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Speaker lineup announced for Yext EXPLORE18

Futurist Jason Silva and Dr Hannah Fry will keynote at conference investigating the Intelligent Future

LONDON, May 11, 2018 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the leader in Digital Knowledge Management, has revealed its speaker line up ahead of its European conference, EXPLORE18: The Intelligent Future, taking place on 16th May 2018. The theme of the conference will be 'The Intelligent Future' and will feature talks by some of the world's leading innovators in technology and business including [Jason Silva](#), the Emmy-nominated and world-renowned TV personality, Ed Parsons, Geospatial Technologist at Google and [Dr Hannah Fry](#), Broadcaster, Lecturer & Mathematician.



Jason Silva is a futurist and storyteller, known for hosting 5 seasons of the Emmy-nominated, global hit TV series *Brain Games*, on the National Geographic Channel, broadcasted in over 171 countries. His inspirational videos, *Shots of Awe*, have received over 100 million views across social platforms. The videos explore topics such as futurism, technology, creativity, the science of awe and disruptive innovation.

Dr Fry will present 'Everything You Need To Know About The Future'. A senior lecturer in the Mathematics of Cities at University College London, Hannah's academic expertise has

led to the development of several BBC documentaries including *Ten Things You Need To Know About The Future*, *City in the Sky*, and *Britain's Greatest Inventions*; and her long running BBC Radio 4 show *The Curious Cases of Rutherford and Fry*.

The event, which will take place at IET Savoy Place, will bring marketing and technology leaders from brands, leading tech companies, and platforms together to explore the many ways AI, voice search and digital assistants are changing the way we interact with the world around us. Attendees will gain a deep understanding of how technology is transforming consumer behaviour and brand discoverability.

"Yext EXPLORE18 will engage attendees on how AI, voice search, and digital assistants are fundamentally changing the way we interact with the world around us," said Jon Buss, Yext Managing Director, UK & Northern Europe. "Businesses need to be prepared for the changes in consumer behaviour these new technologies are creating, and will have to adapt how they manage their brand across digital touchpoints as a result. Intelligent services will completely alter the way the world does business, and we'll ensure our audience is ready for that."

Other speakers include:

- **Ed Parsons, Geospatial Technologist at Google** who will deliver a talk with broad implications for how we all get around, entitled **From Driverless Cars to Flying Taxis: The Necessity of Structured Data in Maps**.
- **Dominic Chambers, Global Head of Digital Marketing, Jaguar Land Rover** will take part in a fireside chat with **Yext's Chief Customer Office Wendi Sturgis**, looking at Jaguar Land Rover as **The Everywhere Brand**. The discussion will explore how to ensure brand consistency in today's ever-complex digital landscape.
- A panel looking at whether there is a **culture clash in consumer behaviour across global markets** will feature **Vincent Ducrey, Co-Founder & CEO, HUB Institute**; **Martin Newman, Founder and Chairman, Practicology**; and **Franklin Yao, Managing Director, Greater China, Yext**

For more information and to see the full Yext EXPLORE18 agenda, please visit <https://yextexplore.splashthat.com/>.

About Yext

[Yext](#) (NYSE: YEXT) is the leading Digital Knowledge Management (DKM) platform. Yext's mission is to give companies control over their brand experiences across the digital universe of maps, apps, search engines, voice assistants, and other intelligent services that drive consumer discovery, decision, and action. Today, thousands of businesses use the Yext Knowledge Engine™ to manage their digital knowledge in order to boost brand engagement, drive foot traffic, and increase sales.

Yext has been named a Best Place to Work by Fortune and Great Places to Work® as well as a Best Workplace for women. Yext is headquartered in New York City with offices in Berlin, Chicago, Dallas, Geneva, London, Paris, Tyson's Corner, San Francisco, Shanghai, and Tokyo. For more information, visit www.yext.com.



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