

SESSIONS

FJORD TRENDS 2019: THE SEARCH FOR VALUE



Thomas Müller

*Fjord EALA General
Manager*



Tarek Sultani

*Fjord Middle East
Group Director*

Session Description: Today, we stand at a technological, political and environmental inflection point. Two decades of rapid technology growth and innovation have generated enormous physical and digital clutter. The steep demand on our planet's resources mirrors the demand on our time and attention, which leads to our meta-theme this year: the search for value and relevance.

Fjord Trends report is born from plenty of Post-it notes, more coffee than we care to mention, lots of healthy debate and quite a few laughs. Trends is always a labor of love, crowdsourced from Fjordians (all 1,000 of us) from around the world.

Join this session to discover Fjord Trends 2019 - our predictions for business, technology and design in the year ahead.

Questions this session will answer:

- Does the brand deserve a space in my life and in the world?
- Is the value exchange two-way?
- Is it doing something more than straining the planet?

BRAND NIRVANA: CLOSING THE HUMAN EXPERIENCE GAP



David Fregonas

*Lead of Accenture
Interactive Middle East
and North Africa*



Humza Ijaz

*Accenture Interactive –
Chief Creative Officer
(Middle East and Turkey)*

Workshop Description: Have you noticed that the world is obsessed with the customer? The customer is always right. The customer is king. Customer service. Customer journey. Customer-centricity. And, of course, ‘the customer experience’, any self-respecting company’s number one priority.

Imagine then if we all started seeing and empathizing with ‘customers’ as human beings and equipping brands with more human characteristics? There’s a very simple way to do this: upgrade ‘customer experience’ to ‘human experience’ switching out ‘CX’ for ‘HX’. This simple move can open up a completely new way of communicating.

Join us for a light lunch on 11th of March at 12.00 pm at the Dubai Lynx Loft with Accenture Interactive’s team, David Fregonas, Humza Ijaz and Kristine Lasam to explore ways of co-creating “human experiences” in an interactive workshop.



Kristine Lasam

*Accenture Interactive -
Head of Branding &
Integrated Marketing*

THE TEAM OF THE FUTURE



Adam Kerj

*Accenture Interactive Nordics,
Chief Creative Officer & Managing
Director*

Session Description: In the 1950s, Bill Bernbach initiated a creative revolution by putting together copywriters and art directors to work on ideas for advertising holistically. A new age of highly engaging creative emerged and the 'creative team' has since ruled the industry for more than 60 years.

Now that clients' needs are changing and with them the desire for disruptive, transformational and seamless customer experiences, creative team structures now need to include technologists, behavioral experts and consultants.

What experiences do we need to create in the world of work to be able to deliver the best customer experiences on the planet for clients? What kind of talent do we need and what models for collaboration work best?

Questions this session will answer:

- What experiences do we need to create in the world of work to be able to deliver the best customer experiences on the planet for clients?
- How is the creative process changing in the 21st Century?
- What kind of talent do we need and what models for collaboration work best?

PLAY THE FUTURE: THE BEST IDEAS ARE CO-CREATED



Alaa Al Shroogi

*Expo 2020 – Visitor
Enhancement, Visitor
Experience*



Humza Ijaz

*Accenture Interactive –
Chief Creative Officer
(Middle East and Turkey)*

Session Description: We are at a crucial moment in time. The need to use our knowledge and innovation well — to know one another better; to become conscious of our choices towards one another and towards our planet is becoming more and more important.

Come hear from the team that helped co-create and bridge the gap between the physical and the digital world for Expo2020 visitor experience--by utilizing creative techniques to elevate ideas, create a meaningful experience-led purpose and harness the power of service design methods to co-create a truly human-centric experience.

All of these learnings are pivotal to brands and businesses today that champions the "human experience (HX)" at the core of its brand's agenda.

Questions this session will answer:

- What does experience-led transformation mean?
- Where do the best ideas come from?
- How do you create an experience that is future-proof?



Kristine Lasam

*Accenture Interactive -
Head of Branding &
Integrated Marketing*

DUBAI LYNX AWARDS: JURY MEMBERS



Alan Kelly

*Accenture Interactive Ireland,
Executive Creative Director*



Jason Chau

*Accenture Interactive,
Managing Director and Greater
China Lead*

Alan Kelly

- Jury President - Outdoor, Mobile, Digital, Brand Experience & Activation
- Jury Member – Integrated

Jason Chau

- Jury Member – Creative Effectiveness