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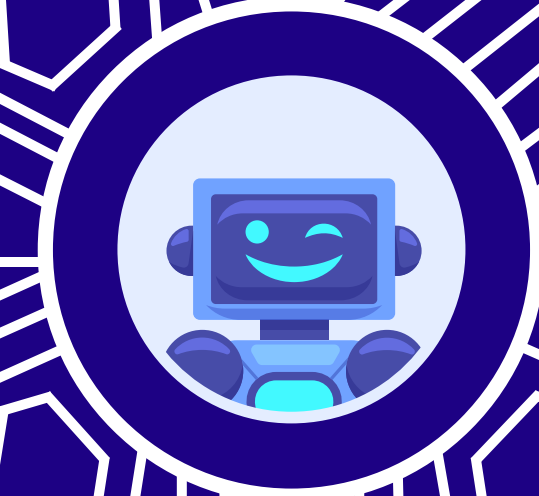
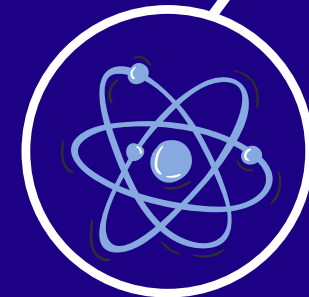
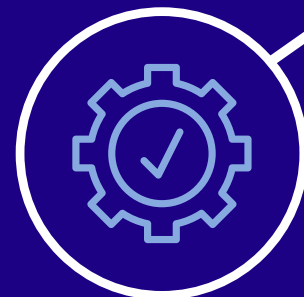
# Conversational AI & Customer Experience Summit

**6TH & 7TH NOVEMBER 2024**

**3RD ANNUAL**

**MUNICH, GERMANY**

<https://conversationaltechsummit.com/>



# INTRODUCTION

From inside jokes to cultural references and wordplay, every statement of human conversation is highly complex as it is built on shared context and previous interactions. Humans speak in highly nuanced ways without skipping a beat. Each response follows the last, almost instantly. For a quality conversation between a human and a machine, responses have to be quick, intelligent and natural-sounding. True Conversational AI goes above and beyond rule-based answering engines to understand the context, analyze the text and speech, the intent behind the questions and also consider the user's preferences. Conversational AI that uses natural language processing, automatic speech recognition, advanced dialog management, deep learning and machine learning has the ability to engage in human-like dialogue, capturing context and providing intelligent responses.

Today's AI-based chatbots can have full-blown communication that leave people feeling like they finished having a conversation with a person. Conversational AI is a key for many brands that wish to improve the customer experience as it can help them connect with their consumers in the channels they use the most and it can provide personalized experiences that are quicker and more convenient than traditional ways of interacting with brands.

Conversational AI & Customer Experience is a 2-day networking event that will invite visionary speakers, industry experts, innovative chatbots, and conversational AI technology providers on one platform and facilitate the discussion pertaining to the current trends, Future Innovation, Policies, and Regulations in the field of Conversational AI.

# WHY CHOOSE US

Welcome to the Conversational AI & Customer Experience Summit, your premier destination for unlocking the future of customer engagement. Dive into the latest advancements in artificial intelligence and natural language processing, shaping the way we interact with customers. Our event offers a unique opportunity to explore trends, breakthroughs, and best practices driving customer service evolution. Beyond insights, connect with industry experts, network, and learn from their journeys. Join us for an immersive experience where innovation meets networking, shaping the future of customer experience together.

## WHO SHOULD ATTEND

- Digital Transformation & Strategy
- Marketing
- Technology
- Innovation
- Brand Management
- Product
- Customer Experience
- Customer Success
- Designer and Researcher
- Solutions Delivery
- ICT Architecture & Engineering
- Speech Applications Research
- Enterprise CRM Architect
- Audio Signal Processing
- Customer Service
- Client Services
- Operations
- Call Center
- Sales
- General Manager
- Artificial Intelligence
- Data Scientists

## INDUSTRIES

- Banking & Financial Services
- Retail & e-Commerce
- Automotive
- Education & technology
- Pharma & Healthcare
- Telecommunication
- Consultancy
- Technology & Software
- Internet
- Hospitality
- Manufacturing
- Transportation & Logistics

# SPONSORS

Gold Sponsor

The logo for CREALOG features the word "CREALOG" in a blue serif font, followed by a stylized icon consisting of a blue circle and a yellow swoosh.

Gold Sponsor

The logo for infobip features an orange circular icon with a white square inside, followed by the word "infobip" in a lowercase, orange, sans-serif font.

Silver Sponsor

The logo for VIER features an orange icon of four slanted rectangular blocks, followed by the word "VIER" in a bold, black, sans-serif font.

Silver Sponsor

The logo for Transcom features the word "Transcom" in a bold, black, sans-serif font.

# SPONSORS

Startup Sponsor

The logo for Nebuly AI features a stylized, black, multi-lobed icon resembling a nebula or a cluster of droplets to the left of the text "Nebuly AI". The text is in a bold, sans-serif font, with "AI" in a smaller size and superscripted.

Strategic Partner

The logo for Ideabay AI consists of the text "Ideabay AI" in a bold, sans-serif font. A small orange dot is positioned between the "y" and the "A" of "AI".

Technology Partner

The logo for Gravitas AI features an orange icon of three slanted parallel lines to the left of the text "GRAVITAS AI" in a bold, blue, sans-serif font. Below this, the tagline "DESIGNING TOMORROW" is written in a smaller, blue, sans-serif font.

Swiss Dinner Partner

The logo for adnovum features a large, dark teal letter "A" with a small teal square at its base, followed by the text "adnovum" in a bold, dark teal, sans-serif font.

# SPEAKERS



## ELENI VERTEOURI

GenAI Tech lead in  
Conversational Banking



## SABINE OBERHAUSEN

Senior Customer  
Experience  
Transformation Manager  
telecolumbus



## SØREN MEINCKE PERSSON

Head of Data Engineering



## TINA RAHMAN

Product Owner  
Conversational AI



## DR. OLGA KHRYAPCHENKOVA

Lead Experience Manager



## MANU PANDEY

Vice President – Customer  
Experience



## MAXIM ROMANOVSKY

VP, Lead Technology  
Manager



## NATASJA WIENTJES

Senior Director Customer  
Service



## CHRISTOPH ESSLINGER, PH.D.

Co-Founder & Managing  
Director

Ideabay.AI

# SPEAKERS



**MICHAEL MCTEAR**

Emeritus Professor



**GENNARO MONTANINO**

Solutions Architect



**ELISABET S.**

Head of Marketing  
Omnichannel Strategy &  
Customer Experience



**ERWIN PELLEMANS**

Product Owner Robotics &  
Artificial Intelligence



**GIANCARLO NICCOLAI**

VP - Full Stack Generative  
AI



**SALIHA KARAKOYUN**

Head of Customer  
Journey Management

tele.columbus



**ALEJANDRO CORREAL**

Senior Global Adoption and  
Change Management  
Specialist



**EDWARD PAULS**

Team Lead  
Generative AI



**CONNIE HWONG**

Lead, Generative AI  
Communications

SIEMENS

# SPEAKERS



**SACHIT MAHAJAN**

Senior Scientist and  
Lecturer



**MARK ZAKHVATKIN**

Director AI & Data



**DANIEL ARNST**

Senior Conversational AI  
Architect



**DÁCIL BORGES**

Global Consultancy  
Director Xdroid



**JARNO M. KOPONEN**

Product Design  
Manager



**PABLO FRANCO**

Director of Product  
Design



**GERRY DE GRAAF**

Managing Director Xdroid  
International



**QUINTUS  
STIERSTORFER**

Director Synthetic  
Teaching



**JULIEN ROUX**

Co-Founder





# SPEAKERS



**TRISTAN POST**

Lecturer for AI



**DR. RALF NIKOLAI**

Head of Product Management AI



**AARSH SRIVASTAVA**

Co-Founder



**CHRISTOS KOIMTZIS**

Business Development Manager



**CHAEHYUEN LIEM**

Product Owner



**NORMAN NIELSEN**

VP Growth (Organic, CRM, ASO)



**NINA BIRAC**

Marketing Director

**Transcom**



**ERVIN JAGATIC**

Product Director



# DAY 1

# TIMETABLE

08:30 to 09:00

REGISTRATIONS

09:00 to 09:20

Opening Remark & Keynote - Christoph Esslinger

 Keynote 1

**Elisabet Sanchez**

09:20 to 09:50

20% left. Time to reinvent yourself

09:50 to 09:55

Q&A Session

09:55 to 10:05

Break to move to parallel track rooms

 Keynote 2

**Eleni Verteouri**

**10:05 to 10:25**

### **The Future of Conversational Banking: Harnessing Smart Agents**

- Understanding Smart Agents: Defining the role and capabilities of intelligent conversational agents in modern banking.
- Economic Impact: Exploring the business case for smart agents, including cost savings, efficiency gains, and customer satisfaction improvements.
- Technological Foundations: Delving into the technology behind smart agents, with a focus on large language model (LLM) orchestration and integration.

**10:25 to 10:30**

**Q&A Session**

 Keynote 2

**Olga Khryapchenkova**

**10:05 to 10:25**

### **Rethinking the Conversational Design and Product Vision in the Generative AI Era**

- From product management to experience management.
- Multimodal approach and collaboration of different interfaces in the information architecture.
- Intuitive conversational design.
- Role of UX research in voice tech feature planning.
- Anthropomorphisation challenges before and after GenAI

**10:25 to 10:30**

**Q&A Session**

 Keynote 3

**Erwin Pellemans**

**10:30 to 10:50**

**TBD**

**10:50 to 10:55**

**Q&A Session**

**10:55 to 11:25**

**Coffee & Networking Break**

 Keynote 4

**CreaLog**

**11:25 to 11:50**

**TBD**

**11:50 to 11:55**

**Q&A Session**

 Keynote 3

**Chaehyuen Liem**

**10:30 to 10:50**

**TBD**

**10:50 to 10:55**

**Q&A Session**

**10:55 to 11:25**

**Coffee & Networking Break**

 Keynote 5

**Dácil Borges & Gerry de Graaf**

**11:55 to 12:15**

**Revenue Intelligence and CX: Strategies for Maximizing Growth**

**12:15 to 12:20**

**Q&A Session**

 Keynote 6

**Zoom**

**12:20 to 12:40**

**TBD**

**12:40 to 12:45**

**Q&A Session**

**12:45 to 13:45**

**Lunch Break**

 Keynote 7

**Maxim Romanovsky**

**13:45 to 14:05**

**Building LLM Applications: Lessons Learned**

**14:05 to 14:10**

**Q&A Session**

 Keynote 7

**Jarno M. Koponen**

**13:45 to 14:05**

**Content Discovery powered by Generative AI: Learnings and insights from Zalando Assistant**

**14:05 to 14:10**

**Q&A Session**

 Keynote 8

**Gennaro Montanino**

**14:10 to 14:30**

**Do Domain specific models perform better LLM in intent recognition?**

**14:30 to 14:35**

**Q&A Session**

 Keynote 8

**Natasja Wientjes**

**14:10 to 14:30**

**Keep up with the clicks**

**14:30 to 14:35**

**Q&A Session**

 Keynote 9

**Manu Pandey**

**14:35 to 14:55**

**Conversation Intelligence for  
Customer Experience**

**14:55 to 15:00**

**Q&A Session**

 Keynote 9

**Mark Zakhvatkin & Quintus  
Stierstorfer**

**14:35 to 14:55**

**Conversational interfaces for  
education of tomorrow**

**14:55 to 15:00**

**Q&A Session**

**15:00 to 15:30**

**Coffee & Networking Break**

 Keynote 10

**Nina Birac**

**15:30 to 15:50**

**The Comeback of Voice: Conversational AI's Role in Redefining Communication**

**15:50 to 15:55**

**Q&A Session**

 Keynote 11

**Aarsh Srivastava**

**15:55 to 16:15**

**TBD**

**16:15 to 16:20**

**Q&A Session**





## PANEL DISCUSSION 1

**16:20 to 17:00**

**HUMAN-AI SYNERGY: ENHANCING CUSTOMER EXPERIENCE THROUGH COLLABORATION.**

**17:00 to 17:10**

**Q&A Session**

**17:10 to 17:30**

**Closing remark for day 1**

**17:30 to 18:30**

**Cocktail Reception**

**18:30**

**Invitation Only**

**Swiss Dinner**

**END OF DAY ONE**

## DAY 2

## TIMETABLE

09:00 to 09:20

Opening Remark & Keynote - Christoph Esslinger, Ph.D.

 Keynote 12

**Alejandro Correal**

09:20 to 09:40

Change management strategy and implementation of Copilot for Microsoft 365 at scale

09:40 to 09:45

Q&A Session

 Keynote 13

**Ervin Jagatic**

09:45 to 10:10

TBD

10:10 to 10:15

Q&A Session

**10:15 to 10:45**

**Coffee & Networking Break**

 **Keynote 14**

**Connie Hwong**

**10:45 to 11:05**

**Conversational AI is Collaborative AI:  
Enhancing Team Dynamics and  
Efficiency in Communications**

**11:05 to 11:10**

**Q&A Session**

 **Keynote 14**

**Pablo Franco**

**10:45 to 11:05**

**The Future of Conversational AI in  
the Grocery Delivery Industry**

**11:05 to 11:10**

**Q&A Session**

 Keynote 15

**Edward Pauls**

**11:10 to 11:30**

**How conversational AI is taking off in Aviation**

- Personalized Travel Experience
- Operational Efficiency
- What is up ahead

**11:30 to 11:35**

**Q&A Session**

 Keynote 15

**Norman Nielsen**

**11:10 to 11:30**

**TBD**

**11:30 to 11:35**

**Q&A Session**

 Keynote 16

**TBD**

**11:35 to 11:55**

**TBD**

**11:55 to 12:00**

**Q&A Session**

 Keynote 16

**TBD**

**11:35 to 11:55**

**TBD**

**11:55 to 12:00**

**Q&A Session**

**12:00 to 13:00**

**Lunch Break**

 **Keynote 17**

**Dr. Ralf Nikolai**

**13:00 to 13:20**

**Navigating Innovation and Compliance: Leveraging GenAI within the European regulatory framework**

**13:20 to 13:25**

**Q&A Session**

 **Keynote 18**

**Julien Roux**

**13:25 to 13:45**

**How to build your own LLM User Feedback Loop with Nebuly.**

**13:45 to 13:50**

**Q&A Session**

 Keynote 19

**DatabAlse**

**13:50 to 14:15**

**TBD**

**14:15 to 14:20**

**Q&A Session**

**14:20 to 14:50**

**Coffee & Networking Break**

 Keynote 20

**Daniel Arnst & Tina Rahman**

**14:50 to 15:10**

**TBD**

**15:10 to 15:15**

**Q&A Session**

 Keynote 20

**Michael McTear**

**14:50 to 15:10**

**Using Large Language Models to  
enhance conversational interaction in  
chatbots**

**15:10 to 15:15**

**Q&A Session**

 Keynote 21

**Saliha Karakoyun & Sabine  
Oberhausen**

**15:15 to 15:35**

**Success criteria for a Customer  
Centricity Transformation**

**15:35 to 15:40**

**Q&A Session**

 Keynote 21

**Tristan Post**

**15:15 to 15:35**

**Driving Real Value with AI/GenAI**

**15:35 to 15:40**

**Q&A Session**

 Keynote 22

**Søren Meincke Persson**

**15:40 to 16:00**

**How to Effectively Use GenAI to  
Optimise Your Call Centre**

**16:00 to 16:05**

**Q&A Session**

 Keynote 22

**Sachit Mahajan**

**15:40 to 16:00**

**Ethical Considerations in Designing  
Conversational AI: Balancing  
Innovation and Responsibility**

**16:00 to 16:05**

**Q&A Session**



## PANEL DISCUSSION 2

16:05 to 16:45

INTEGRATING CONVERSATIONAL AI ACROSS INDUSTRIES: CHALLENGES AND OPPORTUNITIES.

16:45 to 17:00

Q&A Session

17:00

Closing Remarks

**END OF DAY TWO**



# EVENT PASS

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- Coffee Networking Breaks on both days
- Buffet Lunch on Both Days
- Access to the Cocktail reception on day 1

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- Buffet Lunch on Both Days
- Access to the Cocktail reception on day 1

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# PAST EDITION HIGHLIGHTS



# PAST ATTENDEES



# ABOUT ALTRUSIA

We are a Global event company committed to providing an unparalleled experience

We are a group of seasoned specialists, passionate about curating unforgettable experiences that inspire. With accomplished event producers and some of the most creative minds in the industry, we organize industry-tailored conferences covering a wide range of topics that help provide a platform to the end-users and solution providers, hence fostering collaboration.

## CONTACT US

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\*the event will be held in english