

INVITATION

To Opening Conference of

'SMAPWORKS'
INNOVATION BREAKTHROUGH WITH BIG DATA AND SOCIAL MEDIA ANALYTICS
IN THE ENERGY SECTOR

29th January 2020, Wednesday 11:00 am to 16:00 pm

Southern Transdanubian Regional Library and Knowledge Center
7622, Pécs, Universitas u. 2/A, Hungary

Dear Sir/Madam,

We are happy to invite you to the **Opening Conference of 'SMAPWORKS'**, Innovation breakthrough with big data and social media analytics in the energy sector" project (2019-LLP-06), that will take place in Pécs, Hungary in the Southern Transdanubian Regional Library and Knowledge Center on the 29th of January, 2020.

Partners from Croatia and Hungary have united to jointly further develop and localize **Social Media Analytics Platform** for the Croatian, Hungarian, Czech, Slovenia and Slovakian markets and to develop complementary e-training for data analysts and offer high-level Social Media Analytic Consulting Services for the energy sector.

During the project, not only **the language localization of the SMA Platform** will be made available, but also, the **new product and service pack** will be introduced in the target countries during **workshops and business breakfasts**. Project plans will be delivered, as well as strategic documents elaborated in order to share best practices in the region in the field of social media analytics for the energy sector.

Program:

09:00: Registration, optional workshop (SMA overview)

11:00: Opening Ceremony (Partnership introductions)

11:30: Key note speakers

- dr. István Háber (Energy Expert)
- Szügyi György (ArchEnerg Cluster)

12:15 – 13:00: Lunch

13:00: Panel discussion (moderation): SMA for the Energy Sector

14:00 – 14:15: Coffee Break

14:15: Use-Case demos and sample social media reports (Energy Sector)

15:00: Open discussion with SMA experts

We kindly ask you to re-register by the 25th of January, 2020. on the project website:

www.smapworks.com by filling out the registration form.

For further information, please contact Máté Deák: analytics@smapworks.com

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