



VMA 2017 Conference

27 - 29 September - Rome, Italy

Agenda



Wednesday 27th September

19.45 Welcome Dinner at Tonnarello, Trastevere

Thursday 28th September

9.15 Event Introduction and Welcome VMA, Henriette Jehnert, Bertrand Gatellier

9.30 Key note TBC

10.00 Introduction of the participants all participants

10.30 Session – **“Usability challenges and opportunities”**

Where is all this going to lead us to - How big data analysis will impact society?

11.00 Coffee break served in the showroom

sponsored by iisy

Mobilize my legacy business please – TBC

Just want my children to navigate safely – Main UK operator TBC

User experience and the Social Networks – TBC

13.00 Lunch

sponsored by Genesys

14.00 Sponsors' speed dating session

14.45 Session – **“A couple of initiatives around Innovation”**

End-users trial feedback

Roundtable discussion to get feedback from a trial organized before the conference

16.00 Coffee break served in the showroom

sponsored by iisy

Looking into the future – Futurologist TBC

17.00 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 City tour and bus to dinner place

sponsored by Nuance

19.45 Dinner including Innovation award and other initiatives

sponsored by CreaLog



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Friday 29th September

9.15 Innovation contest winner presentation

9.40 Session – “Service Design inspired by Game Developers”

Workshop: How to apply game development technics to service design in order to get the best possible experience Anna Livia Cardin Gomart

11.00 Coffee break

sponsored by iisy

The Smart City revolution – Telefonica Spain

When service design becomes an Art –Vodafone Ziggo

Can't get hold of your GP ? Get in touch with bots then – Vicki Kolovou

13.00 Closing remarks – End of the conference

13.30 Lunch

sponsored by Jacada

Thank you to our Sponsors

