**NEECOM Agenda**

**Annual Fall Conference with Vendor Exhibits**

**Thursday, October 12th, 2017**

**Morning Program:**

**8:00 Registration/Continental Breakfast Plus!**

**8:30 *Annual Meeting and Opening Remarks***

**Ira Keltz, NEECOM President, Partners HealthCare System, Inc.**

**8:45     *cXML vs. EDI – What’s the big diff?***

**Lee Denis, EDI/B2B Consultant**

**9:30     *Digital Catalogue is the New Merchandise – How Content Management is the New***

***Key Enabler for OmniChannel***

**Neel Sharma, Managing Partner, Spice Technology Group, Inc.**

**10:15        Vendor Exhibits, Networking and Refreshment Break**

**10:45   *Automate the Building of your Advanced Ship Notices/856’s !***

**Earl Wertheimer, President/Owner, Wertheimer Computer Works, Inc.**

The talk will review how the ASN/856s can be automated from incoming Purchase Orders.

It will focus on some of the unique problems in the Apparel Industry:

Pre-packs, Multi-Store POs (SDQ) and various incoming PO formats (SLNs).

Automating the process ultimately reduces errors and costly chargebacks.

**11:30    *How Chatbots and AI are Changing the Face of E-Commerce***

**Matt Kruczek, Director of Mobile/Web & Cognitive Services, Tallan, Inc.**

 With billions of active users across platforms like Facebook and Slack, and the emergence of “personal assistant” technology such as Alexa, it is even more essential for businesses to play in these spaces, where and when their customers and potential customers spend their busy, digital days. Given that fact, businesses have taken to social media as a way to reach and more personally engage with their customers. Queue the rise of the Chatbots.

Though the origin of today’s Chatbot technology can be traced back as early as 1966, its re-emergence was driven by the widespread growth of mobile devices that allow users access to information immediately and at any time. With consumption and need on the rise, the use of quick, yet insightful conversation-based technology fits nicely into our everyday activities.

Alongside benefits to consumers, Chatbot technology can empower customer service, giving consumers an easier and more enticing way to interact with their favorite brands. Transferring these activities to a Chatbot can save organizations up to 29% on customer care costs annually. The e-Commerce community as a whole has already been bolstered by the use of bots, especially among younger consumers, 2/3 of whom are likely to buy items and services from brands via chatbots.

Join Tallan’s Director of AI technologies, Matt Kruczek, in exploring some of the ways eCommerce thought leaders are utilizing this technology to bring their business to the next level.

**12:15 - 1:15   Lunch & Vendor Exhibits**

**Afternoon Program:**

**1:15  *Keynote Address: Silent Influencing – Rediscover the Power of Body***

***Language to Lead Impacting Change***

**Michael Nir, Transformation Inspiration Expert & Author, Sapir Consulting US**

Yes, our environment is digital, and yet our most important interactions rely on our skills to change perceptions and create agreement: getting a job, closing a deal, negotiating salary, leading a team through conflict, managing a project; Influencing the decision makers in our lives, all depends on our mastery of simple and powerful tools.  
  
In this highly interactive and entertaining presentation Michael energizes the audience to increase awareness and embrace proven techniques to silently influence the stakeholders in their lives, business and personal.  
  
Key takeaways  
· Experience – how do I use the out, the body, to change the in, my thoughts and perceptions?  
· Inspire – how do I use body language to change challenging environments and situations?  
· Motivate – how do I influence and lead change by awareness to the flow of experience?

**2:15  *Embrace the Chaos of B2B/EDI***

**Chrystopher VanTine, B2B Solution Consultant, OpenText, Inc.**

Chaos happens.  Hardware fails. Mistakes are made. Master data is out of sync. People take vacation, change roles, or leave the organization. Mergers, acquisitions, and divestitures change priorities. There are actions we can (and should) take to prevent some of these disruptive events some of the time, but we can't prevent them all.  I'll present some strategies I've used to prepare for chaos and tools to manage it when it does occur.

**3:00     Vendor Exhibits, Networking and Refreshment Break**

**3:15  *The 2020 Shopper – A Look Ahead to What’s Next in Retail***

**Inez Blackburn, President, Market Techniques & Innovation**

**4:00     Raffle & Refreshments/Exhibits/Adjourn**