

# [FAST FOR WARD]

INSIGHTS 2020

SET YOUR OWN  
**DIGITAL INNOVATION  
AGENDA + PLAN!**  
**Beyond the crisis**

1 October 2020 | 3D Makers Zone | Haarlem

DIGITAL SKILLS, MAN VS MACHINE, IOT & SENSING, BLOCKCHAIN DEPLOYMENT STRATEGIES, NEW CYBERSECURITY PARADIGMS, GLOBAL SUPPLY CHAIN, CYBORGS, ADVANCED ROBOTICS, DYNAMIC PRICING & DYNAMIC PRODUCTS, BITS IN ATOMS, DEEP LEARNING, ETHICS, 3RD WAVE NXTTCH, AI, AR/ VR, TECH TREND MONITORING, EDUCATE THE NXTGEN, PLATFORM ECONOMY, IMPACT GAFANOMICS, STARTUP INFLUENCE, HAPPINESS IN 2035, THE UNCOMPANY



[FFWDINSIGHTS.COM](http://FFWDINSIGHTS.COM)



# **THE INNOVATION UNCONFERENCE | CREATE AND VALIDATE YOUR INNOVATION ROADMAP IN A DAY! | 1 OCTOBER 2020**

## **INNOVATE BEYOND THE CRISIS**

Last year we believed that we live in transformational times and that changes are pushed by rapidly advanced technology and IT developments, which raise a lot of questions about the future of your business. This year we learned that a sudden crisis may hit society, individuals and companies hard.

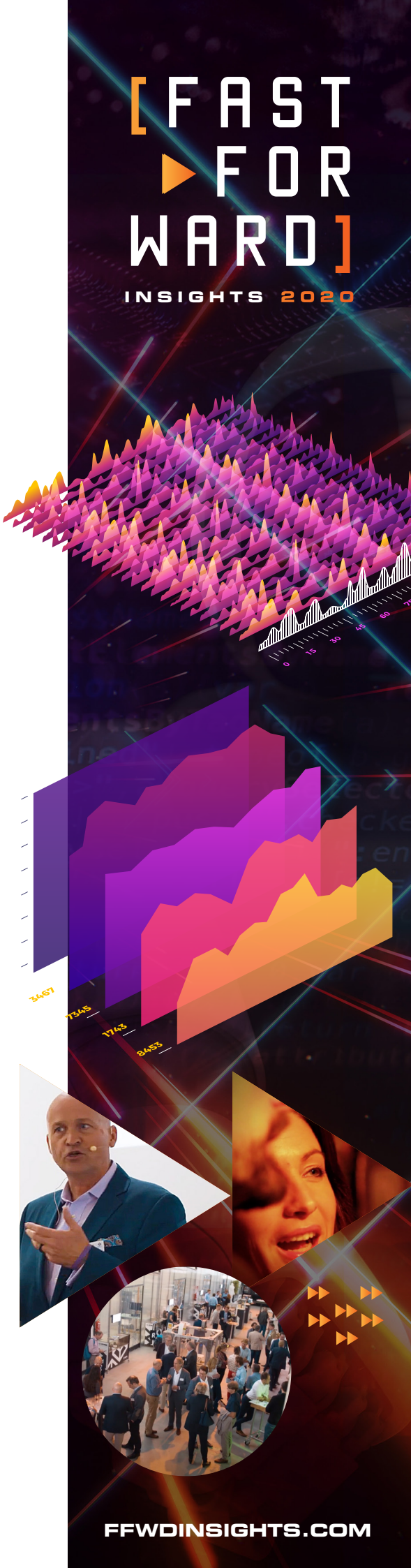
Welcome to Fast Forward Insights 2020, the innovation unconference to set your own digital innovation agenda beyond the crisis!

We have all been inspired by the WebSummit, The Next Web, Singularity University, TEDx, Disrupt, SXSW, Slush etcetera with disrupting ideas, but how do we implement this and bring this inspiration into practice?

By now you will understand that changes will come at an exponential pace. Some of you probably have tested VR, 3D Printing and you did your first Blockchain pilots. However, do you still know what your aim and purpose is these days and who you can get in a desired future setting and make your company and business model future proof.

Fast Forward Insights will provide you with the answers, will connect you to the people you need and will help you in creating the solutions for the questions and problems that keeps you awake at night.

How? You will set the agenda along with all the other participants. Specialists, visionairs, peers and companies formerly known as your competitors will help you to set your agenda and sketch your solution. 01-10 is more than just a nice binary date, it is the best gathering of innovative minds in search of co-creation, solutions and co-innovation roadmaps in the Netherlands.



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**DIGITAL INNOVATION**

## INNOVATION ISN'T WORKING

Despite the accelerating pace of technology developments and the exploding number of digital natives emerging in virtually every sector, large incumbents appear to be slow in responding to such existential threats. Digital leaders such as CIOs, CTOs and CDOs are making every effort to mobilise innovation initiatives within their respective organisations. Equally, the CEO community is under increasing pressure to demonstrate how it can generate billions of dollars of new value through genuinely innovative activities. Despite these valiant efforts, these companies remain more or less in the same economic position.

There is a possible answer to this apparent roadblock. Research reveals an ever-widening gap between what CEOs and their technology executives mean by innovation and how best to implement successful innovation programmes. There are numerous examples of innovation activities amongst incumbent organisations, be they incubators, accelerators, joint ventures or start-ups. But none have shifted the revenue or profit dials significantly over the last two decades.

*FFWDinsights creates a common language around the word 'innovation' and offer effective mechanisms that enable technology leaders such as CIOs, CDOs and CTOs to be productive innovation partners to the CEO and other members of the 'C' suite.*

We are about to witness further developments with 'Wave Two' technologies such as 5G mobile, Blockchain, 3D printing, robotic process automation (RPA), artificial intelligence (AI) and the Internet of Things (IoT). These will help to transform today's supply chains

At the same time, digital natives have taken the 'innovation' high ground. The Facebooks, Amazons, Apples, Netflix, and Googles (FAANG) companies now represent a quarter of S&P500 shareholder value. Within a decade it is projected that such digital natives will represent over 50% of S&P500 valuations – and many of today's large incumbents will be out of business. Like no other time, the coming decade of the 2020's will be pivotal for leading incumbents based on their ability to innovate.



# HOW SHOULD CEOs AND DIGITAL LEADERS **THINK ABOUT INNOVATION?**

At FFWD20 you will learn and discuss different approaches. Innovation falls into two distinct camps:

- Innovation at the 'core' of today's business This contributes to short term gains in revenue and profit. McKinsey describes such innovations as working within Horizon One (1-2 years' timeframes). Typically, these incremental innovations are funded out of current cashflow. Improvements impact quarterly or annual earnings
- Innovation at the 'edge' of today's organisations Such 'edge' innovations employ new business models and are designed to produce tomorrow's corporate 'unicorns' (market value exceeding \$1billion). Edge activities produce results over much longer time frames and rely on venture funding from the group centre. McKinsey refers to such innovations as Horizons Two

So join us at this novel hybrid edition of this event and be enlightened. Meet your peers and meet experts online & offline. Before, during and after the sessions. This event will be in an interactive co-creation setting where you discuss, follow different interactive talkshows, work in open spaces and challenge experts on the WHY of tech innovation. However, exponential changes force us to also rethink a number of things to be able to move towards a desirable future!

## FOR THE **2020 EDITION** EXPECT TO LEARN ABOUT:



### MAN VS MACHINE

MAN VS MACHINE  
BLOCKCHAIN DEPLOYMENT STRATEGIES  
NEW CYBERSECURITY PARADIGMS  
GLOBAL SUPPLY CHAIN  
CYBORGS  
ADVANCED ROBOTIC



### DATA ECONOMY

DYNAMIC PRICING N DYNAMIC PRODUCTS  
BITS IN ATOMS  
DEEP LEARNING  
ETHICS  
3RD WAVE NEXTTCH  
AI  
AR/VR



### INNOVATION STRATEGIES

DIGITAL SKILLS  
TECH TREND MONITORING  
EDUCATE THE NXTGEN  
PLATFORM ECONOMY IMPACT  
GAFANOMICS  
STARTUP INFLUENCE  
HAPPINESS IN 2035  
THE UNCOMPANY



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**VENUE:**  
**3D MAKERS ZONE**  
 **3DMZ.**

3D Makers Zone  
Oudeweg 91-95  
2031 CC | Haarlem | The Netherlands  
[www.3dmakerszone.com](http://www.3dmakerszone.com)

\* Note: Due to Covid'19, this edition will be a hybrid one. We will shape the program in a physical and a virtual part. Depending on the regulations on the event date we will scope the numbers online and one premise.

## THE AUDIENCE AT FFWD INSIGHTS 2020

This FFWD event is invitation only and only a select number of CEOs, CIOs, CTOs, Innovation Managers, CMO and HR executives will be able to attend.



**200-300**  
**PARTICIPANTS**

We expect around 200-300 people at the 3D Makers Zone (a Smart Industry Field-lab) in a very open and challenging environment where content, fun and networking go hand in hand.

## CONTACT

### FFWD INSIGHTS 2020

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# [FAST FOR WARD]

INSIGHTS '19

## QUOTES FROM FFWD INSIGHTS '19 PARTICIPANTS:

*"FFWD Insights '19 is fantastic! Finally an event in which the public actively participates!"*

*"Very nice event. The atmosphere, too, was informal and casual."*

*"The program was an excellent balance between current topics, (technical) depth and networking opportunities"*

*"I expected fewer interactive workshops. In other words I was very positively surprised!"*

*"Nice venue, well organized, great group of people, well done!"*





## ABOUT FME



FME is the Dutch employers' organisation in the technology industry. The 2,200 affiliated companies include technology start-ups, trading companies, small and medium-sized industrial enterprises as well as large industrial conglomerates. Our members are active in the fields of manufacturing, trade automation and maintenance in the metal, electronics, electrical engineering and plastics sectors. FME members employ a total of 226,000 people, have a combined turnover of € 103 billion and their exports total € 51 billion. FME members therefore account for one-sixth of all Dutch exports. FME has 30 affiliated trade associations. FME mobilises and connects partners in the technology industry to meet the big challenges society faces, both today and in the future. In doing so, we increase our members' individual and collective earning power.

Technology provides answers to some of society's most pressing questions and challenges. Our mission is to help shape those answers by mobilising and connecting technology companies with each other and society as a whole. We are committed to a future-proof world: prosperous, healthy and inclusive.

## ABOUT CIONET



CIONET is the biggest community of IT leaders worldwide. With a membership of over 7500 CIOs, CTOs and IT Directors across Europe and South America, CIONET has the expertise and pioneering vision to solve or address any IT management challenge.

These 7500 Digital Leaders, each in charge of a department of 10's to 1000's of IT experts, together form a collective, organic brain of 100000's IT management specialists.

All generations are represented at CIONET: baby boomers, generation Xs and even a few generation Ys, resulting in an energetic and creative mix. CIONET is always on the lookout for the next neuron, the next connection between these neurons and ways to improve the synergy even further. We are CIONET, always challenging you with: What's next

## ABOUT 3DMZ



Smart Innovation Company for Smart Industry, Smart Industry Fieldlab, the 3DMZ (3D Makers Zone) started two years ago and is already grown into the innovation hotspot in The Netherlands combining 3D-printing with other disruptive technologies such as IoT, blockchain, robotics, VR/AR and more.

It's an unique venue with not just talks about innovation but also for actual on the spot direct innovation and facilitated research. Results within a day, a one stop shop and prototype creation. After a day at 3DMZ, most companies walk away with at least ten new ideas for new business cases that have the potential to generate radical growth.