



MACH THREE

AGENDA



[REGISTER FOR MACH THREE](#) [REFER A COLLEAGUE](#)

WELCOME // JUNE 16



6:00 - 8:00 PM
WELCOME DRINKS

Join us at Liberty Bistro AKA 'MACH Haus' for drinks and canapes on Sunday evening. Meet the team, pick up your badge, and watch the sun set over the Statue of Liberty from the banks of the Hudson River.

In partnership with:

DAY1 // JUNE 17

TIME	SESSION	WHERE
8:00 - 9:00 am	DOORS OPEN	
8:00 - 9:00 am	BREAKFAST	Galleries
9:00 - 9:05 am	Welcome: Casper Rasmussen, MACH Alliance	Main Stage / Hall 1
9:05 - 9:15 am	Introduction from Hosts: Dylan Valade, Abbott & Anca Iordanescu, Ikea	Main Stage / Hall 1
9:15 - 9:35 am	Keynote: Beauty Under Pressure / Omar Koncobo, Ulta Beauty	Main Stage / Hall 1
9:35 - 9:55 am	Keynote: When the Deadline Will Not Move / Meriel Neighbour, Clarks	Main Stage / Hall 1
9:55 - 10:15 am	Head 2 Head: Decomposing the ERP - A work in progress / Kyle Barz, Mars & Anca Iordanescu IKEA	Main Stage / Hall 1
10:15 - 10:45 am	BREAK	Galleries
10:45 - 11:10 am	Keynote: Composable in Reverse / Tim Engler, OBI	Leadership Track / Hall 2
10:45 - 11:35 am	Workshop: Effectively Managing Customer Consent, Privacy & Data Complexity	MACH in Practice / Hub 2
10:45 - 11:35 am	Workshop: How do you Educate & Train the Business in Readiness for Composable?	MACH in Practice / Hub 1
10:45 - 11:30 am	Fishbowl: Where to Start: Common Ways to Stage a Transformation	Composable Q&A / Hub 4

MACH THREE

AGENDA



TIME	SESSION	WHERE
11:10 - 11:35 am	Keynote: Composing Healthcare Digital / Riham El-Lakany, BJC HealthCare & Dylan Valade, Abbot	Leadership Track / Hall 2
11:35 am - 12:25 pm	Community Roundtables: How should you build the business case for composable? (opening by Prasad Tangirala VP eCommerce Engineering, Conn's HomePlus)	Leadership Track / Hall 2
11:35 am - 12:25 pm	Workshop: API Monitoring Within a Distributed Architecture	MACH in Practice / Hub 2
11:35 am - 12:25 pm	Workshop: Managing the Pace of Transformation - Are You Able to Manage Upwards?	MACH in Practice / Hub 1
11:35 am - 12:25 pm	Fishbowl: The AI Conundrum - Who Do You Lean On?	Composable Q&A / Hub 4
12:25 - 2:00 pm	LUNCH	Galleries
13:10 - 2:00 pm	DELEGATE NETWORKING SESSION	Networking / Hall 2
2:00 - 2:20 pm	MACH MVP: Global Product Enrichment - No Pressure! / Adam Ull, H&M	Leadership Track / Hall 2
2:00 - 2:45 pm	Workshop: Cost Control (How to Balance Fluid SaaS Licences Vs Business Expectation)	MACH in Practice / Hub 2
2:00 - 2:45 pm	Workshop: Data Consistency and Integrity in MACH	MACH in Practice / Hub 1
2:00 - 2:45 pm	Fishbowl: Structuring Teams to Focus on the Customer	Composable Q&A / Hub 4
2:00 - 2:40 pm	Keynote: Held Captive by the POS / Kristen Liebert, Rally House	Leadership Track / Hall 2
2:40 - 3:30 pm	Community Roundtables: When do You Promise Value to the Business?	Leadership Track / Hall 2
2:45 - 3:30 pm	Workshop: The "Developer Hero" Culture... How to Manage & Balance	MACH in Practice / Hub 2
2:45 - 3:30 pm	Workshop: The IP of Technology Assets - Who Owns Your Secret Sauce?	MACH in Practice / Hub 1
2:45 - 3:30 pm	Fishbowl: Building Personalised Experiences Inside a Composable Architecture	Composable Q&A / Hub 4
3:30 - 4:00 pm	BREAK	Galleries
4:00 - 4:20 pm	Keynote: A Genuine Revolution in CPG / Justin Thomas, The Kraft Heinz Company	Main Stage / Hall 1
4:20 - 4:40 pm	Keynote: To be Announced	Main Stage / Hall 1
4:40 - 5:10 pm	Keynote: Content for the Next Wave / Deepak Madhavan, Mattel	Main Stage / Hall 1
5:10 - 5:15 pm	Closing Remarks: Dylan Valade, Abbott & Anca Iordanescu, Ikea	Main Stage / Hall 1
5:15 - 5:40 pm	BREAK	Galleries
5:40 - 6:20 pm	Women in MACH announcement followed by MACH Impact Awards Presentation	Awards / Hall 2
6:20 pm	Exit to Evening Event	

SUNSET // JUNE 17



6:30 - 10:00 PM

SUNSET SOCIAL

We're back at 'MACH Haus' for our Sunset Social to celebrate the MACH Impact Award winners and the end to a successful day of learning and networking. Sample the best in food and drink over a leisurely roaming dinner - time for sunset & chill!

In partnership with:



MACH THREE

AGENDA



DAY 2 // JUNE 18

TIME	SESSION	WHERE
8:00 - 8:40 am	DOORS OPEN	
8:00 - 9:00 am	BREAKFAST	Galleries
8:40 - 9:30 am	DELEGATE NETWORKING SESSION	Networking / Hall 2
9:30 - 9:45 am	Keynote: MACH's Next Steps / Casper Rasmussen, MACH Alliance	Main Stage / Hall 1
9:45 - 10:05 am	Keynote: Taking Control of Wendy's Digital / Brian Abston, The Wendy's Company	Main Stage / Hall 1
10:05 - 10:45 am	Panel: Controlling Content at Scale - The Design System Panel / Telus, Asana, Docusign & RVO Health	Main Stage / Hall 1
10:45 - 11:05 am	BREAK	Galleries
11:05 - 11:25 am	Keynote: The Joy of Being Headless / Hannah Bennett, Paul Smith	MACH Creates / Hall 2
11:05 am - 12:05 pm	Workshop: Interoperability - Can Composable Live Alongside Monoliths?	MACH in Practice / Hub 1
11:05 am - 12:05 pm	Workshop: The Truth & Lies Around Low-Code (as an Enabler of Customer Experience)	MACH in Practice / Hub 2
11:05 am - 12:05 pm	rideMACH: MACH Mindset Live!	rideMACH / Hub 3
11:25 - 11:45 am	Keynote: Free at Last - A Composed App / Gary David, Ashley Furniture	MACH Creates / Hall 2
11:45 am - 12:05 pm	Keynote: To Be Announced	MACH Creates / Hall 2
12:05 - 1:30 pm	LUNCH	Galleries
12:40 - 1:30 pm	DELEGATE NETWORKING SESSION	Networking / Hall 2
1:30 - 2:00 pm	Panel: The Role of Product in Innovating the Front end	MACH Creates / Hall 2
1:30 - 2:40 pm	Workshop: Learning How to Innovate / Can You Really Learn to Fail Fast?	MACH in Practice / Hub 1
1:30 - 2:40 pm	Workshop: When to Build - When to Buy	MACH in Practice / Hub 2
1:30 - 2:40 pm	rideMACH: Modern Tech with MACH Live!	rideMACH / Hub 3
2:00 - 2:40 pm	Community Roundtables: Where Can You Create the Greatest Content Efficiency & Effectiveness Across All Channels?	MACH Creates / Hall 2
2:40 - 2:55 pm	BREAK	Galleries
2:55 - 3:15 pm	Keynote: To Be Announced	Main Stage / Hall 1
3:15 - 3:35 pm	Keynote: Agility through MACH / Dawn Foods - Bob Howland & Gireesh Sahukar	Main Stage / Hall 1
3:35 - 3:55 pm	Keynote: Ctrl_freaks - Giving Control To The Teams / Srikrishna Kalavacharla, Neiman Marcus	Main Stage / Hall 1
3:55 - 4:00 pm	Closing Remarks: Dylan Valade, Abbott & Anca Iordanescu, Ikea	Main Stage / Hall 1
4:00 pm	Close	

MACH THREE



CONTENT

MAIN STAGE

Diverse MACH success stories charting the journeys of enterprise organizations - from initial business drivers to achieving at scale.

LEADERSHIP TRACK

Leadership lessons and peer discussion, providing the strategy and advice you need to start your Composable journey.

In partnership with our Headliners:



MACH IN PRACTICE

Master MACH implementations in the real world with workshops and talks on must-know topics and led by expert practitioners.

Powered by:



MACH CREATES

Learn how to build a MACH foundation and give your brand the flexibility to experiment with the next generation of AI-driven SaaS.

Powered by:



COMPOSABLE Q&A

Engage in lively Q&A led by MACH Community leaders, aimed at resolving your key issues into actionable plans.

Powered by:



NETWORKING

NETWORKING

Connect with the MACH community and discover potential collaborators through facilitated networking sessions and Ask the Expert, our one-to-one program.

Powered by:



POWER OF MACH

Meet MACH Certified vendors and system integrators, here to help make your MACH journey a success.

Featuring:



NOURISH

NOURISH

Stay energised with our unique Nourish Bars offering quality refreshments throughout the day.

Powered by:



WHERE TO FIND THE VENUES?

Convene and Liberty Bistro are both located at:

225 Liberty Street

