UKAuthority Rise of the Bots
20 June | 15 Hatfields | London

Partnership Opportunities

UKAuthority
Rise of the
Bots

The Event

Artificial intelligence has been on the public sector horizon for years, but it has only now developed to the point where a handful of organisations are testing its potential in earnest.

The initial applications are for straightforward processes – customer support using chat bots in local government, basic triage for health conditions in the NHS, and automation of back office processes in revenues and benefits – but there is immense potential in taking on more demanding tasks. The ability of AI systems to solve problems, continuously learn from the data they process, and respond to changing conditions without human intervention could give them a central role in future public services – both in dealing with day-to-day issues and in responding to the big, long term challenges.

But there are questions to be asked about how the technology will fit into organisational structures, its role in decision-making, the boundaries of its application and its impact on jobs. There is bound to be an intense debate about where it is appropriate to leave a process to a machine and where a human intervention is necessary.

This is taking the public sector into uncharted waters, and its digital leaders need to start thinking now about the promise, and possible pitfalls, in harnessing AI and bots.

The immediate prospect is for bots, but AI could do much more in public services over the long term, and public sector leaders need to start thinking today about what they can do tomorrow. This is the ideal opportunity to begin that process.

Speakers:

- Julian Harris, DWP Innovation
- Benedict Dellot, RSA
- Andrew Grant, Aylesbury Vale District Council
- NHS Wales (tbc)

- Ben Hawes, DCMS
- Dr Sam Shah, NHS England
- Rocco Labellarte, Enfield Council
- HMRC (tbc)

Audience: 80 senior digital/transformation professionals pan public sector

Focus: Use of AI, machine learning, automation / bots to deliver better services that deliver savings to the public purse and better services to people (citizens/patients)

Outputs: Briefing paper, event hub presentation videos, features and interviews

Delegate registration
(public sector only)

Key questions the event will explore:

- Where are the more immediate uses for AI in public service delivery, and how can you identify the likely benefits?

- How can organisations assess the public reaction to 'non-human' interactions?

- What are the ethical limits of AI in decision-making?

- How will this impact the workforce?

- Should there be 'no go' areas for AI in public services?

Partnership opportunities

GOLD PARTNER
One position available @ £8,500 ex VAT

- Partner public sector customer speaker slot (NB, must be a public sector speaker)
- Partner's branding and wording on all appropriate event promotion and content both pre and post event across the UKAuthority digital estate
- Branding on stage and within conference room i.e pop up stands supplied by partner, max number 2
- Table top exhibition space in prominent position
- 4 delegate passes
- Partner acknowledgement and advertorial in conference programme
- Delegate list pre and post event
- Email to delegates and wider UKAuthority audience post event (content subject to approval)
- The opportunity to participate in discussion sessions in the afternoon that will shape thought leadership around this agenda
- Comment and company logo in post-event literature including UKAuthority briefing paper, distributed to leaders throughout the local public services sector

GOLD or SILVER PLUS

Host lunch or afternoon networking tea: Have your company branding displayed during the relevant session - £POA

Exclusive delegate bag branding – £POA.

SILVER PARTNERS
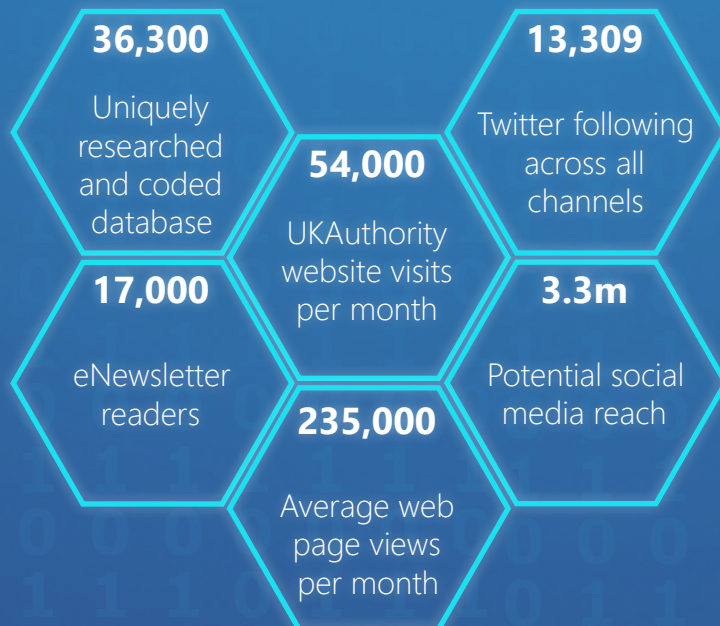### Four positions available @ £4,500 ex VAT each

- Partner's logo on all appropriate event promotion and content both pre and post event across the UKAuthority digital estate
- Branding on stage
- Small table top exhibition space in networking area
- 2 delegate passes
- Partner acknowledgement and 300 word profile in conference programme
- Delegate list pre and post event
- The opportunity to participate in discussion sessions in the afternoon that will shape thought leadership around this agenda
- Branding and acknowledgement in post event Briefing Note distributed to the wider UKAuthority audience

For more information on partnership positions, please contact Barry Croxon on barry@ukauthority.co.uk / 01273 273941

Working with UKAuthority

UKAuthority is the prime communication channel to public sector decision makers in the digital space. We are the trusted, independent media organisation promoting digital innovation and best practice, championing better public services.

Online news service, UKAuthority.com, attracts more than 50,000 visitors a month, updating public sector decision makers and influencers with the latest digital news for their sector. More than 17,000 have signed up to our UKA Extra weekly email news round-up. UKA Live, interactive round table debates and events bring the community together with policy makers and thought leaders, enabling the news-makers to speak to the community in their own words. Social media and email keep the conversation alive across our core editorial and research database of 36,300 decision makers across central and local government, police, fire, health and ancillary services, housing and further education.

36,300
Uniquely researched and coded database

13,309
Twitter following across all channels

54,000
UKAuthority website visits per month

17,000
eNewsletter readers

3.3m
Potential social media reach

235,000
Average web page views per month

Recent UKAuthority events

UKAuthority Digital Transformation
- 370 public sector delegates
- 743 briefing note downloads
- 26,314 event article page views
- 747 video plays

Local Digital Leadership: the way forward:
- 100 public sector leaders
- 1,189 briefing paper downloads
- 15,000 event article page views

More detail on UKAuthority campaigns can be found in our **brochure**.

For more information on **event partnership or working with UKAuthority,** contact Barry Croxon on barry@ukauthority.co.uk or 01273 273 941