

# DIGITAL TRANSFORMATION SERIES *LIVE WEBINAR*

**EXCLUSIVE  
WEBINAR  
INVITATION**

**Thursday 10th  
September**

**10:00 am to  
11:00 am BST**

## **#1 STARTING THE DIGITAL TRANSFORMATION JOURNEY - WHAT EVERY CEO SHOULD KNOW**

Ambitious business owners and CEO's are leveraging digital transformation to redefine customer experience, streamline operations, transform markets and increase business value.

So what exactly is digital transformation? Digital transformation simply means using IT to deliver dramatic improvement. It means using IT to make a significant change for the better. Join us for the first webinar in our Digital Transformation Series to learn how to get started on your digital transformation journey. Demystify the jargon, understand the art of the possible from real world examples and take away practical advice and action plans to begin shaping your digital strategy.

### **Insights include:**

- The 4 types of Digital Transformation
- The 4 key questions your board should be asking themselves before they start the journey
- 10 ideas to kick-start your digitalisation journey
- An introduction to the technologies that enable digital transformation
- Methods to accelerate digital transformation to deliver rapid ROI
- How a mix of digital technologies can join up people, processes and systems to speed-up time to market
- Real-world case studies and anecdotes from cross-vertical customers.



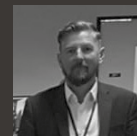
**Victor Kemeny MBA**  
Freeman Clarke

Victor joined Freeman Clarke in 2017 as Regional Director for Yorkshire and the North East. Before joining, Victor held several International Chief Information Officer roles and has delivered Digital and IT transformations for a range of verticals including retail, hospitality, gambling, food manufacturing and financial services sectors.



**Christine Parker Stubbs**  
Freeman Clarke

Christine joined Freeman Clarke in 2015 as Regional Director for the North West. Prior, Christine held a number of IT/Transformation Director roles primarily in the B2B and business services sectors, including RAC Motoring Services and Enterprise Plc. Christine has also held Non-Executive roles in the Property Sector and NHS.



**Iain MacDonald**  
AuraQ

Iain has been in the technology industry for 25+ years and has extensive cross-vertical, process automation experience and technical comprehension. Proficient across multiple digital technology platforms, Iain engages with organisations to help deliver their digital aspirations. Prior to AuraQ, Iain was Business Intelligence Director for a multi national company.

**CLICK HERE TO REGISTER**

**FREEMAN  
CLARKE** 

  
**auraQ**