



**Enabling you to select the right use cases for
experimentation, implement supporting technology and
scale projects at speed**

**Conference: 25th – 26th June 2019
Venue: London, United Kingdom**

Conference Day One – Tuesday 25 th June 2019	
08:15	Registration and Coffee
09:00	Chairperson's Opening Remarks and Welcome Alasdair Anderson, Advisor & Consultant, A2Z-CM
09:15	Roadmapping AI with Multi-term Thinking: Ensuring Adoption while Driving Business Value <ul style="list-style-type: none"> Identifying and defining the business problem and challenges that could potentially be solved using AI technologies How to choose which projects to address and how to avoid failure Working with a minimum viable ecosystem as well as the right partners and stakeholders to drive adoption Gaye Soykok, Head of Emerging Technologies, Legal & General
09:45	What does the Future Hold for Advanced Analytics & AI in the Financial Services Sector? <p>Mainstream interest in advanced analytics and Artificial Intelligence as blossomed over the last few years and shows no signs of slowing down. With that in mind, this presentation will focus on:</p> <ul style="list-style-type: none"> Making sense of terminology: Clearly defining the true meaning of AI, Data Mining, ML and IA How has AA and AI technology evolved over recent years and what is the current state of play? What aspects of AA and IA are going to change dramatically in the short term? What are the medium to long-term prospects and what needs to happen to achieve them? What are fundamental success factor required for analytics projects?: Going back to basics and simplification Mark Whitehorn, Chair of Analytics, University of Dundee
10:15	Big Data Algorithms for Transactional Data Mining <ul style="list-style-type: none"> Data Science in the financial services sector: Evaluating its position in large corporations Techniques and solutions for mining transactional big data from transactions to relations, events and similarities Use cases: Business applications in the financial services sector Petr Pascenko, Head of Data Science, Profitit
10:45	Morning Coffee and Networking Break
11:15	Change Management: Creating, Leading and Developing a Data and Technology Led Culture <ul style="list-style-type: none"> What are the unique characteristics new technology will bring? How can risk and resistance to change be managed effectively? Who, how many and in which way will people be affected? Key tips for developing a change management strategy: Team structure, sponsor model, special tactics and risk assessment How can you strike the balance between changing mind-sets, technological change and standardization?

	<ul style="list-style-type: none"> • What is the best way to establish strategic partnerships between departments, employees and stakeholders? • Key tips for executing a change management methodology and leading organisational change <p>Panellists: Alpesh Doshi, Partner, Redcliffe Capital Yehuda Dayan, Co-Head of the Research Innovation Lab/Manager Big Data Analytics, Citi Alasdair Anderson, Advisor & Consultant, A2Z-CM Kamil Zalewski, Head of Growth, Unit8 SA</p>
12:00	<p>Data Platform Operating Model: The people, process and technology required to support AA & AI</p> <ul style="list-style-type: none"> • One size doesn't fit all, building an operating for multiple types of data consumer • Enablement of self service by determining common services • Building platform trust through continual improvement of data quality • Controlled innovation; balancing change, experimental and regulation • KPIs needed to promote success and transparency • Pitfalls and traps based on 2 banking implementations <p>Alasdair Anderson, Advisor & Consultant, A2Z-CM</p>
12:30	<p>Solving compliance challenges in global bank using AI & Big Data</p> <p>In this talk we will show a real life case study of a deployment in a global bank where some of the critical compliance issues have been solved thanks to advanced analytics methods we've implemented. We will share insights and lessons learned by the team after a successful completion of the project.</p> <p>Dr Marcin Pietrzyk, CEO, Unit8 SA</p>
13:00	Lunch and Networking Break
14:00	<p>Integrating Predictive Analytics and AI Technology Post Merger and Acquisition</p> <ul style="list-style-type: none"> • Overview of the recent merger & acquisition: The importance of managing organisational data and the value it can create • Considering a broad set of data integration challenges: Varying standards, processes, procedures, data quality, data strategy, data technology and organisational culture • Overcoming the specific systems, platforms and applications challenges: Rationalisation and integration • Identifying and selecting the right vendors to support your new objectives: Evaluating predictive accuracy, usability, understanding, integration and cost • Key learnings from the merger and acquisition and how it could be tackled differently <p>Jason Cabral, Chief Actuary, Markerstudy Group</p>
14:30	<p>Conduct Framework for AI in Financial Services</p> <ul style="list-style-type: none"> • Highlighting the importance of AI in financial services: Opportunities and threats in Industry 4.0 • Understanding the challenges of risk management of AI in banking • Exploring explainability and suitability of AI tools and models of AI for specific use cases • Creating a Conduct Framework to ensure AI is used appropriately

	<ul style="list-style-type: none"> AI and Machine Learning live session <p>Janet Adams, Head of Risk and Controls, Head of AI, SME Banking at TSB Alessandro Longo, AI Engineer, TSB Peter Smith, Non-Executive Director, Seneca IM</p>
15:15	<p>With 15-20 participants in each discussion group, this format enables questions to be raised, debated and answered among those facing similar challenges. Options will be selected prior to the networking lunch and attendees will be able to select from the following discussions:</p> <ul style="list-style-type: none"> ROUNDTABLE 1: Improving Customer Experience in Financial Services through AI Facilitated by: Mark Wilson, Head of Data Governance, Handelsbanken UK ROUNDTABLE 2: Fraud Detection and Prevention through Advanced Analytics and AI Technology Facilitated by: Kamil Zalewski, Head of Growth, Unit8 SA
16:00	Afternoon Coffee and Networking Break
16:30	<p>Advanced Analytics & AI in the Cloud</p> <ul style="list-style-type: none"> Business transformation and innovation through the cloud: Supporting key technologies such as advanced analytics and AI to drive competitiveness Buy-in, change management and leadership: Creating and building a cloud centre of excellence Managing the data migration process and ensuring quality and accessibility Ensuring the right security, risks and controls are in place <p>Angela Johnson, Programme Director, Deutsche Bank</p>
17:00	<p>The Future of Blockchain Technology in the Financial Services Sector</p> <ul style="list-style-type: none"> Overview of blockchain and how it is set to revolutionise the banking and financial services markets Assessing the business case for blockchain adoption and how to move from POC into production Evaluating the blockchain-based technology landscape Overcoming integration with legacy systems and interoperability challenges Understanding the need for change management strategy and effective leadership <p>Alpesh Doshi, Partner, Redcliffe Capital</p>
17:30	Closing Remarks from the Conference Chair and End of Conference Day One
17:45	Networking Drinks Reception

Conference Day Two – Wednesday 26 th June 2019	
08:30	Registration and Coffee
09:00	Chairperson's Opening Remarks and Welcome Alasdair Anderson, Advisor & Consultant, A2Z-CM
09:15	Leveraging Advanced Analytics & AI to Exploit Data and Improve Organisational Outcomes <ul style="list-style-type: none"> • Market snapshot: What is happening in the market right now and how is it anticipated to change in the future? • Department overview and objectives: Collecting, exploring, analysing and managing quality data to improve organisational outcomes • Challenges of operating in a public organisation: Demonstrating ROI, culture and change management • Find and fix: Exploring regtech and supotech that can solve the bank's unique problems • Transforming fun proofs of concept into organisation wide solutions Peter Thomas, Senior Manager, Regulatory Technology, Bank of England
09:45	Overcoming the biggest obstacle to the adoption of ML and AI <ul style="list-style-type: none"> • Examining some of the common reasons the ML and AI projects fail in big organisations • Unpacking the cultural and organisational obstacles to successful deployment • Looking at how to move quickly from rapid prototyping to full scale production • The destructive impacts of over-hyping technology Martin Thorn, Senior Manager – Decisioning Analytics & AI, CYBG
10:15	Morning Coffee and Networking Break
10:45	Scaling Advanced Analytics and AI Projects throughout the Enterprise <ul style="list-style-type: none"> • Highlighting the benefits of AA & AI scalability: Speed and quality • Identifying and selecting the right AI pilot projects and implementing them effectively • Partnering versus in-house development • Successfully transitioning from proof of concept to full scale production • Continuously measuring success and optimising the project Neil Taylor, Director of Data and Web Services, Liv-Ex
11:15	Strategies to Move from Proof of Concepts into Deployment <ul style="list-style-type: none"> • What are the fundamental stages an organisation will go through on their journey to scale AA & AI projects • How can you ensure the right culture, skills and leadership team are driving new initiatives? • How do you build the business case, secure buy-in and secure budget? • How do you ensure the right use cases are chosen to build value quickly with your stakeholders? • What are the common pitfalls and obstacles that keep AA & AI projects from progressing to through to the next stage • How can you overcome specific integration, security and support challenges?

	<ul style="list-style-type: none"> • What tips can you share to scale successful projects? • What should be considered when selecting technology suppliers? • How do you measure your organisations progress with AA & AI projects? <p>Panellists: Martin Thorn, Senior Manager – Decisioning Analytics & AI, CYBG Stephen Magora, Director Data Analytics, Credit Suisse Yehuda Dayan, Co-Head of the Research Innovation Lab/Manager Big Data Analytics, Citi</p>
12:15	Lunch and Networking Break
13:15	<p>Interactive Roundtable Discussion: Creating and Developing an AI Roadmap</p> <p>This interactive session will provide a platform for collaborative discussion and problem solving to ensure you have the necessary tools to develop an effective AI roadmap. You will break into five groups and have 45 minutes to solve your dedicated problem and/or develop a strategy to manage it. Each group will then provide a two minute summary to the entire audience sharing their key discussion points and takeaways.</p> <ul style="list-style-type: none"> • Identifying key stakeholders within the business and getting support from leadership • Remaining realistic about capabilities, timelines and budgets required to make a positive impact • Defining the business challenges that could potentially be solved using AI technologies • Ensuring data quality is at optimum levels to build unbiased and accurate models • Validating the AI model and re-tuning it to maximise its potential uses and applications
14:15	<p>Implementation of Analytics in Internal Audit Function</p> <ul style="list-style-type: none"> • Understanding how analytics can transform internal audit • Critical success factors: Ensuring the right people with the right skills are on board • Strategy development and creating a roadmap to success • Technology selection and project implementation • Reviewing successful use cases within the bank and future plans to scale them across different departments <p>Milica Lazic, Head of Business Audit and Analytics, Julius Baer</p>
14:45	<p>Advanced Analytics to Improve Loyalty and Engagement</p> <ul style="list-style-type: none"> • The importance of agility: Maintaining pace in a fast moving technology market and keeping abreast of customer's changing needs and priorities • Viewing all interaction points along the customer journey to achieve a single view of the customer • Unlocking the value from customer data to identify trends, history and customer profile to understand your customers' needs and grow lifetime value • Developing the right architecture and selecting the right vendors to collect and analyse important behavioural insights <p>Umran Rafi, Head of Digital Data, Santander</p>
15:15	Closing Remarks, Afternoon Coffee and Networking Break