



Deutsche Messe



Shaping the Business
Technology Landscape

2-4 MAY 2016

Sydney Olympic Park | www.cebit.com.au

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Decoded, IBM, Innosight, a global digital guru and a posse of futurists revealed to keynote at CeBIT 2016

There's a visionary kicking down traditional hierarchies and teaching the world to code; a Chief Innovation Officer constantly challenging the technology frontier with AI; a master of growth and innovation; the ex-head of social media at Ford Motor Company and two globally-recognised futurists. With all that, plus more, **CeBIT Australia 2016** is set to break records by offering the business technology community access to industry heavyweights with unprecedented global power, insight and influence.

The extraordinary line-up of keynote speakers for the 2016 event include:

- **Kathryn Parsons** - Co-Founder & Co-CEO of **Decoded**
- **Dr Bernard S. Meyerson** - Chief Innovation Officer at **IBM**
- **Scott Anthony** - Managing Partner at **Innosight**
- **Scott Monty** – ex-head of social media (Global Digital and Multimedia Communications Manager) at Ford Motor Company
- **Ross Dawson** - Australian entrepreneur, keynote speaker, strategy advisor, and bestselling author
- **Shara Evans** - cutting edge technology futurist, commentator, strategy advisor and thought leader

This elite group of inspirational entrepreneurs and thought leaders will provide delegates with invaluable insight into the future of the business technology landscape.

Named in Business Insider's 30 Most Important Women Under 30 in Tech and Marie Claire's Women at the Top Pioneer Award, Kathryn Parsons mission is to teach the world to look beyond their screens and see the languages that power the technology.

Described as 'not only a coding evangelist; but an economic force of digital innovation and creation', Parsons realised this world of technology was rapidly changing lives and businesses – yet only 1% of people understood what was happening behind the screen.

Cue the birth of Decoded – a tech startup famous for teaching anyone to 'Code in a Day', the business is now the world's biggest technology educator, working with global organisations to demystify the dark arts of code, data, future technology and cyber security; Parsons is a wealth of knowledge that will enlighten the Australian market.

Harvey Stockbridge, Managing Director, Hannover Fairs Australia explained that as technology is an ever-evolving beast, it's imperative that this year's event provides the CeBIT community with the best, most forward-thinking information.

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“Our commitment to the business technology industry is to bring inspirational and influential thought leaders to Australia, in turn providing delegates with unprecedented access to this elite group of technology experts who offer a new way of thinking, a new perspective. CeBIT Australia 2016 will deliver information that is critical to the evolving business technology landscape,” said Mr Stockbridge.

Cited as ‘Inventor of the Year’ by the New York State Legislature in 1998, **Dr Bernard S. Meyerson** will wow attendees at CeBIT Australia with his keynote session: *The Cognitive Era; AI (Accessible Intelligence) Comes of Age*, whereby he’ll explain how we, as technology consumers, are entering a new phase of information technology known as the Cognitive Era.

As a result, our expectations for the function of “Information Technology”, previously couched in terms of computing “horsepower”, memory capacity, and storage capabilities, will need to be reimaged. This stems from tremendous recent strides in rendering systems ‘intelligent’, perhaps more accurately described as ‘accessible’.

Currently managing partner of Innosight, a strategy and innovation consulting firm cofounded by Clayton Christensen (the architect of and the world’s foremost authority on disruption innovation), **Scott Anthony** is the go-to-man for all things pertaining to disruptive innovation. In his decade with Innosight, he’s worked with senior executives of Global 1000 companies, governments, non-profits and start-ups to design new growth strategies, build innovation capabilities, navigate disruptive innovation, and manage strategic transformation in industries such as healthcare, telecommunications, media, and financial services.

Scott Monty, an internationally recognised leader in digital communications, digital transformation, social media and marketing, spent six years at Ford Motor Company as a strategic advisor on crisis communications, influencer relations, digital customer service, innovative product launches and more. Now he counsels brands and agencies on strategy, executive communications, influencer management, the customer experience, and digital initiatives.

Both **Ross Dawson** and **Shara Evans**, globally recognised futurists, will reveal what they predict the future business technology landscape will look like, and what will have the biggest impact within the next few years.

Over three days, CeBIT Australia 2016 will feature 11 conference streams and over 400 exhibitors from Australia’s top companies.

Register now: <http://www.cebit.com.au/register/>

CeBIT Australia will take place 2 - 4 May 2016 at Sydney Olympic Park, Homebush.
For more information, please visit: www.cebit.com.au

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Interviews with keynote speakers and Harvey Stockbridge, Managing Director of Hannover Fairs Australia are available on request.



Kathryn Parsons - Co-Founder & Co-CEO of Decoded



Dr Bernard S. Meyerson - Chief Innovation Officer at IBM

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About CeBIT Australia:

2 - 4 May 2016, Sydney Olympic Park

CeBIT Australia – shaping the business technology landscape. www.cebital.com.au

CeBIT Australia is the Asia Pacific's largest and longest running business technology event.

CeBIT is a forward looking connected community – 365 days a year

Business technology developments and innovation wait for no one. That is why CeBIT Australia expands its reach beyond the largest and most interactive three day exhibition and conference in business technology, to connect the movers and shakers, from government, enterprise, SME's

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and the start-up community. CeBIT's variety of knowledge and networking platforms offer possibilities to engage, 365 days a year.

Highly tailored, expertly curated and insightfully harnessed, the power of the CeBIT community is for those who live in a competitive environment and who need to be in the know - everyday.

CeBIT Australia offers an independent network of business technology solutions

CeBIT Australia is transforming the way Australians do business with technology. Offering delegates access to the ASX 200, making the notoriously hard to reach, reachable.

CeBIT 2016 is spearheaded by leaders in the ICT space, to ensure innovation, and cutting-edge solutions are delivered. Not vendor specific, CeBIT Australia offers an unbiased, full look at the industry.

A representation of business solutions through technology

CeBIT Australia is the one-stop-shop for all the latest business technology solutions. Offering a diverse variety of exhibitors, regardless of business problem, there will be a solution at CeBIT.

CeBIT brings together the comprehensive and future-thinking world of business technology solutions under one roof.

CeBIT Australia showcases the innovation of NSW

CeBIT Australia is creating and ensuring the future of NSW as the desirable destination in which to do business.

Business leaders, innovators, entrepreneurs and the leading technology companies of the world gather in NSW to immerse themselves in the possibilities of the future of business.

CeBIT Australia helps showcase NSW's dominant ICT industry and the State's highly fertile business environment

NSW is Australia's international ICT capital, accounting for 43% of Australia's total ICT businesses and 50% of the nation's telecommunication, computer and information services exports.

NSW is also home to two-thirds of Australia's technology start-up companies and has the largest expenditure on research and development of any Australian State.

The NSW Government is proud to be the Official Partner of CeBIT Australia 2016.

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CeBIT Australia is presented by Deutsche Messe – the world leader in bringing innovative, inspiring and effective business events to high level decision makers. Global Fairs. Global Business.

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