

HouseMark 

Digital Transformation Programme

Bridging the gap between the ideas and implementation.
A unique programme tailor-made for the housing sector.

2019/20

Delivered in partnership with



Digital transformation has the ability to fundamentally change the ways in which organisations can service and communicate with their customers.

So, how can housing leaders begin or progress their digital journeys and prepare for the future?

Supporting you to uncover the solutions that work for your organisation, the Digital Transformation Programme delivers a learning experience where you benefit from:

- Exclusive 'behind the scenes' access to businesses who are already delivering on **successful digital strategies** and implementation.
- Connecting with, and **learning from, like-minded leaders** who have already taken the steps towards their digital journey.
- Impressive **learning environments** selected specifically to facilitate engagement, **inspiration and innovation**.
- **Sharing expertise, ideas and questions** with peers and out-of-sector professionals.
- Exploring solutions to common business problems as part of a **unique BT Hothouse**, which will see you use a variety of tools and techniques to develop **problem-solving and team-working skills**.
- Strengthening **professional networks** and discovering **new partnership opportunities**.
- **Tangible tools** to take away and use to develop and deliver **realistic digital strategies** and action plans.
- Connecting and communicating with colleagues between events, **sharing ideas and reflections**.

Programme format

The Digital Transformation Programme is made up of the following complementary elements:

Launch event BT Centre, London 9 October 2019

A one-day launch event to inspire and prepare you for the exciting journey ahead.

In our opening session, courtesy of our programme sponsors, **BT**, we will visit the **BT Centre** in London.

The day will set the scene for the programme and provide the opportunity to define where your organisation is now, where you want to be and what you think you need to get there.

To inspire and excite you, we will hear from leading experts from **BT**, as well as digital leaders from in and out of sector. We will also take a tour of **BT's** showcase suite, where we will explore the potential of the Internet of Things (IoT), mobility, digital security, chatbot technology and more.

This is followed by a networking dinner to allow you to get to know fellow programme participants.

'Behind the scenes' learning from leaders events

Two full-day sessions that showcase the very best examples of digital transformation in and out of the social housing sector. These events will see you hear from those within the business as well as a range of expert speakers who provide insight, advice and best practice examples.

Our speakers will guide and develop your thoughts, sharing their own views and supporting you to translate the learning back into your organisation. We encourage you to ask questions, gather opinions and explore ideas for your own organisation.

Metropolitan Thames Valley 14 November 2019

Culture and transformation

This visit will see us explore the culture of transformation with a focus on collaboration across silos, innovative approaches to problem solving and prototyping, use of data to unlock insight and how this overall approach to transformation is supported and nurtured from the top.

Microsoft

December 2019

Digital collaboration

Here we will explore the benefits of collaboration to deliver digitally-driven solutions. This includes the implementation of agile working, the possibilities of cloud connectivity and driving the right culture for change.

Taking on the challenge

BT Hothouse two-day event- 21 and 22 January 2020



During a two-day Hothouse held at BT's innovation hub, Adastral Park, you will take part in an intense problem-solving challenge that enables you to progress solutions in a way that creates impact quickly and effectively.

Planning and preparation

Taking themes and topics from the launch day, a business opportunity is identified and shared with you. We'll discuss the scope of the hothouse and what success looks like before the event.

Hothouse two-day event

Kicking off with a plenary session, you will get to grips with the business opportunity in more detail before breaking out into teams to start to form your solutions.

As the event progresses, you regularly present back to a panel of judges and receive feedback so that you can quickly evolve your ideas.

The event closes with shared feedback and learning.

Why have a Hothouse?

Hothouses create a unique environment where people are dedicated solely on solving the business objective. This creates key benefits, such as:

- **Collaboration.** Bringing a new mix of skills and knowledge to a focused business challenge.
- **Feedback.** Real-time feedback allows for quick iterations and quick results.
- **Speed.** The perfect environment to facilitate quick learning and agile working.
- **Realised results.** The pace, momentum and common understanding that a Hothouse brings means early realisation of the desired output.

Types of Hothouses

Hothouses can be used to develop a proposition and business case, resolve issues, design and develop a concept for market and introduce innovation to change or improve a process or service.

Closing session event and wrap-up social at BT Tower 19 February 2020

The final event provides an opportunity to capture any learning or areas the programme may have missed so far as well as the perfect platform for reflection, next steps and action planning.

The action-packed day will close with a celebratory drinks reception at the top of the iconic BT Tower, providing breathtaking views and a wonderful conclusion to the programme - the perfect opportunity to continue conversations and network with both peers and speakers.

The entire programme is facilitated by HouseMark's Director of Technology and Innovation.

Joining the Programme

This Programme is aimed at strategic leaders seeking to understand and implement a digital change or channel shift programme within their organisation.

To ensure maximum benefit to participants, the programme has limited spaces available.

Costs

The cost of this Programme is £5,000 for HouseMark members and £6,500 for non-members.

Please note, costs include meals, refreshments and programme materials but does not include VAT, travel and accommodation. Full terms and conditions overleaf.

Secure your space

To be part of the Digital Transformation Programme, please book your space by emailing Tina Reid on tina.reid@housemark.co.uk. Please provide a purchase order number at the time of booking. We will then issue an invoice and joining instructions for the launch event along with a short pre-programme questionnaire.

Contact us

If you have any questions about the programme, please contact Tina Reid on tina.reid@housemark.co.uk or call 024 7646 0500.

TERMS AND CONDITIONS

Commitment

Each sign-up requires a commitment of six days. It's recommended that you attend all sessions to get the most from the programme. For some visits, we may recommend an overnight stay. Places are not transferable. Refunds on all or part of the programme will not be authorised if you're unable to attend.

Travel and accommodation

Delegates are responsible for organising their own transport to the venue and arranging any hotel accommodation if required, unless otherwise confirmed as part of the programme. This cannot be re-charged to HouseMark. Please note, we do not accept any liability to delegates if they're unable to enjoy part of the event due to delays or failure to transport.

Food

HouseMark will provide lunch and refreshments as appropriate for each event.

Alterations to line-up and dates

In exceptional circumstances, we may need to alter aspects of the event. Any changes will be made clear to delegates. We will give as much notice as possible and alternative arrangements will be made. Unfortunately we cannot reimburse any expenses you may have incurred.

Payment

Payment is as per the invoice issued following confirmation of booking.

Cancellation policy

No refund on all or part of the programme due to cancellation will be issued. We aim to make sure the events run as planned.

Copyright and Data Protection

The copyright of all materials produced for, or at, this event rests with HouseMark Ltd, the speaker or the author of the material. Personal data is gathered in accordance with the Data Protection Act 2018. Any relevant data supplied by you will be held on our database and may be used to keep you informed of our products and services through.



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