

WEDNESDAY

24TH JANUARY 2018

12:15-13:30

JOINT **LUNCH** | ENTER2018 & FOCUS SCANDINAVIA

13:30-14:30

KATARINA GRAFFMAN, UPPSALA UNIVERSITY: IT'S TIME TO PUT THE HUMAN BEING IN THE SPOTLIGHT

Room: Rydbergsalen | Moderator: Antoni Lacina

14:30-15:50

OPENING FOCUS SCANDINAVIA

Room: Forum Scandinavia | Moderator: Antoni Lacina

Anna-Caren Säterberg (Member of Parliament): Welcome to Focus Scandinavia!

MIKKEL AARØ-HANSEN, WONDERFUL COPENHAGEN: THE END OF TOURISM

Room: Forum Scandinavia | Moderator: Antoni Lacina

HENRIK DIDER & ANNE EK, SCANDIC HOTELS: DIGITALIZATION – BOOSTING THE SCANDIC CULTURE

Room: Forum Scandinavia | Moderator: Antoni Lacina

15:30-16:15

COFFEE BREAK

16:15-18:00

PER ØSTERGAARD JACOBSEN, COPENHAGEN BUSINESS SCHOOL: DISRUPT YOUR MINDSET TO WORK WITH BIG DATA

Room: Forum Scandinavia | Moderator: Antoni Lacina

TOMAS LYCKEDAL, DREAMHACK: THE STORY BEHIND DREAMHACK

Room: Forum Scandinavia | Moderator: Antoni Lacina

THURSDAY

25TH JANUARY 2018

08:40-09:30

ANDREAS KRISTENSSON, TELENOR SWEDEN: SMART CITIES & SOCIETIES – DIGITAL TOURISM 2.0

Room: Rydbergsalen | Moderator: Antoni Lacina

09:40-11:10

STAFFAN DAVIDSSON, VOLVO CAR CORPORATION: MAKE USE OF TIME IN CARS

Room: Forum Scandinavia | Moderator: Antoni Lacina

ENTER FOOTPRINTS - ADRIANO VENTURINI: TANGIBLE TOURISM WITH THE INTERNET OF THINGS

Room: Forum Scandinavia | Moderator: Antoni Lacina

THOMAS HEJDSTRÖM, ATEA: APPLIED VIRTUAL REALITY

Room: Forum Scandinavia | Moderator: Antoni Lacina

11:10-11:45

COFFEE BREAK

11:45-13:30

ENTER FOOTPRINTS - WOLFRAM HÖPKEN: SEARCH ENGINE TRAFFIC AS INPUT FOR PREDICTING TOURIST ARRIVALS

Room: Forum Scandinavia | Moderator: Antoni Lacina

LISA FARRAR, NORDIC CHOICE HOTELS: DARE TO DISAGREE AND FUCK HIERARCHIES! HOW TO BUILD THE WORLD'S BEST GUEST JOURNEY

Room: Forum Scandinavia | Moderator: Antoni Lacina

SUMMARY + CLOSING FOCUS SCANDINAVIA

Room: Forum Scandinavia | Moderator: Antoni Lacina

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14:30-15:20

OPEN ROUND TABLE / FOCUS SCANDINAVIA BACKSTAGE

Room: Forum Scandinavia

■ KEYNOTE

■ FOCUS SCANDINAVIA