## GS1 Global Forum 2024 | Programme overview

All sessions are hybrid unless noted otherwise. Register now! [www.forum.gs1.org](http://www.forum.gs1.org)

**Version: 10 Jan 2024**

<table>
<thead>
<tr>
<th>Digital transformation</th>
<th>Retail</th>
<th>Healthcare</th>
<th>Other sectors</th>
<th>Technology &amp; data</th>
<th>Workforce &amp; innovation</th>
<th>Regional forums/Governance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data is helping industry design for exact demands of today’s digital world.</td>
<td>Patient engagement and experience</td>
<td>GS1 enabling safer, more efficient care</td>
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<td>Digital transformation: Policy and awareness (MO and GO only)</td>
<td>Regional forums/Governance: Government and GS1's role in supply chain (GO only)</td>
</tr>
</tbody>
</table>

### Monday, 19 Feb

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Opening remarks &amp; healthcare plenary: Imagine all patients being safer with a simple scan</td>
<td>Gold Hall, Level 0</td>
</tr>
<tr>
<td>8:15</td>
<td>Welcome newcomers + GS1 fundamentals</td>
<td>Silver Hall, Level 0</td>
</tr>
<tr>
<td>8:30</td>
<td>Introduction to the world of GS1 healthcare (MO and GO only)</td>
<td>The Arc, Level 3</td>
</tr>
<tr>
<td>8:45</td>
<td>All sessions are hybrid unless noted otherwise</td>
<td>Foyers, Level 0</td>
</tr>
<tr>
<td>9:00</td>
<td>Welcome coffee</td>
<td>Foyers, Level 0</td>
</tr>
<tr>
<td>9:15</td>
<td>We can’t always get what we want, but if we try we might get what we need - Working w/SDOs (MO and GO only)</td>
<td>Steven Keddie, Francesca Poggiali</td>
</tr>
<tr>
<td>9:30</td>
<td>IT &amp; cybersecurity: New MO Interest Group kickoff (MO and GO only)</td>
<td>Sachin Deshpande</td>
</tr>
<tr>
<td>9:45</td>
<td>Enhance the efficiency in transport and logistics thanks to GLN</td>
<td>Elzbieta Halas</td>
</tr>
<tr>
<td>10:00</td>
<td>Traceability in fresh foods training2D featured (MO and GO only)</td>
<td>Elena Tomanovich</td>
</tr>
<tr>
<td>10:15</td>
<td>The power of PR and social media to drive more business 2D featured (MO and GO only)</td>
<td>Carlos Carnicero Urabayen</td>
</tr>
<tr>
<td>10:30</td>
<td>Healthcare, one product, one barcode, and the GS1 Digital Link Standard 2D featured</td>
<td>Pete Alvarez</td>
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<tr>
<td>10:45</td>
<td>GS1 Retail Strategy workshop - the new narrative (MO and GO only) IN-PERSON ONLY</td>
<td>Patrik Jonasson, Elena Tomanovich</td>
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<tr>
<td>11:00</td>
<td>Lunch</td>
<td>Hall 1, Level -2</td>
</tr>
<tr>
<td>11:15</td>
<td>EDI and data sharing training: New training materials and new requirements</td>
<td>Piergiorgio Licciardello</td>
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<tr>
<td>11:30</td>
<td>Welcome newcomers + GS1 fundamentals</td>
<td>Nora Kaci</td>
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<td>11:45</td>
<td>Introduction to the world of GS1 healthcare (MO and GO only)</td>
<td>Elisa Zwaneveld</td>
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<tr>
<td>12:00</td>
<td>Innovation in healthcare: New MO Interest Group kickoff (MO and GO only)</td>
<td>Sachin Deshpande</td>
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<tr>
<td>12:15</td>
<td>Lunch</td>
<td>Foyers, Level 0</td>
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<tr>
<td>12:30</td>
<td>GS1 web standards in use: Verifiable credentials, verifiable certificates, verifiable knowledge</td>
<td>Phil Archer</td>
</tr>
<tr>
<td>12:45</td>
<td>Marketing work session: Elevating campaigns with three essential ingredients (MO and GO only)</td>
<td>Jennifer Gordon, Nicolas Frerejean</td>
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<tr>
<td>13:00</td>
<td>Bringing the “right” data to the registries</td>
<td>Paulo Barata</td>
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<tr>
<td>13:15</td>
<td>Meet GS1 Peers - Virtual networking (GS1 MO and GO only)</td>
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<td>15:15</td>
<td>Open Call for Proposals - Imagine all patients being safer with a simple scan</td>
<td>Steven Keddie, Sophie Molle</td>
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<td>15:30</td>
<td>GS1 Retail Strategy workstream - Engagement, adoption and use 2D featured (MO and GO ONLY) IN-PERSON ONLY</td>
<td>Patrik Jonasson, Lori Schrop</td>
</tr>
<tr>
<td>15:45</td>
<td>Elevating data excellence: Master data &amp; GDSN - Unleashing the power of data quality</td>
<td>Markus Mueller, Nicolas Collignon</td>
</tr>
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<td>16:00</td>
<td>Marketing work session: Elevating campaigns with three essential ingredients (MO and GO only)</td>
<td>Jennifer Gordon, Nicolas Frerejean</td>
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<td>Foyers, Level 0</td>
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<tr>
<td>17:30</td>
<td>Introduction to the global standards management process (GSMP)</td>
<td>Andrew Hearn</td>
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<td>17:45</td>
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</table>

### Additional Information

- GS1 is helping industry design for exact demands of today’s digital world.
- Two sectors: Healthcare and Retail
- Two regions: Global and Regional
- Two parts: Digital transformation and Healthcare

### Key Takeaways

- Enhance the efficiency in transport and logistics thanks to GLN.
- Traceability in fresh foods training2D featured (MO and GO only).
- The power of PR and social media to drive more business 2D featured (MO and GO only).
- Healthcare, one product, one barcode, and the GS1 Digital Link Standard 2D featured.
- GS1 Retail Strategy workshop - the new narrative (MO and GO only) IN-PERSON ONLY.

### Contact Information

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- Elena Tomanovich: [Elena.Tomanovich@gs1.org](mailto:Elena.Tomanovich@gs1.org)
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- Markus Mueller: [Markus.Mueller@gs1.org](mailto:Markus.Mueller@gs1.org)
- Nicolas Frerejean: [Nicolas.Frierejean@gs1.org](mailto:Nicolas.Frierejean@gs1.org)
- Paulo Barata: [Paulo.Barata@gs1.org](mailto:Paulo.Barata@gs1.org)
Healthcare

Safer, more efficient care starts with a simple scan. Learn about all the latest opportunities and developments for GS1 in healthcare.

Digital transformation

Other sectors

Knowledge & skills

Solutions & innovation

Regional forums/Governance

All sessions are hybrid unless noted otherwise

Version: 10 Jan 2024

Retail

Retail is transforming, presenting the industry with both opportunities and challenges. While the retail industry's digital transformation has been slower than other sectors, the impact of technology on retail operations is significant. Retailers need to adopt new strategies to remain competitive and meet consumer expectations.

GS1 Global Forum 2024 | Programme overview

All sessions are hybrid unless noted otherwise

Register now! www.forum.gs1.org

GS1 is helping industry emerge stronger to meet the demands of today's digital world. This track's focus is on how we are making it happen through registries, Verified by GS1, GDSN and more.

There are tremendous opportunities in these growing sectors. Learn about the latest in government, circularity, rail, construction and GS1 Global LEI Service.

Become more efficient and effective in your daily GS1 work. These sessions will help you develop GS1 expert knowledge and skills.

Join us to explore GS1's work in traceability and innovation. Learn more about how GS1 is preparing for a future where the identification of everything makes anything possible.
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<td>GS1 is helping industry transform to meet the demands of today’s digital world. This track offers best practices from sectors ranging from Retail to Healthcare and Orga</td>
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**Retail**

Retail is transforming, presenting the industry with both opportunities and challenges. While the retail industry’s digital transformation has been accelerated in the last five years, there has also been a strong focus on sustainability and circularity. This track will explore the latest developments in sustainable supply chains and retail ecosystems, as well as the role of GS1 in supporting these initiatives.

#### Wednesday, 21 Feb

**Retail**

- Do you know what your cybersecurity posture is? (MO and GO only)
  - Location: Hall 300, Level 3
  - Speaker: David Holzberg

- Training: Engaging retail brand marketers
  - Location: Rm 311+312, Level 3
  - Speaker: Tania Snioch

- Welcome coffee
  - Location: Foyers, Level 0

**Healthcare**

- GS1 is helping industry transform to meet the demands of today’s digital world. This track offers best practices from sectors ranging from Retail to Healthcare and Organa.

- Safer, more efficient care starts with a simple scan. Learn about all the latest opportunities and developments for GS1 in healthcare.

**Other sectors**

- GS1 is helping industry transform to meet the demands of today’s digital world. This track offers best practices from sectors ranging from Retail to Healthcare and Organa.

**Technology & GS1**

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**Solutions & innovation**

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**Regional Forums/Governance**

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Safer, more efficient care starts with a simple scan. Learn about all the latest opportunities and developments for GS1 in healthcare.

**Digital transformation**

- GS1 is helping Industry embrace change to meet the demands of today's digital world. This track focuses on how the GS1 solution is evolving to help businesses adapt their operations.

**Retail**

- Retail is transforming, presenting the industry with both opportunities and challenges. While the retail industry’s digital transformation has been accelerated in the last five years, there has also been a massive drive for sustainability, and a concerted move by governments to develop their regulatory frameworks. These developments are all driving a new and urgent rate of change impacting the retail ecosystem and will be covered in the retail track.

**Regional forums/Governance**

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### THURSDAY, 22 FEB

**GS1 presidents & CEOs session**

Gold Hall, Level 0

(Bar)

Organisers: Stephanie, Alain, Kelly, Lori, Kimberley

**GS1 never goes out of style:** Enabling apparel transparency through holistic standards

2D featured

Nellie Gayle

Hall 100, Access via Level -1 near escalators

**Learn how to leverage your marketplace sellers’ journey**

Simona Scaringi, Julie Wauters

Silver Hall, Level 0

1-2-3, Apparel Traceability!

Leveraging the GS1 Global Traceability Trace & Train Program 2D featured (MO & GO only)

Nellie Gayle

Hall 100, Access

**GS1 standards in rail make the industry more digital, safer and more efficient**

Thorsten Kirschner

Hall 300, Level 3

**GS1 registries - What is the value proposition for governments and NGOs? A Public Policy Workshop IN-PERSON (BY INVITATION ONLY)**

Elizabeth Board

Room 311+312

**Lunch**

Hall 1, Level -2

**Digital Assets - Master class on product images and other digital assets**

Elsa Braz, David Buckley

The Arc, Level 3

**Panel discussion: GS1 e-Academy - A learning solution for any size MO (MO and GO only)**

Jeanette McVeigh - The Arc, Level 3

Traceability Practitioner Training, GTTP modules 11 & 12 (Certified Traceability Analysts only) IN-PERSON ONLY

Diane Taillard

Rm 313+315, Level 3

**Blueprint for the future: Building up the modern construction landscape with the help of standards 2D featured**

Ildikó Lieber - Hall 300, Level 3

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**Closing plenary with the Everyone Makes a Difference Awards**

Gold Hall, Level 0

Organisers: Stephanie, Alain, Kelly, Lori, Kimberley

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