



# Digital Transformation in SMEs

**Shape the future, with a select few.**

Join us at the DIGIT Roundtable, a collaborative event designed to shape affordable, high-impact digital transformation solutions for small and medium-sized enterprises (SMEs).

This roundtable is part of our pre-pilot research for the DIGIT initiative, which addresses critical digital skills gaps and aligns university-led innovation with industry expertise.



## Professional Benefits

- Access to Market Intelligence
- Opportunity to Co-Produce Publications
- Early Visibility of Emerging Initiatives
- Influence on Programme Design

## Event Details

**22.01.2026**

**9:30 AM - 4 PM**

## Location

The PowerHouse, Cooper Building, King William Walk, London, SE10 9JH

# Agenda

## 09:30 – Networking Session

Connect with academics and industry experts over coffee.

## 10:30 – Opening Remarks & Interactive Welcome

Setting the stage for collaboration and shared objectives.

## 10:45 – DIGIT Project Overview

Exploring the vision, goals, and strategic impact of DIGIT.

## 11:00 – Market Intelligence Briefing

Current trends, challenges and opportunities in SME digital transformation.

## 11:45 – Feedback & Validation Session

Structured dialogue to verify assumptions and refine priorities.

## 12:45 – Lunch & Informal Networking

## 14:00 – Co-Design Workshop: SME Needs Assessment

Collaborative development of the survey tool to capture SME requirements.

## 14:30 – Strategic Alignment Discussion

Aligning insights with DIGIT's plan.

## 15:00 – Closing Summary & Next Steps

Key takeaways and roadmap for pilot implementation.

## 15:30 – Closing Reception & Networking

## Filming and Photography Disclaimer

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INVITE ONLY

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