

JOIN US FOR AN HOUR OF THOUGHT-PROVOKING DISCUSSION

An Exclusive Virtual Event
January 22, 2015

Hosted by Rachel V. McClary, PhD, Diebold Global Vice President of Marketing

Faced with the overwhelming challenges of meeting divergent consumer needs with compelling experiences—all while maintaining profitability—you know you can't go at it alone.

Created to reshape how you view your business, through insights and expertise from some of the most progressive thinkers and brightest minds in their respective fields, this event will drive you to think differently and help you apply what you hear to your business objectives.

Don't miss the powerful market dynamics, thought leadership and business-transforming concepts from inside and outside our industry, all designed to inspire you to ask, "what if...?"

Innovation Inspiration



Robert Wolcott, PhD, Co-founder of the Kellogg Innovation Network, a global organization dedicated to driving sustainable innovation. He is a professor of Entrepreneurship & Innovation at the Kellogg School of Management, Northwestern University and Advisory Board member for the GE Innovation Accelerator.

From the leanest startups to the largest tech firms, thought leaders are aggressively pursuing collaboration opportunities. Find out why.

Driving a Profitable Customer Experience



Harley Manning, VP, Research Director, Forrester Research, Inc. and Co-author of *Outside In: The Power of Putting Your Customers at the Center of Your Business*. Harley is the founder of Forrester's Customer Experience research practice and a frequent contributor to The Harvard Business Review, Forbes, Fast Company and FT.com.

A must-hear analysis of the most critical factors in the customer experience-loyalty equation.

Fun with Data



Dave Gaudet, Executive Producer of ComedySportz, Chicago, is armed with a B.A. in Economics and is a featured performer with the ensemble.

What does a comedian have to do with consumer behavioral data? The answer is smartly funny.

Empowering Change



Andy Mattes, Chief Executive Officer and President of Diebold, Incorporated. Andy is driving Diebold's transition from a hardware-oriented, manufacturing and engineering-driven organization to a services-led, software-enabled technology leader.

Hear his vision and how Diebold is approaching 2015 with a new way of working with you.

Think Like a Startup



Peter Hinssen, acclaimed author, entrepreneur and one of Europe's thought leaders on the impact of technology on our society.

With a unique perspective, Peter will provide insight on how companies can organize to create an entrepreneurial-spirited environment that is nimble, quick to make decisions and built to

harness the power of network to drive innovation and seize the competitive edge.

Innovation in Action

How can you apply what you'll learn from the above? Learn from your peers and look into the strength of world-class partnerships.

Successful branch transformations and reinvented businesses are the result of truly collaborative efforts.

You'll hear how it works, from some of the most highly respected people and companies that we are proud to call our innovative partners:

- **Intel:** Joe Jensen, GM, Retail Solutions Division
- **Microsoft:** Karen Cone, GM, Worldwide Financial Services
- **TD Bank:** Jim Grimmer, Senior Vice President, Head of North American ATM Channel
- **UniCredit Bank:** Giovanni Buson, Head of Retail Organization
- **Saque e Pague:** Givanildo Luz, President

Join us on January 22 for this insightful event that will help you reshape the way you view your business in 2015.

Visit diebold.com/nextbigthing to register.

Speakers subject to change.

