

THOUGHT LEADER CONFERENCE

Innovation for a Digital and Aging Society

PROGRAM

Sunday 12 May 2024: *Informal reception from 18:00 to 20:00h.*

Monday 13 May 2024, UC3M Puerta de Toledo Campus

- 09:00 – 09:20 *Registration & Coffee*
- 09:20 – 09:40 Welcome by Carolina Marugan, Vice-Rector for Internationalization, Universidad Carlos III de Madrid & by Tor Andreassen, Norwegian School of Economics
- 09:40 – 10.00 **Inspirational lecture** by John Bateson
 “Coming of Age: Research Topics”
- 10.00 – 10.15 Work ahead (by T. Andreassen)
- 10:15 – 11:00 Group work in break-out rooms
- 11.00 – 11:20 *Coffee break*
- 11.20 – 13:00 Group work in break-out rooms (continuation)
- 13:00 – 14:00 *Lunch*
- 14:00 – 14:20 **Inspirational lecture** by Jochen Wirtz
 “Healthy Ageing and Quality of Life: How Can Intelligent Automation, Service Robots & AI Help?”
- 14:20 – 15:30 Group work in break-out rooms
- 15:30 – 15:45 *Coffee break*
- 15:45 – 16:30 Group work in break-out rooms (continuation)
- 16:30 – 17:00 *Coffee break & refreshments*
- 17:00 – 18:00 The day’s harvest (presentations & feedback)
- 18:00 – 20:00 *Free time*
- 20:00 – *Dinner*

Tuesday 14 May 2024, Puerta de Toledo Campus

09:00 – 09:20 *Coffee*

09:20 – 09:40 **Inspirational lecture** by Cristina Mele

“Value co-creation for an aging society – how to foster new practices?”

09:40 – 10:00 Work ahead & Inspiration (by T. Andreassen)

10:00 – 11:00 Group work in break-out rooms

11:00 – 11:20 *Coffee break*

11:20 – 13:00 Group work in break-out rooms (continuation)

13:00 – 14:00 *Lunch*

14:00 – 14:20 **Inspirational lecture** by Werner Kunz

“Living with Service Robots – On the Journey to a New Normal in an Aging and Digital society”

14:20 – 15:30 Group work in break-out rooms

15:30 – 15:45 *Coffee break*

15:45 – 16:30 Group work in break-out rooms (continuation)

16:30 – 17:00 *Coffee break & refreshments*

17:00 – 18:00 The day’s harvest (presentations & feedback)

18:00 – *Own time & Self-organized dinner*

LOCATION:

Auditorium UC3M, Puerta de Toledo Campus, Madrid

- Ronda de Toledo, 1, 28005 Madrid



HOW TO GET THERE:

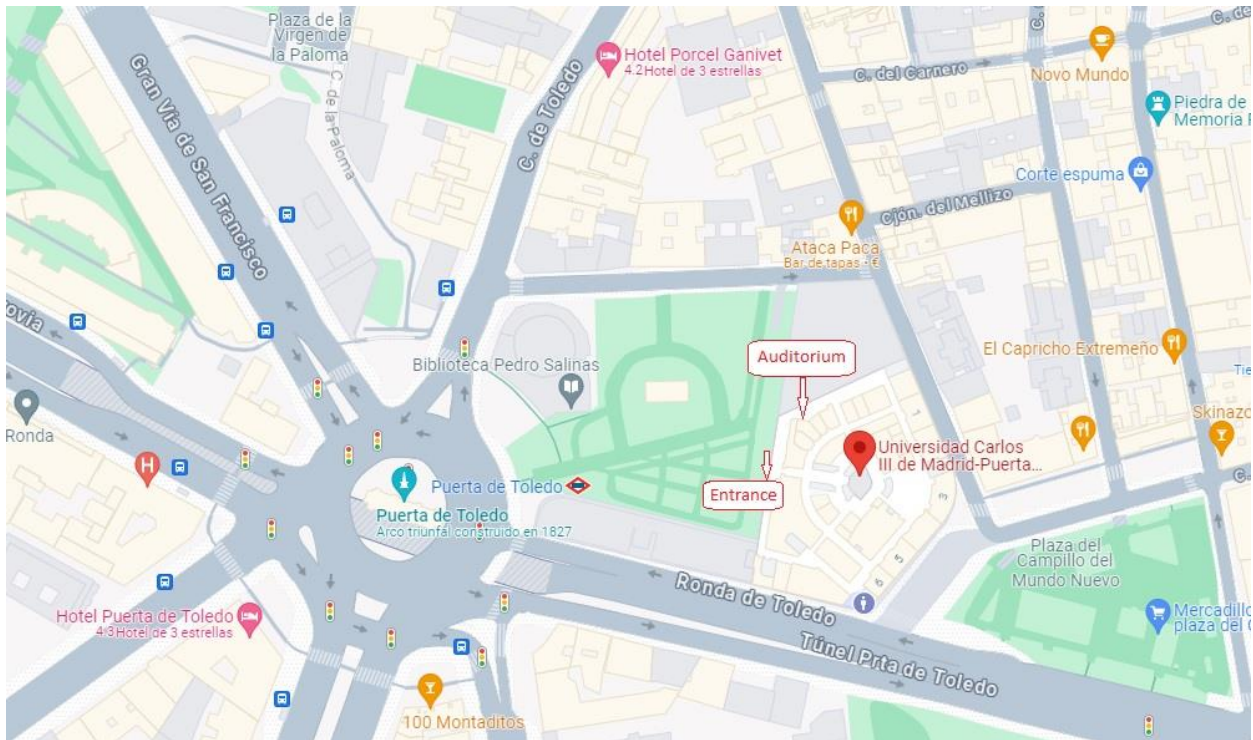
- **From the centre of Madrid:** 10 lines of buses arrive at the ***Puerta de Toledo*** through the centre of Madrid and stop on campus.
- You can also use **Metro Line 5** and get off at the stop ***Puerta de Toledo***.
- **From the airport:** If you arrive to T1, T2 or T3, take metro line 8 towards Nuevos Ministerios and then line 10 to Alonso Martínez Metro, where you have to switch to Metro line 5 to ***Puerta de Toledo***, two minutes from campus. If you arrive to T4, take the C1 line to Principe Pío until Piramides Stop and then Metro 5 line until next stop, ***Puerta de Toledo***.
- **From the AVE (high speed train):** Stops closest to campus are Piramides (Lines C1, C7 and C10) or Embajadores (C5 online). At these stations can switch to Metro line 5 to ***Puerta de Toledo***.

You can find more details in this link:

<https://www.uc3m.es/about-uc3m/how-to-get-here/madrid-puerta-de-toledo>

As for **air tickets**, please have in mind **Iberia**, **AirEuropa** and **Vueling** airlines while booking.

Below you can see a campus map with surroundings. The entrance is just below the clock tower, and you can follow the directions to the auditorium that is downstairs. As you can see, if you arrive by Metro, you won't need to cross any road or street!



ACCOMMODATION:

The map below shows the center of Madrid in a red circle and some important landmarks in squares (Sol is the exact center of Madrid, in squares you can find the three main museums: El Prado, Reina Sofía and Thyssen. To the west part: the cathedral, the Royal Palace and Plaza España. To the east: Parque el Retiro).

The location for the 13-14 May TLC is the **UC3M Puerta de Toledo campus** (rectangle in red), which is accessible by public transportation (Puerta de Toledo metro station).

We encourage you to book your hotel as soon as possible since those days are high season in Madrid!