

Artificial Intelligence & Machine Learning 101

Beyond the Hype: A Practical Approach to Understanding AI and Machine Learning Technologies to Optimize Business Practices

IEN's *first ever*
Midwest conference
on AI & Machine
Learning!

January 25-26, 2018 ▪ The Standard Club ▪ Chicago, IL

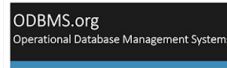
*A Unique Education-only Event for
Anyone Needing to Better Understand
AI and Machine Learning!*

Highlights include:

- A 3-hour Foundational Bootcamp, Including Hands-on Exercises
- How to Build a Roadmap for Implementing AI into your Organization
- Detailed Use-Case Studies on Applying AI and ML in the Real World
- Separating the Signal from the Noise in Understanding Deep Learning, Natural Language Processing, and More!
- Specifics on Vendor Evaluation and Must-knows Before Considering AI/ML Implementation
- A Close Examination of the Business Problems Amenable to Machine Learning
- Strategies for Developing and Deploying Effective AI governance Programs



Partners:



Artificial intelligence and machine learning applications are now part of everyday life, yet the hype and excitement for what this technology can do is often misunderstood. Although it's moved out of academia and into business, an understanding of how it really works remains firmly in the domain of its creators.

Designed for business people across industries, *with and without technical backgrounds*, IEN's first ever Midwest conference on AI & Machine Learning 101 will provide a "how to" foundation for identifying opportunities to integrate machine learning technology into business processes and strategy. Finally, a conference in the Midwest geared towards companies who are considering their AI & machine learning options or are already in the throes of implementing an AI & machine learning strategy! Avoid costly travel to the West and East coasts where most AI & machine learning events are held and take advantage of this timely event packed with "must have" information right at your doorstep.

Whether you're directly involved in machine learning, need a refresher, or work in a position affiliated with AI and ML (e.g., HR, marketing, recruiting, PR), you will benefit from this conference.

Most conferences in the AI/ML realm are ripe with demos from new technology companies, and pitches from organizations promising to help you adapt them. Yet getting a fundamental understanding of the technologies, how they work, and the realities of adaptation is often neglected.

This event will provide you with:

- Hands-on exercises for evaluating data, requirements and opportunities
- Strategies for optimizing messy, real world data
- A Thorough examination of the REALITIES of AI/ML adoption
- An unbiased discussion about the true risks and opportunities in AI/ML
- A broad-scope look at natural language processing and its uses
- Strategies for developing and deploying effective AI governance programs
- Latest advances in speech recognition and how your organization can put speech technology to work!

PLUS: Dedicated Sessions All about DATA — a Key Component to AI/ML Adoption! We'll delve into data science's role in AI/ML, explain current related data challenges, and explore opportunities for improved data-driven decision making in their existing business environments.

AND: Our faculty has been carefully chosen for their education-only approach. There are NO sales pitches at this event!

Sincerely,



Lori Medlen, President and CEO

INSIGHT EXCHANGE NETWORK, LLC

P.S. Don't miss out! Please make sure to check out our discounts for multiple registrants from the same company for the opportunity—why not get your entire team on the same AI/ML page? We can't wait to see you in Chicago!

Who Should Attend?

- Business leaders in Marketing, Operations, Procurement, Fulfillment, Finance, Accounting, Human Resources, Customer Service and Call Centers in all industries who are considering implementing AI solutions to optimize business processes.
- Technical leaders in IT, Systems Development, Engineering, Data Science, as well as DevOps Managers, Agile Project Managers, Network and Systems Architects, Full-Stack Developers, Cloud Architects, Web Administrators, Web Analytics Developers, Information Architects, Database Administrators and Product Managers in all industries who are tasked with integrating AI solutions into existing technology infrastructure.
- Professionals working with and supporting AI and Machine Learning development teams, including HR and talent acquisition staff, marketing, PR, etc.
- Consultants and technology company executives seeking to better understand user views and considerations in implementing AI/ML

Day One

January 25, 2018

8:30 – 9:00

Registration and continental breakfast

9:00 – 12:00

AI & Machine Learning Bootcamp:
Need-to-know terminology, concepts and functions

This session contains a break from 10:00 – 10:15 am.

Format: A three-hour tutorial with lecture and exercises

Prerequisites: This is for a non-technical audience of decision makers who need to separate the signal from the noise. It will be a practical workshop on how to cut through the hype and fear and get to a method for evaluating the business opportunities, requirements and risks of today's AI solutions. Attendees should come with an understanding of the business problems that they are interested in solving.

Learning Objectives: Attendees will be given a functional breakdown of the current state of AI/ML that can be used to evaluate emerging AI strategies and vendors. Attendees will go through ideation and evaluation exercises based on this framework that will give them the information, metrics and tools needed to evaluate the adoption opportunities and risks associated with various AI/ML solutions.



Speaker:
Kristian Hammond, Professor,
NORTHWESTERN UNIVERSITY
and Chief Scientist of **NARRATIVE SCIENCE**.

About Your Instructor: Kristian Hammond is a professor of computer science at Northwestern and co-founder of the artificial intelligence company Narrative Science. At Narrative Science, Kris focuses on Advanced Natural Language Generation (NLG) and the democratization of information. At Northwestern, he is the faculty lead of the University's CS + X initiative and has been looking how computational thinking can be used to transform fields such as the law, medicine, and education. Kris received his PhD from Yale University.

What You'll Learn:

Even as AI technologies move into common use, many enterprise decision makers remain baffled about what the different technologies actually do and how they can be integrated into their businesses.

Rather than focusing on the technologies alone, this workshop will provide a practical framework for understanding their role in problem-solving and decision-making, focusing on how they can be used, the requirements for doing so and the expectations for their effectiveness. In particular, this framework will help attendees ensure that as they build, evaluate and compare different systems, they can understand and articulate how they work and the resulting impact.

The tutorial will combine a lecture outlining this functional framework and with hands-on exercises for attendees to practice using it in the real world when evaluating data, requirements and opportunities. Attendees will gain greater knowledge of the space and the skills to apply that knowledge to their businesses.

12:00 – 1:00

Lunch Break

1:00 – 1:05

Chair's Welcome

Christopher Bishop, Chief Reinvention Officer
IMPROVISING CAREERS

1:05 – 1:45

Artificial Intelligence – Implications for Business Today

AI and machine learning are permeating every aspect of business regardless of vertical, discipline or geographic location. This talk will provide executive leaders with socio-historical context as well as perspective on how AI is being used by innovative companies today to stay competitive and improve business results.

- How we got to now
- Implications for creating and replacing jobs
- Why AI is the next electricity
- AI landscape: vendors, start-ups, solution providers
- How to get started with AI



Christopher Bishop, Chief Reinvention Officer
IMPROVISING CAREERS

Christopher Bishop is passionate about the power of emerging technologies to deliver positive transformation at the intersection of business and culture. He is especially excited about the potential of artificial intelligence and machine learning to provide solutions to problems once considered the realm of science fiction.

1:45 – 2:30

How to Build a Roadmap for Integrating AI into Your Organization: Insurance Use Case

Gain strategic guidance around planning for AI strategy and risks to consider.

This session will cover how to:

- Boil the AI topic down into something manageable and meaningful
- Establish a team designed for success in the digital age
- Set an AI vision with the brand in mind
- Use empathy to better understand the customers' needs/wants
- Create and refine the roadmap
- Make the case for change and get funding

Bethany Harrington, AVP, Integrated Digital Experience
AMERICAN FAMILY INSURANCE, S.I.

Bethany joined American Family in May 2015, and since then has been leading work on the web and mobile redesign, customer data platforms, and most recently helping with our Chat Bot pilot. Bethany has over 15 years of experience in omni-channel, customer-centric, data-driven marketing strategies, digital platforms, and loyalty programs. Her experience includes retail, financial services, and the insurance industry.

2:30 – 2:45

Networking break

DATA 101

Today's business environment uses data strategically throughout the organization. Program sessions will empower attendees to do more with their data, explore core concepts in data science, explain current data challenges as they relate to ML, and help users identify opportunities for improved data-driven decision making in their existing business environments.





2:45 – 3:30

How to Determine the Types of Business Problems that are Amenable to Machine Learning

- Applying AI/ML use-cases for the enterprise
- Designing and prioritizing your first data sprint
- Estimating and iterating through your ROI
- Getting comfortable with business experiments
- Loving your agile data prototypes

Chris Duffey, Senior Strategic Development Manager
Creative Cloud Enterprise

ADOBE

Chris recently joined Adobe as Strategic Business Development Manager for Creative Cloud to help spear-head Adobe's strategic partnership efforts within the Creative Agency enterprise space.

Prior to Adobe Chris was an Award-Winning Creative Director, Noted Speaker, Author and Mobile & Wearable Technologist. Chris has been featured by Business Insider, and Yahoo as one of "The industry's leaders on the top issues, challenges and opportunities in the fast-changing world of mobile marketing."

3:30 – 4:15

What is (and isn't) Possible to do with Messy, Limited, Real-world Datasets

- Do small companies have enough data for ML?
- Is your data in too many silos? Too inconsistent? Too incoherent? Too XX for ML?
- What does it mean to "improve" your data?
- How and where do we get more data sources?
- What if training data is incorrect? (e.g. EHR diagnoses often wrong)
- How to see past the marketing hype and look into the black box
- Understanding checks and balances that improve AI

Learn what you can do now with the data you have, in the condition it is now, to optimize your business insights. Come away with data strategies to implement moving forward to benefit from broader AI applications to come.

Cesar Koirala, Data Scientist, Manager Assurance Services

ERNST & YOUNG

Cesar is a computational linguist and a subject matter advisor in advanced text analytics and modeling. He has years of experience in natural language processing and machine learning. His latest work focusses on providing text analytics, data science, forensic data analysis and electronic discovery services to the clients.

4:15 – 5:00

Use Case in Healthcare - Building Theories to Guide Use of AI Tools

Machine Learning (ML) regression models can build predictive algorithms for healthcare data. Black Box ML methods describe data patterns and can accurately predict future values, however they lack the wisdom of theories. In healthcare predictive analytics, we not only want to predict the next quarter but also improve it. To create this change we need to understand the underlying processes and variables using a strong theory.

The variation in clinical outcomes and costs is driven by a host of dynamic variables that change over time. This variance reflects underlying human clinical and economic behaviors. Hybrid uses of ML algorithms with strong theoretical frameworks can produce meaningful robust models of the variance which can better inform decision making for future actions.

Learn how IMC leverages ML techniques without sacrificing the wisdom of theories.

Steve McClellan, MS, Data Scientist

INTEGRATED MECHANICAL CARE, INC.

Steve McClellan is a Data Scientist and Entrepreneur at Integrated Mechanical Care (IMC). The IMC Care model requires quality assurance feedback to guaranty savings to Corporate and ACO clients. Daily clinical patient outcomes, provider performance metrics, mobile applications for wellness and claims analysis all require machine learning, AI algorithms and infrastructure to perform at scale.

5:00 – 6:00

Networking Cocktail Reception

Top Reasons to Attend

- Get a firm foundation in AI and ML concepts, terminology and applications in just one-and-a-half days
- Hear from an unbiased faculty about the risks and challenges in implementing AI/ML solutions
- Gain a firm foundation in AI/ML and participate in actual classroom exercises in the 3-hour Bootcamp session led by **Dr. Kristian Hammond**, Chief Scientist of Narrative Science
- Learn exactly how and why data is so important in the use of AI/ML technologies
- Hear detailed case studies about actual implementation of AI/ML
- Be better prepared to interact with your colleagues who may have more technical expertise
- Discover the challenges and limitations of AI and ML implementation
- Ask your questions in an open, non-intimidating environment — no question is too "low level"!
- Attend one of the only Midwest AI/ML events

8:30 – 9:00

Continental Breakfast

9:00 – 9:05

Chair's Recap of Day One

9:05 – 9:45

Establishing a Framework for AI Governance

The advent of artificial intelligence has created new challenges from a governance perspective. Deploying and managing a technology that learns, accumulates experiences, and adapts to its environment is challenging. This talk sheds lights on the problem of governing artificial intelligence, the importance of governance, and the mechanisms to approach and solve the problem. Designed for both tech and business professionals, the talk lays out a framework to solve the most critical problem of artificial intelligence.

Key Takeaways:

- What is AI governance and why it is critical?
- What are various dimensions of AI governance?
- How can companies develop and deploy effective AI governance programs?

AI Naqvi, CEO

AMERICAN INSTITUTE OF ARTIFICIAL INTELLIGENCE

AI Naqvi is the pioneer of the field of Applied Artificial Intelligence in Business and Strategy, Executive Director of Society of Artificial Intelligence in Medicine and Healthcare, and CEO of American Institute of A.I. His goal is to democratize artificial intelligence responsibly. He has developed Body of Knowledge for the field, culminating in the development of 12 courses in Applied A.I. His seminars, conferences, and lectures are attended by executives of world's leading companies.

9:45 – 10:30

Speech 101: Putting Speech Technology to Work

Speech is the most natural way for people to communicate, and its rise in prominence in recent years can be tied to recent advances in the technology. This session will give a summary of those advances, and an introduction to speech recognition more generally. We will discuss the current state of the art of speech recognition, and some of the types of applications where it is now useful. We will also give a summary of some of the other types of speech some of the other types of speech technology that are gaining traction in applications, such as speaker identification, speaker classification (e.g. by gender, age, or regional accent), and spoken dialog systems.

Jeff Adams, CEO

COBALT SPEECH & LANGUAGE

Jeff has been managing top-level speech and language technology for more than 20 years, at Kurzweil AI, Nuance/Dragon, Yap, and Amazon. He led the teams that developed the core technology for Dragon NaturallySpeaking, Yap Voicemail and Amazon Echo.

10:30 – 10:45

Networking Break

ABOUT IEN

IEN is focused on producing practical, actionable, and content-driven events. We personally interview literally hundreds of people in each conference's topic area, discovering their on-the-job problems, issues and concerns. We then find the very best speakers to offer solution-driven content, as well as facilitating peer-to-peer networking at each event. Our events are not trade shows or expos, although we do offer partnership opportunities to select vendors. We're focused on the attendee's needs entirely.

10:45 – 11:30

Case Study — IBM Innovation Jams: Finding Themes, Sentiment and Influencers in Planned Online Discussions

For almost twenty years, IBM has been experimenting with the analysis of large-scale planned time-limited online discussions. Typically these events, known as "Jams," run for three days and invite members of an organization to convene in a dedicated secure online space to discuss strategic issues targeted by an event sponsor. The Jam platform has tools that allow users to discover new ideas and contacts, as well as to follow the development of any idea via search. At the end, the Jam research team charged with "making meaning" of the event works with large text files of unstructured data from which themes, sentiment and influencers need to be surfaced. These tasks rely heavily on the use of IBM text analysis software to mine online conversations. This case study will review:

- Types of Jams that have been conducted by IBM and IBM clients for various purposes (event planning, culture change, strategy visioning, values identification, etc.)
- The evolving features of the research program—from text mining, to sentiment analysis, to influencer identification and mapping
- The application of Watson Personality Insights technology to produce a "group profile" of an organization
- Limitations of the technology and how "reading the text" is still a useful benefit!

James F. Newschwager, Ph.D., Sr. Research Manager

IBM CORPORATE SOCIAL ANALYTICS

James Newschwager is the Sr. Research Manager of the Corporate Social Analytics group at IBM. He is also an IBM Distinguished Market Intelligence Professional. Jim is responsible for the worldwide internal IBM voice of the employee listening program. He supervises a team of data scientists who conduct primary and secondary research to gauge IBMers' satisfaction with on-line enterprise tools and applications, employees' understanding of strategy, and the adoption of social business media both inside and outside the corporation.

11:30 – 12:15

Evaluating Technology Solutions: How to Tell What's Hype and What's Not

Learn a framework that will give you the information, metrics, and tools needed to evaluate the adoption opportunities and risks associated with various AI solutions

- How to determine whether a solution provider is recommending the right method to solve your particular business problem
- How to differentiate the product offerings of different vendors
- Take a walk through the AI build vs. buy analysis

Rajiv Shah, Data Scientist

DATAROBOT

Rajiv Shah is a data scientist at DataRobot, where his primary focus is helping customers improve their ability to make and implement predictions. Previously, Rajiv has been part of data science teams at Caterpillar and State Farm. He has worked on a variety of projects from a wide ranging set of areas including supply chain, sensor data, actuarial ratings, and security projects.

Additional panelists to be added

12:15

Chair's Closing Remarks

12:20

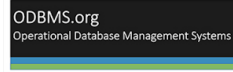
Conference adjourns

Sponsorship and Exhibit Opportunities

Insight Exchange Network, LLC ("IEN") has a limited number of sponsorship opportunities in a variety of packages to help you get your message out to attendees. Sponsorship pricing is based on packages and start at low out-of-pocket. We can customize a variety of solutions to provide you with the best possible network opportunity.

For more information, contact Corinne Smart at 704-649-3860 or email Corinne@insightxnetwork.com

Partners



Rave Reviews

"Excellent. Great, current content with top-notch presenters. Good mix of content and roundtables to balance engagement."

Walt C.
STATE FARM

"Great diversity of content. Expert speakers. Schedule and setting allowed plenty of networking time."

Anlyson S.
IHEARTMEDIA

"The speakers are extremely well-versed in their subjects; the venue is wonderful; I can't think of anything that needs improvement; wonderful, diverse topics."

Joel D.
NATURALLY CURLY

"Packed with relevant content; panels informative. Nice venue & Networking."

Judi B.
LOGMEIN

"I think the individual speakers were great & most of the panels were awesome."

Dave J.
HSBC

Pricing

AI & Machine Learning	
Standard	\$1395
Non-profit/Start-up* *Subject to IEN approval	\$995

HOW TO PAY: Register immediately on the website using your credit card or, to be invoiced or pay by purchase order, contact Will Adams at 501-904-5716 or will@insightxnetwork.com

TEAM DISCOUNTS

- Three Delegates will receive a **10% DISCOUNT**
- Four Delegates will receive a **15% DISCOUNT**
- Five Delegates or More will receive a **20% DISCOUNT**

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VENUE



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