

9:00 a.m. – 10:00 a.m. **Welcome & Opening Keynote** ▶ **Speech Technology at Google** ▶ **Mike Cohen** ▶ **Broadway Ballroom**

**Track A** ▶ **Soho** (7th Floor)  
**MEETING BUSINESS GOALS WITH SPEECH**

10:15 a.m. – 11:15 a.m. **A101** **Speech and Self-Service Strategy** ▶ Tony Lorentzen, Nancy Gardner, Lizanne Kaiser

11:30 a.m. – 12:30 p.m. **A102** **Beyond Usability: How Good Is Your Speech Application?** ▶ Silke Witt-Ehsani, Melanie Polkosky

12:30 p.m. – 1:45 p.m. **ATTENDEE LUNCH** ▶ sponsored by **VoiceObjects**

1:45 p.m. – 2:45 p.m. **A103** **Success Criteria for the Speech Customer Experience** ▶ Carrie Nelson, Scott Taylor

3:00 p.m. – 4:00 p.m. **A104** **New Business Models for Speech** ▶ John Amien, John Roswech

4:15 p.m. – 5:00 p.m. **A105** **Simulating the Personal Touch** ▶ Debbie Harris, Brad Schorer, Albert Kooiman

5:00 p.m. – 7:00 p.m. **WELCOME RECEPTION IN EXHIBIT HALL**

**Track B** ▶ **Empire** (7th Floor)  
**VUI FOR VUI DESIGNERS**

**B101** **Whose VUI Is It, Anyway? User Versus Business Requirements** ▶ Erin Smith, Eduardo Olvera

**B102** **Usability Surveys: Practical Techniques** ▶ Peter Leppik

12:30 p.m. – 1:45 p.m. **ATTENDEE LUNCH** ▶ sponsored by **VoiceObjects**

**B103** **Controlling Prompts for Maximum Usability** ▶ Tom Houwing

**B104** **You Be the Expert! Speech & the End-to-End Customer Experience** ▶ Lizanne Kaiser

**B105** **Communication Strategies for Speech Projects** ▶ Melanie Polkosky, Maria Aretoulaki

12:30 p.m. – 1:45 p.m. **ATTENDEE LUNCH** ▶ sponsored by **VoiceObjects**

**Track C** ▶ **Shubert** (6th Floor)  
**ADVANCED SPEECH TECHNOLOGY SYMPOSIUM**  
(Organized by AVIOS)

**C101** **Advances in Speech Recognition Processing** ▶ Veeru Ramaswamy, Fil Alleva

**C102** **Advances in Text-to-Speech Processing** ▶ Daniel Burnett, Patrizio Bergallo

12:30 p.m. – 1:45 p.m. **ATTENDEE LUNCH** ▶ sponsored by **VoiceObjects**

**C103** **Advances in Natural Language Processing** ▶ Roberto Pieraccini, Jonathan Bloom, Krishna Govindarajan

**C104** **Speech-to-Speech Translation** ▶ Jan Kleindienst, Hannah Grap

**C105** **Voice Search** ▶ Leo Chiu, Charles Galles

12:30 p.m. – 1:45 p.m. **ATTENDEE LUNCH** ▶ sponsored by **VoiceObjects**

9:00 a.m. – 10:00 a.m. **Keynote** ▶ **At the Tipping Point** ▶ **Malcolm Gladwell** ▶ **Broadway Ballroom**

10:00 a.m. – 10:45 a.m. **BREAK IN THE EXHIBIT HALL**

**Track A** ▶ **Soho** (7th Floor)  
**THE YEAR OF LIVING VIRTUALLY: HOSTED & MANAGED SERVICES**  
(Organized by Opus Research)

10:45 a.m. – 12:00 p.m. **AZ01** **The Outsourcer's Perspective** ▶ Lynn Jobe, Henry McCreary

12:00 p.m. – 1:30 p.m. **KEYNOTE LUNCHEON** - sponsored by **UCN - The Speed of Technology - Kevin L. Childs, EVP, Marketing & Sales**

1:30 p.m. – 2:30 p.m. **AZ02** **Contrasting Service Provider Approaches** ▶ John Hibel, Mark Wilbur, Ron Owens, Mike Moors

2:45 p.m. – 3:45 p.m. **AZ03** **Meeting Business Challenges** ▶ Tim Moynihan, Steven Pollock, Michael Zirngibl, Mark Abramson

3:45 p.m. – 4:15 p.m. **BREAK IN THE EXHIBIT HALL**

4:15 p.m. – 5:15 p.m. **AZ04** **View of the Global Future** ▶ Juan Ceballos, Terry Gold, Andrew Hunt, Susan Wilson

5:30 p.m. – 7:00 p.m. **ATTENDEE RECEPTION**

**Track B** ▶ **Empire** (7th Floor)  
**DESIGNING THE SPEECH CUSTOMER EXPERIENCE**

**BZ01** **Para Continuar en Espanol ...** ▶ Aimee Piercy, Prabha Sundaram, Jose Elizondo

12:00 p.m. – 1:30 p.m. **KEYNOTE LUNCHEON** - sponsored by **UCN - The Speed of Technology - Kevin L. Childs, EVP, Marketing & Sales**

**BZ02** **Getting the VUI Right When Recognition Goes Wrong** ▶ Kristie Goss, Daniel Padgett, Jessica Hicks

**BZ03** **Making It Personal** ▶ Barb Mackraz, Cory Wright

3:45 p.m. – 4:15 p.m. **BREAK IN THE EXHIBIT HALL**

**BZ04** **Watch Your Grammar** ▶ Judi Halperin, David Thomson

5:30 p.m. – 7:00 p.m. **ATTENDEE RECEPTION**

**Track C** ▶ **Shubert** (6th Floor)  
**ADVANCED SPEECH TECHNOLOGY SYMPOSIUM**  
(Organized by AVIOS)

**CZ01** **New Approaches to Dialog Design** ▶ Dominique Boucher, Cliff Harlow, Joachim Stegmann

12:00 p.m. – 1:30 p.m. **KEYNOTE LUNCHEON** - sponsored by **UCN - The Speed of Technology - Kevin L. Childs, EVP, Marketing & Sales**

**CZ02** **Artificial Intelligence & VUI Design** ▶ Mahesh Rajagopalan, Jacek Jarmulak, Peter Trompeter

**CZ03** **Advances in Video & Multimedia Application Design** ▶ Valentine Matula, Jan Sedivy

3:45 p.m. – 4:15 p.m. **BREAK IN THE EXHIBIT HALL**

**CZ04** **Speech-to-Text Transcription** ▶ Sara Basson, Marie Meterer

5:30 p.m. – 7:00 p.m. **ATTENDEE RECEPTION**

9:00 a.m. – 10:00 a.m. **Keynote** ▶ **Customer Conversations** ▶ **Broadway Ballroom**

10:00 a.m. – 10:30 a.m. **BREAK IN THE EXHIBIT HALL**

**Track A** ▶ **Soho** (7th Floor)  
**PLANNING & MANAGING SUCCESSFUL SPEECH DEPLOYMENTS**

10:30 a.m. – 11:30 a.m. **A301** **Mainstream Speech?** ▶ Mike Bergelson, Tom Houwing, Ron Owens, Silke Witt-Ehsani

11:45 a.m. – 12:45 p.m. **A302** **Positioning Speech Applications for Success** ▶ Nava Shaked, Caroline Leathem

12:45 p.m. – 2:00 p.m. **SPEECH TECHNOLOGY MAGAZINE AWARDS LUNCHEON** ▶ **Broadway Ballroom** ▶ Exhibit Hall closes at 2:00 p.m.

2:00 p.m. – 3:00 p.m. **A303** **The Future of Speech** ▶ Scott McGlashan, Moshe Yudkowsky, Mark Rayburn

3:15 p.m. – 4:15 p.m. **A304** **Top 25 Speech Project "Gotchas"** ▶ Phillip Hunter, Darla Tucker

**Track B** ▶ **Empire** (7th Floor)  
**THE V-FILES: HOT TOPICS IN VUI DESIGN**

**B301** **Retire the Horse & Buggy** ▶ Phillip Hunter, Bill Byrne

**B302** **Special Cases in VUI Design** ▶ David Martin, Vasudeva Akula

12:45 p.m. – 2:00 p.m. **SPEECH TECHNOLOGY MAGAZINE AWARDS LUNCHEON** ▶ **Broadway Ballroom** ▶ Exhibit Hall closes at 2:00 p.m.

**B303** **Whither VUI Standards?** ▶ Phil Shinn, Fran McTernan

**B304** **The Ultimate VUI Showdown** ▶ Lizanne Kaiser, Walter Rolandi, Bill Byrne, Peter Krogh

**Track C** ▶ **Shubert** (6th Floor)  
**NOW READY FOR PRIME TIME!**

**C301** **Natural Language Processing** ▶ Aaron Fisher, Marco Petroni

**C302** **Who's Really Calling: Speaker Authentication** ▶ Brian Rowland, Melinda Charlesworth

12:45 p.m. – 2:00 p.m. **SPEECH TECHNOLOGY MAGAZINE AWARDS LUNCHEON** ▶ **Broadway Ballroom** ▶ Exhibit Hall closes at 2:00 p.m.

**C303** **Using Multimodal Technology to Improve Language Skills** ▶ David Topolewski, Deborah Dahl

**C304** **Video & Speech** ▶ Andrew Fuller, Rob Marchand

## Monday, August 20

### Track D ▶ Majestic (6th Floor) SPEECH TO GROW YOUR BUSINESS

**D101 Speech in the Mainstream**  
Bill Meisel, Daniel Hong

**D102 Using Analytics to Understand Your Customer**  
Scott Witter, Tom Harker

**D103 Speech to Generate Revenue & Decrease Costs**

Michael Uhlenkamp, Dorothy Verkade

**D104 Speech Enables Self-Service**

Richard Grant, Chester Anderson  
Alexandros Papanikolaou

**D105 Speech Drives CRM**

Jangwoo Shin, Brian Gebert, Seong-Joo Lee,  
Christian Pereira

### Track E ▶ Wintergarden (6th Floor) TOOLS & ENVIRONMENTS

**E101 Open Source Development Environments**

Phil Shinn, Ken Osowski

**E102 Windows Vista Development Environment**

Michael Dunn, Fabrizio Giacomelli

**E103 New Language Specifications**

James Barnett, David Thomson

**E104 Which Tools Are Right for You?**

John Fuentes, Moshe Yudkowsky, Matt Whipple

**E105 Techniques for Reusability**

Tim Barnes, Jerry Carter, Rob Marchand

## Thursday, August 23

### SpeechTEK University

If you are considering deploying a speech application or looking to increase your knowledgebase, be sure to attend a SpeechTEK University course. SpeechTEK University courses are in-depth, focused, 3-hour seminars on topics of special interest to speech technology and information technology professionals. Taught by experienced instructors, STK University courses offer a structured learning experience. These are separately priced or may be purchased as part of your conference registration. See page 24 for detailed course information.

#### THURSDAY, AUGUST 23

9:00 a.m. – 12:00 p.m.

##### STKU-1

**Effective Application Design Patterns Using VoiceXML & CCXML/SCXML**

Scott McGlashan & Ian Sutherland

##### STKU-2

**Hands-On CCXML Application Workshop**

Moshe Yudkowsky

##### STKU-3

**Natural Language Processing**

Deborah Dahl

##### STKU-4

**User-Focused VUI Design**

Susan L. Hura

#### THURSDAY, AUGUST 23

1:30 p.m. – 4:30 p.m.

##### STKU-5

**Hands-On Voice Applications with SCXML**

R. J. Auburn

##### STKU-6

**Developing Applications Using System.Speech and SAPI on Windows Vista**

Rob Chambers

##### STKU-7

**Let's Write Some Prompts!**

Jenni McKenzie

##### STKU-8

**Assessing & Improving Caller Experience**

Greg Simsar & Eduardo Olvera

## Tuesday, August 21

### Track D ▶ Majestic (6th Floor) INNOVATIVE SPEECH APPLICATIONS

**D201 Speech Applications for Emergencies**

Klaus Schaefer, Rainer Koch, Tom Hanson

**D202 Synthetic Agents that Speak & Listen**

Matt Nickerson, Antonio Gentile

**D203 Speech in Banking**

Marc Seltier, Jeff Weiner, Jan Smith

**D204 Touch to Voice**

Ava J. Baker, R. J. Fox

### Track E ▶ Wintergarden (6th Floor) TIPS & TECHNIQUES FOR IMPLEMENTING YOUR SPEECH APPLICATIONS

**E201 Tips & Techniques for Using Grammars**

Sunil Issar, Padma Ramesh, Krishnan Srinivasan

**E202 Speech Synthesizers on Steroids**

Davide Bonardo, Qiang Bai

**E203 Web Services & Speech**

Michael Codini, Chris Passaretti

**E204 Deploying Speech Applications**

Bob Cooper, R. J. Auburn

## Wednesday, August 22

### Track D ▶ Majestic (6th Floor) SOLVING SPEECH APPLICATION PROBLEMS

**D301 Managing Voice Fraud & Threats**  
Jens Henrichsen, Valene Skerpac

**D302 Legal issues with Speech**

Clegg Ivey, Janette Nelson, Mark Randolph

**D303 Is Paul English Right?**

Walter Rolandi, Kirsty McCarthy,  
Michael Zirngibl

**D304 Worst Practices**

Mike Bergelson, Michael Perry

### Track E ▶ Wintergarden (6th Floor) TIPS & TECHNIQUES FOR FIXING YOUR SPEECH APPLICATIONS

**E301 Tuning Speech Applications, Part 1**  
Joe Alwan

**E302 Tuning Speech Applications, Part 2**

Dave Pelland, Emmett Coin

**E303 Collecting, Managing, & Analyzing User Feedback**

Elisa Elderbaum, Jenni McKenzie

**E304 The Lighter Side of Speech Deployments**

Michael Pichery, Richard Feinberg