



CDO SUMMIT  
SYDNEY

## **In Support of Australia's 'Ideas Boom,' Sold-Out Sydney CDO Summit Arrives at UTS Business School on 1 March 2016, Presented by Accenture Digital**

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SYDNEY, Feb. 22, 2016 /PRNewswire/ -- The inaugural Sydney Chief Digital Officer (CDO) Summit, presented by Accenture Digital, will take place in Australia on 1 March 2016, at the UTS Business School in Sydney.

Logo - <http://photos.prnewswire.com/prnh/20160222/335640LOGO>

Attendees at the CDO Summit will learn how to focus on customer experience, build and lead effective teams, embrace the digital journey, and better understand how to increase competencies in digital, social, and mobile media.

Organizers have announced that sales have exceeded expectations and that the event has completely sold out of tickets.

"In the same way that CMOs drive marketing strategy and CIOs the technology strategy, those companies serious about digital transformation have identified the need for a CDO to drive the digital strategy at the board level," said Dave Maunsell, Managing Director, Accenture Digital, Australia and New Zealand.

"The CDO Summit provides the chance not just for Chief Digital Officers to come together and learn from one another, but for those organisations without a CDO already in place to better understand the significance of this role and the value it can bring," added Maunsell.

"In light of increased global CDO deployments, their career path to the CEO/NED seat, and their increased influence over digital decision-making, budgets, and head-counts, especially in Australia, we're excited to host this timely and important event in Sydney for the first time," said David Mathison, CEO of the CDO Summit and the CDO Club.

CDO Summit events have been previously held in New York City, London and Amsterdam.

The first Summit was held in New York in 2013, and the 4th annual event will take place on April 27, 2016. The 3<sup>rd</sup> annual U.K. CDO Summit will be held in London in October, 2016.

With the 2016 Agenda now released, confirmed speakers at the Sydney CDO Summit include:

**Keynotes Include:**

Paul Shetler, Chief Executive Officer at Australia's Digital Transformation Office; Bronwyn van der Merwe, Managing Director at Fjord Australia; and Gerd Schenkel, Executive Director Telstra Digital at Telstra.

**Speaker Companies Include:**

Accenture, ACT Government, Allianz Global Assistance Australia, American Express, Australian Rugby Union Ltd., Brisbane Marketing, City of Melbourne, Cricket Australia, Flight Centre Travel Group, FOX SPORTS Australia, Google, GroupM, Harvey Norman, Intel Australia/NZ, IPG Mediabrands Australia, Microsoft, Network Ten, News Corp, Odgers Berndtson, Salmat, SmartClinics, Sportsbet, Ticketek Australia, University of Technology Sydney, Visa, Westpac New Zealand Limited, and Young & Rubicam

Twitter users can follow the Summit at <http://Twitter.com/CDOSummit> or via the hashtag #CDOSYD.

**About Accenture Digital**

Accenture Digital, comprised of Accenture Analytics, Accenture Interactive and Accenture Mobility, offers a comprehensive portfolio of business and technology services across digital marketing, mobility and analytics. Accenture Digital helps clients leverage connected and mobile devices; extract insights from data using analytics; and enrich end-customer experiences and interactions. To learn more visit [Accenture.com.au/digital](http://Accenture.com.au/digital) and follow us on Twitter @AccentureDigi

#### About the CDO Summit

The CDO Summit addresses the challenges and opportunities arising from Big Data, the cloud, digital disruption, and social and mobile media. CDO Summit gatherings include the very best digital strategists and practitioners on Earth, speaking in intimate, collegial, and supportive environments designed to encourage networking, learning, and knowledge-sharing. For more information, visit [CDOSummit.com](http://CDOSummit.com).

#### About the CDO Club

The CDO Club is the world's largest community of C-suite digital leaders. Our 1,500+ registered members receive access to breaking news, original research, career development support, networking opportunities, and inspirational events. For more information, visit: <http://CDOClub.com>.

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