

# {dive} : event

beyond convention

07.07.2016 / Rennes / France

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## ◆ Let's dive in!

"Coming to dive is about discovering, sharing and networking. You are bold, curious, open-minded? Get ready to use your five senses today, explore outside your comfort zone and be creative..."

**/be ready for an 18-hours immersion!/  
/**

[SSSHRRRFFF!]

\*a culinary  
experience\*



Beyond convention, we want this very special day to be multi-sensory and tasty food is obviously a way to enhance the experience throughout the day! From breakfast to dinner, including coffee breaks, our partner, the food living lab «Centre Culinaire Contemporain» will design and cook a unique and astonishing culinary path. We bet this gastronomic journey will leave you an unforgettable memory!

**/dive party!/  
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{dive} will end with an exciting party hosted by the «Ubu Club», one of the best places for music and dance in Rennes. In line with our sense of exploration, {dive} party will be organized by our partner «Les Trans Musicales», the biggest music discovery festival in Europe. Because we want {dive}'s spirit of discovery and serendipity to last well into the night!

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# {dive}:program

More details on speakers:  
[dive-event.com/program](http://dive-event.com/program)

[HOURS]	"EVENT"	<SPEAKERS/HOSTS>	*LOCATION*
[8.00 am]	Registration & Discovery Breakfast	by Centre Culinaire Contemporain	<b>b com</b> *Lounge* 1st Floor
[9.00am]	Introduction: Let's plan the dive	Host of the day: <b>Anne-Marie Elias</b>	<b>b com</b> *l'Espace Conférences* 1st Floor
[9.20am]	<b>The big dive:</b> Design first! Planning for our new landscape of work	<b>Mark Catchlove</b> , Director Insight Group at Herman Miller's (UK)	<b>b com</b> *l'Espace Conférences* 1st Floor
[10.10am]	<b>Snorkelling session:</b> Looking for the innovating user: The e-health case	Panel: <b>Joshua Landy</b> , Chief Medical Officer at Figure 1 (Canada), <b>Nimrod Madar</b> CEO of Innovision Labs and Founder of GlassesOff (Israel), <b>Ladislav de Toldi</b> , Co-founder and CEO of Leka (France). Interviewer: <b>Benjamin Adler</b>	<b>b com</b> *l'Espace Conférences* 1st Floor
[11.20 am]	Oxygen break #1		<b>b com</b> *Lounge* 1st Floor
[11.40am]	<b>Deep dive:</b> Calm technology, how non intrusive design will shape our future	<b>Amber Case</b> , Cyborg Anthropologist (USA)	<b>b com</b> *l'Espace Conférences* 1st Floor
[12.30am]	Morning wrap		<b>b com</b> *l'Espace Conférences* 1st Floor
[12.45am]	Creative Lunch	by Centre Culinaire Contemporain	<b>b com</b> *Cafeteria & Terrace* 5th floor
[2.15pm]	<b>Exploration dive:</b> The emotion factor	<b>Kei Shimada</b> , Global Director of Innovation & Business Development at Dentsu Inc. (Japan)	<b>b com</b> *l'Espace Conférences* 1st Floor
[3.00pm]	<b>Spearfishing session:</b> Reinventing brand storytelling: Mirada case study	<b>Andrew Cochrane</b> , Digital and Interactive Director for Mirada (USA), <b>John Fragomeni</b> , President of Mirada Studios (USA)	<b>b com</b> *l'Espace Conférences* 1st Floor
	Engage. Experience. Excite. Reinventing retail with AI	<b>Laura Khoury</b> , CEO and founder of Shoptelligence (USA)	<b>b com</b> *l'Espace Conférences* 1st Floor
[4.45pm]	Oxygen break #2	by Centre Culinaire Contemporain	<b>b com</b> *Lounge* 1st Floor
[5.15pm]	<b>Decompression chamber:</b> The future of play	<b>Luc Beaulieu</b> , CTO (Canada) and <b>Jean-Philippe Doiron</b> , Director of Technology at Frima Studio (Canada)	<b>b com</b> *l'Espace Conférences* 1st Floor
[6.00pm]	Wrap-up session: Take aways from the day		<b>b com</b> *l'Espace Conférences* 1st Floor
[6.30pm]	Dining Party	by Centre Culinaire Contemporain	<b>b com</b> Ground Floor
[9.45pm]	Shuttle bus to the city center		
[10.00pm]	Dive Party!	Les Trans Musicales	Ubu Club (Rennes City centre)