

COMPLIMENTARY attendance for brands and selected agencies

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pivot

2016

FROM DIGITAL DISRUPTION TO
FUNDAMENTAL TRANSFORMATION

November 1 | Interface | NYC

HOSTED BY FAST COMPANY STAFF WRITER: J.J. MCCORVEY



A PROGRAM DESIGNED BY DIGITAL LEADERS FOR DIGITAL LEADERS

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EMBRACING ENTERPRISE EVOLUTION

All of the buzz and press around emerging technologies makes it relatively easy to incite enthusiasm for virtual reality, AI, or the latest social platform. Rethinking the best practices to incorporate these technologies and to increase your enterprise agility however, can be much more daunting. New approaches to hiring and engaging your teams, measuring the success of your initiatives, and incorporating the constant influx of consumer input into your strategy all require business leaders to take a hard look at the processes currently in place and to take the risk of making big changes. The biggest risk facing today's digital pioneers – extinction through idleness.

Relationships are about being top of mind and interactions.

– Ryan Leslie
Hip Hop Artist
2015 Pivot Speaker



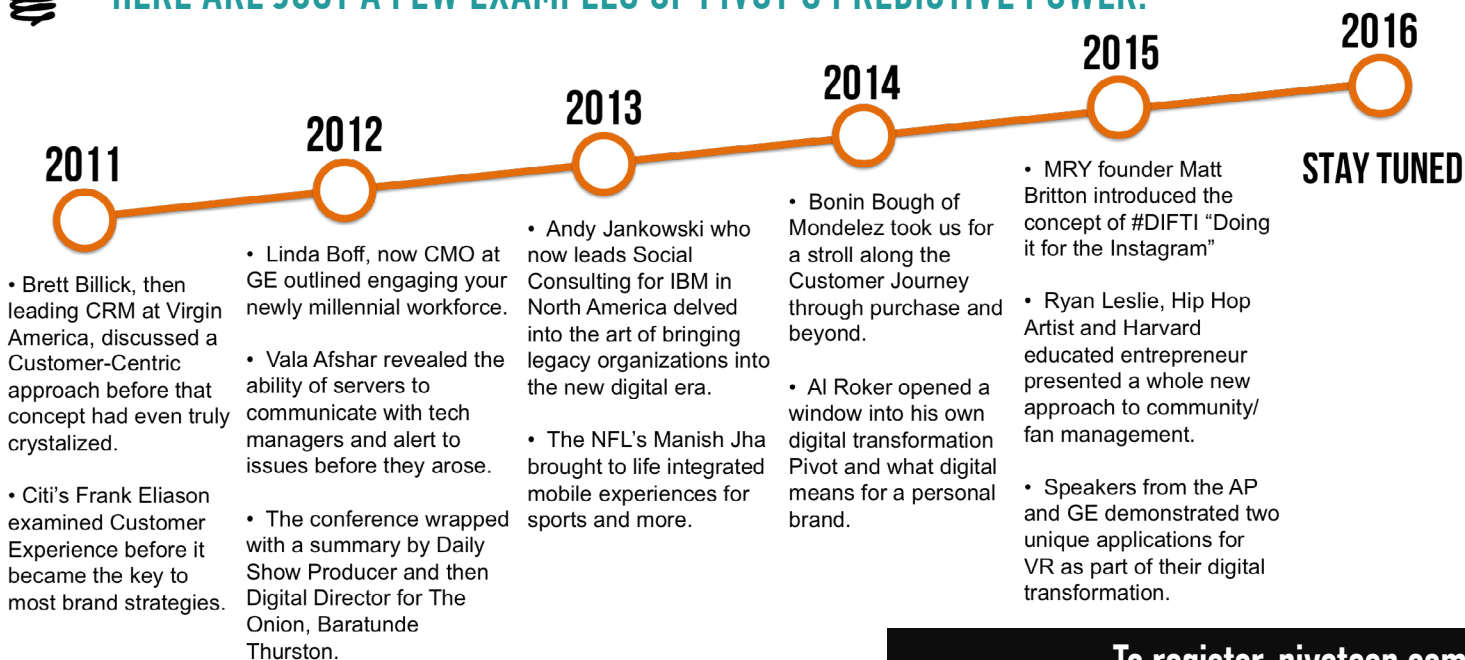
MEET TOMORROW'S NEWSMAKERS AT PIVOT

Pivot brings together the brightest minds at the forefront of digital transformation across industries. Relationships built at Pivot events advance development in innovative leaders, open doors for new hires, and facilitate that missing link connection needed to transform next big ideas from concept to reality. Join a diverse group of your peers who understand the exciting possibilities and daunting challenges posed by the transformation of how we must do business in order to be most successful.



BRANDS WHO ATTEND PIVOT LEAVE WITH A MASTER'S COURSE IN SEAMLESS DIGITAL TRANSFORMATION AND READY TO COMPETE IN CREATIVE AND DISRUPTIVE WAYS.

HERE ARE JUST A FEW EXAMPLES OF PIVOT'S PREDICTIVE POWER:



Past Pivot attendees include hundreds of top national brands. LOOK WHO ATTENDS:



CONFERENCE AGENDA

Tuesday, November 1, 2016



4:00pm Registration and Cocktails

4:45pm Welcome and Opening Address

5:00pm SOCIALLY DRIVEN RAPID RESPONSIVENESS

When done well, Social Customer Service goes well beyond resolving issues and assuaging complaints. A true Social Customer Service platform ensures that every process is customer-responsive from marketing to product design and everything in between.

Actionable Takeaways:

- Selling the business value of Social Customer Service & securing executive support
- Implementing Social Customer Service structurally and culturally
- Learning from your customers the type of service they find most valuable



5:25pm USING DATA TO DEVELOP TEAM EXCELLENCE

Successful business transformation relies on excellent teams and their leaders who drive agility and engagement. In order to develop and maintain the talent you need to consistently analyze the elements of success and provide customized insight for continued empowerment.

Actionable Takeaways:

- Cisco's "Best Teams Study" provides the foundation to define, develop and optimize the performance of "teams"
- Skills for engaging with teams and delivering HR support
- Using real time data to sense events in the life of a team



5:50pm Break

6:00pm A LIVE CONVERSATION WITH THE PIVOT ADVISORS

Several Pivot Advisors will take center stage to answer your questions about the specifics of how they address the challenges of digital transformation.



6:25pm WINNING BUY-IN FOR DIGITAL INVESTMENTS

As a digital leader on the frontlines of new opportunities that will advance brand discovery, security and engagement, it falls on you to properly evaluate the myriad of opportunities available and then make the decision to sell the right ones to your senior leadership. Using the example of branded top level domains, learn strategies for effectively pitching necessary transformative tactics to internal stakeholders.

Actionable Takeaways:

- Establishing the key benefits offered by a specific new approach
- Providing a risk/benefit analysis for adopting or bypassing new technologies
- Moving from the executive yes to actually rolling out a given change



6:50pm TRANSFORMING ON PURPOSE

By fostering a sense of purpose in your teams and individuals you build a sound foundation on which to build transformative digital initiatives. If your team does not believe in the strategy they have been pitched to put in place, how can they do so effectively?

Actionable Takeaways:

- Six-step methodology for increasing your sense of purpose
- Accessible skills for decision making and culture change
- Assessment strategies for determining future projects



7:15pm Closing Remarks

7:30pm Dinner

To register, visit pivotcon.com

REGISTRATION INFORMATION

ATTENDANCE AT PIVOT 2016 IS COMPLIMENTARY AND RESERVED FOR BRANDS AND SELECTED AGENCIES.

PIVOT 2016	FULL CONFERENCE
Brands & Selected Agencies	COMPLIMENTARY

If you are not a brand or agency and still wish to participate in Pivot 2016, please contact: Alexandra Iyer, VP, Sales and Strategy, at Alexandra@momentumevents.com.

PHOTOS AND VIDEO

Event registration implies your consent that any pictures and/or video obtained during the event may be used for future promotional purposes. Momentum is able to use your likeness without remuneration.



ABOUT THE VENUE

Interface NYC • 140 W. 30th Street, New York 10001

Born out of a diverse neighborhood yearning for a point of collective connection, Interface is a community fueled by its multifaceted membership. As a whole, we are curious, disruptive, engaged and mindful and dedicated to enriching our local and global communities. Our space and our membership interface around the values of community, transparency, bravery, and curiosity.



To register, visit pivotcon.com