### Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>10.00</td>
<td>Registration</td>
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<tr>
<td>10.30</td>
<td>Digitization: the third Industrial Revolution</td>
<td>Dr. Andrew McAfee (MIT)</td>
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<td>“What do we Know from our Research”</td>
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<td>Testimony of companies on best practices to drive their Digital Transformation</td>
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**LOG INTO THE DIGITAL ECONOMY**
What value will you get from the session?

• An understanding of the key components of a successful Digital Transformation
• How large companies in Europe, Asia and in the US are leading their digital transformations
• Understanding both the ‘what’ and the ‘how’ of transformation
• Ability to go in-depth on key subjects during facilitated breakout sessions
• Ability to share experiences with senior executives from other industries in an informal setting
• Opportunity to take part in the continuing MIT and Capgemini Consulting research on Digital transformation

TUESDAY NOVEMBER 1ST, 2011

Registration will begin at 10AM and the event will take place between 10:30AM and 16:30 PM EST.

The seminar will be hosted at the MIT Faculty Club,
At the 6th floor of the MIT Sloan Building, Bldg. E52
50 Memorial Drive
Cambridge, MA 02139

Refreshments and lunch will be provided: please indicates any dietary preferences.

To reserve your place, please email us at:
digital.transformation@capgemini.com