

WORKSHOP OPTIONS – Derbyshire Digital Awareness Conference – 9 May 2025

Session 1 -choice of one of the following (13:10 – 13:55)

<p>MAIN HALL: Harnessing AI for Business Growth: Boosting Productivity, Profitability, and Customer Experience – Ann Stanley, Founder & CEO of Annica Digital</p>	<p>In this session, Ann will introduce the C-10 AI Adoption Framework, outlining 10 key steps to successfully integrate AI into your business.</p> <p>She will provide real-world examples of how AI agents and automation can streamline operations to enhance productivity, optimise marketing and sales for increased profitability, and elevate customer experiences.</p>
<p>SHAFTSBURY ROOM: Becoming a Data-Driven Organisation: The key role of Data Integrity – Dr Alaa AlZoubi, Senior Lecturer in Computer Science, University of Derby</p>	<p>Data Driven Organisations outperform their competitors by making better decisions, improving processes and improving customer experience.</p> <p>This workshop will take you through the steps to achieve Data Integrity so that you can start the journey to becoming a data driven organisation. This interactive session will look at:</p> <ul style="list-style-type: none"> • How to define enterprise requirements • Understanding Data Integrity • How to assess what you have already to enable Data Integrity • How to build upon what you have already and best practices to overcome challenges • How to foster a data culture to enable data quality • How to enable different systems within and organisation to talk to each other (Data Connectivity) • How to set up data streams for different teams with different needs
<p>WILBERFORCE ROOM: Key Topics in Digital Transformation - Karol Pawlowski, Senior Advisor, Digital Transformation / Industrial Transformation Group, Manufacturing Technology Centre (MTC)</p>	<p>Importance of the Down-Selection Process Objective: Emphasize the critical role of selecting the right solution and solution provider. Key Points:</p> <ul style="list-style-type: none"> • Strategic Selection: Choose solutions and partners based on long-term alignment with company goals. • Needs Assessment: Understand current needs and future requirements. • Requirement Generation: Clearly define what is needed from the solution and provider. • Vendor Liaison: Foster strong communication and collaboration with the vendor to ensure ongoing support. <p>Adopting a Digital Mindset Objective: Highlight the human-centric approach to digital transformation. Key Points:</p> <ul style="list-style-type: none"> • People First: Recognize that people are the most important element in digital transformation. • Cultural Shift: Encourage a mindset that embraces change and innovation. • Fundamental Concepts: Introduce key ideas that support successful navigation through digital transformation. • Empowerment: Ensure that employees are engaged and empowered throughout the process.
<p>RAIKES ROOM: Be inspired by digital supply chain innovations and opportunities for your business - Ravi Gidoomal and Erin Hyland, Digital Supply Chain Hub</p>	<p>Representatives from the Digital Supply Chain Hub will share detail of the SME Future of Supply Chain Mini Lab, focusing on emerging digital solutions and SME manufacturing case studies of realised benefits coming out of their work over the last 3 years. Covering:</p> <ul style="list-style-type: none"> • Real-world examples of how SME manufacturers and their customers and suppliers are adopting digital technology • Facilitated conversation with peers exploring digital supply chain readiness using Digital Supply Chain Hub tools and frameworks <p>The Mini Lab will be of interest to all senior leaders as well as individuals with responsibility for supply-chain management, sustainability, operations, logistics and customer service</p>

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Session 2 -choice of one of the following (14:05 – 14:50)

<p>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</p>	<p>Dr. Jay Daniel will share his expertise on:</p> <ul style="list-style-type: none"> • Demystifying blockchain: Understanding its role in digital supply chains. • Technology readiness: Evaluating the feasibility of blockchain applications. • Assessing digital maturity: Gaining insights into where you are on your digital transformation journey. <p>Additionally, Jay will be launching his new book on blockchain, which will be showcased during the event.</p>
<p>SHAFTSBURY ROOM: AI in HR – what can you actually use it for? – Nicki Robson, Managing Director of HR specialists Breedon Consulting</p>	<p>AI is a topic which receives a mixed response, from excitement at the possibilities it provides, to fear of job losses, but it's clear that used thoughtfully and integrated into existing business processes, AI can provide a cost-efficient way of supporting both the business and its employees.</p> <p>This session will provide an overview of practical ways that HR professionals and people managers can use AI tools to:</p> <ul style="list-style-type: none"> • Enhance efficiency and save time with operational HR and people management tasks • Improve decision making and data analysis • Improve employee experience and engagement leading to higher retention levels • Scale the HR function without the need for additional heads <p>In addition, we will take a look at some of the AI tools available, which are specifically aimed at HR professionals and people managers.</p> <p>The session will include practical examples, demonstrations and case studies to show the power of using AI as a key HR tool, with attendees gaining an understanding of how different AI tools can be adopted to support managers, enhance employee experience and improve efficiency.</p>
<p>WILBERFORCE ROOM: Getting the SEO basics 'Are You Tagged Right?' - An introduction to the Department of Business and Trade (DBT) and it's specialist advisory services - Mark Bates, Digital Trade Adviser, Department of Business and Trade</p>	<p>This will be an introduction to the DBT and its specialist advisory services, covering search engine optimisation 'SEO Tips and Trips'. This session will explore the basic steps to getting SEO right within your website and briefly look at the free assistance offered by DBT's specialist advisory and research team 'STAR'. Plus an opportunity to meet your local digital advisor, Mark Bates. LinkedIn https://www.linkedin.com/in/markbatesecomm/</p>
<p>RAIKES ROOM: Harnessing AI for Business Growth: Boosting Productivity, Profitability, and Customer Experience – Ann Stanley, Founder & CEO of Annica Digital (Repeat of session 1)</p>	<p>In this session, Ann will introduce the C-10 AI Adoption Framework, outlining 10 key steps to successfully integrate AI into your business.</p> <p>She will provide real-world examples of how AI agents and automation can streamline operations to enhance productivity, optimise marketing and sales for increased profitability, and elevate customer experiences.</p>

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Session 3 -choice of one of the following (15:15 – 16:00)

<p>MAIN HALL: Using Open Smart Monitoring technology to control utility costs and manage your working environment - Devtank</p>	<p>Businesses are facing a “triple threat” of challenges:</p> <ul style="list-style-type: none"> • A rising cost base, especially utility costs • An ever-increasing drive to meet Net Zero and environmental legislation • The push to increase productivity <p>Many businesses make decisions based upon gut feeling, a hunch or previous custom and practice and yet there is a plethora of data they could easily gather to enable them to make informed decisions and democratise the data within their organisation.</p> <p>Devtank will introduce their Open Smart Monitoring technology, which specifically focuses on enabling business to better control their utility costs, monitor their working environment in real time and move from a reactive to planned maintenance regime and the benefits this brings to increased productivity.</p>
<p>SHAFTSBURY ROOM: Accessible Marketing: Reaching More People, More Effectively - Tania Gerard, Founder of Tania Gerard Digital UK, Accessible Marketing Consultant, Neurodiversity Trainer</p>	<p>Marketing strategies that fail to be accessible risk excluding vast audiences—including disabled and neurodivergent individuals as well as not being legally compliance. This workshop explores how companies can implement accessible digital marketing strategies that implement inclusion, enhance customer engagement, and boost business impact and sales.</p>
<p>WILBERFORCE ROOM: How companies are using AI and Agents to accelerate business growth - A methodology to adopt Microsoft 365 Copilot - Adam Blackwell, Solutions Specialist Moder Workplace, FluidOne</p>	<p>Covering:</p> <ul style="list-style-type: none"> • 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
<p>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)</p>	<p>Data Driven Organisations outperform their competitors by making better decisions, improving processes and improving customer experience. This workshop will take you through the steps to achieve Data Integrity so that you can start the journey to becoming a data driven organisation. This interactive session will look at:</p> <ul style="list-style-type: none"> • How to define enterprise requirements • Understanding Data Integrity • How to assess what you have already to enable Data Integrity • How to build upon what you have already and best practices to overcome challenges • How to foster a data culture to enable data quality • How to enable different systems within and organisation to talk to each other (Data Connectivity) <p>How to set up data streams for different teams with different needs</p>