

# apd

# Session

ASOCIACIÓN PARA EL PROGRESO DE LA DIRECCIÓN

## Transforming company culture

New business opportunities beyond digitization

Burgos, March 21, 2018  
Cajacírculo Foundation Assembly Hall

apd

iberCaja 

apd



# Transforming company culture

## New business opportunities beyond digitization

Dear friend:

The growing digitalization of markets means the emergence of a large number of challenges that organizations must analyze with perspective to redefine their strategies and encourage the emergence of differential competitive advantages. New technologies undoubtedly represent a field where imaginative solutions can be explored that allow companies to adapt to the reality of their clients, demanding at the same time a permanent transformation that can modify the essence of the company.

This turning point can be understood, however, as an opportunity, serving as a launching point for the development and development of new corporate cultures closely connected with values that, strengthened in an integral way, can behave as important intangible assets. An organizational culture associated with principles such as transparency and commitment can help not only to attract and retain talent, but also to generate new business opportunities.

In this scheme of harmony between culture and technology, the client plays an important role as the centre of all strategies. The new consumer habits and the possibilities of individualising contact with the target audience have materialised in the development of advanced and unique experiences that not only serve to attract new consumers, but also to reinforce loyalty, an aspect of vital importance due to the great competitiveness of markets in attracting customers.

APD and Ibercaja organize the cycle "**Transforming business culture. New business opportunities beyond digitalisation**". A space for sharing knowledge and discovering the levers that will help to implant new businesses with which to grow, bringing together success stories of brave companies that have taken risks and innovated, not only to remain in the market, but also to generate great business opportunities.

On the 21st of March we will hold a meeting in Burgos to bring the vision of experts and companies that have successfully faced change and continue competing to the executives of the Community.

In the hope that this call will be of interest to you and your company, I take this opportunity to send you an affectionate greeting.

## Schedule

### 09.30 h. Presentation

Prudencio Herrero  
Director in Castilla y León  
APD

Eduardo Hernández Alonso  
Provincial Territorial Director  
IBERCAJA

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### 9.45 h. Liquid organizations to adapt to the environment by encouraging internal cooperation

Marcos Sanz  
Director  
PEOPLE MATTERS

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### 10.15 h. Transforming the customer experience

Ainara Martín  
Director of innovation  
TAK

Isidro Asín  
Responsible for User Experience and  
Digital Assets  
IBERCAJA

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### 11.00 h. Transforming with technology

#### *Moderator:*

Prudencio Herrero  
Director in Castilla y León  
APD

#### *Participate:*

Eduardo Delgado Lobejón  
CEO  
ROAMS

Carlos Bernabéu  
General Manager  
ARBOREA INTELLBIRD

Juan Durán Barriga  
Former Vocal  
CASTILLA Y LEÓN REGIONAL  
ADMINISTRATIVE ECONOMIC COURT

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### 12.00 h. Time to meet us – Networking Coffee

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March 21, 2018

If you are interested in registering  
for this day, do so through our  
website: [www.apd.es](http://www.apd.es)

### Informaciones prácticas

- Date: March 21, 2018
- Lugar: Salón de Actos de la Fundación Cajacírculo Plaza de España, 3 - 09005 Burgos
- Timetable: from 9:30 a.m. to 11:45 a.m.
- Information telephone: 91.523.79.00

### Registration fees

- APD Protective Partners may have as many places as they need for the Day, without paying any fee.
- APD Global Partners may send two representatives to the Conference, without paying any fee.
- APD Individual Members may attend the Day, without paying any fee.
- Non-members: € 600 + 21% VAT

### Method of payment

The payment of the fees will be effective before starting the activity through the following procedures:

- Nominative check
- Domiciliation
- Transfer in favor of APD:  
ES42 0049 1182 3721 1003 3641

Personnel training expenses are considered deductible expenses for the determination of the performance of economic activities, both in the Corporate Tax and in the Personal Income Tax. Those expenses and investments intended to accustom employees to the use of new communication and information technologies give them the right to deduct the full amount of both taxes in the legally stipulated percentage.

If you are unable to attend this event, please send this information to someone else whom you believe may find it useful. If you receive more than one programme from this call, please inform our database department, e-mail: [basededatos@apd.es](mailto:basededatos@apd.es).

APD  
C/ Montalbán, 3  
28014 Madrid

<http://www.apd.es>  
Información: 91.523.79.00

[Link to original](#) (Spanish)