

**EMPOWER YOUR COMPANY WITH VITAMIN AI
COGNITIVETANK HOSTED BY HELSANA, 11.03.2019**

- 12:30 ● Registration & Pre-Event Networking
- 13:30 ● WELCOME BY SWISSCOGNITIVE
*Dalith Steiger & Andy Fitze
Co-Founders, SwissCognitive*
- 13:40 ● INNOVATE, EMPOWER AND EVOLVE WITH CREAOLIC
*Frank Seifert, Michael Karsch, Olivier Weiss
Professional Inventors, Creaholic*
- 13:50 ● WELCOME BY HOST
AI - WHAT LIES AHEAD. IF ANYTHING.
*Hans-Peter Keller
CIO & Member of the Executive Board, Helsana*
- 14:10 ● #UseCase01
EMOTION ANALYSIS DURING PHONE CALLS WITH ARTIFICIAL INTELLIGENCE
*Dr. Daniel Moldovan
Manager Focusing on Artificial Intelligence, Deloitte*
- 14:30 ● #UseCase02
TAKING CARE OF THE ELDERLY WITH ARTIFICIAL INTELLIGENCE
*Dominik Keusch
Head of AI, F&P Personal Robotics*
- 14:50 ● #UseCase03
WhiskAI – A VIRTUAL BARTENDER
*Knut Hinkelmann
Professor & Head of the MSc in Business Information Systems, FHNW*
- 15:10 ● NETWORKING BREAK
- 15:40 ● KEYNOTE
ARTIFICIAL INTELLIGENCE: THIS IS HOW WE DO IT
*Marcus Dauck
Chief Information Officer, Ringier*
- 15:50 ● PANEL DISCUSSION: AI & ETHICS – A LOVE AFFAIR OR DRAMA
*Elda Orozco, Global Head of Integrity & Compliance, Novartis
Sandra Peter, Work & Org. Psychologist, Specialist for Org. Design, Helsana
Nicolas Grunder, Group VP, Chief Counsel Digital & Data Privacy, ABB*

CHOOSE ONE OUT OF FOUR
16:30 – 17:15

BREAKOUT SESSION #1

- **HOW TO BECOME A DATA INFRASTRUCTURE WIZZARD?**
*Dr. Tash ter Braack, Project Manager Advanced Mechatronics, TPA, Hilti
Gokhan Tetik, Advanced Mechatronics Engineer, Hilti
Ioannis Petousis, Project Manager Machine Learning, Hilti*

TARGET GROUP: INTERMEDIATE - ADVANCED

Big data can bring huge benefits to businesses. To achieve success, however, preparation and planning are key components, especially when it comes to infrastructure.

This workshop will focus of topics relating to the data infrastructure requirements of your company and project. We will focus on a deeper understanding of the different types of data infrastructures available, their benefits and drawbacks, when to employ which tools, and others experiences with tools they have used.

BREAKOUT SESSION #2

- **HOW TO COMMUNICATE AI INNOVATION WITHIN THE COMPANY AND WITH THE CUSTOMERS?**
*Dr. Daniel Angerhausen
Founder & Executive Director, Explainables Science Communication
Challenge Mentor & Communication Facilitator, NASA Frontier Development Lab*

TARGET GROUP: INTERMEDIATE

Today, all size of businesses need to find news ways to innovate and reinvent themselves so stay in the game of digital economy. Effective communication has become more necessary than ever in this digital age.

The Explainables are a diverse team of highly qualified young communicators who sharpen organisations technology communication skills and help to make AI applications explainable. In this workshop, we will be taking part in some of the signature communication exercises of The Explainables. We will look at easy to learn and quick to apply routines, games & best practices that we can take back to our organisations to improve communication.

BREAKOUT SESSION #3

- **#UseCase04: HOW TO GET THE RIGHT AI CAPABILITIES?**
*Umberto Michelucci, AI & Innovation, Helsana
Attila Ujhazi, IT-Architekt, Helsana*

TARGET GROUP: BEGINNER - INTERMEDIATE LEVEL

Finding the right skills and resources is one the biggest challenges in AI projects. The subject is complex, requires business understanding, technical know-how, programming skills, typically a mathematical degree and all of that is sometimes not even enough.

In this workshop we will discuss briefly different ways of getting access to such skills and know-how. We will brainstorm about the workshop participants' very own knowledge & experiences with the purpose of revealing the easiest way to AI-capabilities regardless to industry and organisation.

BREAKOUT SESSION #4

- **HOW TO SET UP EMPLOYEES, PROCESSES AND THE ORGANISATIONAL CULTURE FOR AI-POWERED TRANSFORMATION**
*Rebecca S. Bachmann
Chief Strategy & Technology Officer, SPIRE Strategy*

TARGET GROUP: ADVANCED - EXPERT LEVEL

Disconnection between leadership and the workforce, as well as different functions within the organisation can hinder the successful integration of new technologies, such as AI, and subsequently the transformation efforts.

In this workshop we will discuss how all layers of the organisations may work together for the common goal of leading the organisation into an innovative future underpinned by AI. We will address issues and challenges wrapped around people, processes, governance, and privacy. Furthermore we will also discuss what general steps should be implemented before technologies are procured and AI technologies are fully integrated into the organisation.

- 17:15 ● NETWORKING BREAK
- 17:45 ● #UseCase05:
FROM CHATBOT TO VOICE BOT – BUILDING & TRANSFORMATION
*Dominic Spalinger, Product Owner, PostFinance
Corinna Rutschi, PhD Student in Information Systems, University of Bern*
- 18:05 ● #UseCase06:
INDUSTRIAL AI – PREDICTING FAILURE
*Dr. Christopher Ganz
Group VP Digital R&D, ABB*
- 18:25 ● #UseCase07:
ARTIFICIAL ENVIRONMENT INTELLIGENCE WITH HIGH FLYING, FAR WALKING, AND DEEP LEARNING
*Luca Baldassarre
Head of Data Science, Gamaya*
- 18:45 ● WRAP-UP
*Frank Seifert, Professional Inventor, Creaholic
Dalith Steiger & Andy Fitze, Co-Founders, SwissCognitive*
- 19:00 ● COGNITIVE NETWORKING WITH FLYING DINNER
Open end