



VOICE TECH

SUMMIT MIDDLE EAST

**CONVENIENCE & INNOVATION WITH
CONVERSATIONAL AI**

SAUDI TIME GMT +3

AGENDA

www.voicetechsummit.me

3rd ONLINE
DEC 2020

3rd Dec 2020 Saudi Time GMT +3

08:30 Welcome note by Organizer – Introduction to Sponsors, Speakers, Partners & Delegations

Voice Recognition in the Region and Regulations

08:35 Opening Keynote: Future of Voice Technology - Challenges and Opportunities

Utsav Shah – Business Head - APAC & EMEA, ShAlp

08:55 Networking Break

09:00 Panel Discussion: Future of Voice Technology – A regional & global perspective

- Evolution of voice technology to handle complex process
- How do organizations respond to the need for contactless environments post pandemic
- Current language technology, its capabilities and future directions
- Opportunities that conversational interfaces present
- Are we future ready?
- Cross-border success stories

Moderator: Mukul Devichand – Executive Editor of Voice + AI BBC

Panel Members:

Dr. Fatmah Baothman – Founder and Board President of AI Society & Assistant Professor, King Abdul-Aziz University Faculty of Computing & Information Technology

Romina Pankoke - Director of Chapters at Women in Voice Germany

09:40 Networking Break

09:50 RafiQ, a new era of virtual assistant

- What is RafiQ
- Market Integrations
- Statistics how integration works?
- Where to be integrated inside RafiQ?
- Vision

Bassem Waheed – CEO, RafiQ - Arabic Virtual Assistant

10:10 Networking Break

10:20 Challenges facing Arabic NLP and possible solutions to them

- Introduction to the Arabic language and it's different dialects
- Voice agents and different components for building voice agents and how to tackle each challenge for Arabic

Mahmoud Daif – Masters Student at Hosei University

10:50 Networking Break

Speech Technology – A New Way of Engagement

11:00 Panel Discussion: How AI and ML enabled voice have gathered steam and where they fall short

- How conversational AI, voice and chat bots will transform customer engagement
- Importance of character and defining the role of a proactive AI Assistant for consumers

Moderator: Herbert Fuchs – CIO & CDO, BYD Consulting

Panel Member:

Dr Hafiz Farooq Ahmad – Associate Professor, King Faisal University

Dr. Mohammed Khursheed Akhtar - Senior Strategic Advisor and Data Scientist,
Strategic Center to Kingdom Vision Realization
Sarandeep Kaur – Conversational AI Manager and Chapter Founder, Women in Voice- India

11:40 Lunch Break

11:50 The Emerging Role of Voice Technology in a Post-Pandemic World

- Importance of voice technology in “The new normal”
- How will the current crisis affect the adoption of voice user interfaces?
- What are the top things to keep in mind when implementing a voice solution?
- How do organizations respond to the need for contactless environments post pandemic?

Natalie Jameson – CEO & Founder, The Heroworx & CityZen AI

12:10 Networking Break

Industry Use Cases

13:00 Panel Discussion: Panel Discussion - Voice Technology in Healthcare

- How the pandemic is reshaping healthcare with speech recognition
- What is voice tech going to do for healthcare in the long run?
- Future of voice-activated hospital assistance
- Are there any drawbacks to voice technology?

Moderator: Ella Duda – International Strategy Director at Sixième Son

Panel Members:

Kamales Lardi – CEO, Lardi & Partner Consulting GmbH

Abdullah Saleem – Group Chief Information Officer at Omni Hospitals

Dr. Mazin Gadi – Digital Health and Innovation Director IQVIA

Iyad Abu Shabib – Chief of Medical Informatics, Saudi German Hospital

Dr. Osama Abou Elkhair – CEO, Tachy Health

13:40 Networking Break

13:50 How to create engaging and magical interactions with social robots

Moderator: Susanna Dillenbeck - Head of Commercial Partnerships at Furhat Robotics

Panel Members :

Furhat - Social robot from Stockholm, Sweden

Charlie Caper – Robot Interaction Designer at Furhat Robotics

14:10 Networking Break

14:20 Panel Discussion: Evolution of voice assistance in Banking and Financial Industry

- How Banking and Financial Institutes can explore speech technology for conversational interfaces like chat bots
- How increased customer expectations is pushing industry to expand their caliber for service on par
- Examples of uses of speech recognition in industries

Moderator: Carla Verwijmeren – Founder and Managing Partner Smart voices

Panel Members:

Rami Al Karmi Chief Innovation Officer (CinO) & CEO Ahli FinTech Jordan Ahli Bank

Neale Croutear Foy - Digital CTO, Apex Group

Damodaran Raman – Chief Technology & Innovation Officer, Bayan Payments Ltd

Rana Gujral – CEO, Behavioral Signals

Mostafa Seif – Software team lead - Vice President, EFG-Hermes

15:00 Networking Break

What Customer Really Wants

15:10 Rapid Technological advances shape voice branding indispensability

- Creating a Custom TTS Brand Voice
- Setting Expectations and Requirements
- Speech Data & Ownership
- Personalization and Customization

Phoebe Ohayon – Voice Identity Designer - Conversational Audio Designer - Voice-first Sonic Branding Strategies, VoiceBranding

15:30 Networking Break

15:40 Panel Discussion: Building a digital assistant or chat bot – What works and what doesn't?

- Setting the objective of the technology
- Strategies to refine and modify results in a conversational manner
- Using right technology and solutions

Moderator: Ella Duda – International Strategy Director at Sixième Son

Panel Members:

Mythili Krishnan – Vice President Analytics, Data Science and AI Advisory, Accenture

Hans Van Dam – Co-Founder and Dean, The Conversation Design Institute

Shyamala Prayaga – Product Owner, Digital Assistant at Ford Motor Company

16:10 Networking Break

16:20 How to Clarify Your Brand and Why You Need to Know Your Customer to Create a Great User Experience for a Chat Bot or Voice Assistant

What makes a great conversational AI and allows it to stand out amongst others? It all starts with knowing who you are and showcasing that brand throughout the experience and it's about knowing what your user wants and needs. This first step is missed quite often and no matter how great the technology, development or design is, if it doesn't showcase the company's brand or helps the user in the way they want and need, then the conversational AI will not be what you had hoped. In this presentation, you'll learn the steps to define your brand to showcase it best, how to find what your user really needs and wants and how to implement this into a chatbot or voice assistant in the way each of the technologies need it best.

Keri Roberts – Owner, Branding Connection

16:50 Networking Break

17:00 Privacy in Conversational AI

- Middle East privacy laws
- Why its necessary to have privacy
- How we can incorporate privacy in chat bots.

Sharmistha Chatterjee – Data Science Evangelist Publicis Sapient

17:20 Exclusive Workshop: How to easily build engaging conversations with social robots, the next major user interface

Designing conversational interactions doesn't have to be difficult. At Furhat Robotics, we have spent many years developing the software and tools that companies need to create their own custom interactions with social robots. From designing unique animated faces and fine-tuning facial gestures, to tweaking vocal expressions and a select choice of vocabulary - the Furhat plat form gives users the freedom and creativity to develop custom personas that work in a wide variety of environments.

Join this workshop as Nils Hagberg, Product Owner at Furhat Robotics, gives a live demonstration of the cutting-edge capabilities of the Furhat robot. Nils will create a robot interaction on the spot using Furhat's simple prototyping tool, as well as showcase the freely accessible Furhat Software Development Kit - perfect for those who are working from home.

18:20 Closing Remark by Ucon Media