



# VMA 2017 Conference

## 27 - 29 September - Rome, Italy

### Agenda



#### Wednesday 27<sup>th</sup> September

19.45 Welcome Dinner at Tonnarello, Trastevere

#### Thursday 28<sup>th</sup> 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*

Implementation of last year's innovation contest winner solution – Samsung

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 *sponsored by CreaLog*



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### Friday 29<sup>th</sup> September

9.15 Innovation contest winner presentation

9.40 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

