

SPRINGBOARD

NAPA

12th-13th March 2019

Autonomous Item Content Management Using AI



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Quality, trustworthy structured content is the foundation and the backbone needed for future analytics and AI systems that brands and retailers will rely on. The current methods and frameworks are cumbersome, expensive and error-prone, which are making retailers and CPGs seek alternatives. CGF has worked actively with the industry to introduce a solution and singular approach, which is already operating in

the field, that uses a suite of AI models to extract high quality structured data and translate product content in near real-time from a language that a brand understands to a language or structure that a retailer expects. This workshop is designed to intimately introduce participants to the core challenges of item data creation and on-boarding, and demonstrate how AI can solve it for their businesses.



AGENDA

Tuesday 12th March 2019

- Optional Tour of Vineyard
- Network Dinner & Local Hotel

Wednesday 13th March 2019

- Breakfast
- Introduction and Keynote
- Workshop on Data Entry Followed by Plenary Discussion
- Lunch
- Machine Assisted Tools - Concept and Potential
- Future of Data Capturing - Round Table

For more information and to register, please contact:

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