YOU’LL LEARN:
- How to determine which DX technologies you need for your organization
- How to architect and integrate DX technologies with other content, marketing, and enterprise systems
- How to determine which aspects of your DX requirements can benefit from newer technologies, such as machine learning, AI, augmented reality, blockchain, and IoT, today or in the near future
- What the best practices are for implementing your DX strategy and managing its ongoing operation
- What content strategies are critical for customer engagement and internal collaboration
Modern organizations must provide customers, employees, and partners with compelling and connected digital experiences to increase growth, improve customer satisfaction, maintain competitiveness, and support digital transformation initiatives and new business models.

Providing an engaging digital experience means creating and managing high-quality content, measuring and analyzing customer interactions, building consistent user interfaces appropriate for multiple tasks across digital channels, and integrating with ecommerce and other marketing technology and enterprise systems.

A successful digital experience initiative also requires strategies and practices that provide ongoing collaborative and operational support. Complementary customer-facing and internal operations are necessary for a consistently high-quality customer and workplace digital experience. Our two tracks, Digital Experience Technologies for Customers and the Workplace and Digital Experience Practices for Customers and the Workplace, reflect this reality. Most attendees will benefit by customizing their itinerary with sessions from each track.

ROOM LOCATIONS
All rooms are on the Meeting Room Level unless otherwise noted.

Keynotes, Monday & Tuesday Lunches
Grand South/Central (Ballroom Level)

MONDAY
Track A = Mount Vernon A
Track B = Mount Vernon B

TUESDAY
Track A = Mount Vernon A
Track B = Mount Vernon B

WEDNESDAY
Track A = Mount Vernon A
Track B = Mount Vernon B
Workshop 2 = Mount Vernon B
Workshop 3 = Mount Vernon A

CONTINENTAL BREAKFAST & BREAKS
A continental breakfast is provided for conference attendees each morning from 8:00 a.m. to 9:00 a.m. before the keynote session. Additional breaks will take place each day. Please check the schedule for exact times and locations.

ONLINE PRESENTATIONS
Speaker presentations are currently available online. These presentations will also be available after the conference. Click on the presentations tab on the conference website.

GRAND OPENING RECEPTION
Join your peers on Monday from 5:00 p.m. – 7:00 p.m. as we celebrate the grand opening of the Customer Solutions Expo located in Grand Ballroom North. Visit with conference sponsors, exhibitors, speakers, and other attendees while enjoying light hors d’oeuvres and drinks.

NETWORKING RECEPTION
Join your peers on Tuesday evening from 5:00 p.m. – 6:30 p.m. for a networking reception. The reception will take place in the Hotel Lobby. Mingle with exhibitors, speakers, and conference attendees while enjoying good food and drinks.

WI-FI
Wireless internet access is available in the conference session rooms. Log in to the Renaissance_CONFERENCE network; open browser for login page; enter access code: infotoday; click on Submit.

SPEAKER/PRESS ROOM
The press area is located in the Lafayette room. The press room hours are as follows:

Monday, April 29.............8:30 a.m. – 4:30 p.m.
Tuesday, April 30..........8:30 a.m. – 4:30 p.m.
Wednesday, May 1.........8:30 a.m. – 1:00 p.m.

REGISTRATION DESK HOURS
Monday, April 29.............7:30 a.m. – 7:00 p.m.
Tuesday, April 30..........8:00 a.m. – 5:30 p.m.
Wednesday, May 1.........8:00 a.m. – 4:00 p.m.

CUSTOMER SOLUTIONS EXPO
Combining the Smart Customer Service, CRM Evolution, Digital Experience Conference, and SpeechTEK showcases, this central gathering place features the leading sales, marketing, customer service, digital experience, and speech recognition solutions. It is the perfect opportunity to meet with C-level executives, industry pioneers, and the technology gurus who help you do your job better.

Monday, April 29.............5:00 p.m. – 7:00 p.m. Grand Opening Reception
Tuesday, April 30..........10:00 a.m. – 4:30 p.m.
Wednesday, May 1.........10:00 a.m. – 1:00 p.m.

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Enter URL: https://my.yapp.us/DC2019
MONDAY, APRIL 29

8:00 a.m. – 9:00 a.m.  REGISTRATION & CONTINENTAL BREAKFAST
9:00 a.m. – 10:00 a.m.  WELCOME & OPENING KEYNOTE  Grand South/Central  Algorithms In, Humans Out?  Jarno Duursma, Speaker, trendwatcher, author
10:00 a.m. – 10:15 a.m.  KEYNOTE  Grand South/Central  How Companies Are Partnering With Conversational Machines  Anthony Scodary  sponsored by Gridspace
10:15 a.m. – 10:30 a.m.  COFFEE BREAK

TRACK A  Mount Vernon A

A101  CDP or Multi-Channel Hub? A MarTech Journey  Richard Tea

A102  Alphabet Soup: CAT, CMS, TMS, PIM, & the APIs That Connect Them  Moderator: Allison Ferch

A103  Expert Perspectives  SAP

A104  Visualize—Then Optimize—Your DX Stack  Tony Byrne

A105  Is Block-Based Editing the Future of Web Content Management Systems?  Andrew Roberts

A106  Creating Connected Experiences  Jeff Cram

5:00 p.m. – 7:00 p.m.  GRAND OPENING RECEPTION

TUESDAY, APRIL 30

8:00 a.m. – 8:45 a.m.  CONTINENTAL BREAKFAST
9:00 a.m. – 9:45 a.m.  KEYNOTE  Grand South/Central  Digital Transformation: Driving CX Excellence  Barton Goldenberg, ISM, Inc.
9:45 a.m. – 10:00 a.m.  KEYNOTE  Grand South/Central  Breaking Barriers With an Integrated Software Suite  Emily Sloan-Pace  sponsored by IBM

10:00 a.m. – 10:45 a.m.  BREAK IN THE EXPO

TRACK A  Mount Vernon A

A201  Case Study in Integration of Open Source With Proprietary Technologies for AGBU, a Global Not-For-Profit  Joseph Bachana

A202  There’s No AI Without IA (Information Architecture)  Seth Earley

A203  Speed: The Currency of the Experience Era  Ajé Cahn

A204  Moving to a New Home Once It Gets Messy  Michel Biezunski

A205  AI/Deep Learning: What It Can Do For You, What to Look Out For  David Tenenbaum

4:15 p.m. – 5:00 p.m.  NETWORKING RECEPTION

WEDNESDAY, MAY 1

9:00 a.m. – 12:00 p.m.  Mount Vernon B

W2  Understanding (And Building) Your Organization’s Core Narrative  Debra Lawoy

1:30 p.m. – 4:30 p.m.  Mount Vernon A

W3  Leveraging Best Practices & Technology Leadership in Digital Transformation to Shape & Enrich Digital Experiences Locally  Bruno Hemmann
Welcome & Opening Keynotes

9:00 a.m. – 10:00 a.m.  Grand South/Central

Algorithms In, Humans Out?
Jarno Duursma, Speaker, trendwatcher; author
Duursma discusses the most important technological development of the coming years: artificial intelligence. What can companies expect? What should we do as more and more human skills are being taken over by these kind of systems? And what will the future of AI look like? What is definitely possible, and what isn’t? How does this change your relationship with your customer? The future is also brightened by the autonomous “digital butler,” who gives you answers and answers before you know you need them. But does this trend have unintended, unforeseen disadvantages? Just as we should have done with the introduction of social media and the smartphone, shouldn’t we be asking ourselves that one important question: What do we want the era of AI to look like?

10:00 a.m. – 10:15 a.m.  Grand South/Central

How Companies Are Partnering With Conversational Machines
Anthony Scodary, Co-Founder, Gridspace
Many machine-human partnerships are starting to take shape in modern contact centers. Today, machines make it possible to query and classify vast numbers of conversational interactions. Soon, machines will become increasingly proactive, conversational, and helpful. In this session we explore what real contact center tasks are best suited for machines today and how agents and machines can work together most effectively.

10:15 a.m. – 10:30 a.m.  Grand South/Central

COFFEE BREAK

10:30 a.m. – 11:15 a.m.  Grand South/Central

A101 = CDP or Multi-Channel Hub? A MarTech Journey
MODERATOR: Tim Bourgeois, Executive Editor, ChiefDigitalOfficer.net
Richard Tea, Director, Analytics & Marketing Automation, Business Development, Bank of Canada
This is the journey of a bank that was looking for the new shiny thing, a customer data platform, and ended up choosing a multi-channel marketing hub. How did it happen? What did we discover along the way on our journey about these types of tools? We follow through the steps of this discovery voyage where not a lot of people have gone before — (Hey, it sounds like a new Star Trek episode!).

B101 = Transforming Your Digital Ecosystem Successfully: Why & How It Is Possible
MODERATOR: Bill Trippe, Founding Partner, Publishing Technology Partners
Kevin Nichols, Executive Director, Experience, AvenueCX, & Vijay Hanumolu, VP, Digital Strategy, Unum
Can you build a digital ecosystem that enables your organization to delight its customers at every touchpoint, while delivering effective personalization and omni-channel engagement? Can you meet the needs of your customer’s journey across all channels to deliver her relevant content at any given point? For many, a successful customer experience relies on an affirmative answer to both questions. But the “transformation” required to support such efforts presents brands with seemingly insurmountable challenges. Where do you even begin? Our session helps you kick-start a digital transformation initiative by showing you how it can be done, even if you are starting with disparate systems, processes, and disconnected customer experiences. We show you an effective strategy and road map, including best practices in its execution. We offer you real-world examples of what has worked and led to a 400% increase in customer engagement—and what has not—and how you can succeed.

11:30 a.m. – 12:15 p.m.  Grand South/Central

A102 = Alphabet Soup: CAT, CMS, TMS, PIM, & the APIs That Connect Them
MODERATOR: Allison Ferch, Executive Director, Globalization & Localization Association
Klaus Fleischmann, Managing Director, Kaleidoscope GmbH
Jim Compton, Technology Program Manager Maravia
You could also add MT, DMS, ERP, DAM, and many others to the list. The point is, tech stacks are getting increasingly complex and the trend toward microservices means it’s only getting more complicated. For professionals working on translation and localization, the round-trip for multilingual content gets harder with each hand-off between systems. An open source, community-driven initiative to simplify and standardize translation APIs has been underway for 2 years and has produced a number of deliverables useful to those working in multilingual content management and delivery. Join this session to learn about the value of an open source solution; what’s being done to facilitate integration, automation, and interoperability; and how you can benefit.

B102 = Designing Workstreams to Support Business Processes
MODERATOR: Mary Laplante, Independent Consultant
Krista Groenwold, Department Head, Design, Discovery & Intelligent Delivery, & Donna Cuomo, Director, Knowledge Driven Enterprise, MITRE Corp.
For the past few years, MITRE has been working on making knowledge actionable and enabling people to make data-driven decisions. We presented some of the work we’ve been doing in both areas at the Gilbane Digital Content Conference in Boston last November. Since then, we have begun to focus on creating more cohesive digital user experiences which we refer to as “workstreams” to redefine and better support staff in their roles and journeys. We are using workstreams to unite product and services owners, teams, and organizations, all around the needs of our users to simplify their processes and help the business run more efficiently. We share highlights from our journey as we transitioned to this new way of working.

12:15 p.m. – 1:15 p.m.  Grand South/Central

KEYNOTE LUNCH

The Future Is Conversational, Omnichannel, and in the Cloud
Nico Acosta, Director, Product & Engineering, Autopilot, Twilio’s Conversational AI Platform
Most companies today think of IVRs as a way to shield contact center agents from customers, designing IVRs for call containment with the goal of improving operational efficiency. Customers however hate IVRs and try to bypass them because most don’t provide great customer experience This talk discusses how to design, train, and deploy a conversational assistant over IVRs, web chats and Alexa skills. Complex challenges such as handling speech recognition inaccuracies, omnichannel deployments, and conversation state tracking, are also discussed, as well as conversational UX best practices. After this talk you will be equipped to launch an IVR, chatbot, and Alexa skill with Twilio Autopilot.

1:15 p.m. – 2:00 p.m.  Grand South/Central

A103 = EXPERT PERSPECTIVES

Delight Your Customers & Grow Your Business in the Age of the Experience Economy
MODERATOR: Tim Bourgeois, Executive Editor, ChiefDigitalOfficer.net
Riad Hijal, Global Head & VP, Commerce Strategy & Solution Management, SAP
To thrive in the experience economy, businesses must be able to provide trusted, personalized and differentiated experiences. Does your brand rise to the challenge? Explore why digital experience matters and why it is the dividing line between successful and struggling businesses. Learn how digital experience leaders move fast, build trust and deliver personalized and relevant interactions at every stage of the digital customer journey!

B103 = Breaking Down the Regs: DX at the ATF
MODERATOR: Mary Laplante, Independent Consultant
Hadiza Banya, Chief, Electronic Media & Communication, Bureau of Alcohol, Tobacco, Firearms and Explosives, & Peter Durand, VP, Public Sector, Acquia
Parsing through federal regulations can be challenging. It can be hard to know where to start and find what you need. That’s certainly true at the Bureau of Alcohol, Tobacco and Firearms (ATF), the federal law enforcement agency responsible for regulating firearms, explosives, alcohol, and tobacco, as well as investigating acts of arson, bombings, and terrorism. Learn how digital is helping the ATF better connect state and local law enforcement as well as firearms dealers, the public, and other constituents with mission-critical information and services. While regulations prevent licensing procedures from moving online, the ATF has still streamlined the process and made it easier for applicants to apply and understand what they need. Regulatory updates are shared faster with law enforcement, and best practices around personalization and usability are helping the ATF drive better results for constituents, and see a threefold increase for ATF news and notifications. Learn how the ATF is leveraging open source tech and strategies more typical of marketing organizations— including journey orchestration, audience segmentation, and personalization—to deliver for all of its audiences.

2:15 p.m. – 3:00 p.m.  Grand South/Central

A104 = Visualize—Then Optimize—Your DX Stack
Tony Byrne, Founder, Real Story Group
Visualizing the collection of tools and platforms that make up your digital experience stack is essential for understanding your as-is environment. And—more importantly—envisioning and implementing your idealized future state. This fast-paced session offers some alternative reference models for visualizing your existing and future stacks. Pick and choose which one works best for you, then take it back home to impress your peers!

B104 = Designing Personalized Experiences
MODERATOR: Bill Trippe, Founding Partner, Publishing Technology Partners
Colin Eagan, Principal, User Experience Design, ICF NEXT
It’s now estimated that some 45% of organizations have attempted to personalize their own homepage in some way—but fewer than a third think it’s actually “working.” If that scares
you, you’re not alone: As personalization technology races from niche to mainstream, the design community is racing to catch up. It’s time for a UX intervention. This highly practical talk focuses on the role of experience designer in influencing user-centered personalization design, including technology selection, user data models, and, of course, wireframes. Specifically, it covers what the well-versed designer should know about the latest personalization technology; what to do when you get a request to “do personalization” (either at your organization or your client’s); how to fit personalized user content into a larger information design system; how to use your role in UX to influence technical product selection; grow to translate actual user needs into a real-time user data model (“living personas”); wireframe-level guidelines for introducing personalized components in web and email; and creating a measurement framework based on “quick wins” and iterative improvement.

3:15 p.m. – 4:00 p.m.
A105 = Is Block-Based Editing the Future of Web Content Management Systems?
MODERATOR: Bill Trippe, Founding Partner, Publishing Technology Partners
Andrew Roberts, CEO, Tiny
“Gutenberg” is the controversial new block-based editing experience introduced in WordPress 5.0. Find out what this means for the future of editing in the world’s most popular content management system, as well as how this may impact other CMSs.

B105 = Social Sweat! Flex Your Social Enterprise Muscles!
MODERATOR: Jake DiMare, Director, Marketing, ConnectiveDX
Elaine Hampton, Internal Communications, Yammer Manager, TechnipFMC
The digital phenomenon of social media has transformed the way our world communicates. Organizations can capitalize on this marvel with enterprise social networking. “Social sweat” refers to the effort that should be geared toward this growing communication channel. An organization’s Why, How, and What are easily communicated through enterprise social networks, and, most importantly, the pulse of the people is revealed. This presentation provides simple steps to overcome the issues that come with enterprise social networks. This includes lack of participation, value perception, and privacy concerns. This system is easy to follow and will energize organizations to get ready for culture change that comes with improved communication practices. Our organization uses Yammer; however, these principles can be applied to the many available applications.

4:15 p.m. – 5:00 p.m.
A106 = Creating Connected Experiences
MODERATOR: Mary Laplante, Independent Consultant
Jeff Cram, Co-Founder, ConnectiveDX
Stop acquiring more marketing technology and start better connecting it to your digital customer experiences. This session helps you realize the full potential of your existing martech investment by better aligning it to your customer experience strategy and digital execution. Drawing from decades of experience leading complex, digital experience initiatives, Cram and team share practical frameworks and models to find and fix the cracks in your digital customer experience and better connect your marketing technology to support the customer journey.

B106 = Delivering Digital Excellence With Global Compliance & Integrity
Kristina Podnar, Digital Policy Consultant, NativeTrust Consulting, LLC
Faced with complex multi-site, multi-language, multi-channel digital presences, many organizations struggle to provide exceptional digital customer experiences, especially those on a large, distributed digital team. With the growing number of compliance requirements and international regulations, can you successfully deliver a digital strategy with repeatability and integrity? This talk defines policies and standards that can be leveraged throughout the enterprise for digital success—which is a website redesign, technology re-platform or implementation of mobile applications and social software.

5:00 p.m. – 7:00 p.m.
GRAND OPENING RECEPTION
Keynote & Lunch
Grand South/Central (Ballroom Level)
Track A = Mount Vernon A
Track B = Mount Vernon B
All rooms are on the Meeting Room Level unless otherwise noted.

How do you keep up with the content industry?

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Subscribe today! econtentmag.com/newsletters
TUESDAY, APRIL 30

Keynote

9:00 a.m. – 9:45 a.m. ≈ Grand South/Central
Digital Transformation: Driving CX Excellence
Barton Goldberg, President, ISM, Inc., and author, The Definitive Guide to Social CRM

Eighty-nine percent of executives say digitization will disrupt their business this year. Yet fewer than one-third believe that their digital strategy is correct; only 21% believe the right people are setting their strategy. Why the disconnect? Using real-time case studies from global, best-in-class companies, Barton Goldberg illustrates how these companies are using digital transformation to enhance customer experience. Hear how five components—CRM, data and analytics, social media communities, customer engagement, and emerging technologies—form an integrated framework for successful digital transformation. Learn how to assemble these components in bite-sized chunks by following a long-term road map that focuses on critical people and process issues, as well as technology.

9:45 a.m. – 10:00 a.m. ≈ Grand South/Central
Breaking Barriers With an Integrated Software Suite
Emily Sloan-Pace, Professor in Residence, Zoho Corp.

This session discusses the ways that an integrated software system can provide you with deeper insights into your business and help you provide a better customer experience.

10:00 a.m. – 10:45 a.m.
BREAK IN THE

10:45 a.m. – 11:30 a.m.

A201 ≈ Case Study in Integration of Open Source With Proprietary Technologies for AGBU, a Global Not-For-Profit
Joseph Bachana, President/Founder, DPCI

In this talk, Joe Bachana presents how open source technologies such as Drupal (CMS), Enternetia (DAM), OpenKM (records management), and CivicRM (CRM) are being implemented with an Intacct Accounting System for the Armenian General Benevolent Union (AGBU). The resulting system manages the entire customer relationship, from inception through to management of donations and membership activities.

B201 ≈ Building the Modern Digital Membership Organization
MODERATOR: Mary Laplante, Independent Consultant
Jay Brodsky, Chief Digital Officer, American Geophysical Union

American Geophysical Union (AGU), a global scientific association promoting discovery in earth and space science for the benefit of humanity, is on a 3-year path to implement a modern, flexible digital framework supporting its efforts. AGU’s vision to “galvanize the collaborative work of their members and communicate their work and its power to ensure a sustainable future” is empowered by digital tools. But key to this transformation is the adoption of a new culture and operating model for AGU to become a “platform for science,” delivering services wherever discovery and connections take place. AGU is rethinking the experience of its 25,000-person annual conference; building new ways to interact with the content of 20 peer-reviewed journals, a science magazine, and numerous books; fostering collaboration and dialogue; and doing all of this with the highest ethical standards and an eye to diversity and inclusion. This presentation speaks to this journey, discussing some of the parallels between our digital transformation and that of others adopting membership-based models to replace their traditional, subscription-oriented businesses, and addressing to the challenges faced along this path.

11:45 a.m. – 12:30 p.m.

A202 ≈ There’s No AI Without IA (Information Architecture)
Seth Earley, Founder & CEO, Earley Information Science

Artificial intelligence (AI) has the potential to completely revolutionize the B2B selling function. And depending on who you talk to, AI will either enable massive productivity gains from your employees or replace them entirely. Hype aside, AI is coming, and B2B companies need to understand how to harness it. And despite the promise of “plug-and-play” technology, real AI requires varying degrees of knowledge engineering, product and content architecture, and high-quality data sources to be effective. Come and learn how you can leverage best practices to rethink processes for the product content lifecycle, from initial on-boarding to post-production syndication; the infrastructure you’ll need to consider when planning for your AI initiative; and how AI enables new product associations and personalized experiences to drive deeper engagement with your customers.

B202 ≈ Engaging Ecommerce Content Search—Challenges & Opportunities
MODERATOR: Jake DiMare, Director, Marketing, Connective DX
Ravi Alluru, Practice Lead, Meteora Solutions, & Naresh Devnani, Senior Architect, WebCosrn, Inc.

In ecommerce sites, non-product content often takes a backseat when focusing on the user experience, especially from a search perspective. This creates a source of frustration for the user. The challenge is to integrate the product and non-product content experience on the site. Merchandisers and marketers need to elevate their content for visibility and make it accessible and SEO-friendly. From the ecommerce side, there are multiple factors such as different workflows, processes and expectations to consider. This disconnect creates plenty of opportunity to enhance user experiences. We examine the various aspects to consider from a business, customer experience, and technology perspective to provide the best, timely, and relevant information to the users on the site for non-product-related content search. We discuss the best practices and how best to streamline the processes between the back-end systems to provide an effective medium for content search.

12:30 p.m. – 1:45 p.m. ≈ Grand South/Central
KEYNOTE LUNCH

Injecting AI Into Your Contact Center
Dan Aharon, Product Manager, Google Cloud AI

AI can now help improve contact centers in ways that up until just a few years ago where not possible. Google Cloud AI enables anyone to tap into AI built on Google tech that up until recently has been exclusive to Google employees. This includes our pre-trained ready-to-use models, including speech recognition that is now twice as accurate for phone calls, WaveNet-based neural network speech synthesis, conversational NLU, and conversational analytics. Together with partners, Google is now bringing this technology to contact centers via Contact Center AI solutions. Companies with contact centers of all sizes can now automate conversational experiences, and improve performance of human agents.

1:45 p.m. – 2:30 p.m.

A203 ≈ Speed: The Currency of the Experience Era
Arje Cahn, CIO, BloomReach

To survive in the experience era we now live in, businesses have a need for speed. Only when they are able to innovate quickly will they have a chance to withstand the market pressure from giants like Amazon and Alibaba. Rapid innovation means speed to go live, speed to change, and speed to business outcomes. This requires a new approach to digital experiences—an approach that leverages the power of AI and machine learning, that builds on a microservices-based architecture, and that is open to connect to whatever technology you’d like to use through APIs. Lots of businesses, however, are stuck on legacy systems and struggle to make the necessary changes to enter the experience era. In this talk, Cahn explains how to leverage new technologies to differentiate yourself from your competitors and build engaging digital experiences that exceed the expectations of your users.

B203 ≈ EXPERT PERSPECTIVES
Presentation Management: The New Strategy for Enterprise Content
MODERATOR: Tim Bourgeois, Executive Editor, ChiefDigitalOfficer.net
AlexAndrina Ontra, Co-Founder & President, Shuffrr

90% of content created by Marketing never gets re-used—a valuable resource, wasted. But it doesn’t have to be. AlexAndrina will show you how to implement a presentation management strategy in your company, so anyone can find the file and even specific slide they need, and re-use it in a new presentation, quickly and easily.

2:45 p.m. – 3:30 p.m.

A204 ≈ Moving to a New Home Once It Gets Messy
MODERATOR: Bill Trippe, Founding Partner, Publishing Technology Partners
Michel Buzumzuki, CEO, Infoloam

Over time, the nature of data changes and costly information systems eventually need to be replaced. One main source of system obsolescence comes from the rigidity of data structures. Escaping from it using AI-driven techniques entails some compromises that many of us are not ready to accept for fear of diminishing accuracy and quality. The solution presented here is two-fold: leveling the difference between structure and content by adopting knowledge graphs instead of databases, and enabling integrated data to be post-curated. Practical examples are shown to illustrate this approach.

TUESDAY SESSION ROOMS

All rooms are on the Meeting Room Level unless otherwise noted.

Keynote & Lunch ≈ Grand South/Central (Ballroom Level)
Track A ≈ Mount Vernon A
Track B ≈ Mount Vernon B
When organizations undertake a major digital transformation, obviously content is a major component. But the approach most organizations take to exploring content is narrow (for instance, a particular site or site section). We look at ways of escaping the line-by-line spreadsheet trudge and explore our content, and most importantly, make decisions at scale.

In understandable terms, how does the flavor of AI called “deep learning” work, and what can it really do for us? Using at least two specific examples, what amazing things can state-of-the-art deep learning technology do for us, and what are the significant weaknesses you have to be aware of? For example, can you assume AI is gender-neutral and color blind? (Oops!) Above all, how is training deep learning to solve a problem almost exactly like teaching your favorite 5-year-old niece or nephew something new? We start with understanding what deep learning means by seeing how, of all things, the U.S. Postal Service advanced the world by wanting to read our scrawled versions of address ZIP codes.

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EXHIBITOR LIST & FLOOR PLAN

Aceyus .........................................................................................................................401
Cobalt Speech & Language .................................................................205
CRM Magazine ........................................................................................................TBD
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Fidelum Partners ......................................................................................................TBD
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Marketpoint ...........................................................................................................400
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CUSTOMER SOLUTIONS EXPO HOURS

Monday, April 29 ...........................................5:00 p.m. – 7:00 p.m.
Grand Opening Reception
Tuesday, April 30 ........................................10:00 a.m. – 4:30 p.m.
Wednesday, May 1 ......................................10:00 a.m. – 1:00 p.m.
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Aceyus, the expert in contact center technology, unifies multi-platform/omni-channel data through highly customizable dashboards and optimized reporting. As companies embrace new digital channels, Aceyus is at the center, keeping the focus on customer experience with a goal of increasing satisfaction, employee engagement and bottom-line profitability.

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Cobalt is a leading provider of custom speech and language. The company was founded in 2014 by Jeff Adams, who had previously led speech groups at Amazon, Yelp, and Nuance. Cobalt offers a broad variety of solutions for speech and natural language recognition, understanding, analysis, and TTS, as well as expert consulting. For more information, visit our website.

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Gridspace powers conversational speech understanding and process automation for companies like USAA, Bloomberg, and Santander. In 2019, we will process billions of conversational speech minutes and deliver real-time insights. Created at the same lab as Siri, Gridspace is the first to build and deploy purpose-built speech technology for contact centers.

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LumenVox is a speech automation solutions company providing core speech technologies that include the LumenVox Speech Recognizer, Text-to-Speech Engine, Call Progress Analysis, Speech Tuner, Natural Language solutions support and Multifactor Biometric Authentication. The LumenVox technology provides tools for companies to unleash the power of spoken language.

Google Cloud

Google Cloud
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Google Cloud is a set of solutions and products, including GCP and G-Suite, that can help you solve your toughest business challenges. Cloud Speech-to-Text and Cloud Text-to-Speech bring Google’s world-class capabilities in speech recognition, conversion, and synthesis to your applications, services, and devices.

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For 34 years, ISM has pioneered the design and implementation of customer strategies in the areas of sales, marketing and customer service. The world’s best organizations have engaged ISM to guide them in the successful implementation of CRM, digital transformation, data and analytics, social media communities, customer engagement and emerging technologies.
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The Lytics customer data platform optimizes the performance of strategic marketing initiatives. The company’s machine learning-based platform allows marketers to discover insights about their prospects and customers, so they can orchestrate data-driven campaigns optimized for maximum ROI.

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Nuxiba Technologies provides customer-centric products to various industries, including finance, customer service, telemarketing, debt collection sales, telecommunications, government agencies, education, and health.

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SpeechOcean
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Speechcean is capable of providing various types of large databases and data-related services in many languages and accents, such as data designing, collecting, transcribing, annotating and linguistic services, and other related processing services for many technical fields such as speech synthesis, speech recognition, machine translation, nature language understanding, etc.

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www.ttec.com

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TTEC, a global customer experience company, designs, builds and operates omnichannel customer experiences on behalf of leading brands across the world. The company’s outcome-based customer engagement solutions are delivered through TTEC Digital, providing human-centric, tech-enabled, insight-driven customer experience solutions and TTEC Engage, operating customer acquisition, care, growth and digital trust and safety services.

Twilio, Inc.
375 Beale Street
San Francisco, CA 94105
www.twilio.com

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Twilio is the cloud communications platform that enables innovators across every industry—from emerging leaders to the world’s largest organizations—to reinvent how companies engage with their customers. Twilio has democratized communications channels like voice, text, chat, and video by virtualizing the world’s telecommunications infrastructure through APIs.

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Vanilla provides a modern community platform to organizations that want to improve customer service, increase advocacy, and strengthen brand loyalty. Founded in 2010, Vanilla started as an open source project. Today, Vanilla’s software-as-a-service (cloud) offering helps hundreds of top brands provide a great community experience to millions of people around the globe.

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Voicesense
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www.zendesk.com

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