

AI & ANALYTICS:

THE POWER OF AI IN BUSINESS

Making AI Work For Healthcare and Finance

13TH - 14TH NOVEMBER
AMSTERDAM, NETHERLANDS

EuroEvents is pleased to invite you to the AI & Analytics: The Power of AI in Business - Making AI Work For Healthcare and Finance Conference in Amsterdam, 13 – 14 November 2019!

AI has become a focus for consumers, institutions and regulators globally. As new capabilities and models emerge, it is important for institutions to understand how they can take advantage of each new development. And while Artificial Intelligence is not the answer to everything, in a hyper-competitive society, smart tools and innovative approaches can make a huge difference changing the game in terms of customers experience, cutting costs, productivity gains, or greater good, if done in a responsible way.

Machine learning, IoTs, Deep Learning, Big Data, Virtual Assistants, are not only "buzzing words", but true change drivers, planting in our every day life. Understanding and leveraging their impact is what more and more companies opt to do, racing not to be left behind.

The purpose of this Conference is to showcase the most sensitive perspectives to beware of while adopting the AI; to provide deep understanding on how it can enhance and transform the Business, with special focus on the latest developments, possibilities, future aspects, and success stories within the fields of Finance and Healthcare.

This is a unique chance to be impressed by the advancement of the technology, to learn, share and network.

Come to Amsterdam for a remarkable and exclusive experience!

Yours Sincerely,

Biljana Grioska

Conference Producer



STAY CONNECTED



SPEAKERS FACULTY 2019



DANILO MCGARRY

Associate director, RPA and
Advanced Automation Capabilities
UnitedHealth Group



DENIS CANTY

Vice President - Developer Services
& Technology Labs
McKesson (TBC)



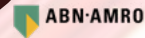
GEORGE STAW

Chief Data Architect
Barclays



PARIN AVARI

Director
Artificial Intelligence Delivery
RBS



CHANMEET KAUR

Innovation Manager
Trade and Commodity Finance
ABN AMRO Bank



ILKA DEKAN

Head of Digital Transformation
AOK
(TBC)

SPEAKERS FACULTY 2019



DANILO POCCIA

Principal Evangelist, Serverless,
Amazon Web Services
(TBC)



DANIEL MINARIK

Chief Data Officer
Tatra banka
(TBC)



ALESSANDRA CHIUDERI

Group Head of Analytics
Generali
(TBC)

DAY I

08:30 *Registration & Welcome Coffee*

09:00 *Opening Remarks from the Chairman*

SESSION I: APPLYING AI IN A RESPONSIBLE MANNER

09:10 – 10:30

- » **AI FOR GOOD / SOCIETAL IMPACT AND HOW TO REDUCE BIAS IN AI**
- » **THE ETHICS OF ANALYTICS – WHAT DATA IS APPROPRIATE AND HOW TO ANALYZE IT**
- » **DATA SECURITY AND PRIVACY**

10:30 - 11:00 | MORNING NETWORKING BREAK

SESSION II: AI FOR ENHANCING OVERALL BUSINESS PERFORMANCE

11:00 – 12:00

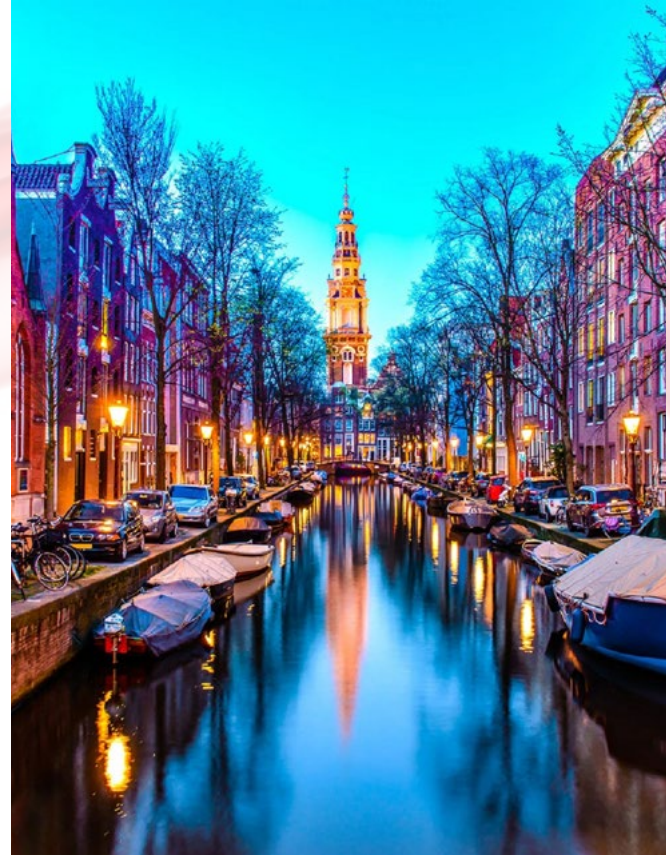
- » **A ROADMAP FOR SUCCESSFUL IMPLEMENTATION OF OPERATIONAL AI – COMPANY SUCCESS STORY**
DENIS CANTY, Vice President - Developer Services & Technology Labs, McKesson (TBC)
- » **HOW TO ENSURE YOUR INVESTMENT IN DATA SCIENCE AND PREDICTIVE ANALYTICS BRING RETURN - GETTING BACK TO BASICS: A PRACTICAL APPROACH TO THE CHALLENGES OF BUILDING DATA-CENTRIC IT ARCHITECTURES**
GEORGE STAW, Chief Data Architect, Barclays
- » **THE JOURNEY TO ROI FROM AI – CASE STUDY**

SESSION III: MARKET LEADING AI – IMPROVE CUSTOMER AND EMPLOYEE EXPERIENCES

12:00 – 13:00

- » **PREDICTIVE ANALYTICS MANAGEMENT**
- » **AI AND DATA SCIENCE IN MARKETING**
- » **USING DATA SCIENCE IN WORKPLACE MANAGEMENT:
LEGAL ASPECTS AND HR ANALYTICS, SOURCING
ANALYTICS STAFF**

13:00 - 14:00 | LUNCH BREAK



FINANCE TRACK

THE PROMISE OF AI LIES IN CREATING
BUSINESS VALUE

SESSION IV: APPLYING AI IN BUSINESS

14:00 – 16:00

- » USING MACHINE LEARNING TO DETECT AND PREVENT FINANCIAL FRAUD AND ANOMALY

DANIEL MINARIK, Chief Data Officer, Tatra banka (TBC)

- » IMAGE RECOGNITION FOR PERSONALIZED SALE

- » CHATBOTS AND VIRTUAL ASSISTANTS IN BANKING

PARIN AVARI, Director, Artificial Intelligence Delivery, RBS

- » APPLICATION OF ML TECHNIQUES FOR STOCK MARKET PREDICTION

16:00 - 16:30 | AFTERNOON NETWORKING BREAK

HEALTHCARE TRACK

USING INTELLIGENT TECHNOLOGIES TO
IMPROVE HEALTH

SESSION IV: HOW AI IS TRANSFORMING MEDICAL RESEARCH AND HEALTHCARE SERVICE

14:00 – 16:00

- » ADVANCED HEALTHCARE ANALYTICS AND DATA MANAGEMENT

ILKA DEKAN, Head of Digital Transformation, AOK (TBC)

- » AI APPLIED SCIENCES IN DIAGNOSIS PROCESS AND MEDICAL IMAGING

- » AI TO REVOLUTIONIZE THE PATIENT CARE

- » VIRTUAL PHYSICIANS

16:00 - 16:30 | AFTERNOON NETWORKING BREAK

FINANCE TRACK

THE PROMISE OF AI LIES IN CREATING
BUSINESS VALUE

SESSION V: AI TRANSFORMATION IN FINANCIAL SERVICES

16:30 – 18:00

» **THE IMPACT OF AI IN RETAIL BANKING: MEETING AND EXCEEDING EXPECTATIONS – COMPANY SUCCESS STORY**

» **AI & INVESTMENT: THE POWER OF THE PREDICTIVE ANALYTICS**

CHANMEET KAUR, Innovation Manager, Trade and Commodity Finance, ABN AMRO

» **MODELING INSURANCE WITH AI**

ALESSANDRA CHIUDERI, Group Head of Analytics, Generali (TBC)

» **THE FUTURE OF AI AND BLOCKCHAIN – WHAT CAN BUSINESSES EXPECT**

HEALTHCARE TRACK

USING INTELLIGENT TECHNOLOGIES TO
IMPROVE HEALTH

SESSION V: AI ADOPTION IN HEALTHCARE: THE ROAD AHEAD

16:30 – 18:00

» **USE CASE OF AI IN HEALTHCARE: CARDIOLOGY**

» **APPLICATION OF ROBOT-ASSISTED SURGERY**

» **AI IN DRUG DISCOVERY**

» **REGULATION ISSUES FOR DEVICES USING SELF-IMPROVING ALGORITHMS**

DAY II

08:30 Registration & Welcome Coffee

09:00 Opening Remarks from the Chairman

SESSION VI: HOW CAN A BUSINESS TRULY BENEFIT FROM BIG DATA

09:00 – 10:30

- » USING BIG DATA TO POWER PERFORMANCE AND COMPETITIVENESS
- » AUTOMATION AND AI ADOPTION – CHALLENGES AND OPPORTUNITIES IN PROGRESSION FROM SMART TO AUTONOMOUS
DANILO MCGARRY, Associate director, RPA and Advanced Automation Capabilities, UnitedHealth Group
- » HOW AI CAN TRANSFORM THE CONTRACT MANAGEMENT PROCESS AND SUPPORT BUSINESS GROWTH
- » BUILDING VS BUYING

10:30 - 11:00 | MORNING NETWORKING BREAK

SESSION VII: PASSING THROUGH THE ARTIFICIAL INTELLIGENCE HYPE – UNDERSTANDING AI

11:00 – 13:00

- » MACHINE LEARNING – FROM START TO FINISH
- » INTERNET OF THINGS (IOT) – OVERVIEW, USAGE, BENEFITS, SECURITY, PRIVACY
- » HOW DISRUPTIVE AI IS?
DANILO POCCIA, Principal Evangelist, Serverless, Amazon Web Services (TBC)
- » CONTEXTUAL AI: THE RELATIONSHIP BETWEEN AI AND HUMANS

13:00 - 14:00 | LUNCH BREAK

SESSION VIII: THE FUTURE OF WORK WITH AI

14:00 – 16:00

- » **APPLYING DEEP LEARNING IN RETAIL, FINANCIAL SERVICES, HEALTHCARE, IOT**
- » **UNDERSTANDING AND ACCEPTING AUGMENTED ANALYTICS**
- » **DISCUSSION: ADOPTING AI SIMPLY AS A TECHNOLOGY, OR NECESSITY FOR COMPANIES TO EMBRACE CHANGE, GROWTH AND MATURITY WITH AI**

16:00

**CLOSING REMARKS FROM THE CHAIRMAN
NETWORKING AND END OF CONFERENCE**



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