PDF version of your presentation on the IoT World Forum website.

Even if you are not using slides or do not have questions, report to the speaker ready room so we may confirm your arrival, speaking time, and session location.

Show day: Breakout speakers must report to their breakout room no later than 15 minutes prior to start time to retrieve microphones and slide advancer.

All sessions will be recorded and VoDs created and posted to the www.iotwf.com website within 48 hours after the event. A PDF version of presentations will also be posted to the event website, provided we have a signed release form from the speaker.

Hotel

Contact: Rhian Lewis, rhlewis@cisco.com

Andaz Hotel, Hyatt
Address: 40 Liverpool St, London EC2M 7QN, UK
TEL: +44 20 7961 1234

Double Tree by Hilton Hotel - Tower of London
7 Pepys Street, London, EC3N 4AF, United Kingdom
TEL: +44-207-7091000

Cancellation policy: Full cancellation penalty will apply for all bookings cancelled.

Check-in time: Standard check-in time starts at 3pm. If you require early check in, you are advised to book the night prior to guarantee.

Check-out time: Standard check-out time is 12 noon.

IoT Deployment Map

Contact: Katya Perez, kaperez@cisco.com

A digital interactive map of global IoT deployments will be available for attendees to explore in the IoT is NOW room. The map will be available on touchscreen kiosks located throughout the venue. Attendees can touch a pin on the map to pop up details about that deployment. Note that the map will be connected in real time to external links & content. The case studies will also be available as part of the mobile app.

IoT Live Experience

Contact: Kinga Pfeifer, kinga.pfeifer@freemanxp.com

TUESDAY, MAY 23

OFFICIAL AGENDA TIME

11:00am - 11:30am	Break in IoT Live Experience
12:30pm - 2pm	Networking Lunch, IoT Live Experience
3:30pm - 3:50pm	Break in IoT Live Experience
5:45pm - 7:30pm	IoT Live Experience

WEDNESDAY, MAY 24

OFFICIAL AGENDA TIME

11:30am - 11:50am	Break in IoT Live Experience
12:30pm - 2:30pm	Networking Lunch, IoT Live Experience
5:15pm - 6:15pm	Closing Reception in IoT Live

IoTLive Experience Zones: Showing the Power and Impact of IoT

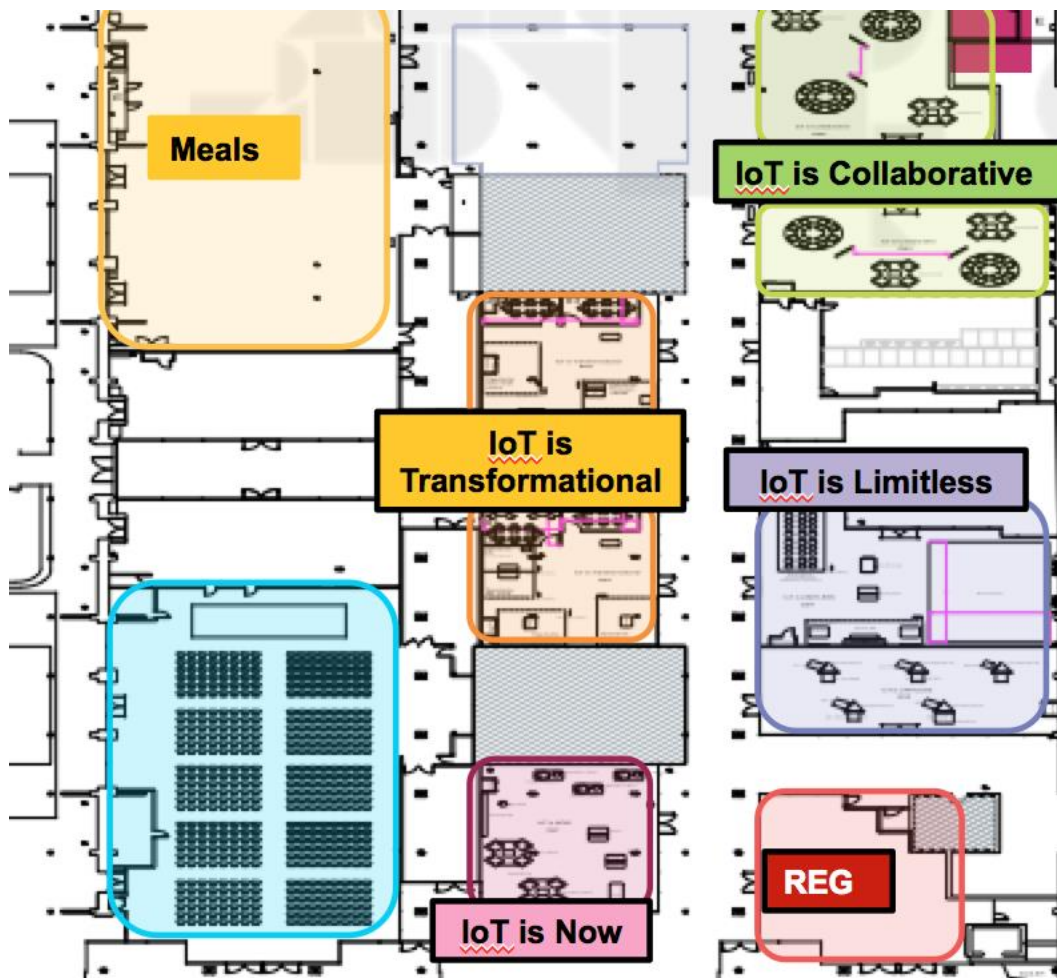
Four Zones:

IoT is Now

IoT is Limitless

IoT is Transformational

IoT is Collaborative



IoT is NOW: 1 room, QS7

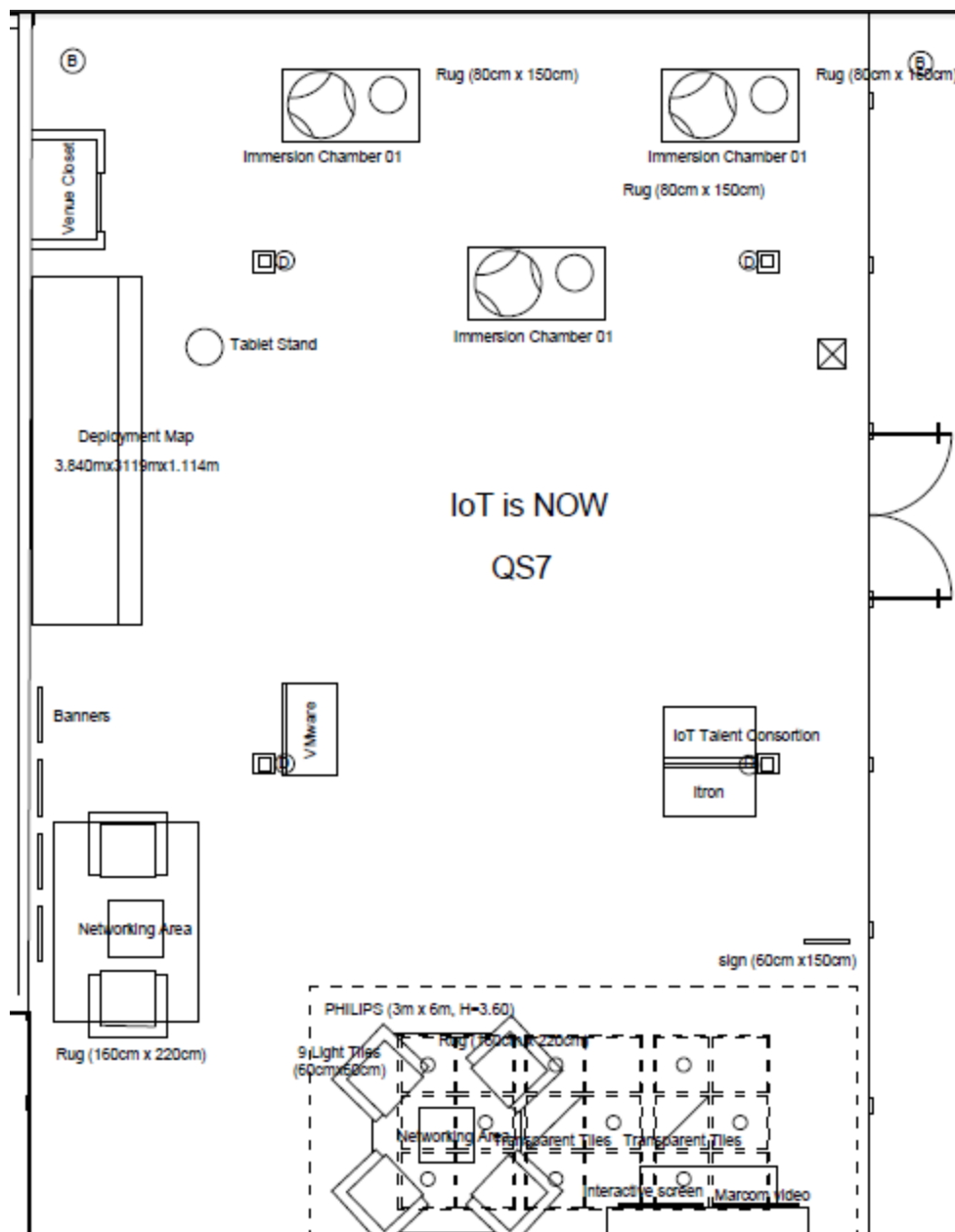
THEME: See successful deployments of IoT today

EXPERIENCES:

- Silver Sponsor Demos (Kiosks)
 - **IOT TALENT CONSORTIUM:** Group of companies with common goal of enabling the workforce of the future to realize the value of the Internet of Things today.
 - **ITRON:** Demo will highlight use case for OpenWay Riva™ IoT solution for utilities and cities. Scenarios show ways in which Itron's solution enables the

street light to be an active endpoint in a connected citywide network where devices gather data, share it, and act upon that data.

- **VMWARE:** Project Ice monitors telemetric data from a car and how it applies software updates to various components in the car, including the head unit.
- Gold Sponsor Spectacle
 - **PHILIPS:** Smart and connected workspace – smart lighting
- IoT Deployment Map featuring over 100 case studies and success stories
- Immersion chambers: Comfortable chairs with tablets where attendees can deep dive into case studies (shown on event app)
- Networking area



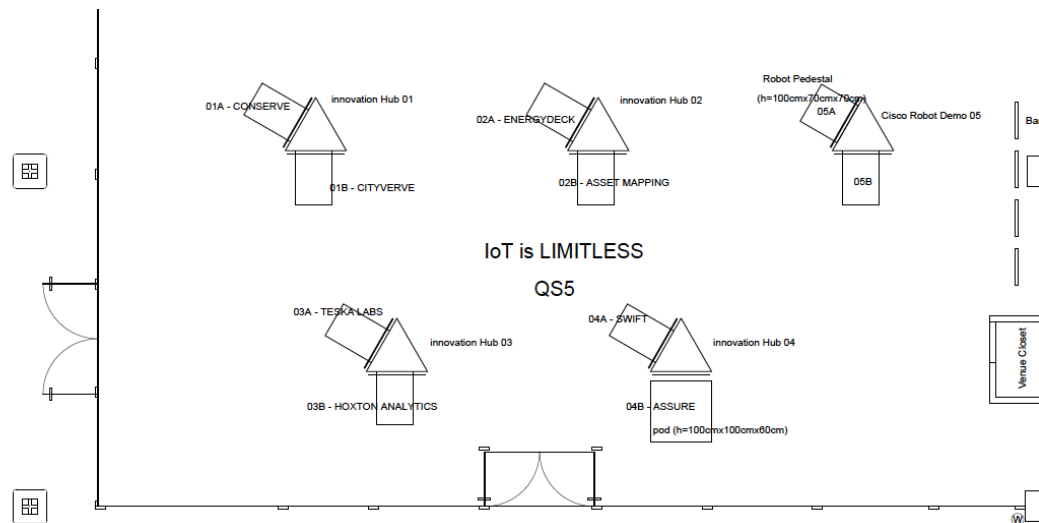
IoT is LIMITLESS: 2 rooms, QS5 & QS4

THEME: Re-imagine business, technology and society with IoT

EXPERIENCES:

IoT is Limitless: QS5 Room

- Innovation showcase featuring IoT start-ups and innovative projects
 - 4 IDEALondon start-ups
 - ENERGYDECK – Energy management
 - TESKA LABS - IoT cyber security
 - ASSET MAPPING – IoT based asset management
 - HOXTON ANALYTICS – Video analytics
 - 4 CREATE
 - CITYVERVE – IoT smart city demonstrator
 - aSSURE – Secure sensor use in real-world environments
 - CONSERVE – Contingency operations for strategic infrastructure and the vulnerable
 - SWIFT – Superfast Wi-Fi in carriage for future travel
- Cisco Robot Demo



IoT is Limitless : QS4 Room

- Sponsor Spectacles
 - **DIMENSION DATA: Rhino Experience** – An experience Rhinos that can only be seen by the participant (either VR or AR) – Rhinos interact with participant. Onlookers can see what the participant sees via a large screen. Through the experience, participants learn about DD's Rhino conservation efforts.

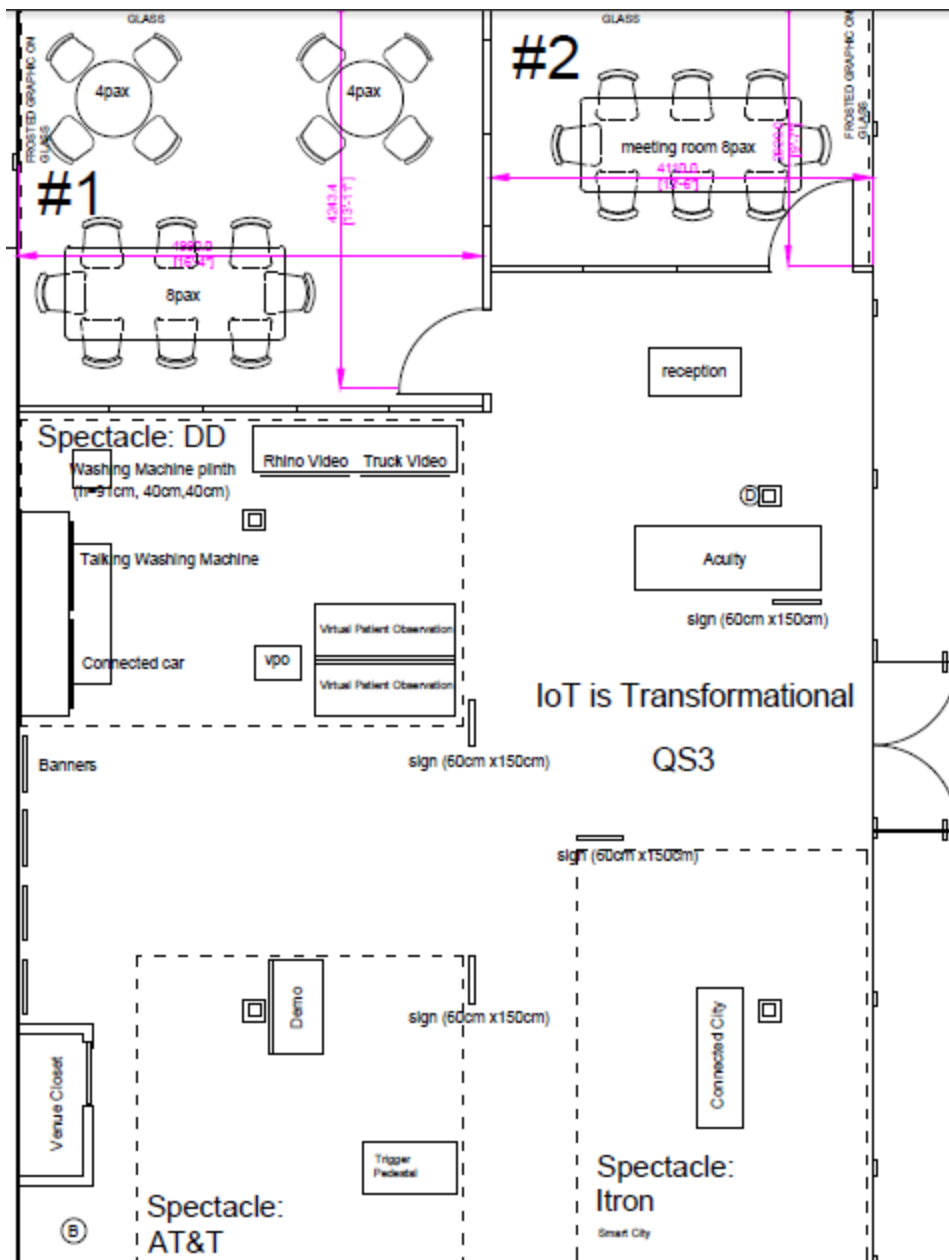
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- The floor plan illustrates the layout of the IoT is LIMITLESS exhibition space, which is 60m x 150m. The main area is divided into several sections:
- Top Left:** A large grid of 24 square tables (6m x 6m) arranged in 4 rows and 6 columns.
 - Top Center:** A curved wall section labeled (B).
 - Center:** A large open area with the text "IoT is LIMITLESS" and "QS4".
 - Bottom Left:** A "Venue Closet" and two "App Dynamics DEMO 01" and "App Dynamics DEMO 02" stations.
 - Center-Right:** A "Cisco Showcase" (A, B, C, D) and a "Panduit Motor table" (A, B, C, D).
 - Right Side:** A "Rhino Experience" area featuring a "Tech Station", "Graphic Panels", "LED screen (5m x 3m)", "Control Device", "AV board", and "Desk".
 - Bottom Center:** A "Spectacle: IBM" area with two "Drone Box" stations (part 02 - visual inspection and part 01 - Drone Box) and a "sign (60m x 150cm)".
 - Bottom Right:** A "sign (60m x 150cm)" and a "hanging horizontal banner (3m, 0.75m)".
- Legend:
- 60m x 150cm: Nemesis Machine Connected Metropolis Suggested size (h=0.5m, 5.6m, x3.79m)

THEME: Learn from innovators how to use IoT to transform & grow

EXPERIENCES:

IoT is Transformational: Room QS3

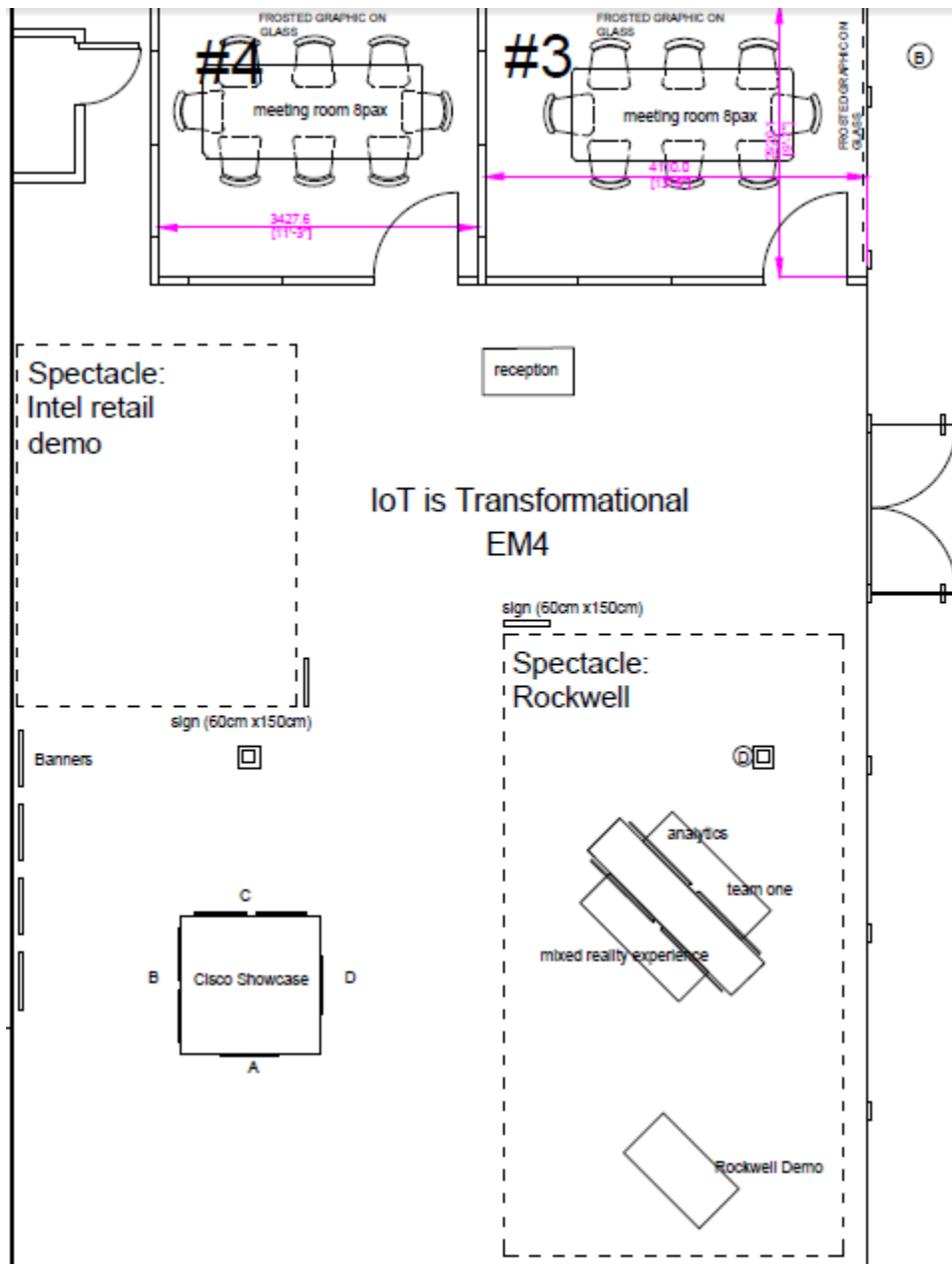
- Sponsor Spectacles
 - **ACUITY**
 - **AT&T:** *Augmented Reality using Microsoft Hololens – LTE Connected Car*
 - **DIMENSION DATA:** *“Tour de France Experience Centre” Video – This fully guided 25 minute, immersive, mobile experience is aimed at engaging audiences with storytelling and educating them on how technology is reinventing business models in the digital era. **NOTE:** This area will feature a video of the Tour de France Experience Centre. The Truck will be parked outside of Tobacco Dock, Pennington Street exit*
 - **DIMENSION DATA:** *Rhino Video*
 - **DIMENSION DATA:** *Remote Healthcare Monitoring: VPO (Virtual Patient Observation)*
 - **DIMENSION DATA:** *Talking Washing Machine & Connected Car (remote control car provides analytic data of activity)*
 - **ITRON:** *Riva Network Technology – This spectacle demonstrates how modern urban infrastructure can be used to automate important safety tasks across utilities and public agencies to improve the outcome after a natural disaster such as an earthquake.*
- Strategic sponsor 1:1 meeting rooms
 - #1: 3M
 - #2: Dimension Data



IoT is Transformational: Room EM4

- Sponsor Spectacles
 - **INTEL:** A vignette that shows a retail environment and demonstrates how sensor technology interacts with the network and the store associate to show in-stock inventory for both front-of-house and back-of-house.
 - **ROCKWELL AUTOMATION:** *Factory Talk/IoT Analytics* – Demonstrates how various parts of a factory can communicate with each other and can be viewed/interacted with via a tablet dashboard.

- **ROCKWELL AUTOMATION:** *Virtual Machine* – Augmented Reality experience using HoloLens to see a virtual panel that controls the demo, turning various things on and off with hand motions and voice commands.
- Cisco Showcase: private sector
- Strategic sponsor 1:1 meeting rooms
 - #3: Intel
 - #4: Rockwell

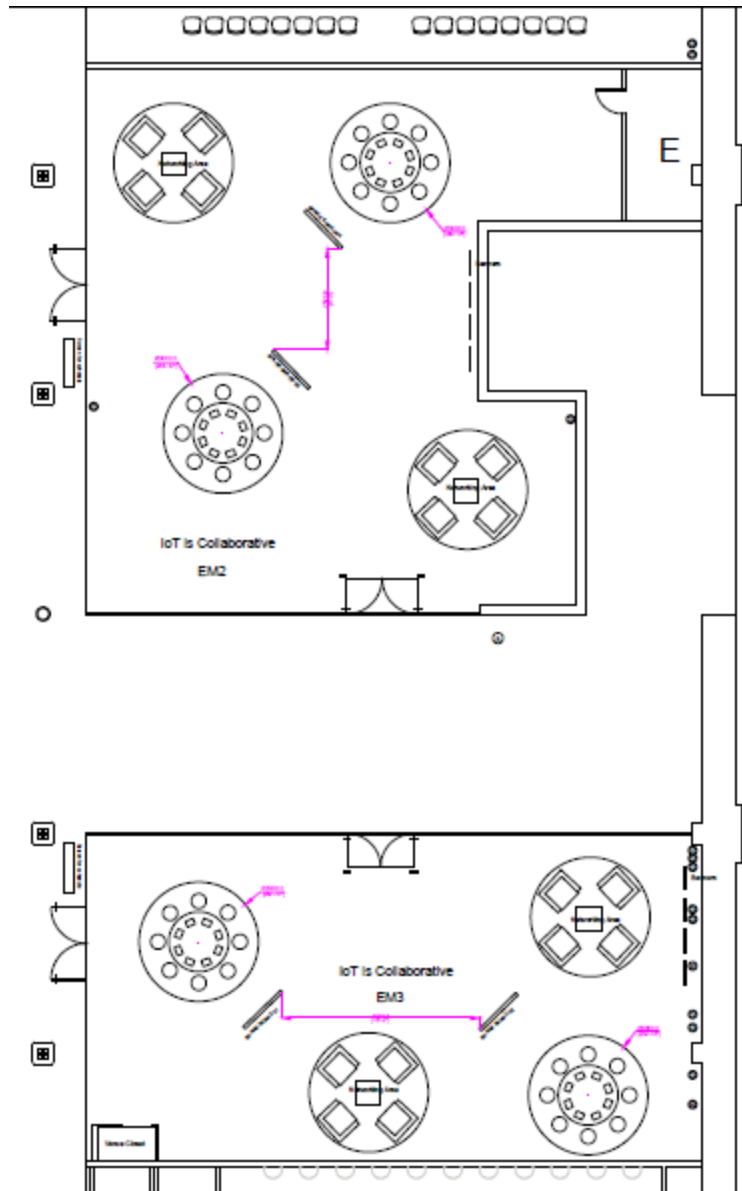


IoT is COLLABORATIVE: 2 rooms, EM3 & EM2

THEME: *Join the IoT ecosystem and drive results*

EXPERIENCES:

- Sponsor-led collaborative 20-minute white-boarding sessions discussing topics that will bring actionable results
- 2 Spark Boards/white-boarding areas per room



Keynotes

Contact: Debbie Wittick , dewittic@cisco.com

Tuesday, May 23, 2017	
9–9:30 a.m.	Welcome Remarks <i>Inbar Lasser-Raab, Vice President, Enterprise Solutions Marketing, Cisco</i> <i>Scot Gardner, Vice President, Sales, Cisco</i>
9:30-10:10 a.m.	Opening Keynote: Cisco's IoT Vision & Strategy <i>Chuck Robbins, CEO, Cisco</i> <p>Every leader and every organization is having to move faster than ever before, and as companies, cities, and countries around the world look to drive digital transformation, the Internet of Things sits at the center. IoT is happening now, but we've only just begun to fully realize its potential. IoT is helping create a new world of value as we securely connect things, and capture, understand, and act on data, and this process is fueling innovation across the entire market. Working together, we can create the future of IoT, through sharing knowledge and expertise, ultimately setting the course for how business will be done in the future.</p>
10:10-10:50 a.m.	Animating the Physical World Through the Internet of Value <i>Don Tapscott, The Tapscott Group, Inc.</i> <i>Co-author, Blockchain Revolution and Wikinomics</i> <i>Author, The Digital Economy – 20th Anniversary Edition</i> <p>The physical world is being animated – it's coming alive as physical objects are imbued with the ability to not just sense, process, and communicate information but to think, learn and transact. But if these billions of things are to participate fully in the economy, our institutions and our daily life they need a commercial platform. The Internet of Everything needs a Ledger of Everything enabling it to do business, transact and generate economic value.</p> <p>Don Tapscott, arguably the world's leading thinker about the digital age over three decades argues that current Internet is evolving from a platform for information into a platform for value – based on the biggest innovation in computing science in a generation – blockchain. This Internet of Value enables us to animate the physical world and adopt powerful new business models. All this will change the nature of the firm and the way governments operate. It also has profound implications for IT strategy, architecture, and leadership as through it, every business can finally become a digital business.</p>
10:50-11:00 a.m.	Transforming Your Workforce for IoT – An HR Perspective from GE <i>Jennifer Waldo, Chief Human Resources Officer, GE</i>

11:30-12:10 p.m.	<p>A Tsunami of Change: Next-Generation Business Models: Monetizing Data <i>Dr. Jennifer Belissent, Principal Analyst, Forrester</i> <i>Sameer Agrawal, VP, Supply Chain Solutions, Honeywell</i> <i>Dr. Dennis Curry, Business Innovation and R&D, Konica-Minolta</i></p> <p>Many companies have put their IoT data to work internally, primarily for cost savings through process optimization. But that has its limits. Savvy leaders now understand that others can benefit from the data as well, and are increasingly taking it to market. The potential use cases are endless – giving rise to new companies and transforming traditional product companies into providers of data and insights services. In this session, we examine the innovative business models and best practices that drive successful data commercialization.</p>
2-2:45 p.m.	<p>IoT and Government: Impact of New Technologies on Leadership and Citizen Services <i>Anil Menon (Moderator), SVP, Smart+Connected Communities, Cisco</i> <i>Eitan Barzilay, Chief Business Development & Innovation Officer, Jerusalem Municipality</i> <i>Raj Mack, Head of Digital Birmingham</i></p> <p>Join a panel of visionary government leaders to learn how they are embracing IoT's promise to improve the delivery of services, streamline operations, and fortify decision support through shared data. Hear what challenges they're facing and the journey they're on towards solutions. Could IoT change how government functions at its core?</p>

Wednesday, May 24, 2017	
9-9:20 a.m.	<p>Opening Remarks <i>Inbar Lasser-Raab, Vice President, Enterprise Solutions Marketing, Cisco</i></p>
9:20-10 a.m.	<p>Keynote <i>Rowan Trollope, SVP, IoT and Applications, Cisco</i></p>
10-10:15 a.m.	<p>Driving Business Outcomes with Scalable Analytics and IoT <i>Blake Moret, CEO, Rockwell Automation</i></p>
10:15-10:45 a.m.	<p>Unlocking the Full Value of IoT Data Through Analytics and Machine Learning <i>Harriet Green, General Manager, IBM Watson IoT, IBM</i> The potential of intelligent analytics and artificial intelligence is driving organizations to a fully enabled IoT environment. All the data that is collected from sensors and devices that can be rolled up and analyzed makes great business sense. But how do we overcome the challenges to reap the enormous benefits?</p>
4:30-5:15 p.m.	<p>Closing Keynote Speaker - Senseable Cities <i>Carlo Ratti, Director of MIT Senseable City Lab, Founding Partner at Carlo Ratti Associati Design and Innovation Office</i></p>

	<p>The increasing deployment of sensors and hand-held electronics in recent years is allowing a new approach to the study of the built environment. The way we describe and understand cities is being radically transformed - alongside the tools we use to design them and impact on their physical structure. The contribution from Prof. Carlo Ratti will address these issues from a critical point of view through projects by the Senseable City Laboratory, a research initiative at the Massachusetts Institute of Technology, and the design office Carlo Ratti Associati.</p>
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Lost and Found

Lost & Found will be managed & handled by the IoT Registration staff. Any item found will be turned over to the Hosts at the registration desk on the ground level.

Maps of Tobacco Dock

Ground Floor

net **IoT** Things World Forum
May 22 – 24, 2017 • London



Vault

ernet of Things World Forum
May 22 – 24, 2017 • London



Tobacco Dock Vault

- NV1** - PR Program Room
- NV6** - AR Program
- NV3** - AR/PR 1:1 Room
- North Vault Courtyard**
 - AR/PR Reception (Tue)
 - 1:1 Check in Desk
- NV7**
 - Gold and Silver Sponsor Meetings
 - Tue and Wed | During Networking Time
- NV4**
 - 1:1 Meetings
 - Tue, May 23 | During Networking Time
 - Sponsor Roundtable Luncheon (Dimension Data)
 - Wed, May 24 | 1:30-2:15
- NV2**
 - 1:1 Meetings | During Networking Time
- NV5**
 - 1:1 Meetings | During Networking Time
- ND1**
 - Staff Safety and Security Brief
 - Mon, May 22 | 9:15
- Networking Event**
 - Tue, May 23 | 7:15-9:30
- ND2**
 - IoTTC Workshop
 - Mon, May 22 | 2:00-4:00
- Sponsor and Executive Luncheon (Strategic & Gold)**
 - Tue, May 23 | 12:45-1:45
- Evening Entertainment Dressing Room**
 - Tue, May 23 | 6:00-10:00
- Sponsor Roundtable Luncheon (Intel)**
 - Wed, May 24 | 1:30-2:15
- ND3**
 - 3M Dinner
 - Mon, May 22 | 8:00-10:00pm
- VIP Reception**
 - Tue, May 23 | 6:30-7:30pm
- Sponsor Roundtable Luncheon (Rockwell)**
 - Wed, May 24 | 1:30-2:15
- Offices**
 - SV1** - Staff Office
 - SV4** - Reg Office
 - SV5** - Staff meals / Furniture Storage
 - SV6** - Ad Hoc/1:1 Meetings
 - Kennedy** - Private Office Rowan
 - Churchill** - Private Office Chuck
 - Marx** - Private Office Inbar
 - Brunel** - Inbar 1:1
- SV3** - Coat Check/EMI/First Aid

Meals

Contact: Trish Pomeroy, tpomeroy@cisco.com

Delegate Timings & Locations
Breakfast – In Hotel

Refreshment Breaks and Lunch Timings & Locations:

	Tuesday	Wednesday
Morning	Tea/Coffee service 7:30 am – 9:00 am 11:00 am – 11:30 am	Tea/Coffee service 7:30 am – 9:00 am 11:00 am – 11:30 am
Lunch	12.30 – 14.00	12.30 – 14.30
Afternoon	Tea/Coffee service 03:30 pm – 3:50 pm	Tea/Coffee service 03:30 pm – 3:50 pm

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Lunch and Refreshments will be served in the following areas on Tuesday and Wednesday:

EM Square
Great Gallery Courtyard
Quayside Courtyard
Little Gallery

Cisco Execs, Speakers and Sponsors

All Cisco Executives, Cisco Hosts, Speakers and sponsors should have all meals and refreshments with delegates as above.

Special Dietary Requirements

If attendees indicate that they have special dietary requirements, please advise them that this has been accounted for in all of the menus. There will be a wide variety of selection and choices at each meal in order to cater to all unique dietary needs.

Social Events

Social functions are for delegates, Cisco executives, Cisco hosts, speakers and sponsors. Guests are not permitted.

Sponsor and Speaker Reception (by invitation only)

The Sponsor welcome reception will be in the Great Gallery Courtyard on Monday evening, 18:30 – 20:00 in the Great Gallery Courtyard. This event is only open to invited sponsors, speakers and Cisco executives. It will be hosted by Inbar and Rowan.

VIP Reception

This is an **invitation only** event hosted by Chuck Robbins and will be held in ND1 from 18:30-19:30 on Tuesday evening. Invitees will include sponsors, Steering Committee members, keynote speakers and Cisco executives.

General Receptions

All attendees are invited to attend the Networking event on Tuesday evening and the Closing reception on Wednesday evening.

Prior to the start of the Networking event, drinks and networking can be enjoyed in the IoT Live experience areas.

Function	Tuesday	Wednesday
Networking Event	19:15 – 21:15 Room: ND1	N/A
Closing Reception	N/A	17:15 – 18:15 Little Gallery

Sponsor Catering:

All sponsors are responsible for any catering ordered for their meeting rooms, including payment.

Crew & Event Staff Catering

Event Staff – Lunch in SV5 for Event Staff during show days. Dinner should with attendees in the evening reception on Tuesday and Wednesday unless otherwise communicated.

Proper badge credentials are required for entrance.

Meal Function	Tuesday	Wednesday
Lunch	12:00 – 14:00	12:00 – 14:00

AV Crew – Meals will be served in the Video village – GGB for designated General Session AV Crew only. This includes rolling teas/coffees lunch and dinner Thursday 18th – 24th May, breakfast will be included Sunday 21st – Wednesday 24th May and a lunch/beverage service only on Thursday 25th May.

Crew Catering – set up and derig

Lunch and dinner will be available during set up and lunch on Thursday for those onsite for the de-rig for those who have requested crew meals during set up/derig. Details of location to be sent to crew team leads. Breakfast should be taken at the hotel and arrangements have been made for breakfast to be served from 6am.

Meetings – 1:1

Contact: Rhian Lewis, rhlewis@cisco.com

Onsite requests for a meeting room should be directed to Rhian Lewis. Limited meeting space is available for Cisco Execs. Please contact Rhian to inquire for availability.

1:1 Meetings

- The 1:1 Executive Meetings Help Desk is located on the Vault Level. Visit this desk for help with your current meetings, and to request new meetings.
 - An info. desk will also be located at Registration on the Ground level.
- The Cisco 1:1 meeting rooms are located on the Vault Level.

Onsite 1:1 Schedule

Date	Times
Monday 22 May 2017	14:00 - 20:00
Tuesday 23 May 2017	07:30 -09:00, 12:30-14:00, 17:45-19:30
Wednesday 24 May 2017	07:30 – 09:00, 12:30 -14:30

Mobile App. for IoTWF

Contact – Rae Rosen, rarosen@cisco.com

In an effort to reduce our carbon footprint, all conference materials, including your agenda and session surveys, will be available on the IoTWF mobile application. You can download the app to your mobile device now by following the links below, based on device type:

- [iPhone](#) and [iPad](#):
 - Search the App Store for "Cisco Events App."
- [Android](#):
 - Search the Play Store for "Cisco Events."
- Use your IoTWF username and password to login

We encourage you to use the app to network with attendees at the IoTWF. There will be a mobile app support desk onsite, located in the registration area, should you need any assistance.

P

Parking

On-site parking is available via Park Jockey, starting from £5 a day. The link to book a place is: <https://www.parkjockey.com/search/Tobacco%20Dock%20Car%20Park/Tobacco%20Dock%20Car%20Park%2C%20St%20Katharine%27s%20%26%20Wapping%2C%20London%20E1W%203HZ%2C%20UK/51.5079946/-0.0578928/201609151530/201609151830>

IoTWF will not validate or reimbursement any fees associated with parking.

Photographer

Contact: Katya Perez, kaperez@cisco.com

A photographer has been hired to capture the IoTWF. The photographer has a very busy daily schedule and very detailed shot list to adhere to. If you have specific requests, they should be directed to Debbie Wittick for review and approval.

Public Relations

Contact – Amy Lucas +44 788 191 8160 amylucas@cisco.com

Press Room: NV1 PR Room, lower ground floor, Tobacco Dock

Our approach:

Provide an experience; focus on influencing perceptions and instilling belief

- Focus on delivering experiences that position Cisco and sponsors at the heart of this transition – an equal balance of real implementation and future potential
- Capitalise on the nature of the event to reinforce the importance of ecosystems in making IoT successful
- Enable press and analysts to attend main event sessions of strategic value
- Provide value-add experiences – focused on highlighting the impact of IoT on business, society and technology

If you are not a Cisco Spokesperson:

Simply tell the press/industry analyst that you are not a Cisco spokesperson and direct them to the Press Room (NV1) Ask for Amy Lucas +44 788 191 8160 or any member of the Cisco PR team. They will be available on-site Tuesday & Wednesday.

If you are a Cisco spokesperson, remember everything is on the record.

Press Agenda: Press will be attending a number of key conference sessions, in addition to tailored sessions aligned to the content themes and 1:1 executive briefing opportunities with Cisco and Sponsor Executives. If you require more detail on the press agenda, please contact Amy Lucas (+44 788 191 8160).

Monday 22nd May, The Science Museum, London

4:45pm.	Transfer from hotel to the Science Museum
5:30pm.	<i>Press and analyst exclusive reception, including private tour of the limited duration Robot's exhibition</i>
8:00pm.	Transfers back to hotel (as applicable)

Tuesday 23rd May, Tobacco Dock, London

7:30 a.m.	Transfer from hotel , please be in the hotel reception by 7:30
8:30 a.m.	Press welcome from Rowan Trollope
9–9:30 a.m.	Welcome Remarks Scot Gardner, Chief Executive, Cisco UK & Ireland Inbar Lasser-Raab, Vice President, Enterprise Solutions Marketing, Cisco
9:30-10:15 a.m.	Opening Keynote Chuck Robbins, CEO, Cisco
10:15-11 a.m.	Animating the Physical World Through the Internet of Value <i>Don Tapscott, The Tapscott Group, Inc.</i> <i>Co-author, Blockchain Revolution and Wikinomics</i> <i>Author, The Digital Economy – 20th Anniversary Edition</i> The physical world is being animated – it's coming alive as physical objects are imbued with the ability to not just sense, process, and communicate information but to think, learn and transact. But if these billions of things are to participate fully in the economy, our institutions and our daily life they need a commercial platform. The Internet of Everything needs a Ledger of Everything enabling it to do business, transact and generate economic value. Don Tapscott, arguably the world's leading thinker about the digital age over three decades argues that current Internet is evolving from a platform for information into a platform for value – based on the biggest innovation in computing science in a generation – blockchain. This Internet of Value enables us to animate the physical world and adopt powerful new business models. All this will change the nature of the firm and the way governments operate. It also has profound implications for IT strategy, architecture, and leadership as through it, every business can finally become a digital business.
11-11:10 a.m.	Transforming Your Workforce for IoT – A GE Perspective Jennifer Waldo, Chief Human Resources Officer, GE
11:30-12:15 p.m.	Press Session: IoT impact on business <i>Ten years from now, you'll have to look hard to find an industry that has not been transformed by IoT. But today, we are just beginning to understand IoT's potential. This session will explore the new business opportunities, revenue streams, and new business structures IoT makes possible.</i>
12:15-12:45 p.m.	Press Session: Q&A
12:35–2 p.m.	Networking Lunch – including IoT Live
2–2:45 p.m.	IoT and Government: Impact of New Technologies on Leadership and Citizen Services <i>Anil Menon (Moderator), SVP, Smart+Connected Communities, Cisco</i> <i>Eitan Barzilay, Chief Business Development & Innovation Officer, Jerusalem Municipality</i> <i>Raj Mack, Head of Digital Birmingham</i> Join a panel of visionary government leaders to learn how they are embracing IoT's promise to improve the delivery of services, streamline operations, and fortify decision support through shared data. Hear what challenges they're facing and the journey they're on towards solutions. Could IoT change how government functions at its core?

3:00– 3:50 p.m.	Press Session: IoT Impact on Society <i>From the jobs that we do, to the cities we live in, IoT is dramatically changing where and how we live. Hear from a variety of influencers who are creating the future in a variety of areas including public services, cities, spaces, jobs, healthcare.</i>
3:50–4:30 p.m.	Beyond Business: A Holistic View of the Societal and Human Impact of IoT <i>Gerd Leonhard, Futurist, CEO, The Future Agency</i> <i>Karen Walker, CMO, Cisco</i> The societal impacts of IoT are enormous, yet still relatively uncharted and generally regarded as externalities. While technological progress is certain to bring vast economic and societal benefit, we cannot ignore the potential unintended consequences of exponential digital transformation. Thinking beyond the financial bottom line, the bigger questions deal with ethic and human flourishing: What will be the impact of IoT on society and culture, jobs and the global workforce? What is our role as business and technology leaders in preparing the world and the workforce for the exponential challenges and opportunities speeding towards us? In this session, we explore the ethics of IoT and the critical role of human ingenuity in designing and shepherding its impact.
4:30–5 p.m.	The Network Effect: The Service Provider Strategic Platform <i>Chris Penrose, SVP, IoT Solutions, AT&T Mobility</i> The service provider plays a crucial role in the evolution of IoT. We are about to have a new form of responsive network that detects the nature of devices with which it communicates: a network that incorporates and embraces many different forms of radio systems, enabling the use of devices with a much wider range of power and connectedness. How should leaders think about the potential of 5G, LP-WAN, and other emerging technologies? What are the early trials, and when will full support emerge?
5–5:10 p.m.	Transforming from a Logistics Company to a Mobility Company <i>Dr. Eberhard Kurz, CIO, Deutsche Bahn</i>
5:10– 5:45 p.m.	Securing Our Future: Managing Risk and Privacy in the Hyper-connected World <i>Haydn Povey, CEO, SecureThingz</i> <i>Terry Greer-King, Cisco</i> "What is our privacy worth? To marketers, your personal information, your likes and dislikes, and online behavior can mean profitable new revenue streams. To employers, keywords in your communications can tip them off to rogue insiders. And to governments, correlating whom you communicate with online, the web sites you visit, and your online searching and reading habits, may help identify potential criminal activity. And at the same time, strict personal privacy and data residency laws are being enacted in different parts of the world that will curtail who has access to an individual's data. Can an IoT-adopting society stay safe, economically viable, and maintain individual privacy? Or has IoT adoption come at the cost of privacy?"
5:45– 7:15 p.m.	Executive 1:1 media briefings
7:30 p.m.	Networking Reception

Wednesday 24th May, Tobacco Dock, London

8 a.m.	Transfer from hotel
9–9:15 a.m.	Opening Remarks Inbar Lasser-Raab, Vice President, Enterprise Solutions Marketing, Cisco
9:15–10:00 a.m.	Keynote Rowan Trollope, SVP IoT and Applications, Cisco
10–10:15 a.m.	Driving Business Outcomes with Scalable Analytics and IoT Blake Moret, CEO, Rockwell Automation
10:15–10:45 a.m.	Unlocking the Full Value of IoT Data Through Analytics and Machine Learning <i>Harriet Green, General Manager, IBM Watson IoT, IBM</i> The potential of intelligent analytics and artificial intelligence is driving organizations to a fully enabled IoT environment. All the data that is collected from sensors and devices that can be rolled up and analyzed makes great business sense. But how do we overcome the challenges to reap the enormous benefits?
10:50–11:30 a.m.	Press Q&A with Rowan Trollope
11:30–12:15 a.m.	Press Session: The Impact of IoT on Technology IoT is all around us. We're connecting the things and people across industries like manufacturing, automotive, financial services – and so much more. Hear from some of the top IoT minds as we discuss how IoT technology is evolving to be an instrumental part of business and our everyday lives.
12:15–2:30 p.m.	Executive 1:1 Media Briefings, Lunch & Networking
2:30–3 p.m.	Navigating the Journey to Scale via the Cloud Jason Zander, Corporate VP, MS Azure

3-3:30 p.m.	The Security Vulnerabilities of IoT <i>Martin Lee, Technical Lead, Security Research, Talos</i> Once more and more of the world becomes connected, the last thing we will tolerate is hackers interfering with how our world operates. How can we design an IoT world for resilience? Where are the strong and weak points of our infrastructure today? Will this, like so many areas of digital security, become just another arms race, with systems required to continually become more sophisticated and secure?
3:30-4 p.m.	Automation and AI – From Devices to Insights to Action: Fireside Chat <i>Kevin Bandy, SVP, Chief Digital Officer, Cisco (moderator)</i> <i>Michael Demshki, Strategic Business Development for AI, Intel Corporation</i> One promise of artificial intelligence (AI) is automating repetitive, time consuming tasks that require intelligent decisions. Over the last five years, AI capabilities and performance have improved exponentially, greatly broadening the range of practical intelligent automation applications. This session will look across industries to see what is possible with today's technology, present real success stories and highlight strategies to overcome common pitfalls.
4-4:30 p.m.	The Network Effect: Bringing It All Together <i>Inbar Lasser-Raab, Vice President, Enterprise Solutions Marketing, Cisco</i> <i>Anton Jooste, Global Director IoT, Dimension Data</i> The technology for IoT is changing and evolving rapidly; the network is the underpinning technology that brings it together and makes it possible. In this session, we look at the evolving capabilities networks must deliver to scale the IoT opportunity to the next level.
4:30-5:15 p.m.	Closing Keynote Speaker - Senseable Cities <i>Carlo Ratti, Director of MIT Senseable City Lab, Founding Partner at Carlo Ratti Associati Design and Innovation Office</i> The increasing deployment of sensors and hand-held electronics in recent years is allowing a new approach to the study of the built environment. The way we describe and understand cities is being radically transformed - alongside the tools we use to design them and impact on their physical structure. The contribution from Prof. Carlo Ratti will address these issues from a critical point of view through projects by the Senseable City Laboratory, a research initiative at the Massachusetts Institute of Technology, and the design office Carlo Ratti Associati.

R

Receptions

Social functions are for delegates, Cisco executives, Cisco hosts, speakers and sponsors. Guests are not permitted.

Sponsor and Speaker Reception (by invitation only)

The Sponsor welcome reception will be in the Great Gallery Courtyard on Monday evening, 18:30 – 20:00 in the Great Gallery Courtyard. This event is only open to invited sponsors, speakers and Cisco executives. It will be hosted by Inbar and Rowan.

VIP Reception

This is an **invitation only** event hosted by Chuck Robbins and will be held in ND1 from 18:30-19:30 on Tuesday evening. Invitees will include sponsors, Steering Committee members, keynote speakers and Cisco executives.

General Receptions

All attendees are invited to attend the Networking event on Tuesday evening and the Closing reception on Wednesday evening.

Prior to the start of the Networking event, drinks and networking can be enjoyed in the IoT Live experience areas.

Function	Tuesday	Wednesday
	19:15 – 21:15	N/A

Networking Event	Room: ND1	
Closing Reception	N/A	17:15 – 18:15 Little Gallery

Registration

Contacts: Felicite Russell, ferussel@cisco.com
Darcy Hills, darhills@cisco.com

Onsite Registration Hours:

Monday, May 22: 2:00 pm-8:00 pm

Tuesday, May 23: 7:30 am-9:00 am (desk open until 7pm)

Wednesday, May 24: 7:30 am-9:00 am (desk open until 6pm)

Attendees will receive an email on Monday and Tuesday (if they have not already picked up their badge) with their QR Code to scan and auto-print their badges.

Additionally, for those attendees that have downloaded the mobile application, and activated Bluetooth with the app, the QR code will populate to their phone via a push notification.

Registrants will be directed to the check in desk, located on Ground Floor nearest to the Quayside Walkway at the Wapping Lane Entrance. Registrant will be able to scan their email or QR code from the app OR they can search for their registration record with the first two letters of their first and last name or email address. The search will yield the active registrant name(s) that match the search.

The registrant will select their name from the touch screen and their badge will print.

Colors:

ATTENDEE

C5 M90 Y30 K0

R227 G63 B118

CISCO

C70 M0 Y0 K0

R0 G192 B243

SPONSOR

C100 M85 Y33 K0

R85 G12 B124

STAFF

C0 M0 Y0 K60

PRESS

C76 M7 Y43 K8

R21 G161 B151

INDUSTRY ANALYST



Staff will check ID for the registrant and compare to the printed badge. The staff member will then attach the gray lanyard to the badge and hand it to the attendee, reminding them to download the mobile app if they have not already done so.

Badges will print with attendee type and any Speaker or Steering Committee designation, if applicable. Those requiring all access will have a key icon printed on their badge.

Speakers should receive an OL reminder for their rehearsal and session check-in times from Kim Denadel.

We are **NOT** allowing any onsite Cisco registrations. If Cisco attendee escalates, please follow protocol:

Escalation Point: first point: Kim Griffin
Second point: Debbie Wittick/Joel Conover.

*For access early access during set up days you will be required to wear a wristband. Please bring a government issued ID.

Wristbands – see ‘Wristbands’ on pg. 16

Rooms

Main Room Locations:

Ground Level:

- Registration – QS6
- Main Meal room – Little Gallery
- General Session + Breakout #3 – Great Gallery
- Breakout #1– QS1
- Breakout #2 – EM1
- Breakout # 4 – Dock Gallery
- IoT is Now – QS7
- IoT is Limitless – QS4 + QS5
- IoT is Transformational – EM4 + QS3
- IoT is Collaborative – EM2 + EM3

Vault Level:

- PR Presentation Room – NV 1
- AR Presentation Room – NV6
- Executive 1:1 – NV2 + NV5
- Sponsor Executive Luncheon (Tues 5/23 @ 12:45-1:45 pm_ - ND2
- 3M Dinner (Mon, 5/22 8-10 pm) – ND2
- Sponsor Meeting Room – NV4, NV7 + ND2
- Sponsor and Speaker Reception (Mon, 5/22) – Great Gallery Courtyard (
- VIP Networking Reception (Tues, 5/23) – ND3
- Networking Event (Tues, 5/23) – ND1

Work Room Locations:

Ground Floor Level:

- Green Room / Speaker Ready Room – GGA
- Video Village – GGB
- IT / Jaguar - EM6

Vault Level:

- Cisco Staff Work Room – SV1
- Ad-hoc Meeting Room – SV6
- AR/PR Workroom – NV3
- Staff Meals – SV5
- FXP – SV2
- Coat Room & EMT/1st aid – SV3
- Registration (back of house) – SV4

Security

Lead Contact: Andrew Brown +44 7825 192726; abrown2@cisco.com, – Until May 24th.

Alternative Contact: Nick Willis +44 7825 658761; nickwil@cisco.com, – Until May 24th.

In the case of any security issues onsite, please contact Global Protective Services or your nearest IoT Event team member who will contact the appropriate person. If the situation is an emergency contact event security staff present within the venue during live hours.

Badges should be worn at all times during the event. Anyone present without a badge should be expected to be challenged.

Please remain vigilant at all times and do not leave personal property unattended. Report any concerns or suspicious activity to Security, GPS or Event Staff immediately. For any out of hours' security issues during the program, contact Global Protective Services.

It should be noted that due to the nature of the event space, rooms within Tobacco Dock are very problematic to secure. Removable items of value should not be left overnight unless by prior agreement with Event Staff. There is no secure storage available for personal property – due to this we strongly recommend limiting personal items brought on site. Cisco, The Venue and the event management do not take responsibility for the loss or theft of any personal property.

Medical Emergency

In the case of a medical incident whilst onsite at [Tobacco Dock](#), report this to a member of event staff, hostess or Event Security who will contact the EMT (Emergency Medical Technician) present onsite for the event.

Please provide the following information:

- Location of casualty (such as a room reference, Vault / Ground Floor)
- Brief details of the casualty and injury (i.e. unconscious, shortness of breath, pain to chest)

Fire

Fire-fighting and monitoring equipment is located throughout the venue. Please familiarize yourself with the building layout and take note of your nearest fire exit during the event. If a fire alarm sounds, remain calm and exit the building at the nearest, safe exit point. If you discover a fire, raise the alarm using a manual alarm point, exit the building and advise Event or Venue staff.

Firefighting equipment should only be used if you feel it is safe to do so and are familiar with its operation. London Fire Brigade can be contacted on 999.

Evacuation

Evacuation of the building will be indicated by a loud warning alarm, this will be supported by Event or venue staff using loud hailer. If an evacuation announcement is made, exit the building by the nearest, safe exit and follow instructions from staff to the nearest assembly point.

All Access

Access will be granted to all those wearing a coloured wrist-bands, having been named checked, outside the live days and normal conference hours.

Build-days (May 18-22)
Derig-days (May 24 - 26)

Green badge
Orange badge

Sessions & Related Surveys

Attendees will be scanned into all breakout sessions and theater sessions. (Plenary sessions will not be scanned).

Scanning will include a tap from a phone to the attendees NFC enabled badge. One to two staff will be located at each session, depending on the size of the session and the number of entrances.

Once an attendee has scanned to attend a breakout session, they should expect a survey related to that session to become available on their mobile app.

Day 1 and Day 2 overall surveys will be available to all Main Conference, Sponsor, Press & Analyst attendees via mobile app or an email directing them to surveys on the registration portal.

*Staff, executives, & speakers requiring access before registration is open will receive a green wristband located at security desk on ground level. Those requiring access post event, will receive an orange wrist band from the security desk.

Shipping

Shipments for IOT WF 2017 at Tobacco Dock must arrive from May 18th, 2017. Please advise Rachel Axford (raxford@cisco.com) prior deliveries to collate all information required for the venue.

A full list of deliverables to include the following information **clearly labeled**:

- Attn: Production Office Tobacco Dock
- The company name (your company), contact name and event date clearly labelled.
- Item quantities,
- Description of goods
- Location of goods (Registration, staff office, plenary, IoT Live rooms..)

Tobacco Dock do not provide any Shipment assistance.

Social Media

Contact: Kaycee Holmes with Golin (social media agency) who will be on-site at the event—
khomes@golin.com

Social Media at #CiscIoTWf

IoT World Forum is bringing together industry leaders in both in person and on social media. Whether you're on-site or tweeting from your desk, follow the tips below to join the conversation and increase your engagement with potential and existing customers, industry influencers, analysts, consultants, and partners.

Event hashtag: #CiscIoTWf

Main IoTWF handle: [@Cisco_IoT](https://twitter.com/Cisco_IoT)

Things you can do:

- Follow [@Cisco_IoT](https://twitter.com/Cisco_IoT) as well as #CiscIoTWf; retweet notable tweets.
 - o We will live tweet the keynote and highlights from the day from both handles
- Use the event hashtag #CiscIoTWf when tweeting about the event.

- Live-tweet from the sessions
 - Include notable quotes, photos, and general observations
- When quoting someone, include his or her handle, e.g. “IoT is transforming the world around us.” - @ChuckRobbins at #CiscloTWF
- Engage with colleagues and attendees: retweet, reply, and favorite tweets about the event.
- Follow and engage with industry influencers below by retweeting, commenting, and replying to their tweets.

Cisco Handles to Follow

[@ChuckRobbins](#)
[@KarMWalker](#)
[@RowanTrollope](#)
[@RubaBorno](#)
[@Inbar_Ir](#)
[@KevinFBandy](#)
[@ScotMGardner](#)
[@Anil_Cisco](#)
[@Cisco_Retail](#)
[@BarbaraWCasey](#)
[@WestonSylvester](#)

Speaker Handles to Follow

Don Tapscott | The Tapscott Group | [@dtapscott](#)
 Jennifer Belissent | Principal Analyst at Forrester | [@jenbelissent](#)
 Raj Mack | Head of Digital Birmingham | [@raj_mack](#)
 cMatt Sharp | CIO, Westfield | [@matt_scouse](#)
 Prathap Dendi | GM for IoT and Emerging Tech, AppDynamics | [@pDendi](#)
 Ginna Raahauge | CTO, Catholic Health | [@GinnaRaahauge](#)
 Gerd Leonhard | Futurist | [@gleonhard](#) and [@derfuturist](#)
 Haydn Povey | CEO, SecureThingz | [@haydnpovey](#)
 Harriet Green | GM, IBM Watson IoT | [@HarrietGreen1](#)
 Archana Vemulapalli | CTO, Washington DC | [@dccto](#)
 Joao Baarros | CEO/Founder, Veniam Works | [@jfbarrros](#)
 Daniel Pitchford | Commercial Director, AI Business | [@Dan_Pitchford](#)
 David Goldsby | Technology Innovation Manager, National Grid | [@DavidGoldsby](#)
 John Cohn | IBM Fellow, Watson IOT | [@johncohnvt](#)
 Jason Zander | Corporate VP, MS Azure | [@JLZander](#)
 Martin Lee | Technical Lead, Security Research, Talos | [@mlee_security](#)
 Carlo Ratti | Director of MIT Senesable City Lab | [@crassociati](#)

Helpful Links:

For questions or assistance with social media at the event, please contact Kaycee Holmes with Golin (social media agency) who will be on-site at the event—kholmes@golin.com

Speakers

Contact: Kim DenAdel, kdenadel@cisco.com

General Sessions (Speaker Manager: Kim DenAdel; Production Lead: Rebecca Wells/Debra Faustini)

All final presentations and video/multimedia support were due to Kim DenAdel on May 17. Additionally, bring a backup copy of your presentation and supporting materials on a USB drive and share with Debra Faustini in the Great Gallery at your scheduled rehearsal time. Rehearsals: You will have a scheduled 30-minute stage rehearsal time, which is reflected on your Outlook calendar and was sent by Kim DenAdel. During your

scheduled rehearsal time, plan to click through your slide presentation and discuss the flow of your presentation.

Day of your General Session

Keynote, general session or main stage session: You have received an Outlook invite from Kim DenAdel with your session time and information within the invitation. Each invitation includes 15 minutes prior to your session to allow you time to meet with the AV technician to have your microphone placed on you.

Please go to the **Green Room (GGA)** located across the hall from the general session room. After being mic'ed up, you then will be escorted by a Producer to the front row of the general session room until you are announced onto the stage.

After your General Session

Please confirm with our Kim DenAdel that we have your permission to share a video recording on-demand along with a PDF version of your presentation on our website. Our designer onsite will flatten each presentation and convert to a PDF. If there is any information within your presentation you would **not** like to have posted, please work with the designer onsite in the **Speaker Ready Room (GGA)** to remove the information prior to posting. Please complete by the end of day on Wednesday, May 24th.

Breakouts (Onsite Lead: Kim DenAdel)

All final presentations and video/multimedia support were due to Kim DenAdel on May 17. Onsite, bring a jump drive with your presentation and supporting files with you onsite for backup to Kim DenAdel who will be the main point of contact for your presentation onsite. If you need PowerPoint assistance onsite, please go to the Speaker Ready Room (GGA) for assistance from a designer. Technical Checks Onsite: You will have a scheduled 30-minute room technical check time, which is reflected on your Outlook calendar and was sent by Kim DenAdel. During your scheduled time, plan to click through your slide presentation and discuss the flow of your presentation. Your presentation will be located on the desktop of the computer on the podium.

Day of your Breakout Session

Please arrive 15 minutes prior to your session to place your microphone, slide advancer and prepare for your session. Your session PowerPoint will be on the desktop of the computer on the podium in the room. Please open to display on the screen.

Speaker Ready Room

Onsite, we will have a dedicated room available for all of the speakers to allow for a quiet place to sit down to make any revisions needed to your presentations or meet with your panel. A designer will be available in this room should you need any PowerPoint assistance.

The Speaker Ready Room is located on the Ground Floor of the Tobacco Dock in **GGA**. The Speaker Ready Room hours are as follows:

- Sunday, 21 May 12:00 – 15:00
- Monday, 22 May 9:00 – 18:00
- Tuesday, 23 May 7:00 – 18:00
- Wednesday, 24 May 7:30 – 18:00

Tuesday, May 23rd Day 1				
Time	Session	Speaker	Speaker Title	Company
9:00am	Welcome Remarks	Inbar Lasser-Raab	VP Marketing	Cisco
		Scot Gardner	VP Sales UK	Cisco
9:40am	Opening Keynote	Chuck Robbins	CEO	Cisco

10:20a m	Animating the Physical World Through the Internet of Value	Don Tapscott	CEO	The Tapscott Group
11:00a m	Transforming Your Workforce for IoT – An HR Perspective from GE	Jennifer Waldo	Chief Human Resources Officer	GE
11:40a m	A Tsunami of Change: Next Generation Business Models: Monetizing Data	Dr. Jennifer Belissent (Moderator)	Principal Analyst	Forrester
		Sameer Agrawal	VP, Supply Chain Solutions	Honeywell
		Dr. Dennis Curry	Senior Director, Business Innovation and R&D	Konica-Minolta
		TBD		Accenture
12:20p m	Innovation Showcase: The Commercial Opportunity for Drones	Tom Lantzsch	Senior Vice President and General Manager of the Internet of Things (IoT) Group	Intel Corporation (*SPONSOR)
2:00pm	IoT and Government: Impact of New Technologies on Leadership and Citizen Services	Anil Menon (moderator)	SVP.SMART+CONNECTED COMMUNITIES	Cisco
		Frank Jensen (TBC)	Lord Mayor of Copenhagen	Copenhagen
		Eitan Barzilay	Chief Business Development & Innovation Officer	Jerusalem Municipality
		Raj Mack	Head of Digital	Buringham
		Amitabh Kant (TBC)	CEO	NITI (Smart City Plan for India)
3:00pm	Success in Transportation: The Digital Transformation of Public	-		
		Ruba Borno: Moderator	Vice-President of Growth Initiatives and Chief of Staff to CEO	Cisco

	Transit Systems	Christian Forsterleitner	Vice-Mayor of Linz, Austria	City of Linz
		Craig Ellis	Chief Technology Officer	Go-Ahead Group
	Breakout: Success in Manufacturing	Javier Álvarez Sánchez	CIO	Campofrio Food Group
		Jon Blankenship	Head of IOT Solutions, Global	Voith Digital
		Blake Moret	President and CEO	Rockwell Automation
	Breakout: Success in Healthcare	Ginna Raahauge - Customer Panel	CTO, SVP Strategy & Architecture	Catholic Health Initiatives
		Ron Miner - Customer Panel	Vice President Digital Strategy and Innovation	Catholic Health Initiatives
		Barbara Casey:Facilitator	Global Healthcare & Life Sciences Director	Cisco
		Ted Alben	IoT Practice Director, Americas	Dimension Data
	Breakout: Success in Retail	Ed Westenberg (moderator)	Retail Leader Enterprise Business	Cisco
		Prathap Dendi	General Manager for IoT and Emerging Technologies	AppDynamics
		Matt Sharp	Head of IT	Westfield
3:50pm	Beyond Business: A holistic view of the societal and human impact of IoT	TBD	TBD	AppDynamics
		Gerd Leonhard	Futurist, CEO	The Future Show
		Karen Walker	CMO	Cisco
4:30pm	The Network Effect: The Service Provider Strategic Platform	Chris Penrose		AT&T
5:00pm	Transforming from a Logistics Company to a Mobility Company	Dr. Eberhard Kurz	CIO	Deutsche Bahn Group
		-		
5:10pm	Securing Our Future:	Haydn Povey	CEO	SecureThingz
		-		

	Managing Risk and Privacy in the Hyper-connected World			
Wednesday, May 24th		Day 2		-
Time	Session	Speaker	Speaker Title	Company
9:00am	Opening Remarks	Inbar Lasser-Raab	VP Marketing	Cisco
9:20am	Keynote	Rowan Trollope	SVP / GM of Internet of Things and Applications	Cisco
10:00a m	Driving Business Outcomes with Scalable Analytics and IoT	Blake Moret (corp sponsor session)	President and CEO	Rockwell Automation (*SPONSOR)
10:15a m	Unlocking the full value of IoT Data through Analytics and Machine Learning	Harriet Green		IBM Watson (*SPONSOR)
		TBD	Schaeffler Customer	Schaeffler
Transition to Breakouts				
11:00 AM	Breakout: Success in Cities-Business Leaders Learning from Smart City Innovation	Iñigo Jodra	Chief Innovation Officer	Ferrovial in Spain
		Arvind Satyam (Moderator)		Cisco
		Joao Barros	CEO	Veniam
		Archana Vemulapalli	Chief Technology Officer	Washington DC
	Breakout: Finance 2.0 – how AI and IoT are Transforming Insurance	Daniel Ptichford (moderator)	Commercial Director of AI Business	AlBusiness
		-		
		Nicolas Berg	Head of Liability and Financial Lines, Europe	AIG Europe Ltd
	Breakout: Success in Supply Chain	Daniel Lilley	VP of Fleet Innovations	Swift
		Magy Kramer	Digital and Technology Marketing Manager	Caterpillar
-		-	-	

		Tom Lantzsch	SVP, IoTsa	Intel
		Weston Sylvester (moderator)	Director, Internet of Things Go-To-Market in North America	Cisco
	Breakout: Becoming the Most Digitized Company in Energy	David Goldsby	Digital Innovation Lead	National Grid, Intel
		Torbjørn F. Folgerø	Vice president, Statoil Digital Centre of Excellence	Statoil ASA
Todd Gurela (moderating)		Global Executive, Energy & Transportation, Digital Transformation, Internet of Things (IoT)	Cisco	
11:50a m	Is BlockChain the Silver Bullet of IoT?	-		
		John Cohn	IBM Fellow, Watson IOT	
		-		
		-		
12:20p m	Co-Innovating with your customers to accelerate IoT	Jason Salmon	Enterprise Architect Telco & IoT	SAP
2:30pm	Navigating the Journey to Scale via the Cloud	Jason Zander	Corporate VP	Microsoft Azure
3:00pm	The Security Vulnerabilities of IoT	Martin Lee	Technical Engineering Lead	Cisco Talos
3:30pm	Automation and AI – From Devices to Insights to Action	Kevin Bandy	SVP Chief Digital Officer	Cisco
		Dieter May	SVP Digital Business Models	BMW Group
		Michael Demshki	AI Strategic Business Development, Intel	
4:00pm	The Network Effect: Bringing it all together	Rami Avidan (Not confirmed)	CEO	Tele2
		Inbar Lasser-Raab	VP Marketing	Cisco
		Anton Jooste	Global Director IOT	Dimension Data

4:30pm	Closing Keynote Speaker - Senseable Cities	Carlo Ratti	Director of MIT Senseable City Lab, Founding Partner at Carlo Ratti Associati Design and Innovation Office	
6:00pm	Event Concludes			

General Sessions (Onsite Lead: Rebecca Wells/Debra Faustini)

Sponsor General Session Speakers (Only)

All final presentations and video/multimedia support were due to Kim DeNadel on May 17.

Additionally, bring a backup copy of your presentation and supporting materials on a jump drive and share with Debra Faustini in the Great Gallery at your scheduled rehearsal time.

Please confirm with our Kim DeNadel that we have your permission to share a video recording on-demand along with a PDF version of your presentation on our website.

Rehearsals: You will have a scheduled 30-minute stage rehearsal time, which will be communicated to you by Kim DeNadel. During your scheduled rehearsal time, plan to click through your slide presentation.

Steering Committee and Cisco (Only)

All final presentations and video/multimedia support were due to Kim DeNadel on May 17.

All General Session Speakers

Show day: All presenters should arrive in the Green Room no later than 20 minutes prior to the general session start time to retrieve a microphone and slide advancer.

Breakouts (Onsite Lead: Kim DeNadel)

Sponsor Breakout Speakers (Only)

All final presentations and video/multimedia support were due to Kim DeNadel on May 17.

Steering Committee and Cisco Breakout Speakers (Only)

All final presentations and video/multimedia support were due to Kim DeNadel on May 17.

All Breakout Speakers

Bring a jump drive with your presentation and supporting files with you onsite for backup to Kim DeNadel who will be the main point of contact for your presentation onsite.

You, or your designated breakout lead, need to report to the speaker ready room after registering and at least 3 hours prior to your speaking time.

In the speaker ready room, our support team will confirm your final presentation, discuss any questions you have, and confirm if we may share a PDF version of your presentation on the IoT World Forum website.

Even if you are not using slides or do not have questions, report to the speaker ready room so we may confirm your arrival, speaking time, and session location.

Show day: Breakout speakers must report to their breakout room no later than 15 minutes prior to start time to retrieve microphones and slide advancer.

Speaker Ready Room

The Speaker Ready Room is located on the Ground Floor of the Tobacco Dock in room Green Room, GGA. The Speaker Ready Room hours are as follows:

- Sunday, 21 May 12:00 – 15:00
- Monday, 22 May 9:00 – 18:00
- Tuesday, 23 May 7:00 – 18:00
- Wednesday, 24 May 7:30 – 18:00

Sponsors

Contact: Todd Harrison: todd.harrison@freemanxp.com

Final Sponsor List

- Strategic: 3M, Dimension Data, Intel, Rockwell
- Gold: AT&T, Panduit, Philips
- Silver: Acuity, IoT Talent Consortium, Itron, VMware



Strategic



AT&T



Gold



Silver

Strategic Sponsor Meeting Room Assignments:

Strategic Sponsors have been assigned dedicated meeting rooms in IoT is Transformational.

Gold and Silver Sponsors

Ground Level	Room Number	Assignment
QS3	1	3M
QS3	2	Dimension Data
EM4	3	Intel
EM4	4	Rockwell

Sponsor Plenary and Breakout Participation

Tuesday

12:10 – 12:25

Innovation Showcase: The Commercial Opportunity for Drones

Thomas (Tom) P. Lantzsch, Senior Vice President and General Manager of the Internet of Things (IoT) Group, Intel Corporation

3:00pm – 3:30pm

Success in Manufacturing:

Blake Moret, CEO, Rockwell Automation Rockwell

Success in Healthcare:

Ted Alben, IoT Practice Director, Americas, Dimension Data

4:30pm – 5:00pm

The Network Effect: The Service Provider Strategic Platform

Chris Penrose, SVP, IoT Solutions, AT&T Mobility

Wednesday

10:00 – 10:15am

Driving Business Outcomes with Scalable Analytics and IoT

Blake Moret, CEO, Rockwell Automation

11:00am – 11:30am

Success in Supply Chain

Tom Lantzsch, Senior Vice President and General Manager of the Internet of Things (IoT) Group, Intel Corporation

3:30 – 4:00pm

Automation and AI – From Devices to Insights to Action: Fireside Chat

Michael Demshki, Strategic Business Development for AI, Intel Corporation

4:00- 4:30pm

The Network Effect: Bringing It All Together

Anton Jooste, Global Director IoT, Dimension Data

Theater Sessions:

Sponsor	Status	Day/Time	Title	Location/Room	Speaker
Activity	Approved	Wednesday 2:00pm - 2:15pm	Inmarsat and Activity: Enabling the Connected	Breakout 1	Paul Gudonis
Acuity	Approved	Wednesday 1:30pm - 1:45pm	Distributed Services Architecture (DSA) - Sta	Breakout 1	Eugene Mazo
AT&T	Approved	Tuesday 6:45 - 7:00pm	IoT Security: A multi-layered approach for t	Breakout 1	Andy O'Leary
AT&T	Approved	Wednesday 1:00pm - 1:15pm	Gaining Deeper Insights on Data Collected fr	Breakout 1	Andy O'Leary
Cisco	Approved	Wednesday 2:00pm - 2:15pm		Breakout 2	
Dimension Data	Approved	Tuesday 1:00 - 1:15pm	Connected for Security Public Events – Keeping spectators safe and informed	Breakout 1	Duncan Street
Dimension Data	Approved	Tuesday 1:30 - 1:45pm	Connected Customer – Driving next generation customer service by connecting consumers and devices	Breakout 1	Siegfried Schallenmüller
Dimension Data	Approved	Tuesday 6:15pm - 6:30pm	Connected Sports – revolutionising the experience of fans and athletes alike	Breakout 1	Wolf Stinnes Samantha Jones
Intel	Approved	Tuesday 1:00 - 1:15pm	Drone enabling "Just-in-Time" Manufacturing	Breakout 2	Kevin Davenport
Intel	Approved	Tuesday 1:30 - 1:45pm	Intel LTE IOT Quick Deployment Program	Breakout 2	Tom Lantzsch
Intel	Approved	Tuesday 6:15pm - 6:30pm	Intel is building the future of retail	Breakout 2	David Dobson Bernie Saenz
Intel	Approved	Tuesday 6:45 - 7:00pm	BRINGING AI HOME WITH INTEL® NERVANA®	Breakout 2	Michael Demshki
IoT Talent	Approved	Wednesday 1:30pm - 1:45pm	Is your organization equipped to successfully	Breakout 2	Jeanne Beliveau-Dunn
Itron	Approved	Wednesday 1:00pm - 1:15pm	The Active Grid: Where Smart Grid Meets th	Breakout 2	Norbert Rickert
Panduit	Approved	Tuesday 6:45 - 7:00pm	Simplifying IOT Value Creation - Wireless Sensing and Infrastructure for a Connected World	Breakout 3	Chris Collins
Panduit	Approved	Wednesday 1:00pm - 1:15pm	Simplifying IOT Value Creation - Wireless Sensing and Infrastructure for a Connected World	Breakout 3	Chris Collins
Philips	Approved	Tuesday 6:15pm - 6:30pm	Light beyond illumination: The connected lighting revolution	Breakout 1	Bill Bien, Global Head of Strategy and Marketing, Philips
Philips	Approved	Wednesday 2:00pm - 2:15pm	Unleash your office	Breakout 2	Bill Bien & Sander Schutte
Rockwell	Tentative	Tuesday 1:00 - 1:15pm		Breakout 3	
Rockwell	Approved	Tuesday 1:30 - 1:45pm	Our Own Journey to The Connected Enterprise	Breakout 3	John Lewis, Business Director, Partnering
Vmware	Approved	Wednesday 1:30pm - 1:45pm	Insights in to Vmware's Internet of Things St	Breakout 3	Matthias Schorer

Whiteboard Sessions:

Whiteboarding Sessions IoT is Collaborative Room 20 minute interactive discussion sessions					
Day	Time	Sponsor	Topic	Host	Room
Tuesday, May 23	1:00-1:20 PM	IoT Talent Consortium	Helping Companies to Realize the Value of IoT through Talent Innovation	Trent Salvaggio	EM2
Tuesday, May 23	1:30-1:50 PM	Itron	Positioning for Success in the Rapidly Evolving World of IoT	Robert Aiello	EM2
Tuesday, May 23	1:30-1:50 PM	Acuity	Re-imagining IoT networks through lighting	Greg Carter	EM3
Tuesday, May 23	6:10-6:30 PM	AT&T	Declined - no whiteboard session	Andy O'Leary	EM2
Tuesday, May 23	6:10-6:30 PM	Panduit	Simplifying IOT Value Creation - Wireless Sensing and Infrastructure for a Connected World	Dan McGrath	EM3
Wednesday, May 24	12:50-1:10 PM	Intel	Cobots: Friend or Foe?	Kevin Davenport	EM2
Wednesday, May 24	12:50-1:10 PM	vmware	IoT Solutions & Best Practices with VMware	Bhumik Patel	EM2
Wednesday, May 24	12:50-1:10 PM	Dimension Data	Connected Spaces, LORA – The Engine Behind IoT	Andre Ferreira	EM3
Wednesday, May 24	12:50-1:10 PM	Rockwell	Emerging Security Standards for Industrial Automation	Sujeet Chand	EM3
Wednesday, May 24	1:20 - 1:40 PM	Philips	Reinventing the workplace	Jacques Letzelter	EM2

Sponsors: IoT Live Experience Zones

Sponsor Spectacle & Demo Location: Tobacco Docks / Ground floor
Sponsor Services Office: Tobacco Docks / Vault / Room SV2
 (open Sun, 05/21 through Wednesday, 05/24) – Contact: Jo Warne

Contacts:

Overall Lead: Kinga Pfeifer, kinga.pfeifer@freemanxp.com +1 650 274 2604

Onsite Exhibit Contact: Jo Warne, jo.warne@freemanxp.com +44(0)7773 054 357
Onsite Sponsor Manager: Todd Harrison, Todd.Harrison@freemanxp.com +1 503 880 1255
Onsite Account Director: Kate Clarvoe, kate.clarvoe@freemanxp.com +1 917 658 2955

Final Sponsor List

- Strategic: 3M, Dimension Data, Intel, Rockwell
- Gold: AT&T, Panduit, Philips
- Silver: Acuity, IoT Talent Consortium, Itron, VMware

Setup Schedule

Monday May 22, 2017

10:00am - 4:00pm IoTLive Experience Move-in

Please note: This time will be dedicated for plugging monitors/demo equipment, unpacking light materials, boxes, etc. No forklifts or heavy machinery will be allowed during this time. Any items brought in this day should be hand carried or transported with a trolley.

Early access for more complex demo/equipment set up must be agreed & approved by the Sponsorship Team. Please contact jo.warne@freemanxp.com to discuss your requirements.

All demos to be fully set up by 4:00pm on Monday, May 22nd, 2017.

Sponsor Hours

The IoT Experience rooms are located along the East Mall Walkways located on the Ground Floor. You are required to staff your booth during the designated times listed each day.

All sponsors should be show-ready by 10:30am each morning.

TUESDAY, MAY 23RD, 2017

BOOTH STAFFING TIME	OFFICIAL AGENDA TIME	
10:30am – 2:30pm	11.00am- 11:30am	Break in IoT <i>Live</i> Experience
	12:30pm - 2pm	Networking Lunch, IoT <i>Live</i> Experience
3:00pm – 4:15pm	3:30pm - 3:50pm	Break in IoT <i>Live</i> Experience
5:15pm – 8:00pm	5:45pm - 7:30pm	IoT <i>Live</i> Experience

WEDNESDAY, MAY 24TH, 2017

BOOTH STAFFING TIME	OFFICIAL AGENDA TIME	
10:30am – 3:00pm	11:30am - 11:50am	Break in IoT <i>Live</i> Experience
	12:30pm - 2:30pm	Networking Lunch, IoT <i>Live</i> Experience
4:45pm – 6:45pm	5:15pm - 6:15pm	Closing Reception in IoT <i>Live</i>

Sponsor Move-Out

Wednesday, May 24th 2017

6:00pm – 8:00pm IoTLive Experience Move-out

PLEASE NOTE: This time will be dedicated for unplugging monitors, packing light boxes, etc. No forklifts or heavy machinery will be allowed during this time.

For extended move-out time for more complex demo/equipment must be agreed & approved by the Sponsorship Team. Please contact the team to discuss your requirements.

Temporary Staffing

Staffing Co-ordinator: Katy Burnett/ Joanne Green

Provider: Sally Ball, Sally Ball Event Management: sally@sallyballevts.co.uk

Ambassadors and Docents will function as onsite support and will have a basic understanding of the event. Their roles will vary from Registration support, IoT Area hosts and directional posts throughout Tobacco Docks.

Ambassadors:

- **Registration Ambassadors** – Duties will include standing behind a registration desk, greeting attendees as they arrive, helping them to check-in for the event providing them with their name badge.
- **Directional support** – Duties will include standing at various locations both inside and outside Tobacco Docks and directing attendees to their required destinations throughout the day.
- **Breakout session scanning** – Duties will include standing outside of a meeting room and scanning badges to capture attendance.
- **Keynote Session loading** – Staff will help direct attendees to their designated seating areas within the main plenary room for Keynote sessions.
- **Lunch & Evening Reception support** – Staff will help manage traffic flow and direct attendees to where they need to go.

Docents:

- **Hotel Concierges** – Staff will be stationed in the lobby of both staff hotels: The Andaz Liverpool Street (40 Liverpool Street, London EC2M 7QN) and the Double Tree by Hilton Hotel London – Tower of London (7 Pepys Street, London EC3N 4AF). Equipped with an iPad, they will be able to support staff in their event movement and planning.
- **Welcome Docents** – They will be positioned at the main entrance at Wapping Lane to greet and advise guests on arrival.
- **IoT Live Area** – They will be positioned throughout the IoT Live Area to greet guests, encourage and direct them within the IoT Live Area, as well as support the various activities, demos and sponsors. Dimension Data will have the following staff:
 - 4 staffers to help guide attendees towards the Tour de France Experience Centre (Truck) outside the Pennington Street Exit of Tobacco Dock. Staff shirts supplied by Dimension Data
 - 2 staffers to assist with the Rhino AR Experience in IoT is Limitless. Staff shirts supplied by Dimension Data

IPads:

All Docents and the majority of Ambassadors will be equipped with an iPad for the duration of the event. These are loaded with relevant event information: access to the event website, FAQ doc., a detailed event agenda, and breakout session descriptions etc.

Attire:

Ambassadors will be dressed in black jackets & trousers/ skirts, black shirts, coloured bow-ties, corsages and black bola hats with coloured feathers (outside staff).

Docents will be dressed in black jackets & trousers/skirts, white shirts, coloured bow-ties, corsages and black bola hats with coloured feathers (outside staff).

Staff based outside will have a black jacket and black umbrella.

Transportation

See 'Airport Information' for details on getting to and from the London Heathrow International Airport.

<p>Addison Lee (pre-order chauffeured car)</p>	<p>Addisson Lee is a chauffeured car provider. The company provides different types of cars from standard, executive to large. There are 4 terminals at London Heathrow. You will be required to input your terminal and flight details and the car will be pre-booked accordingly.</p> <p>You can pre-book this service before arriving to the UK or directly upon arriving by downloading the app.</p> <p>Your credit card will be debited at the end of journey with agreed fare at time of booking. This fare will vary depending on the type of car chosen and time of day – please note that after booking your service, the fare will not change (traffic, roadworks).</p> <p>Your driver will be waiting for you by the lobby area of the arrivals lounge with a name board.</p> <p>See more at https://www.addisonlee.com/</p>
<p>Uber (instant chauffeured car)</p>	<p>There are 4 terminals at London Heathrow. After requesting a ride, confirm your location when prompted by the app. If you are unsure of your terminal number, check the signs in the airport.</p> <p>For an optimal pick-up experience meet your driver in the short stay car park. See below the exact location of the nominated pick-up area for each terminal:</p> <p>T2 Level 1: Row Q Wait for your driver within the covered area.</p> <p>T3 Level 3: Row A Wait within the lift lobby area.</p> <p>T4 Car Park Level 2: Central aisle Wait within the Central Lift lobby</p> <p>T5 Level 1: Row A or F Wait within the Lift lobby area</p> <p>To cover your driver's required parking expenses, the airport's minimum parking fee cost is added to all rides from the airport. This cost is included in the fare estimate. All prices are estimates based upon historical results and/or calculation tools provided online.</p>
<p>Taxi Details</p>	<p>London's famous black taxis stop at the ranks outside each Heathrow terminal. Drivers are fully licensed and have passed the Knowledge of London examination. All taxis operating at Heathrow have wheelchair access.</p> <p>Fares for destinations outside Greater London may be negotiated between the passenger and driver before the journey. If no fare is agreed before the</p>

	<p>start of the journey, then the maximum fare will be that shown on the meter at the end of the journey.</p> <p>There is an extra charge of £2.80 for journeys that start from Heathrow Airport taxi ranks</p> <p>Between Heathrow and Central London the estimated journey time is 30-60 minutes and costs between 46-87 British Pounds</p> <p>See more at https://tfl.gov.uk/modes/taxis-and-minicabs/taxi-fares</p>
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Travel

Please contact Rhian Lewis (rhlewis@cisco.com) for any hotel related issues.

For all airline arrangements, please utilize the Cisco internal web tool, CTN.

CITY SECURITY OVERVIEW

London is a vibrant, modern, multicultural city. For convenience, we recommend using licensed Black Taxis, when travelling at night, outside of the main tourist areas. Remain aware of your surroundings and personal belongings at all times, especially when in crowded areas such as tourist locations and when travelling on the underground network.

IoTWF Travel Statement:

Safety During IoTWF

A safe and productive experience is our top priority. Our planning team is working in partnership with safety and security experts, Global Protective Services. At present, there is no information that indicates any specific threat against Cisco or IoT World Forum and we are moving forward with the event as planned. If you have any questions, please don't hesitate to contact our event staff.

U

URL's

Jive site: <https://cisco.jiveon.com/groups/iot-world-forum>

External Event Website: <http://www.iotwf.com/>

Mobile App: You can download the app to your mobile device now by following the links below, based on device type:

- [iPhone](#) and [iPad](#):
 - Search the App Store for "Cisco Events App."
- [Android](#):
 - Search the Play Store for "Cisco Events."
- Use your IoTWF username and password to login

Venue – Tobacco Dock

Address:

Tobacco Quay, Wapping Ln, St Katharine's & Wapping, London E1W 2SF, UK

Phone: +44 20 7680 4001



THE VENUE: TOBACCO DOCK

A uniquely authentic environment located at the heart of London's thriving enterprise zone



Wifi

For wireless access, from the wireless connection choices, pick “IoTWF17” – you will not need a password. You will onboard through a portal that asks for you to enter a name and email to continue.

Weather

London in May is a very pleasant time to visit London, UK, when the weather is mild and the flowers are blooming. At this time of year, the average temperature for the month is 13°C, considerably warmer than any of the previous months.

<http://www.holiday-weather.com/london/averages/may/>

Work Room Locations

Ground Floor Level:

- Green Room / Speaker Ready Room – GGA
- Video Village – GGB
- IT / Jaguar - EM6

Vault Level:

- Cisco Staff Work Room – SV1
- Ad-hoc Meeting Room – SV6
- AR/PR Workroom – NV3
- Staff Meals – SV5
- FXP – SV2
- Coat Room & EMT/1st aid – SV3
- Reg (back of house) – SV4

Wristbands – see ‘Wristbands’ pg.16