

# FeWeb Congress & Awards

14 December 2017, BeCentral

8.30	<i>Welcome to the FeWeb Workshops</i>		
	<b>TECH {workshop}</b>	<b>GDPR {workshop}</b>	<b>GDPR {workshop}</b>
9.00	<p><b>Building an Uber-like Backend with Node.js (EN)</b></p> <p>During this new, code-intensive workshop you'll build a backend with the latest version of Node.js to power a Uber-like application. You'll learn about the tooling around the node ecosystem such as Postman, Ngrok, nodemon,...</p> <p>At the end of the evening you will know how to:</p> <ul style="list-style-type: none"> <li>- bootstrap a node application;</li> <li>- work with express;</li> <li>- write your first middleware;</li> <li>- use socket.io to go real time, real fast;</li> <li>- apply Node best practices;</li> <li>- use the Google Maps Directions API.</li> </ul> <p>This workshop is for people with some knowledge of JavaScript.</p> <p><i>Workshop by Hackages</i></p>	<p><b>De GDPR voor webbedrijven (NL)</b></p> <p>Als webbedrijf werk je met gegevens van je klanten. Welke impact heeft de GDPR op uw verantwoordelijkheden? Welke concrete stappen moet je vandaag nemen?</p> <p><u>1. De GDPR in de juiste context</u> Waarom kwam de GDPR tot stand? Wat is er nieuw ten opzichte van de vorige richtlijn?</p> <p><u>2. Rechten en plichten</u> Wie is de verantwoordelijke en wie is de verwerker? Welke verplichtingen hebben beide partijen en welke impact heeft dit voor u als verwerker?</p> <p><u>3. Overzicht van de organisatorische maatregelen</u> Wat is nu dat Data Register en wat verandert er aan de privacy policy? Heb je een DPO nodig? Wat is een Privacy Impact Assessment? Welke impact heeft Privacy by Design &amp; by Default?</p> <p><u>4. De Verwerkersovereenkomst</u> Wat is het? Waarom heb je het nodig? Wat moet er zeker in staan? Hoe kan je als webbedrijf dit vastleggen met de FeWeb Verwerkersovereenkomst?</p> <p><u>5. Wat met een datalek?</u> Wanneer moet je je zorgen maken? Binnen welke termijn moet je reageren? Wie is verantwoordelijk en waarvoor? En vooral: het plan!</p> <p><u>6. De link met ePrivacy</u> Na de GDPR komt de ePrivacy Verordening. Wat weten we vandaag al?</p> <p><i>Jan-Willem Lust &amp; Thomas Vermaerke (deJuristen)</i></p>	<p><b>Le RGPD pour les métiers du web (FR)</b></p> <p>En tant que prestataire digital vous travaillez avec les données de vos clients. Quel impact le RGPD a-t-il sur vos responsabilités ? Que devez-vous faire concrètement?</p> <p><u>1. Le RGPD et son contexte general</u> Pour quelles raisons a-t-on adopté le RGPD? Quelles sont les nouveautés par rapport à l'ancienne directive?</p> <p><u>2. Droits et obligations</u> Quelle est la différence entre le sous-traitant et le responsable de traitement ? Quelles obligations ont ces deux parties et quelles sont les conséquences pour vous en tant que sous-traitant?</p> <p><u>3. Vue d'ensemble des mesures organisationnelles</u> C'est quoi, le Registre des activités de traitement? Quelles sont les changements à la Charte vie privée? Avez-vous besoin d'un DPO? C'est quoi, le Privacy Impact Assessment? Quel impact ont 'Privacy by design' &amp; 'Privacy by default'?</p> <p><u>4. Contrat de sous-traitance</u> De quoi s'agit-il? Pourquoi est-ce nécessaire? Que doit contenir un contrat de sous-traitance? Scoop: le contrat de sous-traitance proposé par la FeWeb.</p> <p><u>5. La procédure en cas de violation des données</u> Quand faut-il s'inquiéter? Dans quel délai faut-il réagir? Qui est responsable de quoi? Et surtout : la nécessité de prévoir un plan !</p> <p><u>6. Lien entre ePrivacy et RGPD</u> Après le RGPD, l'ePrivacy arrivera. Que savons-nous déjà?</p> <p><i>Céline Wulleman (lesJuristes)</i></p>

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12.30	<i>Lunch Break</i>		
	<b>TECH {workshop}</b>	<b>EXPERIENCE {workshop}</b>	<b>GDPR {workshop}</b>
13.30	<p><b>Functional programming (EN)</b> Functional programming is all about writing safe and robust code. During this workshop you'll learn the general concepts around it and learn how you could apply them to your day-to-day code.</p> <p><u>What will you learn?</u> You'll get to learn functional programming concepts such as function composition, code branching, higher order functions, ... by using a TDD approach and applying them to JavaScript</p> <p><u>For whom?</u> This workshop is for people with a good knowledge of JavaScript, ES6 skills are preferred but not required.</p> <p><i>Workshop by Hackages</i></p>	<p><b>Designing Chatbots 101 (EN)</b> Chatbots are becoming more and more popular and are probably here to stay. But like with building website and apps you have to make sure that your chatbot gives the best possible user experience. This means you have to carefully design your bot with your users in mind. You have to make sure your bot has the right personality and is able to engage your users.</p> <p>In this mini course we'll show you different ways to design / prototype a chatbot and test it with your potential users before you actually start the costly process of actually building one.</p> <p><u>What will you learn?</u></p> <ol style="list-style-type: none"> <li>1. What are chatbots?</li> <li>2. Chatbot personalities</li> <li>3. Human chatbot interaction</li> <li>4. Prototyping chatbots</li> <li>5. Testing chatbots before building             <ul style="list-style-type: none"> <li>- Wizard-of-Oz testing</li> <li>- Usability testing</li> </ul> </li> <li>6. Combining analytics, micro-surveys and usability testing for continuous improvement</li> </ol> <p><u>For whom?</u></p> <ul style="list-style-type: none"> <li>• Designers</li> <li>• Product managers</li> <li>• Anyone with an interest in chatbots and do not know how to start</li> </ul> <p><i>Jan Moons (UX Probe)</i></p>	<p><b>How to implement the GDPR? (EN)</b> You already know what the GDPR is all about. This sessions helps you to implement it in your company.</p> <ol style="list-style-type: none"> <li>1. User's consent &amp; rights             <ul style="list-style-type: none"> <li>• Evidencing consent</li> <li>• Ensure "to forget about personal data "</li> <li>• Manage "object to profiling"</li> <li>• Organise the "data portability"</li> <li>• Using Cookies</li> <li>• Self-management</li> <li>• Transparency</li> </ul> </li> <li>2. Privacy Risks             <ul style="list-style-type: none"> <li>• Social media</li> <li>• Cloud</li> <li>• Mobile apps</li> <li>• Big data</li> <li>• IoT</li> <li>• BYOD</li> <li>• Tracking/surveillance technologies</li> </ul> </li> <li>3. Privacy Engineering             <ul style="list-style-type: none"> <li>• Privacy Design strategies</li> <li>• Privacy Enhancing Technologies (PET)</li> </ul> </li> <li>4. Privacy &amp; Security - Issues &amp; Techniques             <ul style="list-style-type: none"> <li>• Privacy versus Security</li> <li>• ISO 27018 – cloud privacy / 29134:2017 (PIA)</li> <li>• OWASP top vulnerabilities</li> <li>• Centre for Internet Security (CIS) top critical controls</li> <li>• Privacy techniques: authentication, anonymization, pseudonymising...</li> </ul> </li> <li>5. The path towards privacy governance</li> </ol> <p><i>Patrick Soenen, IT Audit Associate (Callens, Pirenne, Theunissen &amp; Co)</i></p>

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17.00				
<b>Welcome to the FeWeb Congress &amp; Awards</b>				
	<b>TECH {session}</b>	<b>ECOMMERCE {session}</b>	<b>EXPERIENCE {session}</b>	<b>BUSINESS {session}</b>
17.30	<p><b>How to make sure your data is secure</b> <i>David Geens (Nucleus)</i></p> <p>When discussing GDPR, everybody focuses on privacy. But data security is equally important. Especially since GDPR forces you to publicly report data breaches. Learn how to prevent financial &amp; reputation damage by keeping your data absolutely secure.</p>	<p><b>The Impact of digital on the retail industry</b> <i>Lionel Soccal (Google)</i></p> <p>The 'new' consumer embraces digital channels to buy in retail. How do digital and ecommerce giants as well as their (local) challengers take up the fight for the consumer? How do they benefit from technology to uplift their retail strategy? Get ready for some future proof insights!</p>	<p><b>Big Data and AI are disrupting every aspect of Digital Marketing</b> <i>Niko Nelissen (Blendr.io)</i></p> <p>Join Niko on a trip to the future, as we explore how big data and AI are already changing digital marketing, and how they will disrupt every aspect of digital marketing even more in the future. We'll have a look at machine learning, deep learning, chatbots powered by NLP (natural language processing) and other mindblowing technologies. We'll also see how companies such as Google, Facebook and others are using AI to fundamentally change how we profile individuals and how we target them. Finally, we'll explore how AI can help your company today.</p>	<p><b>Towards a new FeWeb Code of Conduct: interactive session</b> <i>Olivier De Doncker, Peter Ryckaert &amp; Marc Mestdagh (FeWeb)</i></p> <p>Transparency in the way we do business: that's what the FeWeb Code of Conduct is all about. And you can show it by your FeWeb membership logo. In this interactive session, we give context to the Code and want to know your opinion, suggestions and remarks. Together, we define a new Code.</p>
18.00	<p><b>The Future of Web Frameworks, Everything is a Component!</b> <i>Davy Engone (Hackages)</i></p> <p>You probably had to choose between Angular, Polymer, Vue, React and other frameworks to build your web or mobile applications. You even heard that React or Vue are better than X while you don't have experience using X. What if you were able to use all these technologies in the same applications? During this session, I'll take you through the world of Web Components and show you how you'll be able to use Vue, Angular, PReact and React within the same application.</p>	<p><b>Convert the next generation of buyers: best practices in social commerce</b> <i>Robin Soubry (Ingenico)</i></p> <p>Social media is part of our usual day. So how can you get business out of it and convert shoppers directly from your social media channel?</p>	<p><b>How animation can bring your message to the next level?</b> <i>Brieuc de Lovinfosse (DuckMotion)</i></p> <p>Do you have a great message but you are looking for a shape that will resonate for every one? Let us show you how we can bring that message to its full potential with the help of animation!</p>	<p><b>How to drive talent development of employees in small companies</b> <i>Cecilia De Winter &amp; Sander Spek (Scrum Talent Kit)</i></p> <p>How does a small software developer or start-up make sure team members stay happy and motivated in the long run? How can team members develop their talents? What skills do they want to learn, what skills does the company need, and how do we bring these together?</p>

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18.30	<i>Walking Dinner &amp; Networking</i>
19.30	<p style="text-align: center;"><b><u>Inspirational keynotes</u></b></p> <p style="text-align: center;"><b>Making digital transformation actionable</b> <i>Carine Lucas (Agoria)</i></p> <p style="text-align: center;">Software and digital technologies are fundamentally transforming almost every industry. Digital technologies have become crucial to build efficient processes, a primary driver for differentiation and a superior creator of value for many products and services. However, due to the wide range of possibilities and the great speed at which technologies evolve, many companies have difficulties formulating a digital strategy and deciding in which domains to invest. How do we make digital transformation actionable for everyone?</p> <p style="text-align: center;"><b>These bots are made for talking!</b> <i>Dennis Peeters (The House of Marketing)</i></p> <p style="text-align: center;">Discover the era of conversational commerce (chatbots) and the impact on the complete sales funnel.</p> <p style="text-align: center;"><b>Transforming the middleman</b> <i>Hans Smellinckx (t-groep)</i></p> <p style="text-align: center;"><b><u>FeWeb Excellence Awards</u></b> <i>Discover the digital expertise of the FeWeb members by celebrating the technical most performant B2C, B2B, e-commerce &amp; non-profit websites made in 2017.</i></p>
22.00	<i>Cocktail &amp; Networking</i>