



Business Transformation Week Conference – 2 September 2014, 9.30am to 4pm
Council Chambers, Woodhill House, Aberdeen
Invitation to Transformation 2014: 'Are you in?'

Transformation 2014, the Business Transformation Week one-day conference is for any employee who wants to be part of becoming tomorrow's council today. Whether you're comfortable with change or apprehensive about what the future might bring, whether you're based in an office, school, care home or depot, if you're on board to help see lasting improvements this is an opportunity to develop new skills and knowledge.

Presentations and demonstrations

In addition to a keynote address by Professor Patrick Dawson, an expert in organisational change from the University of Aberdeen, Transformation 2014 will include a number of fascinating insights from colleagues who are at the forefront of exploring exciting new opportunities for the council.

What big data means for Aberdeenshire Council

Many large companies are already using the extensive data they hold about customers to develop clever business strategies. Joe Chapman from the Infosmart team will explain what the Council knows about its customers and will explore some possibilities for the future. The sky is not the limit with this one – it's in the 'cloud', satellites and beyond...

Creating a customer-centred website

This interactive presentation will explore the importance of making your website accessible and creating good quality content. Colleagues from the Website Redevelopment Team will facilitate this session and will encourage audience participation, particularly with predicting user behaviour.

Antiques Mode Show

This is a chance to explore some of the technologies of old at work as well as some exciting examples of what the future may hold. Grab a tea or coffee, see what's on offer and reminisce about the past while you ponder what might be next.

Workshops

Two workshop sessions will allow delegates to choose which offering best suits their needs.

During the morning choose from:

Are improvements making a difference for customers?

Look into the role of business transformation and how the iCE (Improving the Customer Experience) project can help improve service delivery. Learn about the Council's plans for customer improvement, discover successes to date, the benefits of digital channel shift, and help inform the project from a staff / customer perspective in an interactive session.

OR

Lync up with colleagues

This is an opportunity to join your ICT and Worksmart colleagues to find out more about Lync technology and how you can use it to do things differently. As part of this experience you will have the opportunity to help shape the future direction of these tools to meet the needs of your service!

During the afternoon chose from:

Fly by numbers

Get to grips with making improvement part of your day job by exploring some simple, tried and tested tools and techniques alongside colleagues from Improvement. This interactive session promises to get you thinking.

OR

Writing for the web

This workshop will engage delegates in the importance of writing great web content with the audience in mind. Both the Website and Arcadia redevelopment projects are transforming the way Aberdeenshire Council communicates information, and this workshop will help you learn more about writing accurate, up-to-date and engaging copy for use online.

Email business.transformation@aberdeenshire.gov.uk or call 01224 665519 to register for Transformation 2014 now.