

TECHNATION^{CA}

Industry Insider Newsletter

February 28, 2020

Upcoming conference addresses changing customers and competition

TECHNATION is proud to partner with IDC to offer the IDC Directions Conference on April 7, 2020. ITWC and the CIO Association of Canada are also Conference partners.

The purpose of the Conference is to provide, through top industry thought leaders, insight, analysis and actionable advice on the rapidly evolving Canadian ICT market. For example, in the expanding digital-first economy, growth and opportunity will be dominated by those visionary, agile organizations embracing the inevitable change. The evolving digital economy will demand an entirely new species of enterprise: one with a digital-first operating model that is hyper-speed, hyper-scale, and hyper-connected. In addition, by 2025, digital transformation and innovation will directly account for over 50 per cent of all IT spending in Canada - up from 25 per cent in 2018.

This event is focused on the Canadian ICT market and explores how digital transformation is changing both businesses and customers in Canada.

Key topics to be addressed include: the future enterprise, artificial intelligence, cloud & SaaS, 5G, internet of things, digital customer experience, cybersecurity, and the future of work. There will also be a CXO panel focused on women in technology. To review the full agenda, [click here](#).

TECHNATION's President and CEO, Angela Mondou and Lars Goransson, Managing Director, IDC Canada and TECHNATION National Board Director will provide the welcome and opening remarks. Five of TECHNATION's members will also be on hand to present during the CXO Female Leadership Panel.

For a full list of thought leaders who will be participating throughout the Conference, [click here](#).

TECHNATION members, CIO Association members and IDC Canada clients qualify for

membership pricing for this event. Membership will be verified after initial payment. Check your TECHNATION membership prices below.

\$155.00 - **Member Ticket Individual**

\$195.00 – **Non-Member Individual**

\$1,050.00 - **Member Table (8 seats for price of 7)**

\$1,365.00 – **Non-Member Table (8 Seats for price of 7)**

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▼ CXO Female Leadership Panel | Auditorium



Fawn Annan
President and Group
Publisher, ITWC



Paula Hodgins
President, Hewlett Packard
Enterprise Canada



Amanda Holden
National Executive, Fraud &
Security Intelligence, SAS
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Victoria Tan
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and Transformation,
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Susan Bowen
President and Chief
Executive Officer, Aptum
Technologies