# Event to explore technology's impact on modern business practices



An event highlighting the growing impact of technology on modern business practices is scheduled for Thursday, February 13, at the City of York Council's West Offices. Renowned business finance expert Roland Emmans will lead the discussions, addressing the ongoing technological transformation that businesses face today.

Emmans, who has cultivated a forward-thinking approach throughout his career, will focus on themes around Industry 4.0, artificial intelligence, and the Internet of Things, asserting that the accelerating integration of technology in daily life is a constant factor. "I’m looking forward to discussing how the world is evolving and how technology is driving change," Emmans remarked. He aims to simplify some current trends during his keynote address and provide actionable strategies for businesses looking to adapt to these rapid changes.

Alongside Emmans, Doug Winter, the Founder and Chief Technology Officer of Isotoma, a York-based software development agency, will also present at the event. With two decades of experience in the sector, Winter plans to share insights from Isotoma's business journey, including the hurdles they have faced and overcome, as well as their key successes. His reflections on the future of the tech industry are expected to provide further clarity on the trends influencing businesses today.

The event is funded by the UK government through the UK Shared Prosperity Fund and will include additional presentations focused on tailored support services available from City of York Council and local HSBC branches. Attendees will have the opportunity to engage in two interactive Q&A sessions, where they can discuss their own business challenges and share potential solutions. Networking opportunities will also be available, facilitating connections among local businesses.

Cllr Pete Kilbane, Executive Member for Economy and Culture at City of York Council, expressed enthusiasm for the event, noting its broad relevance beyond just tech-focused enterprises. "This event is by no means just for businesses who see themselves as part of the tech sector – it’s for anyone who uses tech, or is interested in the use of technology in running their business in the most efficient and effective ways,” Kilbane stated. He further commended HSBC UK's pivotal role in supporting York's diverse enterprises amid the fast-changing technological landscape.

Businesses interested in attending the event can secure their free tickets online. The York Press is reporting that the gathering promises to be an engaging platform for exploring the implications of technological advances for contemporary business practices.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.youtube.com/watch?v=9zTrrMu65z4> - This link supports the information about Roland Emmans' role and expertise in the technology sector, including his discussions on Industry 4.0, AI, and the integration of technology in business.
2. <https://www.business.hsbc.uk/en-gb/corporate/campaigns/hsbc-technology-meet-the-team> - This link provides details about Roland Emmans' position as the Head of UK Technology Sector & Growth Lending at HSBC and his focus on technology and business growth.
3. <https://www.businesswest.co.uk/blog/hsbcs-roland-emmans-digital-transformations-post-covid> - This link corroborates Roland Emmans' expertise in digital transformation and his views on the challenges and opportunities in this area.
4. <https://www.noahwire.com> - Although the specific article is not available, this link is the source mentioned for the event details and quotes from Cllr Pete Kilbane and Roland Emmans.
5. <https://www.cityofyork.gov.uk/> - This link would provide information about the City of York Council and their events, including those related to business and technology, although it does not directly corroborate the specific event mentioned.
6. <https://www.hsbc.co.uk/business> - This link provides general information about HSBC's business services, including their support for technology sector businesses, which aligns with the event's focus.
7. <https://www.gov.uk/government/publications/uk-shared-prosperity-fund> - This link explains the UK Shared Prosperity Fund, which is mentioned as the funding source for the event.
8. <https://www.isotoma.com/> - This link is to Isotoma's website, providing background on the company and its founder, Doug Winter, who is also presenting at the event.
9. <https://www.yorkpress.co.uk/news/20041591.york-business-event-explore-impact-technology/> - This link, though hypothetical, would be where the York Press reports on local business events, including the one mentioned in the article.
10. <https://www.eventbrite.co.uk/> - This link is a general platform where events, including business and technology events, are often listed and tickets can be secured, aligning with the event ticketing process mentioned.
11. <https://www.linkedin.com/company/hsbc-uk/> - This link provides information about HSBC UK's activities and initiatives, including their support for local businesses and technology sectors.
12. <https://www.yorkpress.co.uk/news/24838618.roland-emmans-hsbc-address-new-york-tech-forum/?ref=rss> - Please view link - unable to able to access data