

**ETIS Digital Sales & Customer Experience Working Group Meeting Agenda**  
Lisbon – October 18 & 19, 2018 – ETIS Community Gathering 2018

Day 1 (October 18 <sup>th</sup> , 2018)		
08:00 – 09:00	Registrations	
09:00– 11:00	<b>Common Session</b>	
09:00 – 09:15	Welcome by the ETIS Chairman	Paul Slot KPN
09:15 – 09:30	Welcome remarks by the Chief Technology Officer of Altice Portugal	Luis Alveirinho Altice Portugal
09:30– 10:20	<p><b>“What to Do When Machines Do Everything: How to Get Ahead in a World of AI, Algorithms, Bots, and Big Data.”</b></p> <p>Malcolm will give his view on how artificial intelligence will change industries at large and the telecom sector in particular.</p>	Malcolm Frank
10:20 – 11:00	<p><b>“From a technology company to an AI company”</b></p> <p>Risto will give his view on future disruptions of the telecom industry with a specific focus on AI.</p>	Risto Siilasmaa
11:00 – 11:30	Coffee Break	
11:30 – 15:30	<b>Session I: Company Updates</b> Update on recent projects, challenges, successes and future plans.	
11:30 – 13:00	Each participating company will be allocated 15 minutes to present their update. Ideally, one concrete significant project/ topic should be selected and elaborated on.	All participants
13:00 – 14:00	Lunch	
14:00 – 15:30	Each participating company will be allocated 15 minutes to present their update. Ideally, one concrete significant project/ topic should be selected and elaborated on.	All participants
15:30 – 16:00	Coffee Break	
16:00 – 17:00	<b>Session II (A): Parallel interactive break out session 2 – Pick 1 of the topics below</b>	
16:00 – 17:00	<p><b>Topic 1: Agile Organization</b> - What are the challenges and successes when going agile?</p> <p><b>Topic 2: Digital Culture</b> - How to create a solid digital culture: Preventing the developers from running away (locking the door does not help)</p> <p><b>Topic 3: The New Telco Concept</b> - What would happen if we would rethink the whole Telco concept, starting from scratch?</p>	
17:00 – 17:30	<b>Session III: Future topics</b>	
17:00 – 17:30	Moving forward: future topics decided by a popular vote	Frank Timmermans KPN

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18:30	<i>Sightseeing boat tour to the city center from the hotel</i>	
20:30	<i>Group dinner hosted by ETIS (www.museudacerveja.pt)</i>	
<b>Day 2 (October 19<sup>th</sup>, 2018)</b>		
09:00 – 10:00	<b>Session II (B): Parallel interactive break out session 2 – Pick 1 of the topics below</b>	
09:00 – 10:00	<p><b>Topic 1: Agile Organization</b> - What are the challenges and successes when going agile?</p> <p><b>Topic 2: Digital Culture</b> - How to create a solid digital culture: Preventing the developers from running away (locking the door does not help)</p> <p><b>Topic 3: The New Telco Concept</b> - What would happen if we would rethink the whole Telco concept, starting from scratch?</p>	
10:00 – 10:30	<i>Discussion on the outcome of the two break out sessions</i>	<i>All participants</i>
10:30 – 11:00	<i>Coffee Break</i>	
11:00 -13:00	<b>Session IV: Chat</b> How to handle chat? Where is it/ should be used? Chatbot vs. chat?	
11:00 – 11:30	<i>Chatbots for Customer Support</i>	<i>Gianluca Pereyra Visor.ai</i>
11:30 – 13:00	<i>Chat - every participating company is expected to present a short summary on how they handle the chat function</i>	<i>All participants</i>
13:00 – 14:00	<i>Lunch + Wrap-up session with Paul Slot</i>	
13:30 – 14:00	<b>Session VII: Wrap-up session with Paul Slot</b> Representatives of each of the working groups will briefly present their perspectives on the future of telcos, how they are addressing digital disruption and opportunities for artificial intelligence in their domain. The main topics being pursued and addressed within their meetings will also be mentioned.	
14:00 – 15:30	<b>Session II: GDPR</b> With GDPR implementation in May, how did the situation change for us?	
14:00 – 15:30	<i>GDPR aftermath</i> <i>- every participating company is expected to present a short summary; please fill in the template provided, including the consent rate statistics</i>	<i>All participants</i>
15:30 – 16:00	<i>Wrap up of Day 2</i>	<i>Frank Timmermans KPN</i>
16:00	<i>Farewell Reception</i>	
19:30	<i>Informal dinner hosted by ETIS (thesandemanchiado.com)</i>	