



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

10.00 Introduction of the participants all participants

10.30 *Coffee break served in the showroom* *sponsored by solvatio*

11.00 Session – **“GAME DESIGN YOUR SERVICE”**

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

13.00 *Lunch* *sponsored by Genesys*

14.00 *Sponsors' speed dating session*

14.45 Session – **“Trends & Innovation”**

Case study: Call completion management is critical in terms of User Experience – Pius Tuffour, Tigo Ghana

Emotional Recognition-Research and Market Overview – Felix Burkhardt, Telekom Technology & Innovation

16.00 *Coffee break served in the showroom* *sponsored by solvatio*

Innovating voice experience – a telco perspective – Judit Andradi, immmr

17.15 Innovation from start-up companies

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 *sponsored by CreaLog*



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Friday 29th September

9.30 Session – “Usability challenges and opportunities”

Machine Learning and Bot-Solutions @ DT – Joachim Stegmann, Telekom Technology & Innovation

Case study: Latest enhancement of Customer Care service – UPS

Customer Experience Trends – Siegfried Schallenmüller, Dimension Data

11.00 Coffee break

sponsored by solvatio

The Smart City revolution – Telefonica Spain

The Future of Personalized Medicine & Telco Opportunities – Andy Wilkins, Be Advisory

Are Bots just for creating havoc? – Vicki Kolovou, Netwire

13.00 Closing remarks – End of the conference

13.30 Lunch

sponsored by Jacada

Thank you to our Sponsors

