

Master Class Smart City - Shaping Our Future

online

Join our Masterclass with Hélia Burgunder

The presence of Smart Cities is ever increasing in our daily lives. From Amsterdam, London, Shanghai and Taipei to more locally such as Winterthur, Pully and Zug – all these cities have one thing in common – they are urban areas that are using various forms of Information and Communication Technology (ICT) and physical devices connected to the Internet of Things (IoT) in order to optimise and maximise efficiency of public services and connect with its citizens.

This Masterclass will help you learn more about Smart Cities, how officials are using technology to enhance quality, performance and interactivity of urban services, reduce costs and resource consumption and to increase contact between citizens and government. Learn through a real-life example how cities implement the framework, as well as what are challenges and learnings.

25th of March 2021 - 17:00 - 18:00

- Introduction - Smart Cities
- History / Origin of the topic
- What are smart cities?
- Examples & discussion



Information & Registration

Where & When: Online, 25th of March 2021

Course fee: The Master Class is free of charge, registration mandatory

Registration: via iimt@unifr.ch

More information: www.iimt.ch

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Out top speaker - Hélia Burgunder

Helia Burgunder is a C-Level executive bringing more than 27 years of experience with leading corporations in the ICT industry, in Switzerland and Europe, successfully spearheading cross-functional operations in large corporations and start-ups, both in the B2B and B2C markets.

She is a passionate and inspirational leader who built an excellent track-record in Digital Transformation, Customer Service excellence, Sales & Retail, and Change Management. Driven by the fundamental values of integrity, innovation, and authenticity, Helia received the Digital Female Leader Award 2020 amongst 800 top digital women in Europe and stands for Diversity & Inclusion and Industry 4.0.

Helia Burgunder earned an Executive MBA from the international institute of management in technology (iimt) at the University of Fribourg, and a Master's Degree in Computer Science &

