DIGITAL AWARENESS CONFERENCE – 9 MAY 2025

08:30	**Delegate Arrival - Registration, networking and exhibitors**
KEYNOTES	
09:40 (10mins)	**Welcome to the Conference/Housekeeping –** Richard Blackmore, Director of Policy and Insight, East Midlands Chamber (Derbyshire, Nottinghamshire, Leicestershire)
09:50 (20mins)	**Welcome and Overview of the Derbyshire County Council Digital Connectivity Strategy 2024- 2030 –** Ian Stoddart, Digital Connectivity Manager, Place, Economic Regeneration, Derbyshire County Council
10:10am (20mins)	**Digital and Digital Connectivity benefits and opportunities full fibre –** Kasam Hussain, Partnership Director, Openreach Central England Kasam Hussain is Openreach's partnership director for the Central England, leading the company's commercial and funded programmes within the region to deliver fast, reliable fibre broadband. He works with partners large and small, alongside central Government, local authorities and communities across the Midlands region, to ensure that the region capitalises upon the multi-million-pound investment Openreach is making in its digital infrastructure. Kasam is also working with dozens of communities to deliver local, co-funded superfast and ultrafast digital networks, and works with local authorities on their full fibre network ambitions. Previously he was BT Group's programme manager for the several local authority fibre broadband rollouts, responsible for contractual delivery and commercial management of multi million pounds contract, as part of a 20-year career in the IT and communications sector with extensive experience in commercial, contractual and programme management.
10:30am (20mins)	**Harnessing technology for growth: harnessing AI for the UK economy –** Robin Denton, Director of Local Public Services, Microsoft
10:50am (30mins)	**BREAK**
11:20am (20mins)	**The Importance of Cyber Resilience - The East Midlands Cyber Resilience Centre** - Phil Viles, Digital Media and Communications Officer, Derbyshire Constabulary & East Midlands Cyber Resilience Centre
11:40am (20mins)	**AI for Industrial Systems - Dr Alaa AlZoubi, Senior Lecturer in Computer Science, University of Derby** Three case studies of regionally based businesses that are using AI to create transformative capabilities impacting on productivity, better decision making and new capabilities that were not possible without AI
12:00pm (60mins)	**Lunch/networking**
1:00pm (10mins)	**Transfer to workshops - See separate workshop sheet for detail**

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	WORKSHOPS
1:10pm (45mins)	**Choice of one of 4 sessions #1** **Main Hall:** Harnessing AI for Business Growth: Boosting Productivity, Profitability, and Customer Experience – Ann Stanley, Founder & CEO of Annica Digital **Shaftsbury Room:** Becoming a Data-Driven Organisation: The key role of Data Integrity – Dr Alaa AlZoubi, Senior Lecturer in Computer Science, University of Derby **Wilberforce Room:** Key Topics in Digital Transformation - Karol Pawlowski, Senior Advisor, Digital Transformation / Industrial Transformation Group, Manufacturing Technology Centre (MTC) **Raikes Room:** Be inspired by digital supply chain innovations and opportunities for your business - Ravi Gidoomal and Erin Hyland, Digital Supply Chain Hub
1:55pm (10mins)	**Switch over**
2:05pm (45mins)	**Choice of one of 4 sessions #2** **Main Hall:** Digital Supply Chain and Blockchain Technology - Dr. Jay Daniel, Associate Professor of Digital Supply Chain and Technology Innovation, and Research Cluster Lead at the Centre for Supply Chain Improvement, Derby Business School, University of Derby **Shaftsbury Room:** AI in HR – what can you actually use it for? – Nicki Robson, Managing Director of HR specialists Breedon Consulting **Wilberforce Room:** Common mistakes with SEO - Mark Bates, Digital Trade Adviser, Department of Business and Trade **Raikes Room:** Harnessing AI for Business Growth: Boosting Productivity, Profitability, and Customer Experience – Ann Stanley, Founder & CEO of Annica Digital *(repeat of session #1)*
2:50pm (25mins)	**Switch over and refreshment break**

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3:15pm (45mins)	<u>**Choice of one of 4 sessions #3**</u> **Main Hall:** Using Open Smart Monitoring technology to control utility costs and manage your working environment – Devtank **Shaftsbury Room:** Accessible Marketing: Reaching More People, More Effectively - Tania Gerard, Founder of Tania Gerard Digital UK, Accessible Marketing Consultant, Neurodiversity Trainer **Wilberforce Room:** How companies are using AI and Agents to accelerate business growth - A methodology to adopt Microsoft 365 Copilot - Adam Blackwell, Solutions Specialist Modern Workplace, FluidOne Covering: - How Microsoft 365 Copilot aids business growth through increased productivity, profitability and customer experience - How Copilot Studio & Agents can build AI-driven solutions tailored to your business needs - How to automate workflows and free up time for strategic work 3 essential steps to adopt Microsoft Copilot successfully - How to measure AI's impact and make smarter, data-driven decisions **Raikes Room:** Becoming a Data-Driven Organisation: The key role of Data Integrity – Dr Alaa AlZoubi, Senior Lecturer in Computer Science, University of Derby *(repeat of session #1)*
4:00pm	**Close**