ConTech.Week

The unfolding evolution of the content business

16 - 19 Nov 2020

Sponsored by WILEY

DAY 1 - 16th NOVEMBER 2020

13:00 - 13:30	**Kick Off - Where is content headed? A conversation with new influencers - Mark Allin, Vivian Chan & Laura Stebbing**
13:30 - 14:00	**"The Future of AI in healthcare: obstacles and opportunities"** Iris Hulzink, Associate, Boston Consulting Group
14:00 - 14:30	**Networking**
14:30 – 15:00	**"How to put your customers first with experimentation."** Stephen Pavlovich, CEO, conversion.com
15:00 – 15:30	**"Using AI to create ethical and inclusive content."** Nancy Roberts, Founder & CEO, Umbrella Analytics
15:30 – 16:00	**Networking**
16:00 – 16:30	**"Semantic pathways, bridging your users and your content"** Ashleigh Faith, Director of Platform Content Data Semantics and Visualization EBSCO
16:30 – 17:00	**How can technology reinforce the fundamentals in scholarly communications – ethics, quality and trust?** Leon Heward-Mills, Managing Director Researcher Services, Taylor & Francis

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DAY 2 - 17th NOVEMBER 2020

13:00 - 13:30	**"We digitised scholcom. Now it needs digital transformation."** Toby Green, Co-Founder, Coherent Digital
13:30 - 14:00	**"Finally, Open for Business? Higher Ed and Accelerated Transformation!"** Thomas H Treutler, CSO, Certix
14:00 - 14:30	**Networking**
14:30 – 15:00	**"The skillsets and mindsets helping publishers embrace digital transformation and where to find them"** Panel session moderated by Sam Herbert of 67Bricks
15:00 – 15:30	**"Scaling up the fight against predatory publishing."** Simon Linacre, Director of International Marketing & Development, Cabells
15:30 – 16:00	**Networking**
16:00 – 16:30	**"Beyond Content: Data Asset Monetization"** Bettina Goerner, MD, Data Products, Springer Nature
16:30 – 17:00	**"How AI can help publishers to better curate their collections, maximize resources, and drive sales."** Ruth Pickering, Chief Operating Officer, Yewno

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DAY 3 - 18th NOVEMBER 2020

13:00 - 13:30 **"I tried to leave publishing and failed. Here's why."**
Alison Jones, Director, Practical Inspiration Publishing

13:30 - 14:00 **"The True Impact of Digital Transformation."**
Matt Turner, Strategic Advisor and Technologist, Independent

14:00 - 14:30 **Networking**

14:30 – 15:00 **"Case Study: How OnMedica + Zapnito overhauled their content platform to serve UK Doctors better."**
Charles Thiede CEO Zapnito & Simon Grime, Exec. Dir. Wilmington Healthcare

15:00 – 15:30 **"From great data to world changing analytics - building your transformational AI system!"**
Jabe Wilson, Global Commercial Director Data and Analytics, Elsevier

15:30 – 16:00 **Networking**

16:00 – 16:30 **"Successful AI Deployments in Content Enrichment."**
Jay Ven Eman, CEO, Access Innovations, Inc

16:30 – 17:00 **"The promise and the perils of new technologies "**
Ian Mulvany, CTO, BMJ

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DAY 4 - 19th NOVEMBER 2020

13:00 - 13:30 "Welcome to the future - your content business in 2030!"
Sam Herbert, Co-founder, 67 Bricks

13:30 - 14:00 "Zero party data: Capturing user attention and selling products"
Will Schweitzer, Chief Product Officer, Silverchair

14:00 - 14:30 Networking

14:30 – 15:00 "Leveraging Deep Learning and Natural Language Processing to automate Manuscript readiness, Grammar, and Language correction in the academic world."
Nishchay Shah, CTO, Cactus Global

15:00 – 15:30 "Using Natural Language Processing and Knowledge Graphs to build a deeper understanding of content on GOV.UK"
Oscar Wyatt, Developer, Gov.UK Data Labs

15:30 – 16:00 Networking

16:00 – 16:30 "Content + Signals: The value of the entire data estate for machine learning."
Paul Groth, Professor of Algorithmic Data Science, University of Amsterdam

16:30 – 17:00 "The future of content and the deployment of AI in publishing"
Esther Dyson, Executive Founder, Wellville in conv. with Tommy Doyle