

FINANCIAL SERVICES AND INSURANCE

YOUR JOURNEY AT WORKDAY RISING

EUROPE

JOIN US IN MILAN

Chat with industry experts, your peers and take advantage of the most innovative technologies to meet your unique needs.

Learn why our customers choose Workday, experience our community first-hand and explore what's possible with a single system for finance, HR and planning.

Here's your tailored roadmap for the event that includes all the stops relevant to financial services you don't want to miss.

1

Attend your Industry Summit

Immense forces are squeezing and stretching the financial services industry, with the squeeze coming from consumers and the stretch coming from rapid advances in technology. In this summit we'll discuss how organisations can better understand the technology landscape and the options that suit their specific model and growth strategy.

We'll also have a panel of experts, including some of our customers, who'll discuss how their companies are staying ahead of the changes in the financial services industry. The summit is also a great chance to network with your peers before Workday Rising Europe begins.



2

Hear why customers choose Workday

There's no better way to learn about the power of Workday than from our customers. Attend a Customer Reference Conversation on Tuesday afternoon to hear our financial services customers discuss why they chose Workday and how it's impacted their businesses.



3

Hear compelling content from financial services customers and Workday

See the newest features in action, expand your capabilities and discover how your peers are using our applications to go further.



How financial services use Workday to stay ahead of industry disruption

[View session](#)

Overview of Workday for the insurance industry

[View session](#)

View the full catalogue for financial services and insurance

[View session](#)

4

Explore the Workday Experience and Expo

The Workday Rising Europe exhibition area features an industry zone where our experts will be on hand to demo product capabilities and answer questions specific to the financial services and insurance industry.

Connect with Workday partners and find answers to your pressing challenges.



5

Table talks powered by Braindate

As a community, we have so much collective wisdom. And when we share that wisdom, we all go further together. Braindate is your chance to do just that.



Hosted by industry experts, Table Talks are a great opportunity to swap ideas, discuss challenges and brainstorm solutions from your industry. We're integrating Table Talks into Braindate this year to further your peer-to-peer learning and networking experiences.

Session registration will open in October.

workday®