



IAAL Global INSEAD Day Flagship Event - 17 September 2019 (Gentle Reminder)

Dear Luxembourg Alumni Chapter member,

It is with great pleasure that we invite you to **this year's IAAL flagship event in the context of the 60th Global INSEAD Day: a conference on *The Human Side of Digitalization* with first-class speakers, followed by a networking dinner.**

Did you ever wonder why most digital transformation initiatives fail - and how you can make yours succeed? When we as Luxembourg Alumni association surveyed business leaders currently managing digitization programs, one common theme emerged: digital transformation is not about the technology.

And this is why we decided to organize this year's 60th-anniversary edition of the Global INSEAD Day around **the interplay between people and disruptive technologies**. Please [sign-up](#) and join us for an interactive discussion and networking evening with renowned experts and business leaders who will share insights on the unspoken part of the journey: taking hard strategic decisions while assessing their impact on people, preparing the workforce for the so-called "new ways of working", and creating organizations where not only technology but also the people are ready for the future.

Our first-class speakers include:

Dr. Theos Evgeniou, Professor of Decision Sciences and Technology Management,
INSEAD

Françoise Thoma, Chief Executive Officer at BCEE

Marc Hansen, Luxembourg's Minister for Digitisation

Jean Hilger, Head of Digital Transformation at BCEE

Gwendoline Michaelis, Executive Director at Prisma Media

Event details:

Doors will open at 6 p.m.

The conference will start at 6.30 p.m. sharp

Networking cocktail as of 8.15 p.m.

Please note that this event is open for non-members as well - so should you wish to extend this invitation to interested colleagues or friends, feel free to share the [sign-up link](#).

Participation fee (incl. walking dinner and drinks): 30 EUR (25,5 EUR with discount code).

The location for our event:

We are very pleased to be hosted by our main sponsor - Luxembourg's Banque et Caisse d'Épargne de l'État - at their historic building **19, rue de la Liberté in Luxembourg city** (quartier de la gare).

In this context, I would like to thank our sponsor of this event, for not only hosting us but also supporting us in bringing this conference to life.

We are very much looking forward to seeing you there!

Kind regards,

Paul Schilling
for the IAAL committee

