

Introducing Something Digital.

Something Digital is all about celebrating Brisbane's digital ecosystem and the incredible people that power it.

The day is designed to help organisations in Brisbane and South East QLD to strengthen their digital capabilities across various business areas including marketing, business analytics, technology, leadership, customer design and operations.

Built as a collaborative initiative, the content is curated to challenge and support the entire digital ecosystem from startups and small businesses to government & enterprise.

Key features of Something Digital include:

- >> 4 international keynote speakers
- >> 2 stages of mind blowing sessions
- >> A digital showcase and demo lounge
- >> Plenty of opportunities to play and collaborate
- >> A digital hangover to remember!

Power to the People.

ALL digital conversations start and end at the same place.
With a human.

The human experience is central to our digital conversations whether we are talking about algorithmic bias, ethics, smart cities, operational efficiencies, customer experiences, digital wellness or automation.

Which is why the 2019 theme for Something Digital is 'Power to the People'.

Because people should be at the centre of all our digital efforts and innovations.

So whether you are talking about customers, or employees or society in general - 'people' are powering our digital innovations and you know what? People want their digital power back!

People want to take back control of their digital personas and the impact tech is having on their lives. People want input into the big digital decisions that will shape our future. People also want to hold onto the conveniences that digital has given us.

It's a big ask. But it is possible. And we have the power to make it happen.

Power to the People!

Epic Program. Epic Speakers.

Something Digital will feature 4 international keynote sessions delivered by world class experts who will push boundaries and challenge your thinking.

Between these keynotes will be 2 stages of sessions and conversations delivered by local legends - packed with examples and strategies to strengthen and grow your digital capabilities.

Introducing our international speakers ...



- >> Berit Anderson, CEO & Editor in Chief, Scout
- >> Davey Gibian, Founding team at Calypso AI + White House Presidential Innovation Fellow for AI and National Security
- >> Tim Hwang, Director of the Harvard-MIT Ethics & Governance of AI Initiative
- >> Christina Lee Storm, VP of Emerging Technology, Strategy, & Business Operations, DreamWorks Animation

Why you need to be there.

- >> Experience a conference program designed with some of Brisbane's greatest digital heroes
- >> Choose from four themes across two awesome stages
- >> Attend all international keynote speakers - mind blowing content to fuel your day!
- >> Engage with over 30 local and international speakers who will help you build digital capabilities
- >> Take the unique opportunity to collaborate with legends from across the digital economy
- >> Participate in Open Studios on day two - taking Something Digital out of the convention centre into Brisbane's offices
- >> Play with some of the best innovations, built right here in our backyard through the interactive showcase

Event at a glance.

- When:** October 24, 8.30am to 5pm + Afterparty
Where: Brisbane Convention and Exhibition Centre.
Cost: Early bird >> \$299
Regular Price >> \$399
Final release >> \$499
Small groups save 15% or Large groups save 25%
- Qu's:** hello@somethingdigital.com.au or 07 3666 0924