

Make your digital strategy a reality

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ITWeb's Digital Economy Summit 2016 (endorsed by the CIO Council of South Africa) will give you practical and tangible guidelines on how your organisation can become a disrupter by turning your digital strategy into a reality. If you want to build a roadmap for a successful digital business attend ITWeb's Digital Economy Summit in October.



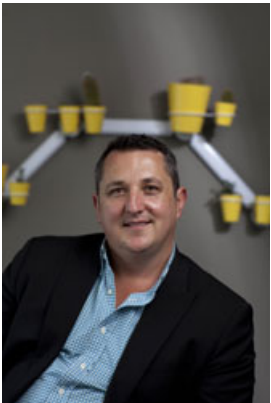
ITWeb's Digital Economy Summit 2016 (endorsed by the CIO Council of South Africa) is aimed at demystifying digital, making it simple and practical. The event is targeted at those who have the vision and mandate to make their organisation's digital strategy a reality.

It will look at who drives the digital strategy of the organisation: the chief information officer, chief marketing officer or chief digital officer? Lee Naik, MD of Accenture Digital, will do the opening address, setting the scene by talking about the businessman's guide to digital mastery. He will give a step-by-step approach on how organisation can make their digital strategy a reality that can be measured with desired effects.

Brett StClair, formerly with Google and now with Barclays Africa as the head of digital products, will talk about its journey to digitisation, giving a perspective of how a financial company can become digital. Carl Louw, the chief marketing officer at Telesure, will talk about their journey. Uber Sub-Saharan Africa, represented by Timothy Willis, business intelligence team lead, will tell delegates how it is keeping ahead of the game in the services sector. Joe van Niekerk the CIO of Discovery Vitality will also talk about how digital is changing the way they manage risk.



Lee Naik, managing director of Accenture Digital, speaking to delegates.



Brett StClair, head: digital products, Barclays Africa Group

"As we enter the digital business era, organisations are being disrupted across all industries through the immense power of digital technology. Digital is fundamentally changing the game for many organisations and it has become a question of when, rather than if, your business will be disrupted – either by competitors or through your own efforts," said Naeem Seedat, who is digital government lead at Accenture.

Seedat will be facilitating the workshop on 12 October. "The workshop is aimed at unpacking the enigma of digital, the trends that are fundamentally disrupting businesses, and importantly, how to get started using and responding to technological change in a practical way," he concluded.

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