



VMA 2016 Conference

29 - 30 September - Athens, Greece

Agenda

Thursday 29th September

- 9.15 Event Introduction and Welcome VMA, Henriette Jehnert, Bertrand Gatellier
- 9.30 Key note from COSMOTE Tom Stratos, Executive Director for Customer Services
- 10.00 Introduction of the participants all participants
- 10.45 *Coffee break served in the showroom*
- 11.15 Session – **“Usability challenges and opportunities”**

Design thinking process: Ideation techniques – Deutsch Telekom, Caroline Clemens

Design thinking process: Emotions as drivers of the choice of channels – Deutsche Telekom, Sina Simons

Taxonomy of Usability influencing factors – Technical University of Berlin, Dr. Benjamin Weiß

It's not a Bug, It's a Bias – Anna Livia Cardin Gomart

- 13.00 *Lunch*

Who wants to meet a customer ?

A round table discussion involving a few customers who trialed some very innovative technology

Development of innovative retail and marketing experiences – TNC Network, Bruno Beusch

- 15.30 *Coffee break served in the showroom*

- 16.00 Session – **“The right service for the right audience”**

How being environment conscious can improve your image – Telefonica

Upgrading your IVR to a Personal Assistant service – Swisscom, Ingo Klinger

First-hand experience with Introduction of visual IVR – Türk Telekom, Ahmed Furkan Gül

- 17.15 Innovation contest

A special moment where a few start-up companies are invited to demonstrate their most innovative services and solutions in a live demo to the audience.

Companies interested to take part should contact the VMA for details.

- 18.30 Bus tour in the City of Athens

- 19.30 *Dinner and Innovation award*



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Friday 30th September

9.15 Innovation contest winner presentation

9.45 Session – “**Emerging technologies, developments and trends**”

mWeb / mApp UX & conversion optimization principles @ Google – Google, Cemal Buyukgokcesu

How Artificial Intelligence technology can improve your customer service – NetWire, Vicki Kolovou

10.45 Coffee break

The rise of AI & the re-making of customer relationships – BE Advisory, Andy Wilkins

Come of age – ways to digital maturity – Deutsche Telekom, Jan Morgenthal

Latest trends and unexplored fields - Frost & Sullivan, Ron Gruia

13.00 Closing remarks – End of the conference

13.30 Lunch

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