



# Disruptive Innovation: How to innovate & prepare for the future

Revealing inspiration for you  
and your business



**Thursday 1<sup>st</sup> June**

## SKIMspiration Conference Program

**16:15 – 17:00**

### **The Virtual Reality Bomb-Dismantle (Ice-Breaker) Challenge**

To help you leave behind your daily routine, we will start the event with a virtual reality bomb-dismantle challenge! With the clock ticking, you and your team will work together to decipher the bomb defusal manual to guide and free your teammate trapped inside a virtual room! Which group will be able to save their teammate in time? Enjoy this fun and exhilarating challenge and experience virtual reality first-hand!

**17:30 – 17:50**

### **When Reality Hits: Understanding Predictive Behaviours Today to Prepare for the AV & VR Realities of Tomorrow**

*By Reineke Reitsma, VP, Research Director at Forrester*

Globally, consumers and businesses are feeling the early tremors of Augmented Reality and Virtual Reality – and early adopters have begun to respond. But will AR and VR technology cause a seismic shift in our lifestyles? And if so, which markets will be at the epicenter of change? In this session, Reineke will unveil the findings from Forrester's latest study revealing what current consumer patterns forecast about the future trend of AR and VR, what this means for business and consumers, and why diverse methodologies are critical to predicting human behavior.

**17:50 – 18:15**

### **TomTom's Journey from Car Navigation to Wearable Technology**

*By Patrick Stal, VP of Marketing at TomTom*

TomTom created the personal navigation category in 2004, and has since then grown to be one of Europe's only global consumer electronics companies and a leader in digital mapping services. Since the launch of the navigation device, TomTom's consumer business and brand have expanded considerably, entering the sports wearables category with Nike in 2011 and the Action Cam category in 2015. Patrick Stal will share his thoughts and experiences on the brand building challenges faced by organizations expanding their scope of business to new categories.

**19:00 – 19:15**

### **SKIM's 2030 Vision: Predictions to Plan for the Future**

*By Jeroen Hardon, Methodology and Innovation Director at SKIM*

Just as the clients we serve must innovate and prepare for the future, so too must the insight industry. Ours is a profession traditionally known for its re-activeness to technological changes. But with the rate of change now occurring exponentially, at SKIM we feel planning for the future is necessary if we want to embrace and even shape it. However to prepare for the future, we must first be able to imagine it. Jeroen will take us on a journey from past technological changes and their impact on the industry, to what we expect in the future and the potential opportunities available for us as insight professionals.

**19:15 – 19:40**

### **Diagnosing the Diagnosis: Machine Intelligence in the Field of Medicine**

*By Robert-Jan Sips, Chief Technology Officer at myTomorrows (previously led IBM's Benelux Research Centre for Advanced Studies)*

The rise of intelligent machines, such as IBM Watson, is promising the change the field of medicine in the upcoming decade. But what (or who?) are these intelligent machines and to what extent can they be trusted? In this talk we'll cover some of the fundamental technologies behind modern AI systems and show what modern AI systems are capable of.

**20:00 – 20:20**

### **Innovation versus Improvement**

*By Bart van Leeuwen, Chief Development Officer at Six Fingers*

Are you planning to improve or to innovate? Maybe this does not feel like an important question, because probably you want to work on both. However, this does not always happen in reality. In many organizations, people often work on improvements and less on innovations. But it is important that improvements and innovations occur next to each other. Bart van Leeuwen, from innovation agency Six Fingers, will share his insights on this topic based on 10 years of experience.

