

3rd European Semantic Technology Conference Wednesday - December 2nd, 2009					
	FLAMING RED I	FLAMING RED II	BLAZING WHITE	VELVET BLUE (Open-Demo-Space)	NETWORKING LOUNGES
9:00 - 9:20	CONFERENCE OPENING				
9:20 - 9:45	Opening Speech: Michael Brodie "Visions and strategic directions for Semantic Technologies"				
9:45-11:00	Innovation Seed Camp Elevator Pitches and Evaluation	Business Apps I Business Intelligence			
11:00-11:15	<i>Coffee Break</i>				
11:15-13:00	Innovation Seed Camp Elevator Pitches and Evaluation	Case Studies I Semantics in the Enterprise			
13:00-14:00	<i>Lunch</i>				
14.00 - 15.30	iQser Workshop Rapid Development of Semantic Applications and Services	Tutorial Using the Entity Naming System for Managing and Interlinking Entities in Networks of Data	X-Media Workshop Knowledge Management	Using Technologies I Methodologies and Approaches	Innovation Seed Camp Mentoring Sessions
15:30 - 15:45	<i>Coffee Break</i>				
15:45 - 17:00	iQser Workshop Rapid Development of Semantic Applications and Services	Tutorial Using the Entity Naming System for Managing and Interlinking Entities in Networks of Data	X-Media Workshop Knowledge Management	Business Apps II Knowledge Management	Innovation Seed Camp: Mentoring Sessions
17:00 - 18:00	VC Panel "Crisis is a chance for new rising stars?"				
18:00-19:30	Matchmaking @ ESTC: B2B meetings				
20:00	Social Evening Event @ Palmhouse				

3rd European Semantic Technology Conference Thursday - December 3rd, 2009					
	FLAMING RED I	FLAMING RED II	BLAZING WHITE	VELVET BLUE	NETWORKING LOUNGES
9:00 - 10:00	Keynote: Susie Stephens "Enhancing Decision Making within the Life Sciences through the use of Semantic Technologies"			(Open-Demo-Space)	
10:00 - 10:45	Life Science Business Talks				
10:45 - 11:00	Coffee Break				
11:00 - 12:00	Business Apps III Spatial and Temporal Data	Using Technologies II Using Large Scale Data	Case Studies II Search		
12:00 - 13:00	Discussion Panel: "Linked Data in the Enterprise - is it just another hype or does it have real added value for information management?"				
13:00 - 14:00	Lunch				
14:00 - 16:30	ValueIT Workshop: "Industry Demand Study for Semantic Technologies for the Enterprise"	Matrixware Workshop "Engineering Sustainable Semantic Strategies for Commercial Challenges"	CELTIC Event Future Communication		
16:30 - 18:00			Matchmaking @ ESTC B2B meetings		Matchmaking @ ESTC B2B meetings
18:00 - 18:30	CONFERENCE CLOSING				