HKKMS/KMIRC 2017 Half Day Conference

Thursday, 31st August 2017

Organised by: Supporting organization   *Official publications*

香港知識管理學會 Hong Kong Knowledge Management Society

THE HONG KONG POLYTECHNIC UNIVERSITY 香港理工大學

KMIRC 知識管理及創新研究中心 Knowledge Management and Innovation Research Centre

jos

COMPUTERWORLD   telecomasia

networksasia   Enterprise INNOVATION

Conference Theme : KM and AI: People and Technology

Knowledge Management has mainly been about people – facilitating people's ability to improve their organization's effectiveness and ability to innovate by creating and sharing knowledge. Technology has supported KM in being able to capture and store large amounts of information, good for know-what but less so for know-how, where tacit knowledge is important and context is often lost.

AI could change the game.

This conference will look how the emerging confluence of AI, big data, machine learning and cloud computing is starting to support and enrich our own cognitive abilities. But we'll also be reminded how people still possess knowledge that enables cognitive models of the world and how it works, and that knowledge is often transmitted by storytelling – which is one of mankind's oldest art forms and cultural assets.

Come and hear speakers from Academia, the Startup community, a large Management Consultancy, and an author and former marketing consultant explore the relationships between KM and AI.

AI: a critical assessment of its resurgence in the 21st century	**Applying AI to Language – 5 very different AI case studies**	**Managing customer experience in an AI-filled future**	**Getting The BE/ST From AI**
Prof Eric Tsui	**Dion Wiggins**	**Larry Campbell**	**Anthony 'Tas' Tasgal**

When:
31st August 2017. Registration: 08.45am, Conference ends 1:00 pm.

Where:
Theatre A, 22nd Floor United Centre , Admiralty Hong Kong

Pricing : Members of HKKMS/KMIRC HK$ 800 Non-Members HK$1,200

To book your place register at:

http://www.hkkms.hk/index.php/2017/08/**2017-conference/**

(register early, places are limited)

KM and AI: People and Technology

Organised by: Supporting organization   *Official publications*

Conference Agenda and timing

08.45 am   **Registration begins**

09.00 am   **Welcome from the Organisers**
Les Hales - President of HKKMS & Prof. Eric Tsui – Professor, The Hong Kong Polytechnic University

9.15am -10.30 am   Keynote presentations I & II

I :-   **AI: a critical assessment of its resurgence in the 21st century**
Speaker: Professor Eric Tsui, The Hong Kong Polytechnic University

II :-   **Applying AI to Language – 5 very different AI case studies**
Speaker : Dion Wiggins , Omniscien , Thailand

10.30am – 11.00am   <u>**COFFEE AND NETWORKING BREAK**</u>

11.00am – 12.30pm Keynote presentations III & IV

III :-   **Managing customer experience in an AI-filled future**
Speaker: Larry Campbell , KPMG Hong Kong

IV :-   **Getting the BE/ST from AI: why Information and Knowledge need Behavioural Economics and Storytelling**
Speaker : Anthony 'Tas' Tasgal , P.O.V. Marketing and Research UK

12.30pm – 1.00pm   **PANEL DISCUSSION and CLOSING REMARKS**

Panel Chair : Carol Ko, Deputy Editor, ComputerWorld HK

Panelists:
Dion Wiggins , Omniscien , Thailand
Larry Campbell , KPMG Hong Kong
Anthony 'Tas' Tasgal , P.O.V. Marketing and Research UK
Stephen Langley , Deputy CIO,Securities and Futures Commission

Remarks: Organizer reserves the right to amend the program without prior notice.

To book your place register at: http://www.hkkms.hk/index.php/2017/08/**2017-conference**/
(register early, places are limited)

KM and AI: People and Technology

HKKMS Half day conference Aug 2017- Synopses of keynote presentations

Keynote I: AI: a critical assessment of its resurgence in the 21st century
Speaker :   Prof Eric Tsui, The Hong Kong Polytechnic University
After more than thirty years in the wilderness, Artificial Intelligence is making a comeback and this time it looks as if robotic and process automations are sweeping the business and the manufacturing world by storm, replacing humans in many of the job tasks by constantly re-dividing the human-machine/ job boundary. What are the driving forces behind this come back and will it show any sign of abating in the near future? What are the opportunities brought by this new wave of AI? Just how smart will machines become and will our jobs be eliminated. How can we shield ourselves from job displacement by AI and robots. These issues and more will be discussed in the talk.

Keynote II: Applying AI to Language – 5 very different AI case studies
Speaker :   Dion Wiggins, Chief Technology Officer, Co-Founder, Omniscien Technologies,
Most applications of AI are focused around numeric challenges. However, recent applications of AI in the processing of text across languages is quickly changing the perspective of where machine learning and AI techniques can be applied to solve complex problems. Research and commercial development has now begun to focus on comprehensive workflows the leverage ensemble data from many sources into a more accurate and reliable outcomes that often far exceed human capabilities.

The 5 case studies in this presentation represent 5 very different contexts of machine translation, media processing, ecommerce, fraud detection and employee motivation from the perspective of working with, processing and understanding language and their benefits to the business and employees.

Keynote III: Managing customer experience in an AI-filled future
Speaker : Larry Campbell
As the rush towards the use of artificial intelligence increases, companies across the financial services sector are exploring how to complement their customer support functions with AI. But how are customers reacting to the new experience? Is this an area of concern to them, or are they likely to welcome the evolution? KPMG China's Larry Campbell explores the psychology of the customer amidst these changes and what it might mean to companies

Keynote IV: Getting the BE/ST from AI: why Information and Knowledge need Behavioural Economics and Storytelling
Speaker :   Anthony 'Tas' Tasgal
Tas will scrutinise the current orthodoxy regarding Big Data, AI and algorithms and heretically suggest that to fully transform our businesses, add value and generate transformative insights from our knowledge, we need to avoid becoming "slaves to the algorithm".

Instead, the real fusion we need to create and design into our companies and cultures is that between AI (and Big Data) and two carbon-based disciplines – Behavioural Economics and Storytelling.

So BE and Storytelling when fused with AI should help ensure that as The Singularity approaches humans will still have a role as generators of creativity, innovation and insightment.

Bio's of the keynote speakers can be found on the next page

Remarks: Organizer reserves the right to amend the program without prior notice.

KM and AI: People and Technology

HKKMS Half day conference Aug 2017- Speaker Bio's

Speaker : Prof Eric Tsui, The Hong Kong Polytechnic University
Professor Eric Tsui is the professor of the Department of Industrial and Systems Engineering of The Hong Kong Polytechnic University, and Associate Director of Knowledge Management and Innovation Research Centre of The Hong Kong Polytechnic University.

Graduated with a doctoral degree on Knowledge Engineering, Eric Tsui was one of the three original developers of COLOSSUS, the world's largest rule-based system in claims settlement for general damages and workers compensation. He had worked 15 years at Computer Sciences Corporation including 10 years in the Expert Systems Group. His current research interests are on E-Learning, Industry 4.0, and Big Data analytics for education.

Speaker : Dion Wiggins, Chief Technology Officer, Co-Founder, Omniscien Technologies,
Dion Wiggins is a highly experienced ICT industry visionary, entrepreneur, analyst and consultant. He has an impressive knowledge in the fields of software development, architecture and management, as well as an in-depth understanding of Asian ICT markets. He is an accomplished speaker and has a high media profile for his perceptive analysis of ICT in Asia/Pacific.

Previously Dion was Vice President and Research Director for Gartner based in Hong Kong, where he was the most senior and highly-respected analyst based in all of Asia. Dion's research reports on ICT in China helped change the way the world views this market.

Dion was a founder of The ActiveX Factory, where he was recipient of the Chairman's Commendation Award presented by Microsoft's Bill Gates for the best showcase of software developed in the Philippines. The US Government has recognized Dion as being in the top 5% of his field worldwide and he is a former holder of a US O1 Extraordinary Ability Visa.

Speaker : Anthony 'Tas' Tasgal
Tas is a Man of Many Lanyards.

He runs his own training company and is a Course Director for the Chartered institute of Marketing and the Market Research Society, running courses on Storytelling, Behavioural Economics, Insightment and Creative Briefing amongst others.

He is also a long term Ad Agency planner/Strategist and still freelances with several ad agencies and clients.

Tas studied Classics at Oxford University.

Speaker : Larry Campbell
Larry is Head of Financial Services Strategy, Asia-Pacific, at KPMG China. He also leads business development activities with some of the firm's largest global banking-sector clients and specialises in innovation, digital and FinTech. He has more than 30 years' experience in management, strategy, banking, media, and the digital space. He spent the past 15 years at HSBC, most recently as Group Chief Knowledge Officer. Before that, he was a successful technology journalist/publisher and early dot.com entrepreneur.

Remarks: Organizer reserves the right to amend the program without prior notice.

To book your place register at: http://www.hkkms.hk/index.php/2017/08/**2017-conference**/
(register early, places are limited)