



Earn your  
Digital  
Certification



# Future Technologies Bootcamp

***Future Technologies and the Fourth Industrial Revolution (4IR) – Be part of the change in the digital economy and explore future technologies!***

On This Course, You Will:

1. **Understand** the components of a digital economy, business value chains and the Fourth Industrial Revolution
2. **Engage** in an insightful lively experience about future technologies revolutionising the lives of people, societies and enterprises
3. **Learn** about the application of current and future technologies in many fields and domains, and the opportunities and challenges
4. **Gain** the knowledge to empower your organisation to seize opportunities brought by these technologies and concepts

The course material and discussion will be in English, with Arabic facilitation when necessary

3 FOR 2 OFFER

**20 – 22 December 2020**

Sofitel Dubai Downtown, Dubai, UAE



Led by International Management  
Consulting Advisor and Business Leader  
**Abdallah Nasrallah**

# COURSE INFORMATION

## Course Overview

Advancements in technology have resulted in immense improvements in computational power across nearly all electronic devices and enhanced capabilities in connecting the dots in an increasingly networked society. The Fourth Industrial Revolution (4IR) which encompasses disruptive technologies and environments is changing the way we live and work!

Technologies nowadays induce governments and businesses to transform their business models, processes, and operations. Lagging behind would risk long-term survival strategies.

This insightful bootcamp is designed to engage delegates in a unique experience exploring future technologies as part of the 4IR, their history, their application, and their impact on people, societies and businesses. Attendees will learn about these technologies, and examine how they can support their business and potentially how to commercially benefit from the rise of these technologies.

The bootcamp is full of ideas and stimulating discussions of how technologies are helping people, societies, and governments, and how they are benefiting from these technologies.

The course will shed light on mature technologies that have been used to enable businesses and people, and will also cover future technologies and concepts that are in experimental stages or specifically adopted in the following areas:

- Digital experience
- Applied analytics
- Blockchain
- Enabling platforms and technologies
- Everything autonomous
- Everything smart
- Cyber security

At the end of this journey, you are expected to understand each domain concept, challenges, applications, business value chain impact, and the practical tips and guidance on the next steps towards utilising these domains.

## Course Methodology

The delivery of this course encompasses interactive topic overviews, discussions and workshops. The course also includes many real-life cases and experiences on how to utilise such a tremendous technological spike for business disruption, growth, and innovation.

## Course Requirements And Certificates

Delegates must meet two criteria to be eligible for an Informa Certificate of Completion for a course:

- Satisfactory attendance - delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course assessment
- Successful completion of the course assessment

Delegates who do not meet these criteria will receive an Informa Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

## Who Should Attend

This bootcamp is designed and tailored for:

- Anyone interested in knowing about future technologies and emerging technologies, their applications, usefulness, and how to utilise such a tremendous technological spike for business disruption, growth, and innovation
- Those who are currently involved in the application of technology advancement to develop and improve products/services in their organisation
- Government leaders, entrepreneurs, business leaders and technology enthusiasts who are looking for a competitive edge or gaining a “first mover” advantage in one or many technological practices
- IT/digital professionals
- Other non-IT/digital professionals who are interested in learning about future technologies and their applications

## Course Competencies

- The Fourth Industrial Revolution
- Future technologies – emerging technologies
- Technology Hype Cycle
- Smart governments and smart cities
- Digital economy
- Business models for technology
- Digital experience
- Applied analytics
- Blockchain
- Enabling platforms and technologies
- Everything autonomous
- Everything smart
- Cyber security

# COURSE OUTLINE

**Course Timings:** Registration will be at 08:00 on Day One. The course will commence at 08:30 each day and end at 14:30. There will be breaks for refreshments and lunch will be served at the end of each day's session.

## Day One

### Introduction

- Emerging and future technologies
- The Fourth Industrial Revolution
- Digitalisation and digital economy
- Opportunities and threats
- Drivers, enablers, and challenges
- Disruptive trends and themes

### Digital Experience

- The digital experience concept
- The Internet of Things (IoT) and the Internet of Everything (IoE)
  - Definition, concepts, and drivers
  - Internet, Things, and IoT
  - Connected world: benefits, opportunities, threats, and challenges
  - IoT types, history, and evolution
  - Future predictions
  - Value creation in IoT and IoE
- Personification
  - The revolutionary relevance
  - Applied personification
  - Legal and regulatory constraints
  - The future of personification

### Everything Autonomous

- Autonomous computing
- Autonomous services and devices
- Challenges, opportunities, and threats
- Application of autonomous practices
- Value creation in everything autonomous

**Workshop:** The ideation process – thinking innovatively about disruption in technology

## Day Two

### Applied Analytics

- The applied analytics concept
- Big Data, data analytics, and data science
  - Definition and linking all the concepts
  - Applied data analytics
  - Use cases with other concepts like Artificial Intelligence (AI)
- AI
  - The AI concept
  - Where does it all start?
  - AI skills and traits
  - Value creation in AI
- Machine learning and deep learning
  - Machine learning and deep learning concepts
  - The algorithmic difference
  - Machine learning and AI
  - Successful AI and machine learning use cases
- Business impact for utilising applied analytics

### Blockchain

- The blockchain concept
- Types of blockchain
- Current trends and future outlook of blockchain
- Constraints, assumptions, and regulations
- Blockchain in action
- Successful blockchain use cases
- Blockchain spaces and platforms
- Value creation in blockchain

**Workshop:** Evaluation of applicability and fitment of new innovations in your field

## COURSE OUTLINE (CONTINUED)

### Day Three

#### Enabling Platforms And Technologies

- Enabling platforms and technologies concepts
- Cloud computing
  - Cloud concept
  - Cloud computing and types
  - Benefits and challenges of cloud
- 5G
  - Telecommunication advancement and evolution of networks
  - Potential of 5G and beyond
  - Possibilities and realities

#### Everything Smart

- Smart devices and platforms
- Smart cities
  - The emergence of smarter cities
  - Endless applications for smarter living
  - Benefits and value creation behind smart cities
- Smart government
  - The evolution of electronic services
  - E-government vs. smart government
  - Successful examples of smart government
  - Open data and e-participation

#### Cyber Security

- The dark side of technological advancement
- Building your awareness around cyber security
- Threats to people, companies, and governments
- Proactive cyber defence strategies

**Workshop:** Understanding the hype and thinking into the future!

### Meet Your Course Expert



**Abdallah Nasrallah – MBA, PMP, ACP, PBA**

International Management Consulting Advisor and Business Leader

Abdallah is an international management consultant, a trusted advisor, a business leader and a coach with over two decades of experience in the MENA region optimising and transforming organisations through: successful strategy and portfolio management; programme/project operations; business process optimisation; promotion of governance and compliance; and enablement of business through technology and innovation.

Abdallah is an advocate for innovation, economy enablement, and digital transformation; motivated to help and energise individuals and organisations improve their organisations and workplaces, performance, and capabilities.

With a special blend of expertise across industries and as a consultant, Abdallah served numerous organisations operating in the government, telecommunications, healthcare, digital, transportation, construction, services, hospitality and tourism, information technology and education sectors. Entities include: Dubai Holding, Orange Telecom, AW Rostamani Group, Du, A.T. Kearney, and Dubai Municipality amongst others.

He holds an Executive MBA from Bradford University, and a BSc degree in Information Management. He is a Project Management Professional (PMI-PMP)®, Agile Certified Practitioner (PMI-ACP)®, and Professional in Business Analysis (PMI-PBA)®. He also holds certified practitioner credentials like COBIT in IT Governance, TOGAF® in Enterprise Architecture, and ITIL® in IT Service Management.

Earn your Digital Certification  
and broadcast your  
achievement to your peers

# FUTURE TECHNOLOGIES BOOTCAMP

Date	Fee Before 11 Oct 2020	Fee Before 15 Nov 2020	Final Fee
20 – 22 December 2020	US\$ 3,195	US\$ 3,695	US\$ 4,195

**Pricing excludes 5% VAT, charged where applicable**

**Book and pay full fee for two colleagues and the third attends for FREE**

## Delegate Details

First Name	Last Name
Job Title	Company
Address	Postal Code
Country	City
Tel/Fax	Mobile
Email	

### EVENT VENUE

Sofitel Dubai Downtown, Dubai, UAE | Tel: +971 4 503 6666

Please contact the respective event venue directly to reserve your room. Quote 'Informa' to avail Informa corporate rates.

**DISCOUNTS AVAILABLE  
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Call: +971 4 408 2864  
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**WANT TO RUN THIS COURSE  
IN-COMPANY?**

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Email: cts@informa.com

## WAYS TO REGISTER

Tel: +971 4 408 2894 | Email: register-mea@informa.com  
Mail: Informa Middle East Ltd. | PO Box 9428 - Dubai, UAE

The 3 for 2 offers are valid  
on full price final fee  
registration only

Payment to be settled  
before start of the course  
to avail the offer

Not applicable in  
conjunction with  
corporate discounts

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions and successfully complete an assessment, will receive an Informa Certificate of Completion.

All registrations are subject to our terms and conditions which are available at **[www.informamea.com/terms](http://www.informamea.com/terms)**. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

### PAYMENTS

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

### AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

### CANCELLATION

If you are unable to attend, a replacement delegate will be welcomed in your place. If you cancel your registration 57 days or more before the event, you will receive a refund minus a 10% cancellation fee (plus VAT where applicable). Cancellation after 56 days before the event or if you fail to attend the event will be 100% payable. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation.

Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics.

For full details, please visit **[www.informa-mea.com](http://www.informa-mea.com)**