DECEMBER 3 - 6, 2019

LEAD THE PACK, BEAT THE COMPETITION & ACCELERATE YOUR

INTELLIGENT PROCESS STRATEGIES

RPA. AI. COGNITIVE TECHNOLOGY. CHATBOTS.
DIGITAL PROCESS AUTOMATION. AND MORE

INTELLIGENT AUTOMATION WEEK NEW ORLEANS

EARN UP TO 28 CPE CREDITS

INSPIRE | TRAIN | CONNECT

INSPIRE

Whether you are a technical enthusiast excited by the latest code or a business executive driven by optimizing your business strategy for the greatest output, the IA Week team is dedicated to identifying the most inspiring and innovative organizations in the space for you to emulate. Transform your thinking through cutting edge keynotes, brutally honest senior leadership panel discussions and emerging rockstar case studies in a variety of IA technologies.

Look for the **INSPIRE** icon for sessions and activities that will inspire you the most.

TRAIN

Train the next group of IA experts all in one place. Through interactive learning experience workshops, the AI Use Case Focus Day, the IA Imagine Labs demonstrating up and coming technologies, as well as five separate tracks focusing on Process Management, Project Management, Workforce management and Governance. Join the program and level up your knowledge.

Look for the **TRAIN** icon for sessions and activities focused on providing deep-dive training experiences.

CONNECT

Connections make the world go around. The Intelligent Automation space is such an exciting and fast paced business community right now and the best way to advance as individuals and organizations is to collaborate and connect with each other. Take advantage of the bespoke networking opportunities we created for you, such as the IA Buddies program, which connects you with another attendee with similar IA interests and experience. Come with an open mind and a few business cards, and leave with invaluable connections.

Look for the **CONNECT** icon for sessions and activities dedicated to offering increased networking opportunities to you and your team.

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EXPERIENCES & FEATURED PROGRAMMING YOU SIMPLY CAN'T MISS!

SEE MORE

SEE MORE

SEE MORE

SEE MORE

BUILD YOUR OWN AGENDA

With 12 workshops, 13 plenaries, 5 tracks, 30 track sessions and the AI Imagine Lab, you can tailor your week to your most pressing needs.

INSPIRE AI USE CASES FOCUS DAY

Hungry for even more Use Cases to take back to your office to learn from? Well join us for the *Inspire AI Use Case* focus day, whereas we will explore several real-life Use Cases focused around AI and it's application.

AI IMAGINE LAB

Learn about a wide variety of new and innovative AI technologies that could benefit your organization by way of these quick-fire technology demonstrations, presentations and stories.

IA BUDDIES

Want to meet your match? We've got you covered! Fill out a pre-event screening survey and get paired up with an IA Buddy all your own, before you even set foot in New Orleans. With designated meeting spaces and networking activities, you'll leave New Orleans with someone to put on your speed dial back in the office.

IA WOMEN

The IA WOMEN sessions and social activities were developed by women, for women in technology – to inspire, empower, and motivate all women in tech no matter where she may be in her personal career journey. Together, we aim to raise your profile, pursue success together, develop new skills, and continue to build your value and power.

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KEYNOTE SPEAKER

Jeffrey Ma

Former Vice President, Data Science/ Analytics, **Twitter** *& Predictive Analytics Expert,* **ESPN** *& Kingpin of the famous* **MIT Blackjack Team**

When it comes to beating the house - whether you're amassing poker chips or market share - Jeffrey Ma proves that data-driven decisions and smart risk-taking trump luck every time.

Jeffrey gained worldwide recognition as a member of the MIT blackjack team, which inspired the best-selling book, "Bringing Down the House" and the hit film, "21." Since then, he has founded GlofSpan.com (sold to Demand Media), Circle Lending (sold to Virgin), Citizen Sports (sold to Yahoo!) and tenXer, an analytics tool designed to optimize employee performance, progress and productivity, which was acquired by Twitter. He now serves as senior director of business insights and group project manager at Twitter, where he also manages the Artificial Intelligence and Machine Learning groups.

From Sports Illustrated to Ford and ESPN, leading global corporations seek Jeffrey's insight on how to effectively understand and utilize technology as a competitive advantage. In his best-selling business book, "The House Advantage: Playing the Odds to Win Big in Business," Jeffrey seamlessly connects his experiences at the table and in the sports world to business analytics, providing insights that are accessible for individuals at every level.

With an extraordinary real-life tale that illustrates the power of data, coupled with an entrepreneur's business expertise, Jeffrey captivates audiences with fascinating insights on topics such as strategy, innovation and risk, to Artificial Intelligence, Machine Learning, and analytics—and how to understand, play and win the game.

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KEYNOTE SPEAKER

Adeel Fudda is the Senior Director of the Automation Center of Enablement at Becton Dickinson (BD), a global leader in medical devices and solutions. He was appointed as the leader of the automation practice in 2016 and oversees all strategy, research, innovation, design, development, operations, and governance efforts.

Partnering with BD business leaders and strategic technology services partners, Adeel has worked to deploy Robotic Process Automation (RPA) at scale to drive process efficiencies, productivity, and cost reduction, as well as enhance end-user experiences. Beyond RPA, Adeel also leads BD's Cognitive CoE, which is devoted to the scaled deployment of cognitive virtual assistants across various helpdesk domains, as well as BD's Enterprise Integration CoE, which is responsible for their global API Management Platform, API development portal, and best practices for design and implementation. Together over the last 3 years, over $8M in annual productivity impacts have been driven from these technologies.

Adeel also heads BD's state-of-the-art innovation lab at their headquarters in NJ, which serves as a central think-tank for researching emerging technologies and designing advanced software solutions to be employed by the program globally.

Adeel joined the medical technology company in 2010, and has held multiple management roles in IT, Preanalytical Systems (PAS) business unit & Integrated Supply Chain function. Prior to this current role, he implemented and managed the global governance model and benefits realization frameworks still used in IT today, partnering with IT Finance to provide strategic oversight for commercial IT agreements.

He also has experience as an Industrial Engineer, leading a number of process optimization and logistics consulting projects for firms in retail, pharmaceuticals, aerospace, and steel. Adeel holds a BS in Industrial and Systems Engineering from Rutgers University.

Adeel Fudda

Senior Director, Global Automation
Global Services
Becton Dickinson

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Jeffrey Ma
Former Vice President, Data Science/Analytics, **Twitter** *& Predictive Analytics Expert,* **ESPN** *& Kingpin of the famous* **MIT Blackjack**

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Adeel Fudda
Senior Director, Global Automation, BDX Corporate/Global Services
Becton Dickinson

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CPA, Senior Vice President, Tax & Global Chief Accounting Officer
Cigna Corporation

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Richard Mackey
Senior Vice President, Information Technology
Intalere

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Özgür Genç
Head of Global Intelligent Automation & Shared Services – OTC
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David Chen
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Samuel Best
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Mini Suri
Former Head of Center of Excellence for Intelligent Automation
Uber

Tom Marasheski
Director, Quality Management & Process Excellence, Global Marketing Operations - Connecting People, Process and Technology
Merck

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THOUGHT LEADERS
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Cindy Pauls
CMA, Director of Shared Services
Borden Dairy Company

Bill Hemmerly
RPA Lead
Darden Restaurants

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Richard Jhang
CEO
StratMinds

Ryan Davis
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Jill Finlayson
Director, Women in Technology Initiative
University of California

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Director, Data Management, Services Business Operations
Microsoft

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Dr. Laz Mederos
Senior Director, Business Intelligence and Analytics
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Chief Product & Technology Officer / Adjunct Professor, Executive Management of Technology (eMOT) Masters Program
BFS Capital & New York University

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Raj Polanki
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Scott Gillan
Executive Director, Transformation & Service Management, Enterprise Financial Services
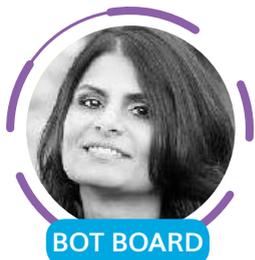**Warner Bros. Entertainment Group of Companies**

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Richie Daigle
Group Director, Automation & Analytics
Coca-Cola Refreshments

Coca-Cola

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Kamal Chin
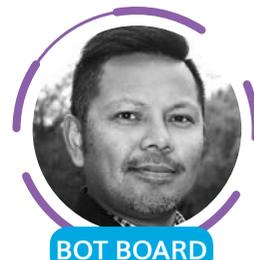*Project Manager, Finance Transformation*
Facebook

Matt Koester
RPA & Automation Lead
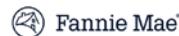**Houston Methodist Hospital**

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Narain Jayasekaran
Global Digital Transformation Leader – Finance
Mars Inc.

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Jomel Angat
Product Owner, Smart Process Automation & Robotics Center (RPA & Artificial Intelligence)
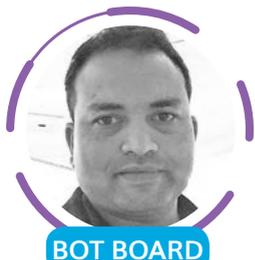**Fannie Mae**

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Steve Carpenter
Executive Director, Global Business Services Digital
Merck

Savvy Katham
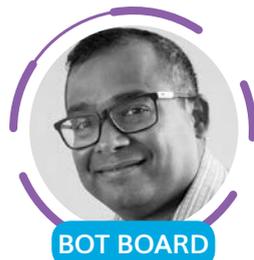*Director Program Portfolio - Software & Automation*
MilliporeSigma

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SAP Technology & Intelligent Automations Leader
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AJ Bernstein
Director, Finance Transformation and Compliance
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Nagy Somasetty
Artificial Intelligence, Machine Learning & RPA Solution Architect
AIG

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Henry Lyles
Director, Global Business Services, Data Excellence & Automation
McDonald's Corporation
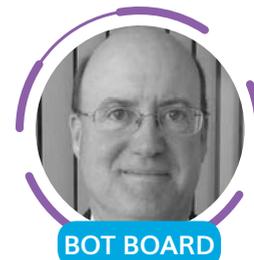
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Jim Waddell
Corporate Controller
Bose Corporation

Katrina White
Senior Manager, Business Process Automation CoE
The Boeing Company

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Justin Donahue
Vice President, Intelligent Automation, Robotic Process Automation, Operational Risk
MFS Investments

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Group Manager, NA Accounting & Finance Shared Services
Toyota Motor North America

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Rene E. Laurencot
Senior Information Manager, IM – Information Management, CTS – Clinical Trials Solutions, GPD – Global Product Development
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Former Chief Executive Officer
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Anoop Prasanna
Director - Head of Intelligent Automation, Global Business Services – Enterprise Automation Services
Walmart

Beth Bourg
Senior Product Marketing Manager
FortressIQ

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Vanida Rattanaphasouk
Business Process Lead – Talent Acquisition
Coca-Cola

Kent Andrews
Director of Professional Services
Agilify

Damo Vasudevan
Senior Solutions Architect
FortressIQ

Heather King
Divisional Director, SSON & Intelligent Automation Divisions
IQPC

Scott Furlong
Partner, Head of Business Advisory Services
Information Services Group (ISG)

Joel Nichols
Senior Director, IT
ElevatBio

Alex Mansur
Intelligent Automation Architect
McKesson

Yatima Kapil
Assistant Vice President
MetLife

> *Overall, this was an amazing conference! I'll be thinking about many of the topics and presentations for years to come! Keep doing what you're doing: the Automation space needs conferences like this as an opportunity to come together and share insights*
> -World Fuel Services

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AGENDA-AT-A-GLANCE

TRAINING WORKSHOPS | TUESDAY, DECEMBER 3, 2019

8:00am	Registration for Workshop A & B and Networking Breakfast	11:00am	WORKSHOP C & D	3:15pm	WORKSHOP G & H
8:45am	WORKSHOP A & B	12:45pm	Registration for Workshop E & F and Morning Networking Break	5:00pm	Close of Pre-Conference Workshop Day
10:30am	Registration for Workshop C & D and Morning Networking Break	1:00pm	WORKSHOP E & F	5:05pm	Welcome Party
		2:45pm	Registration for Workshop G & H and Afternoon Networking Break		

MAIN CONFERENCE: DAY ONE | WEDNESDAY, DECEMBER 4, 2019

8:00am	Registration for Main Conference Day One & Networking Breakfast	12:25pm	Networking Lunch Break	4:05pm	Afternoon Networking Break & Demo Drive Continued
8:40am	SSON Welcome Address	1:25pm	TRACK SESSIONS: IA Opportunities & Benefits	4:40pm	Determining Which Processes & Functional Areas Are Ideal Candidates for Process Mining
8:50am	Chairperson's Day One Opening Remarks	1:55pm	5-Minute Transition Break	5:10pm	KEYNOTE ADDRESS: Gaining a Competitive Advantage Utilizing AI for Predictive Analytics
9:00am	IA SENIOR LEADERSHIP PANEL DISCUSSION: Unleashing the Power of AI Innovation	2:00pm	TRACK SESSIONS: Process Improvement	5:55pm	Close of Main Conference Day One
9:45am	PANEL DISCUSSSION: Is It Necessary to Have "Perfect" Processes Before Implementing IA Programs?	2:30pm	5-Minute Transition Break	6:00pm	IA Week Jazz Fest!
		2:35pm	TRACK SESSIONS: Project Management		
10:15am	Morning Networking Break & Demo Drive	3:05pm	CLIENT USE CASE: Bot Crisis Preparedness & Management		
11:15am	Interactive Discussion Groups	3:35pm	PANEL DISCUSSSION: *Siloed* & Highly-Targeted Enterprise IA Strategies to Ensure Program Success		

MAIN CONFERENCE: DAY TWO | THURSDAY, DECEMBER 5, 2019

8:00am	Registration for Main Conference Day Two & Networking Breakfast	11:15am	USE CASE: How Mars' Applies Lean Concepts To Drive Intelligent Automation	2:55pm	Afternoon Networking Break
8:50am	Chairperson's Day One Recap & Day Two Opening Remarks	11:45am	PANEL DISCUSSION: How to Develop Effective IA Exit Strategies	3:30pm	Enterprise IA Utilizing Design Thinking Principles
9:00am	KEYNOTE ADDRESS: Scaling Up: Turbocharging Your Automation Agenda by Stitching Together IA Technologies	12:15pm	Networking Lunch Break	4:00pm	PANEL DISCUSSION: IA Data Security as a Functional Team Effort
9:45am	CLIENT USE CASE: AI to Improve Customer Delivery on a Enterprise & Global Scale	1:15pm	TRACK SESSIONS: Workforce Management	4:30pm	PANEL DISCUSSION: AI Obtained Data Analytics to Develop New Lines of Business & Revenue Streams
		1:45pm	5-Minute Transition Break	5:20pm	Close of Main Conference Day Two
10:30am	Morning Networking Break & Demo Drive Raffle Prize Winners Announced	1:50pm	TRACK SESSIONS: Governance	5:45pm	*"INSPIRE"* AI Use Cases Focus Day Meet Up
		2:20pm	5-Minute Transition Break		
		2:25pm	TRACK SESSIONS: Revenue Generating		

INSPIRE AI USE CASES FOCUS DAY | FRIDAY, DECEMBER 6, 2019

8:00am	REGISTRATION FOR *"INSPIRE"* AI Use Cases Focus Day & Networking Breakfast	10:15am	USE CASE #2: Improved HR Operations Utilizing AI & AI-OCR Hybrids	1:15pm	Networking Lunch Break
9:00am	USE CASE #1: JPMorgan Chase IA Software Does in Seconds What Took Lawyers 360,000 Hours	11:30am	Morning Networking Break	2:15pm	USE CASE #4: Bose Corporation's Use of Artificial Intelligence to Improve Their Order-to-Cash & Order Entry Processes
		12:00pm	USE CASE #3: How Coca-Cola Utilizes AI to Boast Business Operations & Intelligence	3:30pm	Close of the *INSPIRE* AI Use Cases Focus Day

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PRACTICAL & ACTIONABLE INTELLIGENT AUTOMATION

Choose one (1) of the below two (2) Workshops, mixing up your selection between all the Workshops for the day.
However, you can't be in two rooms at once, so bring a colleague and *Divide & Conquer* all there is to learn about these subjects!

INTERACTIVE & ACTIONABLE LEARNING

Please note, the Workshops are NOT sessions to simply sit back and listen. You will be asked to participate in the group exercises, so please be prepared to put your IA thinking hat on when attending these sessions. Workshop registrations will be on a first come first-served basis.

8:00am

REGISTRATION FOR WORKSHOP A & B AND NETWORKING BREAKFAST CONNECT

Meet and mingle with your peers prior to the start of Training Workshops A & B.

OBJECTIVE	THEORY	GROUP ACTIVITY	TAKEAWAYS
8:45am **WORKSHOP A: IA PROOF OF CONCEPTS UTILIZING DESIGN THINKING METHODOLOGIES** TRAIN Utilizing Design Thinking principles as your IA PoC development framework will reduce the doubts that may arise with respect to your IA program's value proposition and call to actions thereafter. Following the five (5) Design Thinking Principles will enable you to design a PoC that is user-centric, meets the diverse needs of your IA customers, and will allow for further program growth and improvements. **Mark Davison,** *Global Partner, Robotic Process Automation & Cognitive,* **Information Services Group (ISG)** **Scott Furlong,** *Partner, Head of Business Advisory Services,* **Information Services Group (ISG)** Hosted by: **ISG**	In this interactive project-based Workshop, the session leader will give instruction on how to develop a Design Thinking IA Proof of Concept, keeping in mind the below key Design Thinking principles: ▪ Empathize ▪ Define ▪ Ideate ▪ Prototype ▪ Test	The session leader will break up the audience into five (5) rotating group huddles that will focus on the top five Design Thinking Methodologies, whereas doing so will enable them to developing an effective PoC roadmap, as a collaborative and Agile team effort. The above will include developing Design Thinking-based "Proof of Concept" mock projects, as a group assignment to be facilitated and completed within this session.	A variety of actionable Design Thinking-based PoC blue prints to potentially utilize for your own PoC efforts.

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	OBJECTIVE	THEORY	GROUP ACTIVITY	TAKEAWAYS
8:45am	**WORKSHOP B:** **DEVELOPING ENGAGING & LONG-TERM IA WORKFORCE STRATEGIES** **TRAIN** Let's get real - the reality of bots fully taken over mainstream workforces is still something that won't be realized for quite some time. And as we all know, bots can't survive without human interaction, manipulation, and analysis – which is yet another reason developing effective IA workforce strategies is so important. **Christy Schultheiss,** Vice President, Process, Project & Change, Management, **Lowe's**	In this interactive project-based Workshop, the session leader will give an overview of the common challenges being felt on the business and IT side of the IA space as it relates to workforce engagement, training, and long-term engagement – and tactics to overcome a variety of workforce obstacles.	The session leader will break up the audience into the below group huddles, tasking them to work through a variety of common problems that come up with each, tactics to overcome them, and long-term workforce strategies to keep in mind – and also develop in this session, as a group effort/ discussion. Group Huddles: ▪ Workforce recruitment, retention & training ▪ Workforce messaging ▪ Change management ▪ Big Picture workforce strategic planning	▪ How to build business and IT IA workforce strategies that put into account your diverse workforce talents, resources, challenges, project goals and keep them engage in the "here and now" and long-term ▪ Sourcing and managing effective external IA teams ▪ Workforce career development and paths ▪ Developing workforce change management initiatives

10:30am   **REGISTRATION FOR WORKSHOP C & D AND MORNING NETWORKING BREAK** **CONNECT**

Meet and mingle with your peers prior to the start of the next set of Training Workshops.

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Choose one (1) of the below two (2) Workshops, mixing up your selection between all the Workshops for the day.
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	OBJECTIVE	THEORY	GROUP ACTIVITY	TAKEAWAYS
11:00am	**WORKSHOP C:** **DEVELOPING HIGHLY-CUSTOMIZED & EFFECTIVE IA PILOT PROGRAMS ENGINEERED BY DESIGN THINKING PRINCIPLES** TRAIN With 50% of IA Pilot Programs failing, and in turn requiring an organization to reevaluate their failed programs so to try again and hopefully not fail on round 2, perhaps developing an IA Pilot Program based upon Design Thinking Principles is the way to go? By following the below five (5) Design Thinking Principles, an IA Pilot Program is more likely to be user-centric, meet the diverse needs of your IA customers, and will allow for further program growth and improvements.	In this interactive project-based Workshop, the session leader will give an overview of the five (5) Design Thinking Principles, why they are so critical in the overall Design Thinking process, and how to apply them to your efforts in planning and rolling out an IA Pilot Program. Five (5) Design Thinking Principles: ▪ Empathize ▪ Define ▪ Ideate ▪ Prototype ▪ Test	The session leader will then break up the audience into five (5) rotating group huddles that will focus on the top five Design Thinking Principals, tasking them to work through a variety of Pilot Program development and project management tasks.	Practical and actionable roadmaps to plan and implement a variety of IA Pilot Programs.

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	OBJECTIVE	THEORY	GROUP ACTIVITY	TAKEAWAYS
11:00am	**WORKSHOP D:** **DEVELOPING SCALABLE IA PROGRAMS ALONG VARIOUS IA MATURITY STAGES** `TRAIN` At every maturity stage of an IA program, it's essential to think though the short and long-term feasibility of scalability and the methods you must employ to achieve your desired objectives. However, with so many variables at hand, developing a scalability roadmap isn't easy and requires deep-dive strategic planning. Hosted by: **Redwood**	The session leader will provide an overview of the various stages of IA scalability, based upon the below IA maturity levels: ▪ Early Adoption ▪ Implementation ▪ Maturing Further broken down by: ▪ Budget ▪ Scope ▪ Objectives ▪ Technical, IT & Workforce Capabilities	The session leader will task the audience members to develop a "Scaling Up" mock project, working as small teams to tackle the likely obstacles that may arise along each maturity stage. Once the group's mock projects are complete, each group with present its project to the room, explaining the roadblocks they faced and how they solved a given problem.	Variety of sensible IA scalability roadmaps that can be applied to your organization's IA journey.

12:45pm **REGISTRATION FOR WORKSHOP E & F AND MORNING NETWORKING BREAK** `CONNECT`

Meet and mingle with your peers prior to the start of the next set of Training Workshops.

> *The speakers at IA Week are very knowledgeable and have great energy. They are engaging and frank regarding the pitfalls and obstacles they have encountered.*

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However, you can't be in two rooms at once, so bring a colleague and *Divide & Conquer* all there is to learn about these subjects!

	OBJECTIVE	THEORY	GROUP ACTIVITY	TAKEAWAYS
1:00pm	**WORKSHOP E: HOW TO ENSURE YOUR IA PROGRAMS DON'T GET STALLED** TRAIN IA is not a "thing to do" but rather a "way we do things." It is a decision to do things differently. It brings design thinking, task automation and eventually prescriptive analytics together to fundamentally transform a part of the business. However, more than 50% of automation programs get stalled, with between four and seven automations in production. Why is that? **Kent Andrews,** *Director of Professional Services,* **Agilify** Hosted by: **Agilify**	The session leader will kick off the session defining the 13 common stall points and how to evaluate your current level of readiness across these critical areas of your business and IA programs: 1. Design authority 2. Effective execution 3. Governance 4. Automation anxiety and cultural roadblocks 5. Underestimating the true benefits of automation 6. Keeping audit out of the loop 7. Lack of an automation strategy 8. Procuring with a limited view 9. Supporting adoption through change management 10. Automation as an IT investment 11. Neglecting "process" change management 12. Security concerns 13. Tracking true metrics for cost control	The session leader will break up the group into three group huddles based upon IA maturity, whereas they will discuss and work through the below areas of concentration, as a interactive, collaborative, series of group exercises to identify methods to overcome possible stall points, and how to move forward with a variety of IA programs at various stages of maturity. **Group Huddles** ▪ Planning & launching ▪ Implementation & evolving ▪ Mature & maturing 1. How to determine the health of your existing automation capability in order to scale up 2. How are technology providers supporting production management, operations management and design authority? 3. How to guide your enterprise and customers through the change journey	Deep understanding of the IA stall points and how to ensure your IA program doesn't succumb at any point of its roll out and expansion phases.

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	OBJECTIVE	THEORY	GROUP ACTIVITY	TAKEAWAYS
1:00pm	**WORKSHOP F:** HOW PROCESS MINING CAN STREAMLINE PROCESSES, INCREASE TRANSPARENCY & INCREASE PRODUCTIVITY **TRAIN** In order to maximize your organization's digital transformation and process improvement efforts, it's imperative to understand the massive amounts of data that's at your fingertips and how to best utilize the data. To name just a few examples, in finance/banking, data mining can create accurate risk models for loans & mortgages and detect fraudulent transactions. In marketing, it can improve conversions, increase customer satisfaction, create targeted advertising campaigns. In manufacturing, data discovery is used to improve product safety, usability and comfort.	The session leader will kick off the session to explain how process mining software can help organizations easily capture information from enterprise transaction systems and provides detailed and data-driven information about how key processes are performing.	The session leader will then task the audience members to go through a series of potential processes to analyze utilizing processing mining software to do so. Function areas to be explored will include, yet will not be limited to: ▪ Finance ▪ HR ▪ Procurement	Enhanced understanding of how process mining works and if it's a good fit for your IA programs.

| 2:45pm | **REGISTRATION FOR WORKSHOP G & H AND AFTERNOON NETWORKING BREAK** **CONNECT**
Meet and mingle with your peers prior to the start of the next set of Training Workshops. |

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PRACTICAL & ACTIONABLE INTELLIGENT AUTOMATION

Choose one (1) of the below two (2) Workshops, mixing up your selection between all the Workshops for the day.
However, you can't be in two rooms at once, so bring a colleague and *Divide & Conquer* all there is to learn about these subjects!

	OBJECTIVE	THEORY	GROUP ACTIVITY	TAKEAWAYS
3:15pm	**WORKSHOP G: WHAT IS AI & WOULD IT BE A GOOD FIT FOR YOUR ORGANIZATION'S PROCESS IMPROVEMENT INITIATIVES?** TRAIN In years past AI represented Artificial Intelligence. However, in the past few years AI has become an umbrella term to represent AI, ML, deep learning, NLP, and many more smart technologies – leaving many confused if they even need an "AI" program. To add fuel to the confusion, if you don't know which one is which and what it can do, how can you fully understand its capabilities and take advantage of the process improvement opportunities it can offer your organization? **Damo Vasudevan,** Senior Solutions Architect, **FortressIQ** **Beth Bourg,** Senior Product Marketing Manager, **FortressIQ** Hosted by: **Fortress IQ**	The session leader will begin the Workshop explaining what AI is, the various forms of AI, and the various ways it can be utilized by various industries and functions.	The session leader will then run through a series of mini group projects based upon the below topics of discussion: ■ Common AI techniques, how to apply them in your organization, and common pitfalls to avoid ■ How to identify and prioritize which AI projects to pursue ■ The business implications of technical decisions and how to assess the risk-reward trade-offs of different projects	Increased knowledge of the various AI technologies that could add value to your organization's diverse operations.

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	OBJECTIVE	THEORY	GROUP ACTIVITY	TAKEAWAYS
3:15pm	**WORKSHOP H:** **DEVELOP AND NURTURE A WORKFORCE LANDSCAPE THAT ENCOURAGES, DEVELOPS & PROMOTES WOMEN IN INTELLIGENT AUTOMATION** `TRAIN` *Depending upon which functional area you work within the IA space, your work environment may consist or more men than women, and in turn, seem like a "Boys Club". If that's the case, as a woman, you may feel a heightened need to prove yourself to Stakeholders – as well as feel your IA career development & advancement opportunities are not equal to your male counterparts.* *However, as the industry grows, there are more "women in IA" than ever before and in various leadership positions. There is also strong male and female voices in management positions that are actively encouraging a fair and empowering workplace for Women in IA and have successfully implemented initiatives to accomplish these objectives.*	In this interactive project-based Workshop, the session leader will give an overview of the areas in which *Women in IA* need to focus on so to ensure equal IA career development, growth, and advancement and in a variety of IA roles, from technical to Senior Management, and more.	The session leader will then break up the audience into three (3) stages of career positioning, to discuss the below subject matters and how *Women in IA* can be successful at any stage of their IA career. Topics of discussion will also include how management can develop clear career development roadmaps, support systems, and advancement opportunities for the fabulous women within their IA organizational teams. **Group Huddles** ▪ Early Career - how to enter the IA workforce, job skills required, how to obtain the necessary skill sets, and what are of the IA space is a good fit for your career goals ▪ Mid-Management - ensuring equality in hiring practices, job roles, project assignments, developing and training female teams – and how you can move up the IA career ladder, into a more senior-level role, and/or in a different capacity that may offer you even greater intellectual and career rewards ▪ Senior Management – how to ensure a positive and encouraging "Women in IA" workplace – developing short and long-term workforce management strategies, new, and/or expanded job roles that cover the full spectrum of IA careers, and much more	Practical and actionable roadmaps to plan and implement a variety of career path options for *Women in IA*.

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5:00pm

CLOSE OF PRE-CONFERENCE WORKSHOP DAY

5:05pm

RELAX, UNWIND AND GET SOCIAL! CONNECT

Shake off the long day of travel or workshops with good company, conversation and refreshments!

> 66 *The IA conferences are interesting, educational, and also a great networking opportunity. It's great to be part of a group that is so willing to share their experiences.* 99
>
> **Manulife**

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MAIN CONFERENCE: DAY ONE

8:00am

REGISTRATION FOR MAIN CONFERENCE DAY ONE & NETWORKING BREAKFAST CONNECT

Meet and mingle with your peers prior to the official start of Main Conference Day One.

8:40am

SSON WELCOME ADDRESS INSPIRE

Heather King, *Divisional Director, SSON & Intelligent Automation Divisions,* **IQPC**

8:50am

CHAIRPERSON'S DAY ONE OPENING REMARKS INSPIRE

9:00am

SENIOR LEADERSHIP PANEL DISCUSSION: UNLEASHING THE POWER OF AI INNOVATION INSPIRE

Do you ever wish you could be a fly on the wall at a Senior Leadership AI tech strategy meeting? Well better than that scenario, forget about a wall and sit comfortably in your conference seat to hear first-hand about the exciting and innovation AI technologies our AI Senior Leadership panelists have utilized, and/or are planning to roll out as part of their organization's overall digital transformation initiatives. In addition to sharing their organization's AI stories and use applications, they will also discuss the overall AI landscape, as it's currently being used by other organizations – and will be utilized in the very near future.

In this session, topics of discussion will include, yet will not be limited to:

▪ Top AI technologies to look out for in the next 5 – 10 years and why should you care about them now?

▪ AI program challenges they have faced thus far and how they overcame a variety of program roadblocks

▪ Artificial Intelligence, Machine Learning, Augmented Intelligence Deep Learning, Internet of Things (IoT), Virtual Reality, Chat bots, Blockchain, and much more

Vince DiMascio, *Chief Technology Officer,* **Berry Appleman & Leiden, LLP**

9:45am

PANEL DISCUSSSION: IS IT NECESSARY TO HAVE *PERFECT* PROCESSES BEFORE IMPLEMENTING IA PROGRAMS? TRAIN

Some believe before you automate your data it must be squeaky clean and uphold high integrity standards. However, to optimize your process improvement efforts, how do you ensure the data you wish to automate meets most or all of your process automation requirements - and is it really necessary before you push ahead with automating your processes?

In this session, we will discuss:

▪ How to qualify your data to ensure it's IA worthy

▪ How to automate structured versus unstructured data – the technologies to do so and what needs to be done prior to implementation and throughout the process

▪ Obstacles that often get in the way and how to overcome them

10:15am

MORNING NETWORKING BREAK & DEMO DRIVE CONNECT

Meet with some of the leading Intelligent Automation solution providers by way of this fun and informative business speed-dating activity.

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MAIN CONFERENCE: DAY ONE

ROUND 1
11:15AM –
11:45AM

10-Minute Transition Break
11:45am –
11:55am

ROUND 2
11:55am –
12:25pm

INTERACTIVE DISCUSSION GROUPS (IDGS) `CONNECT`

During this part of the conference, delegates will be sorted into groups of 20 to take part in Interactive Discussions Groups (IDGs) around the below topics. Upon registering, you must choose your top two (2) IDG topics (11:15am & 11:55am IDGs) and everyone will rotate between their two (2) choices, in back-to-back 30-minute intervals. There will be a ten (10) minute transition break between your two (2) IDG selections. All conference attendees must pre-register for their two (2) IDGs upon registering for the event. If you do not pre-register for your IDGs, we'll have to assign seating based upon demand and availability.

IDG #1 IS RPA ALL YOU REALLY NEED?

- Determining if RPA is all your organization, and/or department needs to meet its process improvement objectives
- Developing a RPA strategy that keeps things simple, yet also has the legs to evolve over time should your organization decide to bring in other IA technologies in the years ahead

Bill Hemmerly, *RPA Lead,* **Darden Restaurants**

IDG #2 PROCESS MINING TO OPTIMIZE PROCESS AUTOMATION TRACKING & ANALYSIS

- Automatic process visualization to see processes' event types, flow, and variables
- Root cause analysis, identifying event impacts
- KPI analysis utilizing dashboards for following up on processes and if they meet KPIs

IDG #3 CHOOSING YOUR COE MODEL

- Various CoE model types and the pros & cons of each
- Where should your CoE sit in the organization
- Which areas of responsibility should rest under your CoE
- Do you really need a CoE at your stage of IA maturity

Mark Davison, *Global Partner, Robotic Process Automation & Cognitive,* **Information Services Group (ISG)**

Hosted by: **Information Services Group (ISG)**

IDG #4 BOOST YOUR HR DELIVERY UTILIZING IA TECHNOLOGIES

- Which HR processes are best suited for IA technologies (employee sourcing/recruiting, onboarding, employee career development/evaluations, benefits, etc.)
- The outcomes you can expect from employing chatbots into your HR operations
- Integrating ML & AI into HR IA systems -and the benefits of doing so

Curt Burghardt, *Vice President, People Delivery,* **Unam**

IDG #5 IA VENDOR CONTRACT MODELS & NEGOTIATIONS

- Contract terms, licensing, Cloud and subscription-based accounts
- "Trial Evaluation"/ "Evaluation Agreement"/ "Freeium" contract negotiations
- Utilizing vendor "Bake-Off" contract bidding to get the biggest bang for your buck (and program needs)

Ryan Davis, *Senior Vice President, Procurement Management,* **Bank of America**

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MAIN CONFERENCE: DAY ONE

ROUND 1
11:15AM – 11:45AM

10-Minute Transition Break
11:45am – 11:55am

ROUND 2
11:55am – 12:25pm

IDG #6 THE AI & ML CLOUD CONNECTION

- How the Cloud optimizes AI & ML performance
- The IoTs' (Internet of Things') role in the AI & ML Cloud equation
- Sizing up the vendor options and which are right for your long-term IA strategies
- Infrastructure as a Service (IaaS) and Platforms as a Service (PaaS) vendor offerings

Alex Mansur, *Intelligent Automation Architect,* **McKesson**

IDG #7 "SMART OCR" HYBRIDS TO OPTIMIZE DOCUMENT PROCESSING

- OCR and machine learning hybrid to automate document processing
- What to expect when adding content intelligence to a robotic process
- Where artificial intelligence fits into a RPA journey

IDG #8 IA WOMEN NURTURING INSTINCTS – MAINTAINING IA PROGRAMS WHILE SCALING

- Taking advantage of your "nurturing instincts" to care, maintain, and manage - and to be applied to maintaining successful IA programs while scaling up – ensuring equal and proper attention to your earlier versions, and/or existing IA programs
- IA systems upgrades maintenance and management
- Ensuring your RPA programs keep a competitive edge with your other IA software initiatives

IDG #9 BENEFITS OF SCALED ATTENDED & UNATTENDED RPA

- Benefits of starting small and how doing so will lower risks
- Starting small and growing along the way
- Planning for scalability

Hosted by: **Softomotive**

IDG #10 LAYERING RPA WITH ML, AI & NLP

- How to determine which processes are most ideal to layer RPA with ML, AI & NLP
- Next steps after you've fine tuned your process improvement objectives
- Developing a long/short list of which ML, AI & NLP technologies would be compatible with your RPA & other technical infrastructures

Jomel Angat, *Product Owner, Smart Process Automation & Robotics Center (RPA & Artificial Intelligence),* **Fannie Mae**

MAIN CONFERENCE: DAY ONE

ROUND 1
11:15AM –
11:45AM

10-Minute Transition Break
11:45am –
11:55am

ROUND 2
11:55am –
12:25pm

IDG #11 SOLVING THE IA TECH TEAM'S WORKFORCE RUBIK'S CUBE

- Overcoming the IA tech teams challenge by offshore workforces, managed by U.S.-based IA Heads and management teams
- Is it financially feasible to build an entirely U.S.-based IA internal team?
- How to manage the revolving door offshore workforce and is it possible to recruit and hold onto to these teams for the long haul?

IDG #12 LOST IN TRANSLATION? - IA TECHNOLOGY & PRACTICES TERMS

Overview and group discussion regarding what are the common IA technologies and practices terms, why there's so much confusion as to what the "correct" terms are and how to use them properly, with your business and IT teams, internal/external partners and vendors, so to ensure you're all speaking the same language, so to avoid any unnecessary confusion that could cost your organization lost time and $$.

Frederick Kauber, *Chief Product & Technology Officer / Adjunct Professor, Executive Management of Technology (eMOT) Masters Program,* **BFS Capital & New York University**

IDG #13 AI, DATA MINING & NLP IN RISK ASSESSMENT & MANAGEMENT

- How AI, data mining, and NLP can improve the risk assessment process by providing fast, accurate, and high-quality data analysis
- The "here and now" of how these technologies are being utilized in the BFSI industry and how other industries can benefit from them as well

IDG #14 RPA PILOT PROGRAM ESSENTIALS

- Practical timelines to accomplish your RPA Pilot Program objectives
- Identify and prioritize the processes that are ripe for RPA to ensure maximum program success
- Technical nuts and bolts of launching a RPA program
- How to evaluate your RPA Pilot Program's success so to determine if it should stay intact, and/or be roll out to other areas of your organization

IDG #15 IA TO GENERATE REVENUE & ENHANCE CUSTOMER INSIGHT/DELIVERY CONVERTING SALES LEADS INTO OPPORTUNITIES

- Targeted consumer insights derived from AI and how to utilize thereafter to reap the greatest rewards
- Consumer/client trends data analytics to influence future pricing breaks, deals, sales, promotions, and improved customer service and product/ service quality and integrity

12:25pm

NETWORKING LUNCH BREAK

Enjoy a scrumptious lunch over lively IA conversation with your peers.

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MAIN CONFERENCE: DAY ONE

IA OPPORTUNITIES & BENEFITS

Choose one (1) of the below five (5) tracks, mixing up your selection between all the track sessions.
You can't be in five rooms at once, so bring your colleagues and **Divide & Conquer** all there is to learn about this subject.

1:25pm

RPA: HOW TO OPTIMIZE PEOPLE, PROCESS & TECHNOLOGY

Automation technologies are diverse: from robotic process automation to business process management to artificial intelligence and beyond. These automation technologies are pivotal and already become significant investment initiatives for CIOs worldwide. Automation opportunities are phenomenal: on an average 30% to 50% businesses are missing automation opportunities, on the other hand employees believe 10% to 15% of their tasks are repetitive with an opportunity to automate. The fact is, more than 75% of IT business leaders believe automating business processes are crucial to drive business benefits. Approximately 50% to 60% of rule-based business processes can be automated, with lower operating costs and 100% accuracy. It is estimated that, most of the IT division efforts range 25% to 30% to complete low-level tasks and between 30% to 50% of those companies spend $5 to $15 per manual invoice processing.

Worldwide organizations face business challenges in regards to finance and human resources; RPA implementations are resulted oriented: resource optimization, increase quality of services, eliminates potential human errors, 24/7 availability, adherence to regulations/compliances, reduce costs, improves efficiency, high productivity, introduce industry standards and achieve exponential growth. Global robotic process automation market size is expected to hit USD 3.97 billion by 2025 and estimated at a CAGR of 31.1% over the forecast period.

Topics of discussion will include, yet will not be limited to:

- Artificial Intelligence: technological strategies - 2020 and beyond
- RPA solutions: what it takes to sustain and more than plugging gaps in legacy systems
- RPA opportunities: Know business functions capable of adopting and achieving results

Savvy Katham, *Director Program Portfolio - Software & Automation,* **MilliporeSigma**

REDESIGNING THE CUSTOMER JOURNEY WITH INTELLIGENT AUTOMATION OR AI?

In today's highly competitive markets, when an organization is able to provide exceptional CX to its B2B and B2C customers, doing so enables them to stand out from the rest and gain a competitive edge. Utilizing AI for a variety of CX functions and objectives is not an easy task, yet is instead a complex structural overhaul that requires careful thought, planning, and assessment/reassessment.

In this session, topics of discussion will include, yet will not be limited to:

- How AI can be utilized to improve customer experience
- Internal and external chat bots & virtual assistants and their capabilities
- AI to obtain

Anoop Prasanna, *Director - Head of Intelligent Automation, Global Business Services – Enterprise Automation Services,* **Walmart**

PANEL DISCUSSION:
AI, MACHINE & DEEP LEARNING & NLP PILOT PROGRAMS ESSENTIALS

- Identifying the opportunities and qualifying the benefits
- Step-by-step roadmap from the gate to finish line
- Reasonable timeframe a Pilot Program should run (which is usually 3 – 4 months) and how to evaluate the program so to determine if it's a feasible opportunity to move forward with
- Developing roll-out and expansion program initiatives

Özgür Genç, *Head of Global Intelligent Automation & Shared Services – OTC,* **Procter & Gamble**

INFRASTRUCTURE DESIGNED TO UNLEASH OPTIMAL PROCESS IMPROVEMENT RESULTS

With digital transformation and Intelligent Automation being top priorities for many organizations, ensuring the infrastructure to service said technologies must be of utmost importance. As IT leaders, how do you ensure your systems are compatible with the technologies your business partners would like to bring into your organization, and how can you set up your organization's IT infrastructure so to maximize the technologies running through them? In this session, topics of discussion will include:

- Technical requirements to fulfill a wide variety of IA platforms, software, and layering, stacking, and storing of said systems
- Alternative IA software to consider and suggest to stakeholders
- Developing IT systems that meet a variety of regulations and are well-guarded on a technical basis

Joel Nichols, *Senior Director, IT,* **ElevatBio**

AI IMAGINE LAB

Learn about a wide variety of new and innovative AI technologies that could benefit your organization by way of these short "demonstration-based" AI technology presentations, and/or stories.

1st Round
1:25pm – 1:40pm

2nd Round
1:40pm – 1:55pm

1:55pm   **5-MINUTE TRANSITION BREAK**

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PROCESS IMPROVEMENT

Choose one (1) of the below five (5) tracks, mixing up your selection between all the track sessions.
You can't be in two rooms at once, so bring a colleague and **Divide & Conquer** all there is to learn about this subject.

2:00pm

IA WOMEN - PANEL DISCUSSION:
EMBRACING HOW WOMEN APPROACH PROCESS IMPROVEMENT DIFFERENTLY THAN MEN

Utilizing LEAN/Six Sigma principles towards process improvement efforts, and in turn, IA programs, has been quite common at many, if not most organizations. However, how women approach work in general, and most notably, improving processes, is very different than how a man would, both in thought, practice, reflection, and much more – based upon human chemistry and social norms/tendencies. That said, as a woman working in the IA space, and/or in a process improvement job capacity, how do you work with, and/or manage a wide variety of IA and process improvement teams and projects when half the team thinks and acts one way, and the other half may be on completely different pages? In this session, topics of discussion will include, yet with not be limited to the below.

IA Women Perspective On….

- Connecting strategy, goals, and meaningful purposes
- Enabling people to lead and contribute to their fullest
- Delivery value efficiently to the customer
- Discovering better ways of working

Jill Finlayson, *Director, Women in Technology Initiative,* **University of California**

Vanida Rattanaphasouk, *Business Process Lead – Talent Acquisition,* **Coca-Cola**

PANEL DISCUSSION:
HOW'S YOUR IA PROGRAM/S DOING?

As part of your organization's overall process improvement and digital transformation strategy, it's imperative to continually evaluate your IA goals, strategies and performance measurements so to ensure maximum benefits from the opportunities at hand.

Attend this session to learn about:

- Realistic IA project management timelines & KPIs to meet
- Performance measurement trackers to ensure program success and sustainability
- Software tools and workflow dashboards to ensure your IA program/s stay on track towards

Christy Schultheiss, *Vice President, Process, Project & Change Management,* **Lowe's**

Yatima Kapil, *Assistant Vice President,* **MetLife**

Tim Dorren, *Group Manager, NA Accounting & Finance Shared Services,* **Toyota Motor North America**

AI TO DRIVE PROCESS IMPROVEMENT INTO PROCUREMENT MANAGEMENT

AI technology is quickly permeating into many areas of every type of business function, so to improve a wide variety of processes. It's even found a home into the supply chain and procurement management space and has offered significant business intelligence and process improvement to the field. AI technology enables an organization's procurement practices with greater levels of trend analysis, with financial modelling being used to predict future pricing patterns and even for risk assessments. With respect to invoicing, if an invoice is submitted late, an AI program may trigger an Internet search for red flags that may indicate internal problems on the supplier-end, such as share price dips or court orders. In spend analytics, it can cross-check every single invoice that's entered, instantaneously flag-up any errors or inconsistencies, and identify and alert the appropriate persons on both sides of the order.

In this session, topics of discussion will include, yet will not be limited to:

- Procurement Bots, Virtual Assistants & Procurement Bot Advisors – what are they and what are their capabilities?
- How AI can improve supplier risk identification
- Leveraging asset tracking derived from IoT

Ryan Davis, *Senior Vice President, Procurement Management,* **Bank of America**

CLOUD SERVICE OPTIONS TO SUPPORT YOUR IA PROGRAMS

In this session, topics of discussion will include, yet will not be limited to:

- Qualifying necessity
- Risk assessment Internal/external Cloud services
- Required infrastructure
- Credentials accessibility management
- Data security & hacking
- GDPR compliance

James Bowen, *Senior Vice President, IT Global Services,* **Houghton Mifflin Harcourt**

Jason Conde, *Director, Intelligent Automation,* **Houghton Mifflin Harcourt**

AI IMAGINE LAB

Learn about a wide variety of new and innovative AI technologies that could benefit your organization by way of these short "demonstration-based" AI technology presentations, and/or stories.

1st Round
2:00pm – 2:15pm

2nd Round
2:15pm – 2:30pm

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PROJECT MANAGEMENT

Choose one (1) of the below five (5) tracks, mixing up your selection between all the track sessions.
You can't be in two rooms at once, so bring a colleague and *Divide & Conquer* all there is to learn about this subject.

2:35pm

PANEL DISCUSSION: IMPACTFUL IA DAMAGE CONTROL METHODS

In this session, we will discuss the most common mistakes many organizations make along their IA journey and how they overcame the obstacles they faced and came out of the situation better equipped to continue their path to IA success.

Topics of discussion will include, yet will not be limited to:

Mistakes and problem resolutions relating to...

- Planning & Launching
- Evolving
- Maturing

Kamal Chin, *Project Manager, Finance Transformation,* **Facebook**

Moderator: **AJ Bernstein,** *Director, Finance Transformation and Compliance,* **Facebook, Inc.**

WHAT'S YOUR RIGHT IA FIT?

Buy, build or rent? Learn about the different models to fit your firms' automation needs. From home-grown automation CoEs, to highly leveraged vendor models and hands-off Automation-as-a-Service offerings. Find out what model is right for your firms size, scale and ambition!

Topics of discussion will include, yet will not be limited to:

- Assess what delivery model is right for your company; Internal CoE, Vendor-Led CoE or Automation-as-a-Service offerings
- Understand how the complexity and scale of your automation landscape can impact this decision
- Identify how to maximize your firms return on investment in the short, medium and long-term time horizons

John Cottongim, *Former CFA, Automation Director,* **Mars, Inc**

PANEL DISCUSSION: IS A BPO A GOOD FIT FOR YOUR IA INITIATIVES?

- Program delivery risk assessment
- How to determine processes ownership & managing ownership turnover
- Identifying which processes would be good candidates for BPO management, seasonality and lifecycle of program and transferring and transitioning processes when a program is put on hold or shut down for long periods of time
- Effectively managing your organization's Governance working with a BPO

Henry Lyles, *Director, Global Business Services, Data Excellence & Automation,* **McDonald's Corporation**

PANEL DISCUSSION: IT SENIOR LEADERSHIP THINK TANK

In this session, the IT Senior Leadership panelists will share the innovative Intelligent Automation programs they are thinking about or have incorporating into their organizations and then discuss, analyze, and debate the challenges they have faced thus far, and/or the plans they have to overcome a variety of roadblocks they expect in the future and from a Senior Leadership perspective.

Richard Mackey, *Senior Vice President, Information Technology,* **Intalere**

Binu Surendranath, *Global Process Owner - Finance Payout,* **Microsoft**

AI IMAGINE LAB

Learn about a wide variety of new and innovative AI technologies that could benefit your organization by way of these short "demonstration-based" AI technology presentations, and/or stories.

1st Round
2:35pm – 2:50pm

2nd Round
2:50pm – 3:05pm

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MAIN CONFERENCE: DAY ONE

3:05pm

CLIENT USE CASE: BOT CRISIS PREPAREDNESS & MANAGEMENT `TRAIN`

Bots certainly aren't perfect. Like humans, they can get sick, tired, or make mistakes as well. However, when an IA program has policies and procedures set up in advance, should a 911 situation arise and before it does, the blow to an IA program is lessened.

In this session, topics of discussion will include:

- Different ways bots can "mess up"
- Obtaining customer feedback before an incident happens
- Valuable lessons that can be learned from bot mistakes and help improve your IA service delivery

Hosted by: **Softomotive**

3:35pm

PANEL DISCUSSION: *SILOED* & HIGHLY-TARGETED ENTERPRISE IA STRATEGIES TO ENSURE PROGRAM SUCCESS `TRAIN`

As many have learned along their IA journeys, a one-size fits all approach to implementing IA into an organization, and/or its various lines of business isn't usually the best strategy – which explains why the majority of IA programs are rolled out as siloed Pilot Programs, and/or direct releases.

In this session, topics of discussion will include:

- The importance of sticking with a "siloed" approach when planning and rolling out your organization's overall and Big Picture IA strategies
- Understanding there is "no one size fits all" when it comes to IA usage
- Determining the opportunities and benefits of utilizing a variety of IA technologies by way of close examination of program niched objectives, feasibility, and the ROI that may be realized when planned in a highly-targeted manner, and in turn, varied and target results

Katrina White, *Senior Manager, Business Process Automation CoE,* **The Boeing Company**
Meagan O'Leary, *Director, Data Management, Services Business Operations,* **Microsoft**

4:05pm

AFTERNOON NETWORKING BREAK & DEMO DRIVE CONTINUED `CONNECT`

Continue the conversation with some of the leading solution providers by way of this fun and informative business speed-dating activity.

4:40pm

DETERMINING WHICH PROCESSES & FUNCTIONAL AREAS ARE IDEAL CANDIDATES FOR PROCESS MINING `TRAIN`

Process mining is a family of techniques in the field of process management that support the analysis of business processes based on event logs. During process mining, specialized data mining algorithms are applied to event log data in order to identify trends, patterns, and details contained in event logs recorded by an information system. Process mining aims to improve process efficiency and understanding of processes.

In this session, topics of discussion will include, yet will not be limited to:

- Process mining principles to analyze a wide variety of process landscapes
- How to build more complete bots and change the mix of skills business units need when utilizing process mining to optimize processes and obtain business intelligence

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MAIN CONFERENCE: DAY ONE

5:10pm

KEYNOTE ADDRESS: **GAINING A COMPETITIVE ADVANTAGE UTILIZING AI FOR PREDICTIVE ANALYTICS** `INSPIRE`

Incorporated AI technologies into your organization's varied operation will help your business unlock the value of your structured and unstructured data, delivering real-time insights that will provide your organization with a competitive edge for a multitude of business intelligence purposes. Attend this inspiring and thought-provoking session to learn how to optimize the power AI technologies can offer for your predictive analytics business objectives.

In this session, our Keynote speaker's topics of discussion will include, yet will not be limited to:

- How AI boosts Predictive Analytics, and in turn, provides powerful insight that can be utilized for a wide variety of business needs
- The process of using data mining, statistics and modelling to make predictions about future outcomes – and how historical data defines a set of parameters, which computers can then use to determine what user behavior and /responses might be in the future
- Stream analytics, NoSQL databases, distributed file stores, in-memory data fabrics, data virtualization, and more

Jeffrey Ma, *Former Vice President, Data Science/Analytics,* **Twitter** *& Predictive Analytics Expert,* **ESPN** *& Kingpin of the famous* **MIT Blackjack**
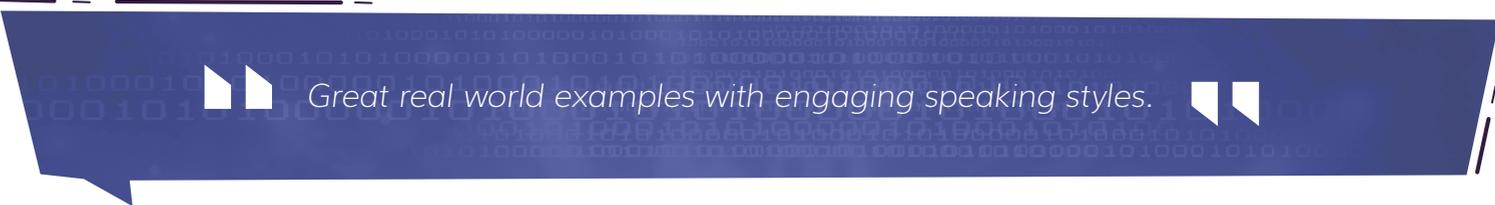
5:55pm

CLOSE OF MAIN CONFERENCE DAY ONE

6:00pm

INTELLIGENT AUTOMATION WEEK JAZZ-FEST `CONNECT`

We're in the birthplace of jazz, so what better reason do you need for an evening of live jazz music and mardi-gras fun?

> " *Great real world examples with engaging speaking styles.* "

Penton Learning Systems, dba International Quality and Productivity Center (IQPC) and SSON, is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Website: www.learningmarket.org. This program stands as BASIC as there are no prerequisites or advanced preparation requirements to attend our conferences. "Group Live" delivery method.

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MAIN CONFERENCE: DAY TWO

8:00am	**REGISTRATION FOR MAIN CONFERENCE DAY TWO & NETWORKING BREAKFAST** CONNECT
	Meet and mingle with your peers prior to the official start of Main Conference Day Two.

8:50am	**CHAIRPERSON'S DAY ONE RECAP & DAY TWO OPENING REMARKS** INSPIRE

9:00am	**KEYNOTE ADDRESS: SCALING UP: TURBOCHARGING YOUR AUTOMATION AGENDA BY STITCHING TOGETHER IA TECHNOLOGIES** INSPIRE

Digital labor technologies like automation and machine learning are transforming the way we work, but in many ways, we are still in the early stages of disruption, with solution scalability remaining a constantly moving target. Moving from the innovation lab to truly global scale will lead us to redefine the nature of business, from our changing relationship working with intelligent machines, to the rapid production and cultivation of new value streams for end users and customers. The enabler of this digital future will be our ability to adapt and scale intelligent automation across the enterprise and to empower the innovators and change agents that will get us there.

In this session, our Keynote speaker's topics of discussion will include, yet will not be limited to:

- Key capabilities to invest in, including RPA, Conversational AI, Machine Learning, API Management tools, Process Mining, Data Analytics, and Workflow Orchestration
- How to rapidly evolve projects from the Pilot phase to Enterprise Scale
- The importance of adaptive delivery models, commercial models, and incentive models, and the operational agility they enable
- Achieving ROI by attacking the end-to-end process with digital design thinking

Adeel Fudda, *Senior Director, Global Automation Global Services,* **Becton Dickinson**

9:45am	**CLIENT USE CASE: AI TO IMPROVE CUSTOMER DELIVERY ON A ENTERPRISE & GLOBAL SCALE** INSPIRE

One of the oldest communications company wanted to transform their customer experience and increase efficiency. The company had a large workforce across multiple locations catering to its global customer base across services and products. The use of multiple systems to service their customers hindered the delivery inefficient and made the organization's evolution into a modern network provider difficult. Furthermore, searching for information on multiple systems during a customer conversation over chat or the phone meant that executive often had to multitask at speed resulting in inaccuracy.

In this session, topics of discussion will include:

- How utilizing a single sign-on, automated launch and login for over 200 applications combined with customized & intuitive dashboards injected speed, intelligence, and accuracy into their service processes
- How the company was able to successfully reduce their AHT by 40% and increase the system log-on speed by 95%

10:30am	**MORNING NETWORKING BREAK & DEMO DRIVE RAFFLE PRIZE WINNERS ANNOUNCED** CONNECT
	Find out if you're a winner of the raffle and be sure to meet and mingle with folks you haven't met yet.

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MAIN CONFERENCE: DAY TWO

11:15am

USE CASE: HOW MARS APPLIES LEAN CONCEPTS TO DRIVE INTELLIGENT AUTOMATION `TRAIN`

Many organizations utilize LEAN and Six Sigma principles to drive process transformation. When doing so, the principles include standardizing processes, eliminating waste, reducing variants in products and services, and delivering higher qualities – or in other words, a perfect space for IA programs to thrive.

In this session, topics of discussion will include, yet will not be limited to:

- How Mars has successfully improved several business operations by LEAN-based practices for a variety of the RPA, IA, and AI initiatives – and the lessons learned along the way
- How they implemented LEAN phases and considering the value stream holistically for their IA programs
- Their selecting and integrating process and how they determined which IA technologies should be their IA building blocks

Narain Jayasekaran, *Global Digital Transformation Leader, Finance,* **Mars Inc.**

11:45am

PANEL DISCUSSION: HOW TO DEVELOP EFFECTIVE IA EXIT STRATEGIES `TRAIN`

There will come a point in your IA journey that your organization feels it would be best to manage your IA program/s internally on a business and technical level. However, if that the End Goal, then what are the necessary steps that must be made from the gate and along your IA journey to one day achieve this objective?

In this session, the panelist will share their insight on:

- How their organization was able to cut the cord with their implantation partners – and in some cases, their IA software providers
- Pain points to expect before, during, and after the transition period
- Which processes shouldn't go "in house" and why

12:15pm

NETWORKING LUNCH BREAK `CONNECT`

Enjoy a scrumptious lunch over lively IA conversation with your peers.

High quality content with a mixture of panels and presentations. Very useful discussions in Interactive Discussion Groups.

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MAIN CONFERENCE: DAY TWO

WORKFORCE MANAGEMENT

Choose one (1) of the below five (5) tracks, mixing up your selection between all the track sessions.
You can't be in two rooms at once, so bring a colleague and *Divide & Conquer* all there is to learn about this subject.

1:15pm

IA WOMEN - PANEL DISCUSSION: RECRUIT, TRAIN & RETAIN A STRONG WOMAN PRESENCE IN THE IA SPACE

Develop and Nurture a Workforce Landscape that Encourages, Develops & Promotes *"Women in IA"*

"Women in IA" can certainly feel at times they aren't offered the same opportunities than their male counterparts, may it be on a hiring, training, developing, and career advancement basis.

However, like all change management matters, initiatives must be developed so to avoid misunderstandings in perception as well as reality. If the IA space is going to change with respect to extending women the same opportunities as men, then change must be championed from the top and trickle all the way down to the front lines.

In this session, topics of discussion will include, yet will not be limited to:

- Workforce strategies Senior Management can develop, and in turn, ensure their team leads are implementing
- Practical KPIs that should be set so to achieve a wide variety of *"Women in IA"* workforce objectives

How to get your pro-*"Women in IA"* messaging across to stakeholders, potential new hires, and current employees, may they be in the IA space, and/or wish to enter the field within your organization

Linda Kulhanek, *CPA, MBA, Vice President, Finance & Chief Financial Officer,* **Houston Methodist Hospital**

GOT AI? – THE NECESSITY TO ENHANCE YOUR WORKFORCE CHANGE MANAGEMENT MESSAGING & INITIATIVES

With AI technologies having the ability to be more involved in your workforces' job responsibilities, and with your employees being better educated as to what AI can do, thanks to AI going mainstream, your workforce's fears surrounding AI are indeed justified.

In this session, topics of discussion will include:

- How to develop a cultural tone that enable your organization to overcome a wide variety of workforce change management obstacles that relate to Artificial Intelligence technologies, their usage, and role within the dynamics of your workforces' altered, and/or augmented job duties

Cindy Pauls, *CMA, Director of Shared Services,* **Borden Dairy Company**

USE CASE: THE SKILLS GAP IS COMING: ARE YOU READY?

As companies progress on their digital journey, automation is becoming more established and as successes continue to grow, the workforce will begin to interact with more and more digital workers in the workplace. This human-digital interaction will change the very nature of work itself as it requires the workforce to adopt new skillsets to remain relevant. In this presentation, you'll learn about the upcoming skills gap and how you can begin preparing to ensure your workforce does not get left behind.

Topics of discussion will include:

- Discuss how workforce skills will shift as a result of automation
- Strategies to address the changing workforce
- Learn what GM Financial is doing to prepare its employees for the workforce of the future

Samuel Best, *Assistant Vice President, Business Automation,* **GM Financial**

THE NEW ROCK STARS IN THE AI GAME...THE AI SCIENTISTS!

- How to recruit, retain, and manage this highly technical and sought out AI workforce, the Data Experts & Scientist that are the Ring Masters of your current and future digital transformation initiatives
- Such as...Data Scientists, Algorithm Engineers, AI Interaction Designers, Data Evangelists, Data Evangelists, Digital Knowledge Managers, and more

AI IMAGINE LAB

Learn about a wide variety of new and innovative AI technologies that could benefit your organization by way of these short "demonstration-based" AI technology presentations, and/or stories.

1st Round
1:15pm – 1:30pm

2nd Round
1:30pm – 1:45pm

1:45pm   **5-MINUTE TRANSITION BREAK**

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MAIN CONFERENCE: DAY TWO

GOVERNANCE

Choose one (1) of the below five (5) tracks, mixing up your selection between all the track sessions.
You can't be in two rooms at once, so bring a colleague and **Divide & Conquer** all there is to learn about this subject.

1:50pm

COES EXAMINED

Within the IA space, there's undoubtedly a lot of talk about IA CoEs, how to develop one, is it necessary, and how to go about developing and managing an effective CoE. With so many IA program objectives at hand, how do you determine which areas of focus your CoE should own and in turn, go about developing the initiatives necessary to do so.

In this session, topics of discussion will include:

- CoE roles, responsibilities and reporting lines defined
- Support units within a CoE on an IT, organizational, and collaboration basis

Matt Koester, RPA & Automation Lead, **Houston Methodist Hospital**

Steve Carpenter, *Executive Director, Global Business Services Digital,* **Merck**

Mini Suri, *Former Head of Center of Excellence for Intelligent Automation,* **Uber**

PANEL DISCUSSION: AI TO IMPROVE INTERNAL AUDITS

Auditing internal reports is a very time-consuming, tedious, and manual process. IA technologies such as AI, ML, and deep learning can significantly improve the process and add great value to an organization's internal audits systems.

By taking away tasks that involve humans reviewing large amounts of unstructured data looking for risks and controls, the above IA technologies enables Auditors to direct their assessments towards known industry-wide issues, audit coverage completeness, report investigations better, and ensure best practices during the internal audit life-cycle.

Mary Terese Agoglia Hoeltzel, *CPA, Senior Vice President, Tax & Global Chief Accounting Officer,* **Cigna Corporation**

Richard Jhang, *CEO,* **StratMinds**

BEST IN CLASS IA GOVERNANCE

The structures, procedures, and processes an organization implements to direct, manage, and monitor its IA activities must be in line with an organization's objectives, which is where IA governance comes into play.

Although the level of formality and structure will vary from one organization to another, its nevertheless critical to establish a formalized IA governance program so to then be able to maintain its deliverables effectively.

In this session, topics of discussion will include, yet will not be limited to:

- Establishing accountability and oversight

David Chen, *U.S. Lead, Automation Services, Regulatory Operations,* **Gilead Sciences**

THE ROLE OF AI TESTING & REPORTING IN GOVERNANCE

With IA technologies quickly making its way into a wide variety of business operations, it's imperative on a Governance & Compliance basis that the actual technologies are rigorously tested and reported on so to ensure software quality assurance, and in turn, proper usage so to ensure impactful process improvement results.

Topics of discussion will Include:

- Using screenshots captured during test recording and playback to track various user actions
- GUI video recordings

Sameer Naik, *SAP Technology & Intelligent Automations Leader,* **Conagra Brands**

AI IMAGINE LAB

Learn about a wide variety of new and innovative AI technologies that could benefit your organization by way of these short "demonstration-based" AI technology presentations, and/or stories.

1st Round
1:50pm – 2:05pm

2nd Round
2:05pm – 2:20pm

2:20pm   **5-MINUTE TRANSITION BREAK**

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MAIN CONFERENCE: DAY TWO

REVENUE GENERATING

Choose one (1) of the below five (5) tracks, mixing up your selection between all the track sessions.
You can't be in two rooms at once, so bring a colleague and *Divide & Conquer* all there is to learn about this subject.

2:25pm

ML TO ENHANCE CUSTOMER ACQUISITION & SERVICE DELIVERY

Everyday more Marketing and Sales Departments across organizations are relying on applying machine learning philosophies on their CRM data to discover better selling strategies that could attract new buyers.

Anticipating market trends, being prepared for customer queries and having a holistic product or service overview enables faster selling. It can also help in identifying quality leads and in turn send personalized campaigns to garner interest from prospects.

Hosted by: **EPAM**

AI TO SUPERCHARGE MARKETING EFFORTS & ROI

Programmatic Advertising influences real-world shopping situations. It can push in-store purchases by serving ads that relate specifically to buyers in the moment of purchase.

AI can also drive sales online by placing bids and adjusting programmatic advertising programs for optimal efficiency.

Tom Marasheski, *Director, Quality Management & Process Excellence, Global Marketing Operations - Connecting People, Process and Technology,* **Merck**

PANEL DISCUSSION: IA TO IMPROVE FINANCIAL PLANNING & MANAGEMENT

Intelligent Automation technologies can help in financial planning and management by analyzing financial information based on the history of expenses and help in better forecasting financial requirements and thereby help cut costs significantly.

When an organization's costs go down, their profits go up. Additionally, with IA, chances of human errors are reduced, therefore lessening costly mistakes, freeing up those funds to be revenue instead.

Justin Donahue, *Vice President, Intelligent Automation, Robotic Process Automation, Operational Risk,* **MFS Investments**

Dr. Laz Mederos, *Senior Director, Business Intelligence and Analytics,* **ADP**

BIG DATA, CLOUD & IOT & INFRASTRUCTURES TO SUPPORT YOUR ORGANIZATION'S AI INITIATIVES

What needs to be considered on a nuts & bolts technical basis when developing and managing Big Data. Cloud, and IoT infrastructure initiatives and program roll outs? What are the challenges, solutions, and vendors that can assist you your multi-layered and innovative digital transformation AI journey? In this session, we will discuss:

- Risk assessment relating to internal/external Cloud services
- Technical requirements associated with a variety of Big Data, Cloud, and IoT (Internet of Things) program roll outs
- Ensuring your data is secure - and the various options/techniques to do so

Raj Polanki, *Head of Analytics & Data Science,* **Wacker Chemical Corporation**

AI IMAGINE LAB

Learn about a wide variety of new and innovative AI technologies that could benefit your organization by way of these short "demonstration-based" AI technology presentations, and/or stories.

1st Round
2:25pm – 2:40pm

2nd Round
2:40pm – 2:55pm

2:55pm

AFTERNOON NETWORKING BREAK CONNECT

Continue your IA conversations with like-minded IA enthusiasts.

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MAIN CONFERENCE: DAY TWO

3:30pm

ENTERPRISE IA UTILIZING DESIGN THINKING PRINCIPLES `TRAIN`

Design Thinking principles introduce proven methods to achieve cross-disciplinary pollination that encourages employees to question, observe, network, and experiment in a culture that diminishes hierarchy, shuns ego, challenges the status quo and encourages smart risk-taking.

By utilizing Design Thinking principles for IA program initiatives, including enterprise expansion, program adoption is accelerated and is in turn in line with an organization's IA key objectives, with reduced change management obstacles to get in their way - and the program also stays on track.

In this session, topics of discussion will include:

- Realign who owns technological innovation
- Embrace interdisciplinary and inter-functional teams
- "Regularize" enterprise reinvention
- Partner smart employees with smart technology
- Focus intensely on user needs

4:00pm

PANEL DISCUSSION: IA DATA SECURITY AS A FUNCTIONAL TEAM EFFORT `INSPIRE`

The threat of a cyber attack towards your IT systems, and/or bots processing your organization's data, either by external or internal means is a justified fear. No one is except from being targeted. However, if your organization is properly equipped to prevent and shut down such activities quickly after it's recognized, your fear can be lessened.

In this session, topics of discussion will include, yet will not be limited to:

- Big picture overview of the technological safeguards specifically designed to protect an organizations' data infrastructure
- In the trenches and on a day-to-day functional-focused level – how your organization can ensure there isn't a breach in data security with its data either stored or touch by your organization's cloud, desktops, bots, and/or mobile devices being utilized internally or by your customers

4:30pm

PANEL DISCUSSION: AI OBTAINED DATA ANALYTICS TO DEVELOP NEW LINES OF BUSINESS & REVENUE STREAMS `TRAIN`

There's no question that data analytics derived from AI can offer an organization a wide variety of valuable business intelligence and improve their internal/external CX, ensure product safety/quality, encourage back office process improvement, and offer unlimited customer insight. However, not only is this insight valuable intel for your organization, it's also data others organizations would find of great value.

In this sessions, topics of discussion will include, yet will not be limited to:

- How to determine if your AI-secured data is, and/or could be of value to other organizations
- Which functional areas of your organization could produce the most valuable data from their established AI programs
- Potential target markets and how to market and sell your AI data
- Who should own the program internally – and the internal teams required

George Leu, *Global Order Management Automation Technology Leader, Global Customer Collaboration, P&G - Global Business Services,* **Procter & Gamble**

Nagy Somasetty, *Artificial Intelligence, Machine Learning & RPA Solution Architect,* **AIG**

5:20pm

CLOSE OF MAIN CONFERENCE DAY TWO

5:45pm

"INSPIRE" AI USE CASES FOCUS DAY MEET UP `CONNECT`

Join us for a casual night out, whereas you'll be able to meet and mingle with your fellow *"INSPIRE"* friends prior to tomorrow's big day of AI "Show & Tell" learning.

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FRIDAY, DECEMBER 6, 2019

INSPIRE AI USE CASES FOCUS DAY

8:00am	**REGISTRATION FOR THE INSPIRE AI USE CASES FOCUS DAY & NETWORKING BREAKFAST** CONNECT

9:00am

USE CASE #1: JPMORGAN CHASE IA SOFTWARE DOES IN SECONDS WHAT TOOK LAWYERS 360,000 HOURS INSPIRE

JPMorgan Chase is the biggest bank in the United States. It is one of the largest employers in the American banking sector, with more than 240,000 employees serving millions of customers. Some of those employees are lawyers and loan officers who spend a total of 360,000 hours each year tackling a slew of rather mundane tasks, such as interpreting commercial-loan agreements. However, by utilizing AI technologies, they have managed to cut the time spent on this work down to a matter of seconds using machine learning. JPMorgan Chase started implementing a program called "COIN". COIN runs on a machine learning system that's powered by a new private cloud network that the bank uses. Aside from shortening the time it takes to review documents, COIN has also managed to help the bank decrease its number of loan-servicing mistakes.

Speaker information soon to come!

10:15am

USE CASE #2: IMPROVED HR OPERATIONS UTILIZING AI & AI-OCR HYBRIDS INSPIRE

In this "Show & Tell" Use Case session, the speaker will explain how they improved their HR hiring, onboarding, and other employee engagement practices utilizing AI, and most notably, AI-OCR hybrid technologies.

Topics of discussion/examination will include, yet will not be limited to:
- AI-OCR hybrids to sort, weed through, and properly read resumes
- Internal and external self-service chatbots
- Ai for job candidate email responses, follow up correspondences, and more
- HR onboarding & career path evaluation and tracking

11:30am	**MORNING NETWORKING BREAK** CONNECT

12:00pm

USE CASE #3: HOW COCA-COLA UTILIZES AI TO BOAST BUSINESS OPERATIONS & INTELLIGENCE INSPIRE

Attend this session to learn how the Coca-Cola Refreshment company utilizes Artificial Intelligence technologies to improve their distribution, inventory, and procurement operations – as well as obtain valuable business intelligence.

Richie Daigle, *Group Director, Automation & Analytics,* **Coca-Cola Refreshment**

1:15pm	**NETWORKING LUNCH BREAK** CONNECT

2:15pm

USE CASE #4: BOSE CORPORATION'S USE OF ARTIFICIAL INTELLIGENCE TO IMPROVE THEIR ORDER-TO-CASH & ORDER ENTRY PROCESSES INSPIRE

In this session, we will discuss:
- AI-OCR hybrids to optimize document processing, payments, and a variety of Order-to-Cash/Order Entry processes.

Jim Waddell, *Corporate Controller,* **Bose Corporation**

3:30pm	**CLOSE OF THE "INSPIRE" AI USE CASES FOCUS DAY – *SEE YOU NEXT YEAR!***

CONTACT US

IA WOMEN

At this year's IA Week New Orleans conference, we would like to honor Women in Technology and Automation. Join us for our special IA Women event programming, designed by women in various job roles within the IA space.

The *IA Women* sessions and social activities were developed by women, for women in technology – to inspire, empower, and motivate all women in tech no matter where she may be in her personal career journey. Together, we aim to build a strong community, relationships, and to support and inspire one another, as well as seek practical solutions to the myriad of challenges women face in the workplace. Our goal is to raise the profile of women in technology, pursuing success together, developing new skills, and learning the value and power of our community.

Expand your thinking and business network by attending the below *IA Women* sessions and customized social networking opportunities.

TRAINING WORKSHOPS: December 3, 2019

WORKSHOP H: *IA WOMEN* - Develop and Nurture a Workforce Landscape that Encourages, Develops & Promotes Women in Technology

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MAIN CONFERENCE DAY ONE: December 4, 2019

IDG (Interactive Discussion Group)

▪ **IDG #8** *IA WOMEN* Nurturing Instincts – Maintaining IA Programs While Scaling

PROCESS IMPROVEMENT TRACK

▪ **PANEL DISCUSSION:** Embracing How Women Approach Process Improvement Differently Than Men

▪ *IA WOMEN* Networking Lunch

MAIN CONFERENCE DAY TWO: December 5, 2019

WORKFORCE MANAGEMENT TRACK

▪ **PANEL DISCUSSION:** Recruit, Train & Retain a Strong Female Presence in the IA Space

Realize the possibilities from the successful female trailblazers who have come before!

LEARN MORE

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IA BUDDIES

Exclusive to the IA Week series of events, the #IABuddies program helps facilitate one of the things you want the most out of a conference: new connections to go through this IA journey with. How can you find your IA Buddy? Simple. All you need to do is let us know you're interested and answer a few matchmaking questions prior to the conference. From there we will pre-assign you an IA Buddy we think would be a great match for you and voila! Connection made!

We'll have a variety of touch points throughout the event to make sure you and your buddy have places to go and people to see. But it's up to YOU to make the most of this new relationship long after IA Week is over!

For more information, see our **Attendee Profile** in your email inbox or **click here.**

Join the #IABuddies community conversation by visiting **#IATalk** or **#IAWeek**

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INSPIRE AI USE CASES FOCUS DAY

Are you, your various stakeholders and management hungry to see what's coming next with AI technologies through specific practitioner-led use cases? Then you need to join us for the Inspire AI Use Case Focus Day, where we will explore several real-world use cases focused around different AI applications. Be eager to learn, and leave INSPIRED to act!

THE DAY WILL INCLUDE...

Four 1-hour+ deep dive AI Use Case workshops, presented as extended AI demonstrations/stories, similar to an engaging "Show & Tell" dynamic – WOW!

USE CASE #1

JPMorgan Chase IA Software Does In Seconds What Took Lawyers 360,000 Hour

USE CASE #2

Improved HR Operations Utilizing AI & AI-OCR Hybrids

USE CASE #3

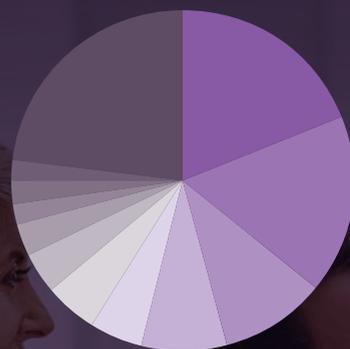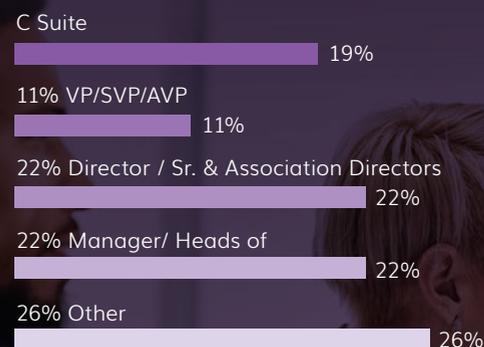**How Coca-Cola Utilizes AI to Boost Business Operations & Intelligence**

Richie Daigle, *Group Director, Automation & Analytics,* **Coca-Cola Refreshment**

USE CASE #4

Bose Corporation's Used of Artificial Intelligent to Improve Their Order-to-Cash & Order Entry Processes

Jim Waddell, *Corporate Controller,* **Bose Corporation**

SENIORITY LEVEL

C Suite — 19%

11% VP/SVP/AVP — 11%

22% Director / Sr. & Association Directors — 22%

22% Manager/ Heads of — 22%

26% Other — 26%

ATTENDEES BY INDUSTRY

- 19% IT, Technology, Software
- 17% Banking, Finance & Insurance
- 10% Consulting
- 8% Medical Supplies, Pharmaceuticals & Health Care
- 5% Manufacturing
- 5% Transportation & Logistics
- 4% Education
- 3% Construction, Engineering, Mining, Energy, Oil & Gas
- 2% Food & Beverage
- 2% Aerospace & Defense
- 2% Media & Entertainment
- 23% Other

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LET'S GET **SOCIAL**

#IAWeek
#IAWomen

AIIA APP-CONNECT WITH YOUR PEERS!

Download the app by visiting the App Store or Google Play. You can also search for the app in the store by using the keywords "**AiiA Network**".

1. **Create a log-in with your email address** (Sign In (Using the email you have registered with) or Sign Up to become a member of the AiiA Network app by completing the form or connecting with your LinkedIn profile.

2. **Verify your Account:** You will be sent a verification code via email, copy and paste the code into the verification filed and click login.

3. **Congratulations, you are signed in to the app**, take a look at the agenda ahead of time, rate the sessions, star your favorites (so you don't miss out), enjoy the trending articles, and begin networking with your peers.

INTELLIGENT AUTOMATION WEEK NEW ORLEANS

Stay in the loop with intelligent automation technology and updates using #IAWeek.

WELCOME TO NEW ORLEANS

Hyatt Regency New Orleans

601 Loyola Ave, New Orleans, LA 70113

Phone: 504-561-1234

Website: neworleans.regency.hyatt.com

SITES & ATTRACTIONS

- French Quarter & Bourbon Street
- House Of Blues
- New Orleans Museum of Art
- Historic Home
- A Day at the Park

For more information on all there is to do in New Orleans, visit The Official Tourism Site of the City of New Orleans at **www.neworleansonline.com**

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indico

iSG
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Intradiem™

Presidency Solutions

Option 3

K2

REDWOOD

softomotive
We talk automation

Event sponsorship is an excellent opportunity for your company to showcase its products and services to senior-level, targeted decision makers attending the Intelligent Automation Week conference. IA Week helps companies like yours achieve important sales, marketing and branding objectives by setting aside a limited number of event sponsorships – all of which are tailored to assist your organization in creating a platform to maximize its exposure at the event. For more information on sponsoring or exhibiting at this year's conference, contact **Vinny Rama** at **212-885-2770** or email him at **Vinny.Rama@iqpc.com**

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PRIMARY

PACKAGE	Register & Pay By September 20, 2019	ON-SITE
2-Day Pass	$2,099 | **Save $700**	$2,799
3-Day Pass	$2,999 | **Save $1,000**	$3,999
4-Day Pass	$3,499 | **Save $1,000**	$4,499
Workshops (each)	$589	
AI Use Cases Focus Day (a la carte)	$999	

TEAM DISCOUNTS – END USERS

END USERS - OFF ONSITE PRICING	DISCOUNTS
Group 3 to 4	35%
Group 5 to 7	40%
Group 8+	45%

VENDORS

PACKAGE	Register & Pay By September 20, 2019	ON-SITE
2-Day Pass	$2,999 | **Save $1,100**	$4,099
Workshops (each)	$589	

TEAM DISCOUNTS - VENDORS

VENDORS - OFF ONSITE PRICING	DISCOUNTS
Group 3+	35%

*IQPC reserves the right to determine who is considered an End-User or a Vendor upon registration for an event. Those who are determined a vendor will be denied access to End-User pricing. These prices are featured as a limited time only promotion. IQPC reserves the right to increase these prices at its discretion.

Please note multiple discounts cannot be combined. A $99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC

*CT residents or people employed in the state of CT must add 6.35% sales tax.

Team Discounts: For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

Special Discounts Available:

A limited number of discounts are available for the non-profit sector, government organizations and academia. For more information, please contact customer service at 1-800-882-8684.

Details for making payment via EFT or wire transfer:

Bank Name: JP Morgan Chase & Co.
Name on Account: Penton Learning Systems LLC dba IQPC
Account #: 937-332641
ABA/Routing #: 021000021
Reference: 25220.009

Payment Policy: Payment is due in full at the time of registration and includes lunches and refreshment. Your registration will not be confirmed until payment is received and may be subject to cancellation. For IQPC's Cancellation, Postponement and Substitution Policy, please visit www.iqpc.com/cancellation

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

ABOUT | KEYNOTES | SPEAKERS | AGENDA | IA WOMEN | SPONSORS | PRICING