

THE WORLD SERVITIZATION CONVENTION

14-16 SEPTEMBER 2020 Virtual Event

	DAY 1: MONDAY 14 SEPTEMBER 2020		
	AUDITORIUM 1	AUDITORIUM 2	EXHIBITION HALL
08:00			Exhibition opens: Standholders will be present
08:45	Convention Opens – Welcome address Professor Tim Baines		Exhibition available for viewing
09:00-09:55	Services Leader Keynote: <i>The Service Transformation Journey</i> Chris Borrill, Services Leader, Land & Air Systems, Thales		
10:00	Services Leader Keynote: Matt Skipworth, Senior Manager, Service Solutions, Terex AWP	Research Insights Presentation and discussion of leading academic papers	
11:00	BREAK	BREAK	
11:15	Services Leader Keynote	Research Insights Presentation and discussion of leading academic papers	Exhibition open: Standholders will be present
12:15	LUNCH	LUNCH	
13:30	Advanced Services for Business Resilience	Research Insights Presentation and discussion of leading academic papers	
13:30	BREAK	BREAK	
14:45	Services Leader Keynote	Research Insights Presentation and discussion of leading academic papers	Exhibition available for viewing
15:45	BREAK	BREAK	
16:00	Services Leader Keynote	Research Insights Presentation and discussion of leading academic papers	

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	DAY 2: TUESDAY 15 SEPTEMBER 2020		
	AUDITORIUM 1	AUDITORIUM 2	EXHIBITION HALL
08:00			Exhibition opens: Standholders will be present
09:00	Services Leader Keynote: <i>Service Business Transformation in Healthcare</i> Chris Dodd, Managing Director - Assisted Living & Healthcare, Legrand		Exhibition available for viewing
10:00	Services Leaders Panel: <i>Services transformation</i>	Research Insights Presentation and discussion of leading academic papers	
11:00	BREAK	BREAK	
11:15	Thought Leadership Workshop	Research Insights Presentation and discussion of leading academic papers Followed by awards for best academic papers	Exhibition open: Standholders will be present
12:45	LUNCH	LUNCH	
14:00	Services Leaders Panel: <i>Digital innovations of advanced services</i>		
15:30	BREAK		Exhibition available for viewing
15:45	Services Leaders Panel: <i>Financial innovations and contracts</i>		
17.15	CLOSE		

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	DAY 3: WEDNESDAY 16 SEPTEMBER 2020		
	AUDITORIUM 1	AUDITORIUM 2	EXHIBITION HALL
08:15			Exhibition opens: Standholders will be present
09:00	Thought Leadership Keynote: <i>Servitization 101: Advanced Services and the Transformation Journey</i> Professor Tim Baines		Exhibition available for viewing
09:30	Services Leaders Panel: <i>Setting a Vision for Servitization and advanced services</i>		
10:45	BREAK		
11:00	Breakout Session <i>Creating a vision for services</i>	Breakout session <i>Business models for advanced services</i>	Exhibition open: Standholders will be present
12:00	LUNCH	LUNCH	
13:00	Services Leaders Panel: <i>Customers: Empathy, engagement and value</i>		
14:00	Breakout session: <i>Developing the customer value proposition</i>	Breakout session: <i>Types of services offerings: the Services Staircase</i>	Exhibition available for viewing
15:00	BREAK	BREAK	
15:15	Services Leaders Panel: <i>Implementation, change, enablers and maintaining momentum</i>		
16:15	Breakout session: <i>The Transformation Roadmap</i>	Breakout session: <i>Leadership and advocacy for services</i>	
16:50	The Servitization Business Awards 2020 and Closing Speech for the World Servitization Convention		