

The impact of mass digitalisation on Data Analytics

The current trends in the market
and what's coming next in analytics, AI and automation

AGENDA

13.00

Registration

13.30

Welcome

*Mr. Philippos Paschentis, Commercial & Deputy Managing Director
PREDICTA S.A.*

13.45

**Challenges for AI and Advanced Analytics
in the era of mass digitalisation**

*Mr. Colin Shearer, Chief Strategy Officer, Houston Analytics
Industry pioneer and thought leader*

14:15

Machine learning analytics for the betting industry

*Mr. Dennis Tsalikis, CEO
Mr. Tasos Apostolidis, CIO
Fantasy Sports Interactive*

14:45

Coffee break

15:00

Churn management and intelligent business customers growth

*Mr. Dimitris Triantafillou, Head of B2B CRM, Customer Experience & Contact Centers
WIND Hellas Telecommunications*

15:30

Forecasting Branches' Performance. The Deposit's case.

*Mr. Ioannis Komessarios, Assistant Manager - CRM Division
ALPHA BANK*

16:00

**Smarter equipment, machines & devices:
Industrial/IoT applications of AI**

*Mr. Colin Shearer, Chief Strategy Officer, Houston Analytics
Industry pioneer and thought leader*

16:30

Discuss the day's insights over cocktails!

*Our event is supported by the Hellenic Federation of Enterprises in a framework
of an awareness increase strategy for AI and ML in Greece.*