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- VUI design
- Multimodal technology
- Multilingual applications
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What you’ll learn at SpeechTEK Europe

For business users
• The future of speech in Europe
• How to move into new markets
• Can voice biometrics really validate users?
• Does advanced speech recognition work, and at what cost?
• How can analytics improve your understanding of what your customers are doing?
• Should you run your speech applications on your own servers, or have them hosted?
• How will evolving standards affect the development of new applications?

For developers
• How to use voice biometrics
• How to design and implement multimodal applications
• How to manage speech recognition errors
• How will unified communications affect your enterprise?
• How to test and fine-tune speech applications
• What are new uses of text-to-speech synthesis?
• What are the latest advances in speech technologies?

ADVISORY BOARD
SpeechTEK Europe is shaped by an influential Advisory Board of speech specialists and pioneers:

James Larson, Larson Technical Services, USA (Conference Chair)
Detlev Artelt, Aixvox GmbH, Germany
Rosanna Duce, Loquendo, Italy
Susan Hura, SpeechUsability, USA
Caroline Leathem, Verizon Business EMEA, UK
Nava Shaked, Business Technologies, Israel

EXHIBITION
Your delegate pass entitles you to unlimited access to SpeechTEK Europe’s exhibition. Here’s your chance to get hands-on with the latest technology and services, and meet the people who supply them. See page 9 for information and exhibitor list.

Questions?
Contact the Organisers:
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Connect with us!
We’re delighted to introduce the first ever SpeechTEK Europe conference programme. This brand new conference and exhibition aims to provide insights and information to help you develop winning speech strategies for your organisation. SpeechTEK is renowned as the leading conference and exhibition for voice and speech technology in the US, and we are excited to be launching this European edition to share best practice and focus on challenges and solutions for the speech community in Europe.

Speech technology has become a strategic asset for today’s enterprises, not just in customer-facing services, but in a much wider range of business functions, including marketing, security and privacy, communications and data access. The latest developments in on-demand technology mean that solutions are now available at a much lower cost, meaning your organisation can cut costs, improve customer service and satisfaction, benefit your staff, and improve your bottom line.

There’s a lot happening at the launch of SpeechTEK Europe in addition to the main conference. Check out the use of avatars in our Avatar Challenge and decide if avatars would be useful in your applications. Sign up for SpeechTEK University – pre-conference workshops in speech providing training for implementers and user interface designers. Visit the SpeechTEK exhibition to learn about new products and services and meet the people who supply them. Meet and network with key players and thought leaders of the global speech industry, and trade insight and information with individuals who have already implemented and deployed successful speech applications.

But perhaps most importantly, enjoy the launch of SpeechTEK Europe and take away winning strategies for your organisation.

Register online at www.speechtek.com/europe.

We’ll look forward to welcoming you to London in May 2010.

Welcome

James A Larson
Conference Chair
SpeechTEK Europe 2010

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Conference Keynotes

Wednesday 26 May

Charles Leadbeater
Author and Strategist,
UK

Listening to Your Customers: How Companies can Mobilise Consumers as Co-creators and Innovators

Charlie Leadbeater is a leading authority on innovation and strategy. He has advised companies, cities and governments. He is a special adviser on Competitiveness and the New Economy to the European Commission, and is reportedly former Prime Minister Tony Blair’s favourite corporate thinker. We-think, his latest book, charts the rise of mass, participative approaches to innovation.

In 2002 he was listed by GQ magazine as one of the Most Powerful Men in the UK. The New York Times anointed Charlie’s idea, The Pro-Am Revolution, as one of the biggest global ideas of 2004. In 2005 Charlie was ranked by GQ magazine as one of the Top 30 management thinkers in the world. In 2007 the Financial Times ranked him the outstanding innovation expert in the UK, and in 2008, the Spectator Magazine described him as ‘the wizard of the web’.

Thursday 27 May

Professor Wolfgang Wahlster
German Research Center for AI, DFKI GmbH
Germany

The Future of Speech Technology

Wolfgang Wahlster is the Director and CEO of the German Research Centre for Artificial Intelligence and a Professor of Computer Science at Saarland University (Saarbrücken, Germany). In addition, he is the Head of the Intelligent User Interfaces Lab at DFKI.

In 2001, the President of the Federal Republic of Germany presented the German Future Prize to Professor Wahlster for his work on language technology and intelligent user interfaces. He was the first computer scientist to receive Germany’s highest scientific prize that is awarded each year for outstanding innovations in technology, engineering, or the natural sciences.

He has published more than 170 technical papers and 8 books on language technology and intelligent user interfaces. His current research includes multimodal and perceptive user interfaces, user modelling, ambient intelligence, embodied conversational agents, smart navigation systems, semantic web services, and resource-adaptive cognitive technologies.
SpeechTEK University will present four workshops targeted at managers, designers and developers of speech applications in Europe. Each SpeechTEK University faculty member has many years of experience and brings their special knowledge to help attendees learn basic principles and how to apply them. Each workshop will include a series of mini-lectures providing attendees with the theory, best practices, and guidelines needed to solve major problems, followed by the hands-on experience to apply that knowledge in real-world problems.

Register Online at [www.speechtek.com/europe](http://www.speechtek.com/europe)

**10:00 - 13:00 W1**

**Speech Recognition: A Practical Workshop**
Aimed at attendees new to speech technologies, this workshop overviews speech recognition technologies. Starting with describing the basic fundamentals, the workshop will summarise the pros and cons of available speech recognition technologies, explain when and where to use speech recognition and identify best practices for designing dialogues using the latest speech technologies. The workshop will culminate with a practical demonstration of rapid-application-development of a speech-enabled Interactive Voice Response application.

Martin Steer, Director, Eurovoice, UK

**10:00 - 13:00 W2**

**Designing with Usability in Mind**
Targeted at anyone with responsibility for the design of customer service applications including business analysts, decision makers, and user interface designers, this introductory tutorial will be illustrated with video clips. You will learn how to:

- Apply the principles of ergonomics including human memory and attention
- Leverage the strengths of speech recognition technology and compensate for its weaknesses
- Plan and structure your application from the user’s point of view
- How to write dialogue scripts enabling customers to achieve goals easily and quickly
- When to use various types of recognition technology

David Attwater, Senior Scientist, Enterprise Integration Group, UK

**14:00 - 17:00 W3**

**Performing a Comparative ASR Evaluation**
There is a variety of choices for speech recognition engines, especially for languages other than English. Although many companies are comfortable performing business case analyses across speech recognition engine vendors, it is often difficult to know how to compare accuracy. In this hands-on, in-depth course you will learn how to select an appropriate evaluation data set, why transcription is important and how to do it properly, how to perform the evaluation, and how to analyse and interpret the results.

Daniel Burnett, Director of Speech Technologies, Voxeo, USA

**14:00 - 17:00 W4**

**Multilingual Speech applications: When to use them and how to design them**
The European market place is multilanguage. In today’s global village the need to support multilanguage systems is a basic requirement, yet designing multilanguage speech systems is not an easy task. This workshop addresses how to design speech systems serving multiple languages and cultures and is divided into a series of mini lectures, each followed by a supporting exercise. Topics addressed include:

- The various kinds of multilanguage systems and their advantages and disadvantages
- The main challenges for multilanguage systems and how to overcome them
- How to identify what language(s) the caller is using
- How to modify a basic dialogue to address the user’s language and culture
- Major do’s, don’ts and best practices

Dr Nava Shaked, Director, Business Technologies, Israel
Wednesday 26 May

09.00 - 10.00  KEYNOTE

Listening to Your Customers: How Companies can Mobilise Consumers as Co-creators and Innovators

Charlie Leadbeater, Author and Strategist, UK

Charlie Leadbeater describes the new phenomenon of creativity driven by social media, and explores ways in which passionate, knowledgeable consumers can generate mass creative collaboration. Before we explore the detail of voice and speech applications, this thought-provoking keynote will underline the importance of customer relationships, and of capitalising on communication channels with your customers.

Charlie Leadbeater is a leading authority on innovation and strategy. He has advised companies, cities and governments. He is a special adviser on Competitiveness and the New Economy to the European Commission, and is reportedly former Prime Minister Tony Blair's favourite corporate thinker. We-think, his latest book, charts the rise of mass, participative approaches to innovation.

10.00 - 10.30  Coffee break in the Exhibition Hall – kindly sponsored by

10.30 - 11.15  TRACK A

IVR Challenges in New Markets

This session presents two birds’ eye views of the pros and cons of entering new markets. Darla Tucker describes how self service automation has become a vehicle for achieving reduced cost while providing a solid ROI, and how cultural differences drive a need for differentiation among multiple language deployments. Julia Kshitrova explores the challenges of first deployments in the new regional IVR market – Russia. Hear how to overcome the distrust in ASR performance, concerns about the expense of voice-enabled deployments, and how to overcome the peculiarities of synthesising performance to a local language.

Strategies for Global Customer Service

Darla Tucker, Principal, Consulting Services, Convergys, USA

Developing New Markets for IVR

Julia Kshitrova, VP Sales & Marketing, Speech Technology Center, Russia

11.30 - 12.15  TRACK A

Making IVR Work

The Customer Experience Foundation reports that UK contact centres fail to measure the customer and business impact of technology failures. Trevor Richer and Morris Pentel’s presentation identifies what can be done to minimise this problem. Annabelle Goymer describes Transport for London’s experiences with automated voice technology applications that assist customers to make over 24 million trips a day and shares experiences to help you improve your own voice technology applications.

IVR failure and Speech Quality Cost Your Contact Centre Dearlly

Trevor Richer, Marketing Manager, Empirix, UK

Morris Pentel, Chairman, Customer Experience Foundation, UK

CUSTOMER CASE STUDY

Travelling in Our Customers’ Shoes

Annabelle Goymer, Contact Centre Transformation Programme Manager, Transport for London (TfL), UK

12.15 - 13.45  Lunch

10.30 - 11.15  TRACK B

Video: The Next Level of Automated Customer Service

Voice alone can only tell customers about a service, product, or repair strategy. Video shows them! Hear how two of Europe’s leading organisations have successfully added video into their existing speech applications to deliver new levels of customer experience. Learn how video self-service in mobile banking, interactive advertising, and airline check-in offer substantial cost savings and improved customer care. Hear the experiences of an interactive voice and video response (IVVR) that offers video calling-based customer care to 8.5 million customers.

Voice and Video Customer Service in Action!

Stefan Dietrich, Self Service Tech Ops Lead for Europe/Middle-East/Africa, Avaya, Germany

Introducing Video IVR – A New Era in Mobile Interactions

Damian Kelly, VP Strategic Development, SpeechStorm, UK

11.30 - 12.15  TRACK B

Using Voice Biometrics

Voice biometric systems identify speakers and verify that speakers are who they claim to be, thereby minimising fraud and theft. Learn how to evaluate these systems using a clear step-by-step evaluation methodology based on best practices. Jim Cook’s presentation further illustrates the capabilities of voice biometrics, with a case study demonstrating how voice biometrics can be used to replace cumbersome and time-consuming handwritten signatures on physical documents with an electronic signature linking the transaction to the person doing the signing.

Evaluating Voice Biometrics Technology

Almog Aley-Raz, CEO, PerSay, Israel

Closing More Business Using Biometrics

Jim Cook, COO, VoiceVault, UK

12.15 - 13.45  Lunch
Voice User Interface Design: Major Issues
Learn how to avoid disputes between customer employees and VUI designers by pinpointing common pitfalls in the communication between them, and identify ways to resolve conflicts with and disagreements between application designers and implementers. Crafting good error-handling prompts is a key part in the overall success of IVR self-service applications. Discover two alternative strategies for crafting error-handling prompts, as well as the pros and cons of each approach.

- The Eternal Battle Between the VUI Designer and the Customer
  Maria Aretoulaki, VUI Design Consultant/Director, DialogCONNECTION Ltd, UK
- A Fine Balance: What Callers Need to Know about Errors
  Susan Hura, Principal, SpeechUsability, USA

Moderator: Caroline Leathem, Interaction Specialist, Verizon Business EMEA, UK

Key Enterprise Directions
Key management decisions include whether speech applications should be hosted on premise or offsite by a hosting company, and how to embrace unified communications within the enterprise. John Amein explains the advantages and disadvantages of hosted and on premise solutions. Detlev Artelt describes how unified communications will change the enterprise IT structure and affect the development and deployment of speech technology applications, how the various channels of electronic communication are integrated and what this means to an enterprise.

- Unified Communications (UC): Use Speech for Smarter Working
  Detlev Artelt, CEO and Senior Consultant, aixvox GmbH, Germany
- Hosted or Premise? Why Choose?
  John Amein, Senior VP Strategic Partnerships, Voxeo, USA

Moderator: James A Larson, Vice President, Larson Technical Services, USA

Developing Multilingual Applications
Multinational organisations and countries and regions with many cultures require multilingual applications. This session gives you a bird’s eye view of how to design, implement, and test multilingual applications, with video clips of usability studies from Europe, the USA and emerging markets in Africa. Topics include how to use standard languages to develop multilingual speech applications, how to conduct usability tests in multiple languages, and how to deal with cross-cultural attitudes about IVR and speech systems.

- Will it Work in Swahili? Multilingual Design and Usability Testing
  David Attwater, Senior Scientist, Enterprise Integration Group, UK
- Multilingual Voice Applications: Issues and Practical Solutions
  Paolo Baggio, Director of International Standards, Loquendo, Italy

Moderator: Nava Shaked, Director, Business Technologies, Israel

New W3C Language Standards for Developing Speech Applications
This session introduces three new, powerful languages from the W3C for developing speech applications:
- Speech Synthesis Markup Language 1.0 (SSML 1.1) now provides better support for a broader set of natural (human) languages;
- Pronunciation Lexicon Specification (PLS 1.0) enables interoperable specifications of pronunciation information for both speech synthesis and speech recognition engines; and
- State Chart XML (SCXML) is a general-purpose event-based state machine language used to model both voice only and multimodal dialogues.

- Using TTS Standards
  Davide Bonardo, Senior Software Architect, Loquendo, Italy
- Using State Chart XML for Dialogue and Task Management
  Rahul Akolkar, Research Staff, IBM Watson Research Center, USA

Moderator: James A Larson, Vice President, Larson Technical Services, USA

09.00 - 10.00  KEYNOTE

Professor Wolfgang Wahlster
German Research Centre for AI, DFKI GmbH
Germany

The Future of Speech Technology
Professor Wahlster provides an invaluable overview of research in European universities and company laboratories in the areas of speech, multimodal, and multilingual technologies, looking forward to technologies that will be available in the market place within two years. His keynote will help attendees develop plans for the types of applications they will be able to build and deploy in the future.

Professor Wahlster is the Director and CEO of the German Research Center for Artificial Intelligence and a Professor of Computer Science at Saarland University (Saarbrücken, Germany). In addition, he is the Head of the Intelligent User Interfaces Lab at DFKI. He has published more than 170 technical papers and 8 books on language technology and intelligent user interfaces.

10.00 - 10.30  Coffee break in the Exhibition Hall – kindly sponsored by

10.30 - 11.15  Session A201

Designing Real World IVR Applications
Experienced developers present their key learnings and insights for developing speech applications for the real world. Brian Budd describes an approach to design documentation that has successfully been used during the implementation for a major UK financial institution. Michael McTear explains the design of an application for diabetics to use the telephone to report their readings for weight, blood sugar and blood pressure on a regular basis with speech or touchtone input and to receive feedback on users’ conditions.

» Documenting the Complete Design
Brian Budd, Lead Engineer, Barclays Bank plc, UK
Michael McTear, University of Ulster, Ulster
Moderator: Susan Hura, Principal, SpeechUsability, USA

11.30 - 12.15  Session A202

Panel Session: Advanced Speech Recognition Techniques and Experiences
Statistical Language Models (SLM) are an alternative to the context-free grammars frequently used by speech recognition systems. What are the pros and cons and the strengths and weaknesses of SLMs? Are SLMs really natural language processing? How expensive are SLMs to create and maintain? How to implement SLMs and make them work efficiently? How can the dialogue manager recover when an SLM fails to recognise the user’s utterance correctly?

» Panelists:
Rebecca Jonson, Research Manager, Artificial Solutions, Spain
Karl Pichotta, User Interface Software Engineer, Versay Solutions, USA
Guillaume Leroux, IVR and Voice Services Expert, France Telecom – Orange Labs, France
Jan Dziekan, VUI Expert, Telekomunikacja Polska R6D, Poland
Moderator: James A Larson, Vice President, Larson Technical Services, USA

12.15 - 13.45  Lunch

10.30 - 11.15  Session B201

Testing and Tuning
Testing and tuning of speech applications are vital for good customer experiences. Darren Chapple will explain how to integrate testing into the overall project plan, how to minimise the impact of outside influences on testing, and how to improve testing efficiency. Stuart Walsh addresses the new problem of testing and tuning systems using VoIP. Learn how to measure end-to-end voice quality, how to test VoIP networks and assure their scalability, and how to improve the overall technical performance.

» Quality Assurance Techniques for Voice Solutions
Darren Chapple, Quality Assurance Lead and Project Manager, Verizon Business, UK
Stuart Walsh, Head of Engineering, Empirix, UK
Moderator: Nava Shaked, Director, Business Technologies, Israel

11.30 - 12.15  Session B202

Panel Session: The Ultimate VUI Q&A
Join us for a panel debate on the state of the art in VUI design. What are the hot topics in VUI today? Where do we agree and where are there still controversies? What are the big issues, and how should they be resolved? Come with questions for the panel of VUI practitioners and be ready to share your opinions and ideas in spirited discussions of where VUI stands as a profession and as a discipline.

» Panelists:
Caroline Leathem, Interaction Specialist, Verizon Business EMEA, UK
Manja Baudis, Head of Speech Science, Die Lautmaler - Manja Baudis & Zeno Wolze GbR, Germany
David Attwater, Senior Scientist, Enterprise Integration Group, UK
Oliver Huber, Ayaya, Germany
Moderator: Susan Hura, Principal, SpeechUsability, USA

12.15 - 13.45  Lunch
Panel Session: New Uses of Text-to-Speech Synthesis

With the improvement in quality of human-like voices generated by text-to-speech synthesis engines, new applications and uses are emerging. This session reveals how you can put speech synthesis to work in new ways. Learn how one company uses a synthesised voice as its brand. Discover how Interactive Digital Assistants created by integrating synthesised voice with an avatar can be accessed both via desktop computers and mobile devices. Find out how Braille can be generated from text, making voice dialogues available to visually-impaired users.

**Panellists:**
- Lars Ballieu Christensen, Managing Director, Sensus ApS, Denmark
- Mario Soro Fernandez, Telefonica, Spain
- Carlos Gonzalez Alvarez, Director IT Division, ICEX – Spanish Institute for Foreign Trade, Spain

**Moderator:** James A Larson, Vice President, Larson Technical Services, USA

**13.45 - 14.30**

**14.30 - 15.00** Coffee break in the Exhibition Hall

**15.00 - 16.00** Analytics

**Session A204**

**15.00 - 16.00** Cutting Edge Advances in Speech Technology

**Session B204**

**16.00** Conference Closes

SpeechTEK Europe’s Avatar Challenge presents a collection of newly-developed avatars designed for a range of business applications. Find out the winners of the ‘expert’s prize’ and ‘people’s choice’ in SpeechTEK’s Avatar Challenge.

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Industry Partners

AVIOS
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CCMA – Call Centre Management Association
Established in 1994 to promote the profession of call centre management, the CCMA (UK) is an independent, not for profit organisation for Call Centre Managers, Supervisors and Team Managers funded by membership subscriptions. The CCMA is run on an unpaid, voluntary basis by an elected Board of call centre professionals who give up their own time to put something back into their industry and help to support others. There are around 600 CCMA members in the UK and their mission is to contribute to the continuous professional development of call centre managers and supervisors and to assist wherever we can in sourcing high quality training courses. www.ccma.org.uk

Institute of Customer Service
ICS is the professional body for customer service. Leading customer service performance and professionalism, ICS is the authoritative voice of customer service – the catalyst for all those whose focus is on the delivery of world-class service experiences. ICS is a membership body with a community of more than 350 organisational members - from across the private, public and third sectors – and nearly 7,000 individual members. In believing that customer service is increasingly the difference between success and failure, ICS supports organisations in raising customer service standards and individuals in achieving professional recognition. www.instituteofcustomerservice.com

SpeechTEK Europe
Exhibition

You’ll meet all elements of the speech supply chain at Europe’s newest speech technology showcase.
Your delegate pass entitles you to unlimited access to SpeechTEK Europe’s parallel exhibition where you’ll be able to get hands-on with the latest speech technology products and services, and meet the people who supply them. At the time of going to press, the following sponsors and exhibitors have already committed to meeting you at SpeechTEK Europe in London in May 2010.

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Media Partners

Call Centre Helper
Call Centre Helper is the UK's most popular call centre magazine with over 45,000 readers. It is a free, weekly online magazine aimed at giving call centre people up-to-the-minute advice on how to make their businesses work more effectively. Separated into four distinct areas – call centre management; call centre technology; call centre life; and call centre jobs; the aim is to help readers navigate as swiftly as possible to the area that interests them most. To this end, there are lots of regular features, such as a Q&A column that asks people with real-life call centre experience to answer the real-life problems faced by their peers in the industry, and a monthly 'What to look for when buying…' series, offering guidance by industry experts on the latest must haves in the world of Call Centre technology. So, for advice and tips on management, technology and working life, visit Call Centre Helper at www.callcentrehelper.com

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voice compass
What is communication today? How is communication influenced by new technologies? The new voice compass gives a comprehensive overview of the speech and telecommunication technology markets, from basics to hardware, application management, and special themes like hosting or SaaS. This edition has a special focus on unified communications (UC), speech technology and sub-categories like speech automation or recognition. UC – the integration of real-time communication services like instant messaging, collaboration, conference solutions and speech automation – has the potential to revolutionise business communication. With expert advice, user studies and detailed information on global speech companies, voice compass makes technology accessible to everyone. www.voice-compass.com/preview2008

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Ask yourself these questions...

Are you locked into:

- an application platform that supports only voice?
- using proprietary, non-standard XML?
- proprietary development and analytic tools?
- a single, expensive speech engine?
- a platform that serves only one region of the world?
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If you answered yes to any of these questions, we need to talk.

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SpeechTEK Europe
Registration Prices

All prices quoted are in Pounds Sterling (£)

**SpeechTEK University**

**Tuesday 25 May**

Price per SpeechTEK University Workshop

£185 + VAT (£217.38)

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**Wednesday 26 & Thursday 27 May**

**Full two day conference**

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Register and pay by 30 April  
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**After 30 April**  
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*Early bird discount*  
Register and pay by 30 April  
£400 + VAT (£470.00)  
**After 30 April**  
£425 + VAT (£499.38)

**Organisations sending more than one registrant benefit greatly from the following discounted rates for full conference registrations only:**

**Up to 30 April**

First person  
£675 + VAT (£793.13)

Second and all additional registrants  
£405 + VAT (£475.88)  
**After 30 April**

First person  
£725 + VAT (£851.88)

Second and all additional registrants  
£435 + VAT (£511.13)

**40% group DISCOUNTS for colleagues**

**Questions?**

Contact the Organisers:

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