

ADDITIONAL INFORMATION



Workshop Illustration

Our **illustrator, Andreas Gaertner**, will capture the key messages and take-aways from THE PIIK in images and words. He is looking forward to talk to you in front of his drawing board in the room Talvo.



Samuel Bitton Photography

We are very honored to welcome **Samuel Bitton** to THE PIIK. He is an **exceptional nature photographer** and stages an exhibition of his beautiful mountain photographs during the workshop at the Guarda Val. Have a look around and enjoy his views of the nature's peaks. Also, do not miss his guest presentation on Monday evening.



THE PIIK Interviews

We scheduled 10-minute interviews with the participants of THE PIIK for **Tuesday and Wednesday**. A detailed schedule indicating the interview slots and locations will be posted in the room Talvo during the morning of those days.



Dresscode

The dress code throughout the workshop will be **smart casual** with the exception of the dinner on Tuesday evening where the dress code will be **business casual**.



Beverage Consumption

All beverages during coffee breaks and meals are included. **Beverages consumed outside the meals and coffee breaks**, e.g. at the Sporzer Bar, **are on your own expenses**.



Check-Out on Wednesday

On Wednesday morning, we kindly ask you to **check-out by 08:30** before the first workshop session.



Transfer back to Zurich Airport

The transfer back to Zurich airport leaves at the Guarda Val reception area at **15:30 on Wednesday, May 4th**.

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MIGROS



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PROGRAM



THE PIIK

May 1st to May 4th, 2016
Hotel Guarda Val
Lenzerheide, Switzerland



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SUNDAY, MAY 1ST

from 15:00 **Check-in and workshop registration**

17:00 – 19:00 **Welcome Reception** | Sporzer Bar

19:00 – 21:00 **Dinner “Fondue Chat”** | Restaurant Crap Naros

From 21:00 **Fireside Chat** | Sporzer Bar

MONDAY, MAY 2ND

from 07:00 **Breakfast** | Restaurant Guarda Val

08:30 – 10:00 **Group Workshops**

Migros | 80
Mobilier | 83
Ringier | Lärche
Swisscom | Esche
UBS | Tanne

10:00 – 10:30 **Coffee Break** | Talvo

10:30 – 12:00 **Group Workshops**

Migros | 80
Mobilier | 83
Ringier | Lärche
Swisscom | Esche
UBS | Tanne

12:30 – 14:00 **Business Lunch** | Restaurant Guarda Val

14:00 – 14:30 **BarCamp Introduction** | Talvo

14:30 – 15:30 **BarCamp I** | Talvo and group rooms

15:30 – 16:30 **Walk & Talk** | outside
Coffee Break | Talvo

16:30 – 17:30 **BarCamp II** | Talvo and group rooms

17:30 – 18:00 **Summaries of the Day**

Migros | 80
Mobilier | 83
Ringier | Lärche
Swisscom | Esche
UBS | Tanne

18:00 – 19:00 **Guest Presentation by Samuel Bitton, Samuel Bitton Photography** | Talvo
 “MAJESTICS - From mars to earth's beauty”

Before dinner **Group Picture I** | Location will be announced.

19:30 – 21:30 **Dinner** | Restaurant Crap Naros

from 21:30 **Fireside Chat** | Sporzer Bar



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TUESDAY, MAY 3RD

from 07:00 **Breakfast** | Restaurant Guarda Val

08:30 – 10:00 **“What Went Wrong” Session** | Talvo

Migros “The divergence between customer needs and customer experience”
Mobilier “Social Media... What else?”
Ringier “Lessons learned and how to execute moving forward”
Swisscom “tap-it - Swisscom's initial mobile wallet proposition”
UBS “What went wrong – the missing Maître”

10:00 – 10:30 **Coffee Break** | Talvo

10:30 – 16:00 **Group Workshops**

Migros | 80
Mobilier | 83
Ringier | Lärche
Swisscom | Esche
UBS | Tanne

12:30 – 14:00 **Business Lunch Buffet** | Foyer

16:00 – 17:00 **Apéro** | Sporzer Bar

17:00 – 18:30 **Presentation to Corporate Leaders**

Migros | 80
Mobilier | 83
Ringier | Lärche
Swisscom | Esche
UBS | Tanne

18:30 – 19:00 **Flashlight Session** | Talvo

19:30 – 22:00 **Gourmet Dinner** | Restaurant Guarda Val

from 22:00 **Fireside Chat** | Sporzer Bar

WEDNESDAY, MAY 4TH

from 07:00 **Breakfast** | Restaurant Guarda Val

until 08:30 **Check-Out** | Guarda Val Reception

08:30 – 09:30 **Keynote Michael Wu, Lithium** | Talvo
 “Data science in industry - from data to disruption”

09:30 – 10:00 **Coffee Break** | Talvo

10:00 – 11:00 **Collaboration Session** | Talvo

11:00 – 12:00 **Expert Panel** | Talvo

12:00 **Group Picture II** | Location will be announced.

12:30 – 14:00 **Business Lunch** | Restaurant Guarda Val

14:00 – 15:00 **Keynote René Algesheimer** | Talvo
 “Looking behind the curve: Making the right decisions today for tomorrow's challenges”



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