

MACH TWO DELEGATE SUCCESS GUIDE

June 13 & 14 | DeLaMar Theatre, Amsterdam



ART & SCIENCE

DeLaMar Theatre, Amsterdam
June 13 & 14 2023

In partnership with:



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“

As MACH climbs ever higher up the corporate agenda, our 2023 summit is a pivotal moment to engage and connect the forerunners in tech. Ideas and energy equal change. By bringing together those with drive, influence and expertise, we can progress the MACH movement to create an open democratic, agile, future-proof ecosystem for all.

”



**Casper
Rasmussen**

President
MACH Alliance

ABOUT MACH TWO

MACH TWO is the 2023 meet-up for the whole MACH community to come together and share experiences.

For delegates, this is your stage to discuss progress, share ideas and showcase real business impact. We'll provide the opportunity to understand the complexities, challenges and opportunities that come with every individual journey from monolith to MACH, and ensure every attendee leaves MACH ready.

As MACH climbs the corporate agenda, 2023 will be a pivotal year for all of us. If you only attend one event this year, make it MACH TWO!

Stay up to speed with our MACH TWO success guide.

“

We couldn't get good ideas live because we were so focused on solving problems. The MACH approach allows for easy, incremental change without huge investment or big decision making or a major change in the way people do their work.

”



Dylan Valade

MACH Alliance
Ambassador & B2C
CTO, Puma Group

WHAT TO EXPECT

Join other leading practitioners and C-suite from the world of commerce and beyond and embrace the Art & Science behind the future of business technology.

MACH TWO is the annual meet-up for MACH's global community of changemakers. A chance to hear from brand leaders who have incredible stories that will inspire. A platform to discuss progress, share ideas and showcase real business impact.

Where leadership & technology converge.
Where Art & Science meet.

“

A fantastic couple of days at the [#machone](#) event this week. Lots of great insight into our tech community and the talent that's driving us into the future of Mach.

”



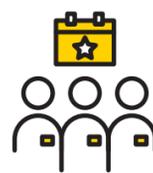
Steve Nolan

CTO
Boohoo Group

MACH TWO IN NUMBERS



36+
customer
speakers



450+
attendees



48 hours
of solid MACH

AGENDA OUTLINE

[Check the full agenda →](#)

June 12 - Evening	OFF-SITE
18.00 - 20:00	Welcome drinks @ Soho House
20.30 onwards	Delegate dinners

Need to freshen up? Have meetings to book in?

Aside from the usual mealtime breaks we've set aside 15:50 - 17:00 on Day One for you to do exactly that. Feel free to pop back to your hotel or use the many meeting areas in the DeLaMar.

June 13 - Day One	OFF-SITE	MAIN STAGE	TECH & TRANSFORMATION TRACK	LEADERSHIP TRACK	CO-LAB ZONE	LEARNING CIRCLE	MEET-UP ZONE
08.00 - 09.30	Arrive & pick up your badge				Presentations from the MACH ecosystem	Roundtable debate	Breakfast served
09.30 - 10.30		Keynotes					
10.30 - 11.20					Presentations from the MACH ecosystem		Refreshments served
11.20 - 12.30			Track sessions	Track sessions			
12.30 - 13.45					Presentations from the MACH ecosystem	Roundtable debate	Lunch served
13:45 - 15:00			Track sessions	Track sessions			Ask the expert with MACH Ambassadors
15.00 - 15:50					Presentations from the MACH ecosystem	Roundtable debate	Refreshments served
15:00 - 16:30	Break						
17:00 - 17:50		Keynotes					
17:50 - 18:30		Awards & Women in MACH					
18.30 - 20.00					Presentations from the MACH ecosystem		Dinner & Drinks
20.30 onwards	Off-site after-party @ W Hotel						

June 14 - Day Two	MAIN STAGE	TECH & TRANSFORMATION TRACK	FUTURE INSIGHTS TRACK	CO-LAB ZONE	LEARNING CIRCLE	MEET-UP ZONE
08.00 - 09.30				Presentations from the MACH ecosystem	Roundtable debate	Breakfast served
09.30 - 10.35	Keynotes					
10.35 - 11.15				Presentations from the MACH ecosystem		Refreshments served
11.15 - 12:15		Track sessions	Track sessions			
12.15 - 13.30				Presentations from the MACH ecosystem	Roundtable debate	Lunch served
13.30 - 14.20		Track sessions	Track sessions			
14.25 - 15.50	Keynotes & Wrap up					

TRACKS & ZONES

TECH & TRANSFORMATION

Hear from tech disruptors who are turning ideas into reality using the advantages of composable technology.

Supported by:



LEADERSHIP

Discover how to harness the power of technology to turbocharge your business from those who have gone before.

Supported by:



FUTURE INSIGHTS

Learn what's next in the world of MACH and how you can deploy future-fit solutions that will grow and scale with you.

Supported by:



MEET-UP ZONE

Here you can network and meet with peers. Plus ask an expert in our 1:1 surgeries.

Supported by:



LEARNING CIRCLE

Join these group discussions to hear from industry experts on the hot topics of the day.

Supported by:



CO-LAB ZONE

A curated showcase of the best products and services in the MACH marketplace.

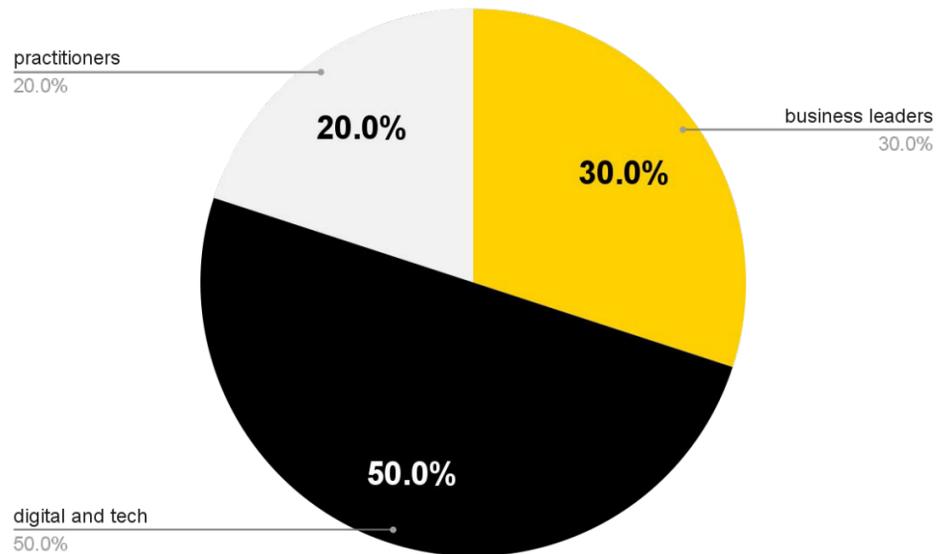
Supported by:



ATTENDEE BREAKDOWN

Take a look at our attendees from last year's conference!

This event is designed specifically for end user business users, tech leaders and practitioners who want to learn what benefits MACH offers and, most importantly, how to embrace the changes necessary to make the most of them.



Co-hosted by the Alliance member community:

- **46 vendors**
- **27 SIs**
- **7 Enablers**

BRANDS

John Lewis, Emma Sleep, Boohoo, Costa Coffee, Lego, New Look, Reckitt, Selfridges, The Very Group, Primark, The Body Shop, Danone, PUMA, Vodafone, Barclays, Canon, E.ON, H&M, Howden, L'Oreal, Kodak, Mars, Mulberry, Nando's, Paul Smith, Schrodgers, Sephora, Coop, UniLever, Vodafone, Kraft Heinz, Superdrug, Loaf, ITV, El Corte Inglés

INDUSTRIES

Retail	Food & beverage	Professional services	Media
IT/Hi-Tech	Finance	Travel & leisure	Pharma
Education	Utilities	Engineering	Transport & logistics
Public sector			

AN INCREDIBLE SPEAKER LINE-UP



Sam Billett

Vodafone Group



Paul Curtis

easyJet Holidays



Jeff DeSandre

AmerCareRoyal



Danielle Diliberti

Sommsation



Niall Edwards

The Lego Group



Scott Fraser

Screwfix



Louisa Hanover

Primark



Anca Iordanescu

IKEA



Tina Lykke Kristensen

Sinful ApS



Mindy Montgomery

ASICS Digital



Stefan Motz

Vorwerk



Hans Notenboom

Philips



Nicolas Pastorino

Interflora Group



Dennis Ritter

Dr Oetker



Paul Sims

Primark Stores Limited



Balakrishnan Subramanian

MARS Inc



Dylan Valade

PUMA



Zoe Vets

Casa

[Check more speakers →](#)

TOPICS

MACH TWO will cater for all attendees, whether you're MACH curious and yet to get started, already on the MACH journey, or MACH active and looking for optimization best practices. Our speakers will cover everything from **MACH ROI, international expansion, creating team structures and culture for MACH success, greenfield MACH at global scale, decommissioning legacy** and much more...

For the MACH Curious

Hear where and how others started their MACH journeys, and the strategic decisions about the pace of tech transformation. From gaining trust in your decisions from the business, to incremental approaches and ROI, we have you covered.

For those just getting started

Hear how organizations are decommissioning old technology, best practices for transitioning to a truly composable stack, and MACH approaches to driving omnichannel growth and optimized customer experiences.

For the MACH Active

Hear how to do business alongside mini-monoliths, how to organize and support your internal teams to deliver better work faster, and how to scale effectively.



NETWORKING OPPORTUNITIES

MACH events are the heart of our community. We know that networking opportunities are high on your agenda, giving you the chance to connect with peers, discuss the latest trends and share successes.

Make sure you check out the following MACH TWO networking moments:

Monday, June 12th, 18.00 – 20.00:

Kick MACH TWO off with a bang by attending our welcome drinks @ Soho House, Amsterdam

[Register interest](#) →



Monday, June 12th, 20.30 onwards:

Join us for one of two delegate dinners at The White Room Amsterdam and Cecconi's @ Soho House

Places are limited, to register interest email info@machalliance.org



Tuesday, June 13, 20.30 – late:

Celebrate the end of the first day with an after-party @ Amsterdam's hippest venue - the W Hotel

[Register interest](#) →



MACH IMPACT AWARDS

 MACH IMPACT
AWARDS
2023



The MACH Impact Awards raise awareness of projects that are solving complex technical problems and creating measurable business value. We're putting future-proof solutions in the spotlight!

[Enter your game changing projects by May 15th](#)

Winners will be announced on the Main Stage during MACH TWO followed by dinner, drinks and networking.

LAST YEAR'S BEST RETAIL PROJECT WINNERS:



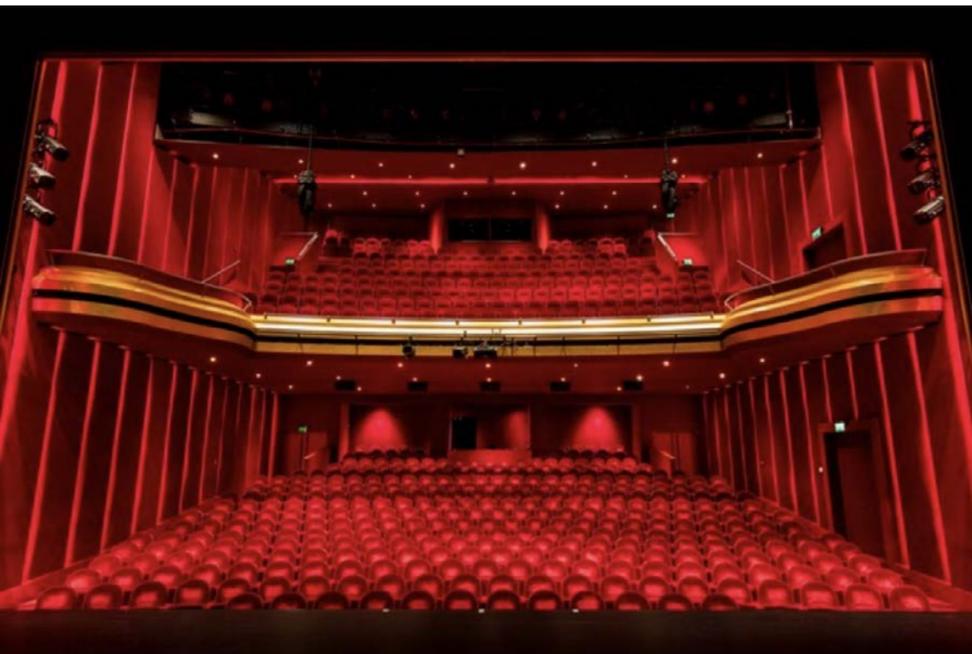
#MACHTWO

 [@MACHAlliance](#)

info@machalliance.com

[Register](#)

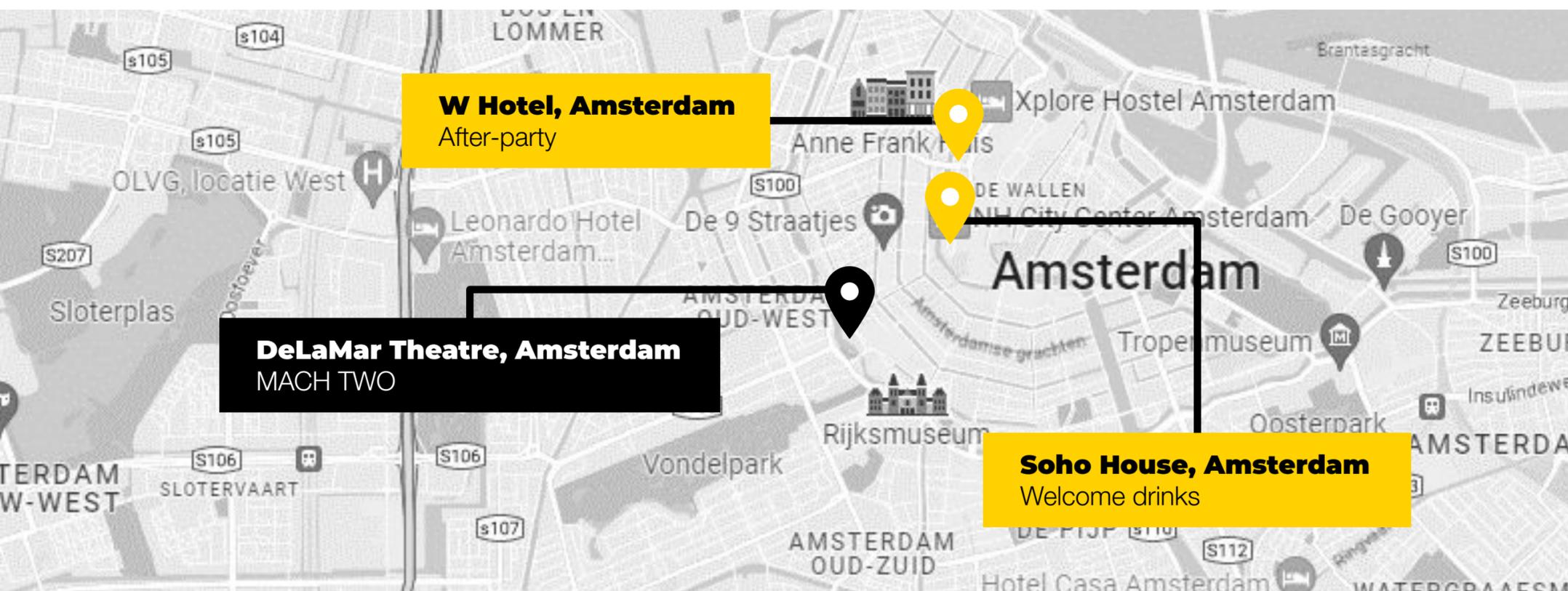
THE ICONIC DELAMAR THEATRE



The event will take place at the impressive DeLaMar Theatre

Thanks to the gorgeous halls and foyers, DeLaMar is one of the most remarkable and inspiring event locations in the city centre of Amsterdam.

DeLaMar is located at the Marnixstraat 402, a two-minute walk from the Leidseplein (Google Maps).



REGISTRATION

Register now for THE MACH event of the annual calendar, and bring your colleagues.

- Discover how to harness the power of technology to turbocharge your business.
- Dive deep into the projects that are delivering value faster.
- Discover how to ensure your team is best placed to engage, embrace, and adopt MACH. All jargon free.

Register now to secure your free place
<https://the.machalliance.org/machtwo/#register>



DELEGATE PASS



\$0 USD

GET SOCIAL

We're passionate about MACH and the benefits it can bring to businesses and consumers around the world. Help us to further the MACH movement by engaging with and sharing our content – get social!

#MACHTWO [@MACHAlliance](https://twitter.com/MACHAlliance)

THANK YOU TO OUR SPONSORS

HEADLINER PARTNERS:



IN PARTNERSHIP WITH:



MACH ALLIANCE MEMBERS

COMPANY MEMBERS: ISVs



STARTUP MEMBERS: ISVs



SIs



ENABLERS



SEE YOU IN AMSTERDAM!

Look out for our **MACH TWO** event app launching **May 23rd** where you can:

- Explore the full agenda and speakers
- Network with attendees, submit questions before and at the event
- Book 'ask the expert' and other sessions
- Access Wifi on the day
- Build your own agenda of favourite sessions and get real time updates on the day



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