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31 OCTOBER 2019 • LONDON

EVENT GUIDE

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creativevirtual The science of conversation™
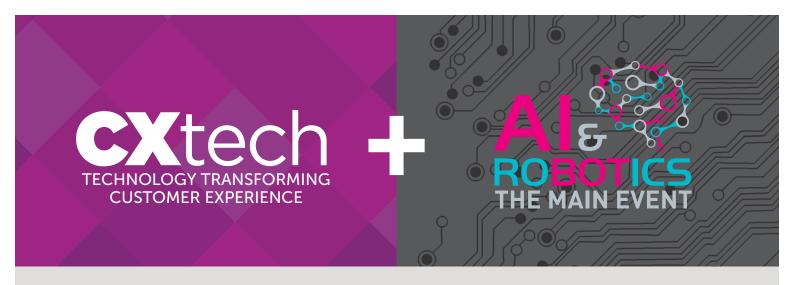
OXFORD BROOKES UNIVERSITY

H₂O.ai

Welcome to two events that could change the way you do business.

Whether you're here today for CXtech or for AI & Robotics: The Main Event, you're equally welcome at both. We've built a complementary programme for each event that allows you to plan a personalised journey through both events; one that lets you get the most out of your day and pursue your interests to the full. This year we have expanded with 5 streams of activities across the two events.

- We open with a joint plenary that puts technology in context – what recent advances in AI mean for business, the economy and the way we live now.
- From mid-morning join keynote sessions specific to each event. At CXtech we investigate CX technology trends, their economic impacts and challenges. At AI & Robotics, we consider the ethics of AI and ask how UK plc can achieve its full AI-enabled potential.
- After lunch choose from the existing four streams or join the AI Startup Shark Tank and hear from a number of founders pitch their company in a Dragons Den style elevator pitches.
- To close the conference, we will be announcing the winners of the AI Awards from 5pm on the main stage, join us to hear about some very innovative companies.

Whether your primary interest is to transform customer experience through technology, or to boost business performance with AI, you'll find relevant presentations, case studies and debates. Be prepared to be challenged and inspired.

Between sessions and at lunch, make sure you check out the Expo Solutions Showcase. In addition to being our primary networking location, it's where you get to see advanced technologies in action. Meet developers, innovators and vendors, and challenge them to map their innovation roadmap to your business vision. If you're looking for ideas at the leading edge of innovation, take a look at the latest advances in robotics from the AI and robotics team at Oxford Brookes University.

And remember that we, as your hosts are here to help you navigate the event and network in any way we can. You'll find us at the organisers desk near the entrance. It only remains for me to thank our commercial and media partners. Not only have they shared our vision for these events they have, in very practical ways, helped us to realise them. We are grateful for their support and contribution.

Have a great day,

Professor **Andy Pardoe**
Founder, Chair & CEO
Informed AI Group

andy@informed.ai • @Pardoe_AI

	JOINT PLENARY				
09:15	Welcome from Andy Pardoe & Stream Chairs				
09:30	Talent wars 2.0; AI, digital twins and the human potential				
10:00	From FAQ Systems to Conversational Chatbots: The Evolution of Customer Experience				
10:30	The Art of Building the Future of Customer Experience				
11:00	Refreshment break & Expo Showcase				

Specialised Syndicate Room

	STREAM A Chair: Hugo Pinto	STREAM B Chair: Martin Hill-Wilson	STREAM C Chair: Anton Fishman	STREAM D Chair: Phil Hall	STREAM E Chair: Andy Pardoe
CONF	AI & ROBOTICS	CX TECH	AI & ROBOTICS	CX TECH	
11:30	Explainable AI and changing market regimes	Mixed Reality on a Road Trip: AI Bot Holograms 2020	The Leadership skills to thrive and survive in the 2020s	Echoborg SESSION 1	
12:00	Autonomous Machines made easy with NVIDIA	Humanising data, improving business and maybe even the world	Looking at Fairness in HR focused AI-products		
12:30	How to take your workforce with you on your automation journey	2025 - The tech that will shape how we shop	Discussion Panel		Raising Growth Capital for Tech Companies
13:00	LUNCH & Expo Showcase				

				ECHOBORG	AI STARTUP SHOWCASE
14:00	Starting a successful AI capability in your business	Finding your Digital Voice	Applying intellectual property intelligently to protect Robotics innovation	Echoborg SESSION 2	AI STARTUP SHOWCASE
14:30	Artificial Sentience and Digital Immortality	Can I trust you?	Superbots and AI driven customer lifecycle marketing		
15:00	Current active Radiology AI implementation in the UK	Building conversation AI using azure Bot and LUIS	Explainable AI		
15:30	Refreshment break & Expo Showcase				

Focus on ECHOBORG CHAT BOTS

16:00	Paul Ryan, Director of Faculty		Disruption, AI and the future of Homebuying	Mitsuku - Anatomy of a Chatbot	
16:30	Automate the mundane: successfully automating back-office tasks using AI		Discussion Panel	Conversational A.I. - behind the curtain	
17:00	Conference Close				
17:00	**AI** Awards.AI				
18:00	END				

Agenda

JOINT PLENARY

09:15 — **Welcome by Andy Pardoe**

09:30 — **Talent wars 2.0; AI, digital twins and the human potential**

Ross Thornley, Co-Founder, **adaptai.co**

As companies look to navigate the new age of technological disruption, the future of work will look very different. Following an 18-month research project, to understand human adaptability, Ross Thornley will share insights and key findings from mapping thousands of employees across 25+ companies, from around the world including Singularity University, IBM and UNIDO. Witness the birth of a valuable new measurement, 'AQ' adaptability Quotient, your next competitive advantage.

Parallel entrepreneur, and founder of 6 companies. From branding agency to innovation consultancy, product design, manufacture and nano technology businesses. Singularity University EP graduate, Abundance 360 and Strategic Coach Freezone Frontier member. Purpose driven, experimental, relentlessly curious and open minded. An inquisitive and tenacious learner, driving inspiring visions for an abundant future. Leveraging exponential technologies to unite, inspire and accelerate the best of all humanity.

10:00 — **FAQ Systems to Conversational Chatbots: The Evolution of Customer Experience**

Liam Ryan, Sales Director, **Creative Virtual**

In its infancy, chatbot and virtual agent technology wasn't much more than a basic FAQ system valued mostly for its 'cool factor'. Today these solutions are much more sophisticated, creating conversations with users and delivering personalised service and support. Drawing on industry experience and calling up live demos, Liam will share how effective chatbot, virtual agent and live chat solutions bring together artificial intelligence and humans to improve customer and employee engagement. He'll also share actionable tips for selecting, implementing and maintaining conversational self-service solutions for long-term success.

Liam Ryan joined Creative Virtual in November 2007, bringing many years of experience in sales and internet strategy consultation to his role. He currently holds the position of Sales Director and is responsible for sales activity across all industry sectors as well as developing relationships with and working alongside the company's channel partners. In addition to his expertise in chatbot and virtual agent technology, Liam also has a passion for robotics and appeared as a contestant on Robot Wars and Techno Games in the early 2000s.

10:30 — **The Art of Building the Future of Customer Experience**

Eugenio Cassiano, Chief Innovation Officer, SAP customer Experience, **SAP**

Chief Innovations Officer, Eugenio Cassiano will give an in depth insight into building the future of customer experience

As Chief Innovation Officer, Eugenio Cassiano is responsible for the SAP Customer Experience (CX) Innovation Office, which includes SAP Customer Experience Labs, Strategic Customer Innovation, and Innovation Ecosystem – various initiatives collaborating with SAP stakeholders as well as our customer experience and CRM-oriented partner and start-up networks. The Innovation Office's main mission is to work close with customers to enable innovation across the SAP C/4HANA product portfolio, co-innovate on new business models, and apply emerging technologies and transformative trends across the SAP CX suite to deliver ultimate customer experiences.

11:00 — **Refreshment Break & Expo Showcase**

Stream A

Chair: Hugo Pinto

Hugo Pinto, Managing Director, **Human + Machine**

Hugo has spent most of his career being brought in to organisations to create or scale new products and revenue streams, as well as leading Digital and Innovation functions, having done this in startups, advisory and corporates. His most relevant experiences were taking to market a data monetisation business for a Telco globally; creating and growing Innovation Services for tech giant IBM, leading AI, IoT and Blockchain engagements in digital for Banks, Insurers, Oil & Gas super-majors, Telcos and Retailers, across the world, and growing the Digital energy function at Accenture.

11:30

Explainable AI and changing market regimes

Aric Whitewood, Founding Partner, **XAI Asset Management**

In this talk I will cover explainability and AI, why it's important, how it is typically achieved, and then provide more details on our own explainable AI approach for financial markets and investing. In our view the asset management firm of the future will use AI and machine learning but combined with human intelligence and skill, and so explainability will be essential. I'll show results from our system in the context of market regime changes, and how this can provide important information to fund managers and investors. I will also talk about some of our more recent research on sentiment based indicators and reinforcement learning for finance.

Aric Whitewood is co-founder of XAI Asset Management, a boutique asset management firm operating at the intersection of AI and macro based investing. Previously he was the Head of Data Science at Credit Suisse, running AI focused projects globally with the sales and trading businesses. He completed his PhD in Electronic Engineering at University College London, where he is currently an Honorary Associate Professor

12:00

Autonomous Machines made easy with NVIDIA

Sarah Mannion, Technology Evangelist, **NVIDIA Enterprise Organisation**

Through the convergence of artificial intelligence and robotics we are now entering the era of autonomous machines. From self-driving cars and fully automated factories to smart motorways and predictive maintenance, even the Alexa in your home, there is no doubt that these technologies can revolutionise our world, but how do we actually turn the art of the possible into something tangible, and quickly? In this session we'll explore the work that NVIDIA is doing to accelerate the development and deployment of AI & robotics though a single platform that can take you from training in the datacentre to deploying at the edge.

Sarah Mannion has worked in the IT industry for over 20 years across engineering, consultancy and sales roles. Formerly at Microsoft, and prior, working with Parallels and Apple, Sarah joined NVIDIA in 2013 as the solution sales lead for NVIDIA GRID in Northern Europe before transitioning to her current role as Technology Evangelist for NVIDIA across EMEA.

12:30

AI and the Future of Work

Katie Gibbs, Head of AI, **BJSS**

Future-proofing you workforce in the face of automation: how the workforce could and should be impacted by automation and how companies should be considering their ethical responsibilities when implementing AI solutions

Katie has extensive experience delivering large transformation projects and innovation initiatives to drive demonstrable change in organisations using new technologies. A regular speaker on the AI events circuit, Katie is constantly exploring new ways to disrupt traditional markets and improve user experiences with AI. She is passionate about focusing on the value that AI can deliver to organisations and customers in order to drive long-term adoption and is an advocate of organisations upskilling employees to enable a smooth transition to the use of AI technologies in enterprise.

13:00

Lunch & Expo Showcase

Stream A

14:00

Starting a successful AI capability in your business
Peet Denny, Founder & Consulting CTO, **brum.ai**

Peet is a consulting CTO specialising in AI. At Wealth Wizards, he developed the world's first AI regulated financial advice system which used explainable AI to deliver a recommendation in a very complex financial area. Peet also runs brum.ai, which is a community of over 900 AI researchers, engineers, students and aficionados from across the Midlands. He speaks internationally on AI and regularly appears in the media, including CNBC and the BBC.

Is it possible to get started with AI in your businesses without having a multi-million dollar R&D budget? In this talk, Peet Denny shows how most companies don't need to be doing original research and that a large percentage of the current power of AI is available to many companies that are already doing their own software development. We'll be looking at who to hire, how to train existing developers, which technology and techniques are available to use right now, what processes to use, which culture to promote and how to finance the development of AI solutions in your organisation.

14:30

Artificial Sentience and Digital Immortality
Andrew Lea, Professional AI practitioner and Visiting Research Fellow, **University of Brighton**

To what extent can we create artificially - living digital versions of ourselves? Should we do so - what are the ethical questions in so doing? What techniques and technologies are needed?

Andrew Lea has worked as a professional Artificial Intelligence computer scientist and entrepreneur since studying Natural Sciences at Cambridge, and computer science at London University. His expertise is in applying AI, combined with sound software engineering, to practical, and sometimes esoteric, problems. Andrew is a Fellow of the BCS and the RSA, and a Visiting Research Fellow at the University of Brighton

15:00

Current active Radiology AI implementation in the UK
Ruben Rasalingham, Chief Operating Officer, **behold.ai**

This presentation will provide the audience an insight into the first active Radiology AI solution in the UK

Ruben Rasalingham is co-founder and Chief Operating Officer of behold.ai. Ruben has extensive experience scaling up organisations to an enterprise operation.

15:30

Refreshment break & expo Showcase

16:00

Applications of Artificial Intelligence across Industries
Paul Ryan, Director, **Faculty**

Highlighting some of the most interesting applications of Artificial Intelligence across multiple Industries, detailing some of the challenges experienced with such implementations and benefits delivered with these applications. We will touch on both the technical aspects and the fusion of cultural and organisational change also needed.

Paul leads Faculty's Go to market strategy as the company continues to make ai real for the clients we serve. A passionate believer in the promise of AI, paul formerly ran the U.K. IBM Watson business and has a track record in digital transformation

16:30

Automate the mundane: successfully automating back-office tasks using AI
Martin Goodson, Chief Scientist and CEO, **Evolution.AI**

Time is money. Yet, accounts payable staff spend up to half their time manually extracting data from invoices. Automating mundane back-office tasks has been a longstanding headache for businesses under pressure to increase efficiency. Recent breakthroughs in computer vision and machine learning allow us to finally automate these time-consuming repetitive tasks at high accuracy. Martin Goodson gives an account of successful AI projects that are already automating tasks in financial services and enterprise environments

Dr Martin Goodson is Chief Scientist and CEO of Evolution AI. He is also the Chair of the Royal Statistical Society Data Science Section and runs the largest machine learning community in Europe, Machine Learning London. Martin's work has been covered in the Economist, Quartz, Business Insider and TechCrunch.

Stream B

Chair: Martin Hill-Wilson

Martin Hill-Wilson, Customer Service, CX & AI Engagement Strategist

Martin is a Customer Service, CX & AI Engagement strategist and facilitator. He provides keynotes, masterclasses and transformation frameworks on omni-channel contact strategy, customer based quality management, emotion management for customer engagement and AI driven customer service.

11:30

The Uses & Risks of Business Bots, Or How to Adopt New Tech Like AI

Tania Peitzker, Associate Prof., botsasaservice.eu & ai-baas.com

Though aimed primarily at purchasers and decision-makers in Procurement departments in the public and private sectors, this talk - based on my forthcoming book - is for your teenager as much as your grandparents. The popular term Artificial Intelligence is often thrust at staff by management who don't want to miss the boat on AI technologies. Yet the simple acronym "AI" can mean a myriad of software and mobile applications from Cognitive Interfaces, Intelligent Virtual Assistants to industrial robot arms and smart watches monitoring our health.

The technologist is the CEO & co-owner of AI Bots as a Service; to find out more about their emerging tech, please visit ai-baas.com This Mixed Reality German venture builds "bot brains" or AI bot holograms for multilingual 2D & 3D bespoke avatars. The unique humanoid or unisex characters feature voice or speech recognition (ASR) & speak over 130 languages on any device. AI BaaS has invested over a decade of R&D in its own proprietary algorithm for customisable botification; it's called VAIP [Virtual Artificially Intelligent Patois].

12:00

Humanising data, improving business and maybe even the world

Phil Harvey, Senior Cloud Solution Architect for Data & AI, **Microsoft**

Data is important. It fundamentally changes how we, as a species, know things. While data is hard, people are harder. In this talk we will explore AI in analytics, ethics and data empathy. In doing so we will unpack ways to democratise the use of data and empower everyone in knowing new things in new ways.

12:30

2025 - The tech that will shape how we shop

Julian Burnett, VP, Global Markets - Distribution, **IBM**

Cognitive technologies, drawn from a broad spectrum of advanced and emerging tech, data and digital capabilities, will become pervasive over the next five years. They are already creating opportunities for the retail eco-system to drive differentiation and optimisation across a broad surface area from customer experience and engagement, through complex and dynamic supply chains to the underlying business and technology infrastructures that provide the operating platforms of the future. In this presentation, Julian will explore the application of these cognitive technologies most likely to shape how we shop and how the retail market eco-system will exploit them to drive sustainable business performance advantage

Julian is a digital, technology and business transformation leader ranked in the CIO Top 40 with Executive and C-level experience across retail, consumer products and supply chain industries. As VP, Global Markets - Distribution, he leads IBM's business in the UK covering these market sectors. Julian has held CTO, CIO and Supply Chain leadership positions at Sainsbury's, John Lewis and House of Fraser, where in each he designed and led large scale digital and technology enabled business transformation initiatives. Julian sits on the GS1 Apparel Board, is an Advisor to Retail Week Tech, an international conference on digitally enabled commerce, and advises and campaigns with Business Disability International upon the role of technology in enhancing the opportunities and experiences of disabled customers and colleagues in the work place.

13:00

Lunch & Expo Showcase

Stream B

14:00

Finding your Digital Voice

David Naylor, Founder, **Humanotics**

Smart speaker adopt rates are double those for smartphones. At the same time, customer contact via the phone channel is not decreasing at rates once predicted. Text-based chatbots have so far failed to deliver significant business benefit, so how can Voicebots avoid falling at the first hurdle? In this talk, David will discuss his first-hand experiences of deploying Digital Voice applications for insurance companies, retailers and utilities with technology from Google, AWS and others. He will consider the art and science of conversation design, the disrupting commercial models that are changing the vendor landscape and the agile ways of working that businesses need to adopt to get the best out of this leading-edge AI powered speech technology.

Dr David Naylor has 25 years' experience in Artificial Intelligence, Analytics, Customer Operations and delivering Business Change across the globe. He is the Founder of Humanotics with a mission to demystify Artificial Intelligence and Machine Learning technology and help organisations deliver meaningful benefits for all stakeholder. He has worked on Natural Language Understanding and Speech Recognition systems for the last 10 years and is helping clients to embed the capabilities that AI offers in these areas into the products and services they offer to their customers.

14:30

Can I trust you?

Morris Pentel, Chairman, **CXFO**

What does trust mean to consumers. More and more behavioural insights connected to effective technology can change outcomes to the point of creating new habits and changing behaviour. Recently the UK Army restricted the export of certain algorithms as being weapons grade – like Facebook and Stinger missiles. In this experience you will get to understand the role of AI/ML/RPA driven experience across omni-channels turning them into Opti-Channel outcomes.

Leading Customer Experience Designer / Advisor and Chairman of the Customer Experience Foundation - An independent global network of experts who are the leading edge of Customer Experience Science.

15:00

Building conversation AI using azure Bot and LUIS

Nitin Raj Soundararajan, Senior Consultant, **Cognizant Worldwide Limited** & **Nagaraj Sengodan**, Senior Manager, **HCL Technologies**

Conversational AI is another big topic in recent trend as most of the business started adopting conversation AI for customer support services and internal support and operational activities. Natural interaction with language, speech, and semantic understanding, and supporting multi model interaction. There are two main components which are Bot and LUIS (Language Understanding Intelligent Service) / NLP (Natural Language Processing). There are many tools and technologies are offering different services for Bot and LUIS /NLP. Here we will use Microsoft tools as an example and build the demo from scratch and see how this work in real world example.

Nitin Raj Soundararajan is a technical consultant on artificial intelligence, big data and analytics, where he focuses on the deployment of AI and ML solutions to solve real business problems in multiple domain. Nitin Raj holds an undergraduate degree in Computer Science and Engineering. He enjoys speaking at academic and industry conferences to share his knowledge and passion for AI, machine learning, and big data analytics. He is working in providing artificial intelligence and big data analytics solutions to utility and energy sector.

Nagaraj Sengodan is a Senior Manager at HCL's Data and Analytics group, focusing on Data engineering and data science capability. His current work involves building modern data warehouse in cloud and enable data as a service. He worked on data-intensive systems and generate actionable insights. In His recent project, he implemented unified data platform using Databrick delta to combine batch and realtime data stream. He earned his Computer Science Master's degree from Alagappa University and Microsoft certified Solution Expert in Data and business intelligence track. He involved in many early adoption programs with Microsoft such as Data factory v2, Data lake gen 2, SQL vNext and etc.

15:30   Refreshment break & expo Showcase

17:00-18:00

AI Awards

Awards.AI is the first and biggest global annual achievement awards for artificial intelligence. Our focus is to support the AI community by recognising the hard work and dedication of those working in the field. Now in our fourth year, last year we had 35 award winners, highlighting achievements in a number of industries and ranging from start-ups, established companies and individuals. This year we have over 45 Awards across 7 award categories.

Chair Anton Fishman

Anton Fishman, Founder, **Future & People**

Since the mid-80s Anton has consulted widely on leadership, talent and organisational development, and more latterly on enhancing the impact and effectiveness of HR Functions. Now spending much of his time as an 'AI Educator' he regularly chairs and speaks at conferences as well as running in-company workshops on the impact of emerging technologies on their industry or function and on the people who work in them. Anton is also an advisor to a number of early stage start-ups utilising AI, ML and blockchain in the HR, talent and organisational effectiveness domains

11:30

The Leadership skills to thrive and survive in the 2020s

Tom Pickering, Retail Turnaround CEO. Portfolio Chair & CEO, **winningthinking.uk**

Tom will sharing the learning drawn from his award winning team's 200 turn-around case studies:
a) the global threats, opportunities, pitfalls, mistakes, profit & people challenges of AI.
b) how to adopt AI in a way that will enable you and your team to build business: profit; value; compete, thrive & stay on track.
c) why and how your business will FAIL right now and how to mitigate this.

Tom is a member of the House of Lords All-Party Parliamentary Group on Artificial intelligence, internationally renowned turnaround CEO, former Silicon Valley Exec, CEO and Game Changer of the Year, VC operating partner, MBA masterclass leader and Fellow IET.

12:00

Looking at Fairness in HR focused AI-products

Kevin Manyard, Co-Director, Ethical AI Institute, **Oxford Brookes University**

The Recruitment process is both the gateway for individuals to obtain economic stability, status and health and wellbeing and for companies to build great teams that enable them to grow and thrive. Due to the internet and social media, HR departments are being deluged with job applications. Hence there is a strong ambition for many companies to use AI-based systems to help with the selection process. It is in companies', individuals' and society's interests to make this process fair. However, the recruitment process is full of complexity and there are thus many pitfalls that rabid use of AI can fall into and be grossly unfair. In this talk, Kevin will talk some of the issues that surrounding trying to make AI-based recruitment processes fair.

Kevin is a director of the Ethical AI Institute at Oxford Brookes University. The Institute is using OBU's 30 years history in neural networks and other AI systems to help companies build trust in their AI-based systems. Kevin brings to the institute over 35 years of work in regulated product industries such as pharmaceuticals and medical devices, where issues such as ethics, validation and standards are closely integrated into the final products of quality. He uses this knowledge to help clients build strategies for new product development that incorporate routes to validate products as fair, legal and yet precise and accurate.

12:30

Panel Debate on Ethical AI and Governance

Chair: **Rob McCargow,** Director of Artificial Intelligence, **PwC**

Rob is an evangelist for responsible technology and promotes awareness of the growing ethical agenda for AI. He is an Advisory Board member of the All-Party Parliamentary Group on AI, an advisor to the IEEE Global Initiative for Ethical Considerations in AI and Autonomous Systems, and a TEDx speaker. He is particularly focused on issues and policies relating to the impact of automation on the workforce, the future skills agenda, and ensuring that the benefits to be delivered by AI are equitably spread across society.

Sarah Mannion
Technology
Evangelist
**NVIDIA Enterprise
Organisation**

Sue Daley,
Associate Director,
Technology &
Innovation,
techUK

Kevin Manyard
Co-Director,
Ethical AI Institute
**Oxford Brookes
University**

Stream C

13:00	**Lunch & Expo Showcase**

14:00   ## Applying intellectual property intelligently to protect Robotics innovation

Diego Black, Partner, **Withers & Rogers LLP**

Intellectual property rights (IPRs) afford robotics innovators many opportunities to protect their developments, not least for the software elements as well as the mechanical systems they devise. This session will consider the different types of IPR available and the benefit of using the IPR system (through patents, trade secrets, designs, trademarks and copyright) to optimise a return on investment in the innovation.

Diego qualified as a patent attorney is 2012. Prior to this he graduated with a Master's in Science in Physics with Astrophysics from the University of Bristol. He then completed his PhD in Astrophysics at Liverpool John Moores on the "Properties of Classical Novae". Diego works across a wide range of technologies and specialises in computer implemented inventions. His wider experience covers the automotive industry as well as the design and manufacture of devices and sensors. Diego's experience in the computing area includes user interfaces, operating systems, security, artificial intelligence based systems, computer modelling, speech recognition, online content delivery systems and security. He specialises in software patentability issues where he has written papers and presented talks on the issue

14:30   ## Superbots and AI driven customer lifecycle marketing

James Sanberg, Founder, **Customer Devoted**

James Sandberg, Founder of Customer Devoted gives a great insight into the world of Superbots and AI driven customer lifecycle marketing.

James has been at the forefront of data driven customer engagement programmes for over 17 years and has helped businesses like Ogilvy One and Collinson Group transform their customer engagement capabilities and has worked with consumer brands such as such as Mars, MasterCard, HSBC, Diageo and Unilever to improve their customer experience and retention. With expertise across customer experience, CRM and customer loyalty, James is obsessed with helping companies leverage data, technology, automation and AI to achieve their customer based business objectives.

15:00   ## Explainable AI

Harib Bakhshi, Senior Solutions, **H2O.ai**

As the use of enterprise AI becomes more prominent, businesses will start asking questions that can't be answered by black box models regardless of how accurate they may be. In this presentation I'll be discussing why explainable AI is important and how organisations can look to interpret these complex models to drive business decisions.

Harib Bakhshi is a highly experienced data scientist and AI expert with a focus on providing business solutions through the use of advanced analytics.

15:30	**Refreshment break & expo Showcase**

16:00

Disruption, AI and the future of Homebuying

Paul Vallois, Managing Director, **Nimbletank**

Buying a house is arguable the biggest financial commitment most of us will ever make and it's also one of this most emotive, not to mention stressful experiences. This, coupled with the recent disruption we've seen in the banking and insurance sectors, leads us to believe that home buying and mortgage CX and products are the next to be challenged and reimagined. Through our research we've identified 6 major customer pain-points on the current journey and have explored how AI adoption can create a more seamless and customer-centric experience.

Paul is highly experienced in business management, strategy and agency growth, with a track record in taking agencies and clients in new strategic directions, embracing emerging technologies and developing new working models and frameworks. With more than 20 years in the customer engagement and CX industry Paul now runs AI Transformation agency Nimbletank, working with clients to identify use cases and frameworks for adoption of AI to enhance customer experience and support the development of innovative products and services.

16:30

Panel Debate

Chair: **Nicola Strong**, Director, **Strong Enterprises**

Nicola Strong [BSc (Hons), MSc, MBCS, MABP, IFIP 9.5] is the Director of Strong Enterprises focused on exploring authentic communication through digital change. Nicola's project work includes research into ethical artificial intelligence (AI), designing chatbots for coaching and mentoring and developing AI learning programmes for leaders. Currently, Nicola is facilitating a series of lively debates on the future shape of our relationship with machines - where the machine joins in.

Kyriakos Christodoulides, technical consultant **SAS**

Tom Pickering Retail Turnaround CEO. Portfolio Chair & CEO **winningthinking.uk**

James Sanberg, Founder **Customer Devoted**

Stream D

11:30-13:00

ECHO BORG session 1

Elzware and Pandorabots are going to share knowledge and insights blended with a Future of Story Telling shortlisted I am Echoborg performance piece where humans negotiate with an A.I. for the future relationship of humans and intelligent machines.

It offers the opportunity for humans to talk with award winning and international renown "best humanlike ChatBot" Mitsuku under the helpful gaze of its designer, builder and maintainer Steve Worswick.

The chair is Phil D Hall who created his first ChatBot in 1982 on a ZX Spectrum and is flattered by being ahead of the game through; persistence, determination and the ability to clear smoke, mirrors and snake oil from the path forwards towards effective and acceptable Conversational A.I. looking into the 2020's and beyond.

14:00-15:30

ECHO BORG session 2

Elzware and Pandorabots are going to share knowledge and insights blended with a Future of Story Telling shortlisted I am Echoborg performance piece where humans negotiate with an A.I. for the future relationship of humans and intelligent machines.

It offers the opportunity for humans to talk with award winning and international renown "best humanlike ChatBot" Mitsuku under the helpful gaze of its designer, builder and maintainer Steve Worswick.

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15:30

Refreshment break & expo Showcase

16:00

Mitsuku — Anatomy of a Chatbot

Steve Worswick, Creator & Developer, **Mitsuku**

Steve Worswick is the creator and developer of the world's most humanlike conversational AI and in this session, he will explain how Mitsuku works, give a demonstration of it, explain the issues he's had while developing it and also discuss why he decided to use a rule based method rather than any machine learning approach.

Steve Worswick is the creator and developer of the Mitsuku chatbot. Mitsuku is a record breaking 5 times winner of the Loebner Prize Turing Test and regarded as the world's most humanlike conversational AI. Steve is the Senior Artificial Intelligence Designer with Pandorabots.com and as the 2019 award holder of the Loebner Prize, Steve is currently regarded as the world's best chatbot creator

16:30

Conversational A.I. — behind the curtain

Phil D Hall, Founder, **Elzware Ltd**

Phil D Hall the Founder of Elzware will be clarifying the market and identifying the route forwards to a more efficient and honest human computer interface.

Phil D Hall has been making ChatBots since 1982 and has a unique perspective on the position that the marketplace has right now based on scores of installs across most market sectors from long before ChatBots got popular right up to today where ChatBots are over-hyped, under-functional and misunderstood.

Stream E

Chair Andy Pardoe

Andy Pardoe, Principal Director for AI, Accenture Digital and Founder of Informed.AI Founder, **Informed AI Group**

Andy is listed by IBM Watson as one for the Top 30 global AI influencers and is an Expert Advisor to the British Government's All Party Parliamentary Group on AI. He has over 20 years' experience in financial services, principally with Credit Suisse.

12:30 — Raising Growth Capital for Tech Companies

Alexander Duffy, Corporate Finance (Technology, Media and Telcoms), **Menzies**

Different avenues of Funding Options and the Pros and Cons of each.

Alexander Duffy is a Director in the Corporate Finance division of Menzies Accountancy and Advisory and leads the Technology remit within Corporate Finance. In his 20+ years within finance his career has spanned Investment Banking, Corporate Banking, Financial Restructuring and Corporate Advisory. Alex advises Media and Technology companies on all matters of Corporate Finance and growth strategy ranging from raising growth capital, MBO's and MBI's, Acquisitions and Disposals.

13:00 — Lunch & Expo Showcase

14:00-15:00 — AI Start Up Showcase

Previsico by
Jonathan Jackson CEO
Jonathan Jackson is the CEO of Previsico. A serial technology entrepreneur, he is also The Royal Society's Entrepreneur in Residence at Loughborough University. Previsico is spin out company from Loughborough University that delivers real time, actionable flood warnings at an individual property level, or 100m in rural areas. It specialises in surface water flood forecasting which the Environment Agency describes as the 'biggest risk of all'. Previsico benefits insurers by reducing losses, improving claims management, better understanding flood risk and increasing customer satisfaction.

Refineryy by **Rob Stewart Co-Founder**
Refineryy offers a platform to manage the full life-cycle of collateralized loans. It is a Plug & play service that enables effective collaboration for lenders, borrowers and other parties across the full lending life-cycle, from origination to redemption.

Xmodus by
Andy Young and Paul Warwick
XMotus is an AI driven real-time media monitoring and insights platform, designed to enable users to gain mastery of the knowledge economy. The interconnected, global knowledge economy demands a unified view of the worlds media. XMotus removes the silo's that exist between different media types by including social, traditional news print (online and offline), paywalled content, rich media (TV and Radio), removing language barriers through integrating real-translation to provide a uniquely unified lens on the world's media.

Spectra Analytics by
Dr Marcus Alexander Ong FIMA CEO
Spectra Analytics is an AI software firm established in 2014 from the University of Warwick. Their innovative business model sees them partner with leading companies to co-develop and sell a portfolio of AI products. Their world class team and state-of-the-art AI platform allows them to quickly deliver and manage high quality solutions at scale.

Augmented Insights by
**James Amor –
Co-Founder, CTO and CEO at Augmented Insights**
Augmented Insights is the leading provider of real-time, AI and machine learning based data analysis solutions for the health and care sector.
- We help care providers save time and improve care quality by using AI and machine learning to extract actionable insight from their care data.
- We deliver an easy to use solution to health and care software vendors to enable fast integration with minimal development overhead.
- We support our clients to deliver value to their customers by developing close partnerships and de-risking their AI development.

Atom Learning by
Alex Hatvany, Co-founder
Atom Learning is a key stage 2 online learning platform for students, covering English, maths, verbal and non-verbal reasoning. Atom Learning combines high-quality, teacher-made content with sophisticated technology to keep students on their individual, optimal learning paths.

Route Aware
Atom Learning is a key stage 2 online learning platform for students, covering English, maths, verbal and non-verbal reasoning. Atom Learning combines high-quality, teacher-made content with sophisticated technology to keep students on their individual, optimal learning paths.