

Artificial
Intelligence

Data
Visualization

Block
chain



Wednesday

December 12th

2018

16.00 – 21.30

Brightlands

Smart Services Campus
Smedestraat 2
6411 CR Heerlen

Free registration for PMI- & IPMA-
members and Students

Including
Networking
& Drinks

PMI Euregio Event



Registration for this event on www.pmi-netherlands-chapter.org

Artificial Intelligence

Data Visualization

Blockchain



Block this date December 12th 2018 in your Agenda

PMI is pleased to invite you to attend this Euregio Event hold at Brightlands Smart Services Campus in Heerlen.

The convergence of blockchain, AI, and Data Visualization analytics are opening doors to more powerful and innovative solutions that manage compliance costs and reduce operational risks and will change project management.

During this event we will have 3 prominent speakers covering these 3 topics and making it more transparent and clear what it will bring and change for us in the future

You can become part of this event by attending this event and even set your self in the spotlight by becoming a sponsor. All Sponsor money will used for the food and refreshments. For more information please contact Lars Bessems (events@pmi-netherlands-chapter.org or +31-(0)6-26 88 11 37)

Program

- 16.00 – 17.00 **Registration, sandwiches, refreshments and visiting sponsor expo**
- 17.00 – 17.15 **Opening, welcome and introduction by the PMI Netherlands Chapter**
- 17.15 – 17.30 **Introduction of Brightlands**
Marie-Claire Defauwes, Brightlands
- 17.30 – 18.30 **Artificial Intelligence and Project Management**
Prof. dr. Rudolf Müller at Maastricht University School of Business and Economics Scientific Director of BISS Institute
- 18.30 – 18.45 **Break to visit the sponsor Expo**
- 18.45 – 19.45 **Data Visualization and Project Management**
Kay Schröder, Head of the Human Data Interaction Lab, CEO Daily Interactive
- 19.45 – 20.00 **Break to visit the sponsor expo**
- 20.00 – 21.00 **Blockchain or: What is Trust?**
Walter Bril, Co-Author: Blockchain Organizing-Foundations for a new socio-economic order
- 21.00 – 21.30 **Wrap-up , Networking & sponsor Expo**



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Artificial Intelligence and Project Management



17.30 – 18.30

Prof. dr. Rudolf Müller



Artificial Intelligence (AI) has revolutionized over the past 10 years the way we can analyze data. In particular, the techniques of deep learning allow not only to analyze numeric data, but also unstructured data like images, audio and video.

AI algorithms are thereby increasingly able to act successfully in strategic situations, like the recent success of the poker algorithm Libratus demonstrates.

At the same time, AI approaches have their limitations in predictive and prescriptive tasks.

In this presentation Müller will share with the audience what we can expect from AI methods in the context of project management.

Rudolf Müller is professor of Quantitative Informatomics at Maastricht University School of Business Economics.

Since October 2015 he leads the Business Intelligence and Smart Services Institute on the Brightlands Smart Services Campus in Heerlen, NL.

BISS focuses on co-creation projects with industrial and public partners, in which recent developments in AI and other fields of data science are tested in use cases. Next to technological innovation, the goal is to develop a better understanding of the impact of these innovations in practice.

BISS offers also professional education in data science.

Rudolf Müller has 30 years of research experience in mathematical optimization, operations research, cloud computing, information systems, and the design of economic coordination and market mechanisms.



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Data Visualization and Project Management



18.45 – 19.45

Kay Schröder



In today's digital world, the interpretation of (big) data is becoming increasingly important. How can we display this data to make it clear and understandable?

Schröder discusses different aspects and methods of data visualization. He deals with the artificial aspect, the influence of cognitive perception on interpretation and the tension between data visualization and interpretation.

Kay Schröder works as head of the humans data interaction lab within the BISS Institute/the Brightlands Smart Services Campus in Heerlen. Furthermore he works as researcher and senior lecturer at the Zuyd University of Applied Sciences, Maastricht Academy Media Technology and Design.

Kay Schröder has been working in field of visualization for more than a decade now. He has done several international projects in the field of data visualization and communication for the Climate Programme of the united nations (IPCC), Reed Elsevier/ LexisNexis, APG, Province of Limburg, and InterSystems and others. The focus of his work is on effective and targeted communication and the exploration of data in the context of decision-making processes and data analysis..



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Blockchain or: What is Trust?



20.00 – 21.00

Walter Bril



Blockchain is currently being regarded as one of the biggest technical innovations since the rise of the Internet. More and more articles, blogs and especially hype, are created and cause a lot of daily noise. This shows in the form of the investing hype in cryptocurrencies and ICO's. On the other hand, establishment (banks, government, mainstream media) are spending a significant part on framing, which create even more noise.

Blockchain is often associated with technology alone, leaving out the organizational aspects.

This causes an unbalance: Applying new technology within old and established and traditional thinking models. This way, we miss the potential and opportunities that this innovation could bring humanity. This session focuses therefore on those organizational aspects and human behavior. Classical organizations need to start looking for how they want to transition towards this new era. And in some cases, they even need to ask themselves why they exist...

Out-of- the-box thinking is pretty mandatory here.

After the session the following topics should be clearer:

- The concepts behind blockchain technology, using practical and non-technical examples
- Developments around blockchain the last few years, triggered by different stakeholders
- The amplifying character of technology.

Walter Bril is an expert in the field of process knowledge management. For more than 25 years he has been involved in analyzing and (re) designing business processes, especially focusing on practical knowledge retention. A practical example of this is, the San Francisco based, Elements.cloud, where he, as co-author of the Universal Process Notation (UPN), uses his knowledge and experience to help growing this start-up.

Aligned with the vision and mission of Weconet.org, he literally walked the talk and co-authored the books "Blockchain Organizing" & "Blockchain Organizing for Managers".

He's involved in advising blockchain / process knowledge management entrepreneurs who develop their activities through the Brightlands Campus concept in Heerlen.



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