All trends. All insights. In a world full of change, Up2Date keeps your knowledge sharp

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The ancient Greeks already knew: **panta rhei, nothing stays as it is**. Digital processes, the tsunami of AI applications, new legislation and a growing cyber threat are shaking up the business world. It is a challenge as a company to keep track of exactly what is changing, and to respond appropriately.

Enter Up2Date, the annual online knowledge event of Agoria and Sirris, where you can acquire hundreds of insights in a direct, inspiring interaction with experts in more than 90 webinars for ten days.

Two perspectives: policy and business practice

You may go faster on your own, but two are guaranteed to get you further. And let the power of two be the common thread of Up2Date, where each theme is always explained from two angles: what is changing at the policy level, and what does that mean in concrete terms for your company?

Dominique Du Tré, Director Services at Agoria, gives some examples: "Technology companies are unwittingly part of geopolitical tensions today. GenAI forces us to fundamentally rethink competencies, products, processes and data policies. And the increase in cyberattacks makes security a priority at the board level. These are all themes that require a strong strategic vision and concrete operational measures. And that is precisely why each session links a strategic interpretation to very useful practical insights."

"The strength of our event lies precisely in the interplay between strategy and implementation," agrees Herman Derache, managing director of Sirris: "We are not only focusing on knowledge, but also on action. Thus, by participating in Up2Date, you are not only prepared for change, but you are also ahead of it."

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Two organizations, one mission: moving your business forward

Up2Date is a joint initiative of Agoria and Sirris, two complementary partners who together stand for a multidisciplinary approach. With more than 300 experts and a unique network in business, politics, the academic and research sectors, the world of social dialogue and the field of standardisation, we can approach the current themes for companies from all relevant dimensions. This way you will be guided quickly and directly to the right solution. On Up2Date you get a taste of it.

> Dominique Du Tré: "At Agoria, we provide context for new regulations, trends and strategic challenges. Sirris takes care of the translation into practice. Together we not only give participating companies insights, but also guidance. We want participants not only to learn something, but above all to feel like they know what their next step is. It makes Up2Date not only informative, but also activating. Participants do not sit passively and listen, they are immediately encouraged to take action afterwards in their organization."
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> Herman Derache adds: "How do we get started? What should we do? That is precisely where Up2Date's strength lies: it bridges the gap. Whether it's digital transformation, new product legislation, sustainability goals or people management: Agoria and Sirris offer insights that you can apply immediately."

You and our experts: that's two too

> Herman Derache: "The experts will bring illustrative examples and cases of services provided, and participants can ask questions. This year's Up2Date promises to be particularly interactive and inspiring sessions. Due to the extensive number of themes, we also have a wide range for all kinds of profiles."
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> "Up2Date is an invitation," says Du Tré. "Not just to listen, but to take action. The sessions are interactive, with room for questions. Afterwards, participants will receive the speaker's presentation and the opportunity to continue the conversation with the Agoria and Sirris experts."

Wide range, for broad profiles

With more than 90 webinars spread over ten days, Up2Date aims at a broad target group. Not only CxOs, but also managers and employees from HR, Finance, Legal & Compliance, IT, R&D and Operations find sessions tailored to their challenges. And that is deliberately set up that way: the power of change is not only in the top management, but in the entire organization. The range of services offered by Agoria and Sirris is broad, complementary and to the point. Thanks to this collaboration, you can count on both strategic insight and concrete applications tailored to your company.

Up2Date is more than a knowledge update, it is also an introduction

During Up2Date you will not only get to know the latest insights, but also the people behind the expertise.

> "Part of our services are now digital," says Dominique Du Tré. "Keeping personal contact remains important anyway. With Up2Date, we want to put our members in touch with our experts, so that they know who can help them further. And, last but not least, the event is also the perfect time to involve your colleagues. If you don't know Agoria or Sirris well yet, now is the time to come and listen and get acquainted."
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> Because panta rhei: those who move along, lead the way.

Authors

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