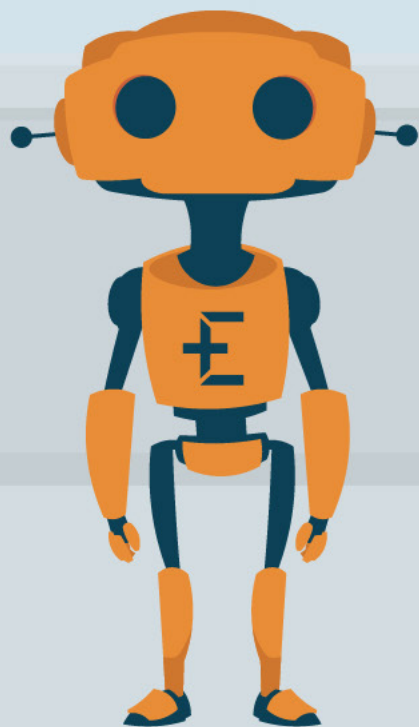


ARTIFICIAL INTELLIGENCE FOR THE ENERGY INDUSTRY

June 6-8, 2018 | Haarlem | the Netherlands



Learn how to become more profitable

Artificial Intelligence is probably the most important technology development of this decade. Artificial Intelligence with Big Data, Machine learning and Software Engineering is about making computers smarter by simulating all kinds of human capabilities.

Algorithms that can learn and make predictions from the Big Data that probably is available within your company will allow you to make faster, better and cheaper decisions. Big Data itself is not exciting. However, what you can do with it – increasing profitability, lower your risks and save costs, definitely is very exciting.

Strategy, Artificial Intelligence and Change Management will go hand in hand. You should put strategy first to avoid that Artificial Intelligence will become a tool buried inside your company's routine operations. That it will provide a useful service, but that it will not be used to its full potential. Besides you should also have an open mind and a willingness to change your relationship with technology in order to take advantage of this new technology.

In this seminar we will share the best practices about all these elements.

About the Seminar

The seminar is divided in 2 parts; a one day course or a fully-fledged 3 day course.

1. General Seminar Essentials of Artificial Intelligence, Wednesday June 6

The first day of the course is for everyone who wants to learn about the opportunities and challenges of using Artificial Intelligence in their business.

2. Advanced Artificial Intelligence Seminar, June 6-8

This 3 day advanced course is the one day course plus 2 more days of in-depth and detailed expert knowledge sharing.

High quality presentation

Both these courses will be highly practical and interactive. You will learn about the latest developments and best practices in Artificial Intelligence and how to apply it to the different business areas of your company.

The program is structured in such a way that a good balance between theory and practice will be achieved. From experience we know that we will get the best results when the participants are actively involved. All the topics will be explained in-depth with the use of practical examples, real-life case studies and simulations.

At the end of this training course, you will have a clear idea of how your company can extract value from implementing Artificial Intelligence.

Who should attend

- Trading managers
- Traders
- Analysts
- Risk Managers
- Portfolio Managers
- Compliance officers
- Financial officers
- Sales and marketing professionals
- Technology officers
- Internal audit officers
- Data scientists
- CIOs
- Board of Directors
- C- level executives
- Anyone who wants to improve the decision automation level in the company using Big data, Artificial Intelligence and Automation.

By attending this course, you will be able to:

Get familiar with this stunning new technology and learn how to build intelligent systems.

- Get an overview on how Artificial Intelligence can help you making faster, better, and cheaper data-driven decisions;
- Understand how Artificial Intelligence can increase profitability, lower risks and costs;
- Learn how to align business strategy and Artificial Intelligence;
- Manage the required change within your company;
- Determine what the challenges are in implementing Artificial Intelligence;
- Get a clear overview of the way forward on how to implement Artificial Intelligence in the energy business.

COURSE OUTLINE

DAY 1

Part 1: Introduction Artificial Intelligence and Strategy

Crash course in Artificial Intelligence technology

- Developing Intelligent systems with Artificial Intelligence
- Data Engineering
- Data Science
- Big Data
- Software Engineering
- Machine Learning
- Data Wrangling
- Paradigm shift: every company is a software company
- The evolution of product development processes

How to start within the organisation

- Role Top Management
 - Putting strategy first
- Role Frontline Managers
- In company champions required
- Change Management
- Determine Data Strategy



Linking Strategy and Artificial Intelligence

During this Practical exercise we will discuss how to align strategy and Artificial Intelligence for the different business areas within the energy business, such as trading and retail client customization, in such a way that you will get the best results.

Collaborative Decision Making

- Human Strengths
- Machine Strength



Final Session

Demonstrate a real-life example from energy industry

Q&A and Closure

Network Cocktail

COURSE OUTLINE

DAY 2

Part 1: Introduction Artificial Intelligence and Decision Automation

Introduction to Artificial Intelligence

- Recent advancements and developments AI
- Big Data and Artificial Intelligence
- Types of Artificial Intelligence
- Artificial Intelligence and humans
- Artificial Intelligence and energy companies
- Predictions

Essentials of Decision Automation

- Recent advancements and developments AI
- Big Data and Artificial Intelligence
- Types of Artificial Intelligence
- Artificial Intelligence and humans
- Artificial Intelligence and energy companies
- Predictions

Introduction

- What is the Data Telling You?
- What do I have to do?
- Prescriptive Analytics
- What is Big Data?
- Advanced Data Analytics Methods

Part 2: Overview Decision Automation through Big Data and Artificial Intelligence

Artificial Intelligence with Machine Learning

- Dimensionality reduction
- Anomaly detection
- Classification
- Clustering
- Regression
- Decision tree
- Neural nets

Hardware and software Components

- Storage unit
- Compute unit
- Robust network hardware
- Storage Software
- Analytical Software
- User Interface Technologies
- Prototyping Technologies
- Cloud Computing



Artificial Intelligence Examples in Python

Intelligence. We will show you how easy it is as an Artificial Intelligence starter to use Python for analyzing data, create beautiful visualizations, and use robust Artificial Intelligence algorithms.

COURSE OUTLINE

DAY 3

Part 3: How much control humans and machines should have

Human and Machine Information Processing

- Data Collection
- Data Collection Technology
- Data Analysis
- Data Analysis Technology
- Decision Making

Business Process Automation

- Business process analysis
- Business process automation
- Workflow
- Permissions
- Traceability

Practical steps to go forward

- How Much Should Control Humans and Machines Have?
- Determining Human-Machine Involvement
- Automation Implementation
- Phased-in Approach



Real Life Demo; Decision Automation

You will get a demo of a real-life project (a major European utility) about how to introduce decision automation (with technologies such as Artificial Intelligence, Big Data, and Automation) to the trading floor. The result of this project was that the relevant company boosted its profitability, lowered its risk appetite, improved transparency for compliance and internal audit and increased trader performance.

We will show you practical examples by means of computer demos of issues such as:

Q&A and Closure

ABOUT YOUR COURSE TRAINERS

Our Expertise

Kasper Walet, László Siller and Gergely Szerovay will give this highly interactive and hands-on workshop. Together we have uniquely practical and academic knowledge and experience in the energy sector and Artificial Intelligence. Recently we executed Artificial Intelligence Projects for major energy companies in Europe.

Kasper Walet

Skilled and accomplished professional with over 25 years of extensive of C-level board level experience in the energy markets worldwide. Kasper has strong expertise in all the aspects of energy commodity trading markets, international sales, derivatives trading, staff training, risk management and regulatory compliance within dynamic and high- pressure environments

László Siller

An energy commodity full supply chain professional with over ten years of experience in Risk Management, Risk Controlling, and Portfolio Management, ranging from Mining and Oil and Gas to Power and Renewables. Member of different high-level Decision-Making Committees with a role and competence of Investments, Portfolio Management and Risk Management. Laszlo has further experience developing intelligent systems with Artificial Intelligence as well as training for different levels of the organization and interdisciplinary project management.

Gergely Szerovay (River Commodity)

20 years of experience in Software Development, Data Engineering, and Data science, with significant experience in power and natural gas projects. He has also over ten years of experience in natural gas supply chain management related IT projects, as well as power-trading algorithms and modeling.

PRACTICAL INFORMATION

How to register?

You can register online by clicking [here](#) or by using the registration form on the final page of this brochure.

What will the seminar cost me?

If you go for the one day Introduction to Artificial Intelligence Course you will pay **990 EUR** (*VAT not included*).

For the 3 day advanced course you will pay **2,750 Euro** (*VAT not included*). These fees are including documentation, coffee/tea, lunch and the network cocktail party.

EARLY BIRD DISCOUNT

If you would book before May 10 you will receive a
100 Euro discount

GROUP DISCOUNT

If you would like to attend with more than 2 people from your company, just let us know. We will then make you a special offer.

Invoicing

We will email (or on request send by post) the invoice to your business email address, as provided by you in the booking.

Payment

Invoices should be paid within 5 working days after the invoicing date.

Cancellation

If after registration it appears that you somehow cannot make it to the

seminar, you can use our generous cancellation policy. Until two weeks before the start of the event you could cancel (in writing) without any costs. Only after that you will be due the full amount. Of course a colleague can always replace you, without any additional costs.

Questions ?

You may always call us at: + 3120-5160618 or
mail on: contact@maycroft.com

LOCATION



Nieuwe Gracht 3, 2011 NB Haarlem



5 minutes from Haarlem Central Station

5 minutes from Haarlem City Center

15 minutes by train from Amsterdam Central Station

20 minutes from Amsterdam Schiphol airport

MY BOOKING FOR

Artificial Intelligence in the Energy Industry Seminars

- Essential of Artificial Intelligence Course, Wednesday June 6, 2018
- Advanced Course, June 6-8, 2018

Please tick the course you would like to follow

Delegate Details

Title

First and Last name

Function

Company

Address

Zip code and City

Country

E-mail

Telephone

VAT number

Date

SEND