

TALKS AGENDA

<div><div>STAGES</div><div><div>ALL</div><div>HOTSPOT TALKS</div></div><div><div>PLUG-IN TALKS</div><div>SWITCH-ON TALKS</div></div></div> <div><div>DAYS</div><div>+</div></div> <div><div>TOPICS</div><div>+</div></div> <div><div>LANGUAGE</div><div>+</div></div>	<div><div>MARCH 3</div><div>9:30-10:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ THE USE OF AI IN THE AGE OF CYBERFRAUD</div><div>COMING SOON</div><div>COMING SOON</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>09:30-10:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 3</div><div>09:30-10:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1 4 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>10:30-11:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ IBM SUCCESSFUL CASE</div><div>SOFTWARE DEVELOPMENT</div><div>SPANISH</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>10:30-11:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>10:30-11:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ MACHINE LEARNING & DATA SCIENCE</div><div>COMING SOON</div><div>COMING SOON</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>11:30-12:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ AGENTIC AI: THE NEXT BIG THING FOR BUSINESS</div><div>ARTIFICIAL INTELLIGENCE</div><div>ENGLISH</div><div>4 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>11:30-12:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ TRAILBLAZER COMMUNITY. THE PLACE TO BE</div><div>COMING SOON</div><div>COMING SOON</div><div>2 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>11:30-12:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ PERSONALISED RECOMMENDATION SYSTEM</div><div>SOFTWARE DEVELOPMENT</div><div>SPANISH</div><div>3 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>12:30-13:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>12:30-13:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>12:30-13:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 3</div><div>13:30-14:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ MEET IAMM, DAMM'S NEW DIGITAL HUB</div><div>MANAGEMENT</div><div>SPANISH</div><div>4 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>13:30-14:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ DIVERSITY IN TECH</div><div>MANAGEMENT</div><div>ENGLISH</div><div>3 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>13:30-14:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ THE NEXT TRACK - TECHNOLOGY & AI REMIXING MUSIC'S FUTURE</div><div>ARTIFICIAL INTELLIGENCE</div><div>ENGLISH</div><div>2 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>15:30-16:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ RE- SKILL/ UPSKILL</div><div>MANAGEMENT</div><div>ENGLISH</div><div>3 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>15:30-16:30</div><div>HOTSPOT TALKS</div></div> <div><div>+WOMEN RESEARCHERS IN ACTION: CHALLENGES AND OPPORTUNITIES IN THE PROFESSIONAL WORLD</div><div>COMING SOON</div><div>COMING SOON</div><div>4 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>15:30-16:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>16:30-17:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ COMING SOON</div><div>CYBERSECURITY</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 3</div><div>16:30-17:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ THE DATA ANALYST PROFILE FROM A PROFESSIONAL RESKILLING PERSPECTIVE</div><div>MANAGEMENT</div><div>CATALAN</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>16:30-17:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+BUILDING THE TEAMS OF TOMORROW: TECHNOLOGY, TALENT, AND THE FREELANCE REVOLUTION</div><div>MANAGEMENT</div><div>ENGLISH</div><div>4 SPEAKERS</div></div>
	<div><div>MARCH 3</div><div>17:30-18:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ COMING SOON</div><div>FUTURE TRENDS</div><div>ENGLISH</div><div>1</div></div>
	<div><div>MARCH 3</div><div>17:30-18:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 4</div><div>09:30-10:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ SALESFORCE MARKETING CLOUD. THE SECRET BEHIND GREAT BRANDS</div><div>CLOUD COMPUTING</div><div>SPANISH</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>09:30-10:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ FROM CLASSROOM TO BOARDROOM: SUCCESS STORIES OF EAE ALUMNI</div><div>MANAGEMENT</div><div>ENGLISH</div><div>4 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>09:30-10:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 4</div><div>09:30-10:15</div><div>WELCOME BARCELONA</div></div> <div><div>+LEADERSHIP OPPORTUNITY OF EUROPEAN PROJECTS IN BARCELONA: THE CASE OF THE ICFO'S PHOTONIC CHIP AND THE BSC'S DARE</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 4</div><div>10:30-11:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ GAME CHANGERS: TALENT, AI, DATA AND NO LIMITS!</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 4</div><div>10:30-11:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 4</div><div>10:30-11:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ PEOPLE & CULTURE IN IT</div><div>MANAGEMENT</div><div>ENGLISH</div><div>4 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>11:30-12:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 4</div><div>11:30-12:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ BUILDING A SKILLS BASED ORGANISATION</div><div>MANAGEMENT</div><div>ENGLISH</div><div>2 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>11:30-12:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ AI IN ACTION: INSIGHTS AND LESSONS FROM REAL IMPLEMENTATIONS</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 4</div><div>12:30-13:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ UNDERSTANDING HOW AI IS TRANSFORMING IT AND INDUSTRIAL WORKPLACE</div><div>ARTIFICIAL INTELLIGENCE</div><div>ENGLISH</div><div>4 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>12:30-13:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 4</div><div>12:30-13:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ SELECTIA - THE ULTIMATE ASSET FOR SMART TALENT MANAGEMENT</div><div>ARTIFICIAL INTELLIGENCE</div><div>ENGLISH</div><div>3 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>12:30-13:30</div><div>WELCOME BARCELONA</div></div> <div><div>+CONNECT WITH COMPANIES THAT ARE COMMITTED TO DIGITAL +45 TALENT</div><div>MANAGEMENT</div><div>CATALAN</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>13:30-14:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 4</div><div>13:30-14:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 4</div><div>15:30-16:30</div><div>PLUG-IN TALKS</div></div> <div><div>+NEXT-GEN GUARDIANS: SHAPING THE FUTURE OF CYBERSECURITY INVITED BY APWG.EU</div><div>CYBERSECURITY</div><div>ENGLISH</div><div>4 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>15:30-16:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 4</div><div>15:30-16:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ EMPOWERING PEOPLE: BUILDING A CULTURE OF TRUST & INCLUSION</div><div>MANAGEMENT</div><div>ENGLISH</div><div>3 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>15:30-16:15</div><div>WELCOME BARCELONA</div></div> <div><div>+ BCN DIGITAL ECOSYSTEM</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 4</div><div>16:30-17:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ KEY SOFT SKILLS IN THE TECHNOLOGY SECTOR</div><div>COMING SOON</div><div>SPANISH</div><div>4 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>16:30-17:30</div><div>HOTSPOT TALKS</div></div> <div><div>+THE WEB PROGRAMMER PROFILE FROM A PROFESSIONAL RESKILLING POINT OF VIEW</div><div>MANAGEMENT</div><div>CATALAN</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>16:30-17:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ DELIVERING BUSINESS VALUE THROUGH TECHNICAL DEBT REDUCTION</div><div>SOFTWARE DEVELOPMENT</div><div>ENGLISH</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>17:30-18:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ THE VONAGE TRIVIA VOYAGE: QUIZ YOUR WAY TO THE TOP!</div><div>COMING SOON</div><div>COMING SOON</div><div>2 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>17:30-18:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ TECH FOR SPACE: A REALITY OR SCIENCE FICTION?</div><div>FUTURE TRENDS</div><div>ENGLISH</div><div>4 SPEAKERS</div></div>
	<div><div>MARCH 4</div><div>17:30-18:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ A LIFE-CHANGING STORY</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 5</div><div>09:30-10:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ KEYS TO SUCCEED IN THE JOB MARKET</div><div>COMING SOON</div><div>ENGLISH</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>09:30-10:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ THE SKILLS ECONOMY AND THE VALUE OF KNOWLEDGE</div><div>COMING SOON</div><div>COMING SOON</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>09:30-10:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+HOW TO BUILD THE BEST AIRLINE APP WITH HIGH-PERFORMING TEAMS: DOS AND DON'TS</div><div>MANAGEMENT</div><div>ENGLISH</div><div>2 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>10:30-11:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ ROUND TABLE WITH EXPERTS IN THE TECH SECTOR</div><div>COMING SOON</div><div>COMING SOON</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>10:30-11:30</div><div>HOTSPOT TALKS</div></div> <div><div>+EIT DIGITAL MASTER SCHOOL - YOUR PATH TO DIGITAL INNOVATION & ENTREPRENEURSHIP</div><div>COMING SOON</div><div>COMING SOON</div><div>4 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>10:30-11:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ MEASURING AND IMPROVING PRODUCTIVITY</div><div>MANAGEMENT</div><div>ENGLISH</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>11:30-12:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ LARGE SCALE - E-COMMERCE DEVELOPMENT</div><div>CYBERSECURITY</div><div>ENGLISH</div><div>2 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>11:30-12:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>11:30-12:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+FROM DATA TO DELIGHT: POWER OF COLLABORATION AND GROWTH TO DRIVE BUSINESS TRANSFORMATION AT PEPSICO</div><div>MANAGEMENT</div><div>ENGLISH</div><div>5 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>11:30-12:15</div><div>WELCOME BARCELONA</div></div> <div><div>+CHECKMATE: SCIENCE AND TECHNOLOGY IN THE GAME AGAINST MULTIPLE SCLEROSIS</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 5</div><div>12:30-13:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ QUANTUM COMPUTING</div><div>COMING SOON</div><div>COMING SOON</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>12:30-13:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ THE POWER OF NEURODIVERSITY</div><div>MANAGEMENT</div><div>ENGLISH</div><div>3 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>12:30-13:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ARE PASSION FOR TECHNOLOGY AND PEOPLE GROWTH LINKED? INSIGHTS FROM ALLIANZ TECHNOLOGY'S COMMUNITIES OF PRACTICE</div><div>COMING SOON</div><div>COMING SOON</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>12:30-13:30</div><div>WELCOME BARCELONA</div></div> <div><div>+ SCIENTIFIC INFRASTRUCTURES AT THE SERVICE OF COMPANIES</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 5</div><div>13:30-14:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ DISRUPTING THE NORM: HOW ZURICH IS SHAPING THE FUTURE OF INSURANCE</div><div>MANAGEMENT</div><div>ENGLISH</div><div>4 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>13:30-14:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ E-HEALTH</div><div>COMING SOON</div><div>COMING SOON</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>13:30-14:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+HOW TO REINVENT YOURSELF AND SUCCEED: REAL SUCCESS STORIES IN THE TECH SECTOR</div><div>MANAGEMENT</div><div>SPANISH</div><div>4 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>15:30-16:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ DESIGNING AID, PRINTING SOCIAL CHANGE</div><div>CYBERSECURITY</div><div>ENGLISH</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>15:30-16:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 5</div><div>15:30-16:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 5</div><div>16:30-17:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ ELIAS ALLIANCE - ELIAS NODE BARCELONA</div><div>COMING SOON</div><div>COMING SOON</div><div>1 SPEAKERS</div></div>
	<div><div>MARCH 5</div><div>16:30-17:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 5</div><div>17:30-18:30</div><div>PLUG-IN TALKS</div></div> <div><div>+ IS EXTREME PROGRAMMING (XP) STILL RELEVANT NOWADAYS?</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 5</div><div>17:30-18:30</div><div>HOTSPOT TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>
	<div><div>MARCH 5</div><div>17:30-18:30</div><div>SWITCH-ON TALKS</div></div> <div><div>+ COMING SOON</div><div>COMING SOON</div><div>COMING SOON</div><div>1</div></div>