

MICES 2025

MIX-CAMP E-COMMERCE SEARCH

Welcome at MICES 2025!



EMPATHY.CO

And 'Thank you!' to our sponsors!

Welcome at TUECHTIG!

MICES 2017 - 2024

Migration from a commercial search engine to open source

Accountability and ownership of search

Dedicated search teams

Measuring search quality

Processes for active search management

Search engineering vs data science

Search product development

Search team maturity growth and scaling

Search and customer experience

Let's build our own futures at the times of AI



And MICES 2025?



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We seem to be in a time of transition - but we don't know yet where exactly we are going.

It's a pathless journey.

Our understanding of the problems and solutions is constantly reshaping.



And MICES 2025?

We seem to be in a time of transition - but we don't know yet where exactly we are going.

As a community we can learn from each other and explore the new opportunities together.

MICES 2025

“We are Search Product Managers”

New Group, meeting online every 2nd Tuesday of the month
at 18:30 CEST, agenda: “Search Product Therapy”

Reach out to me, or Relevancy Slack

opensourceconnections.com/slack -

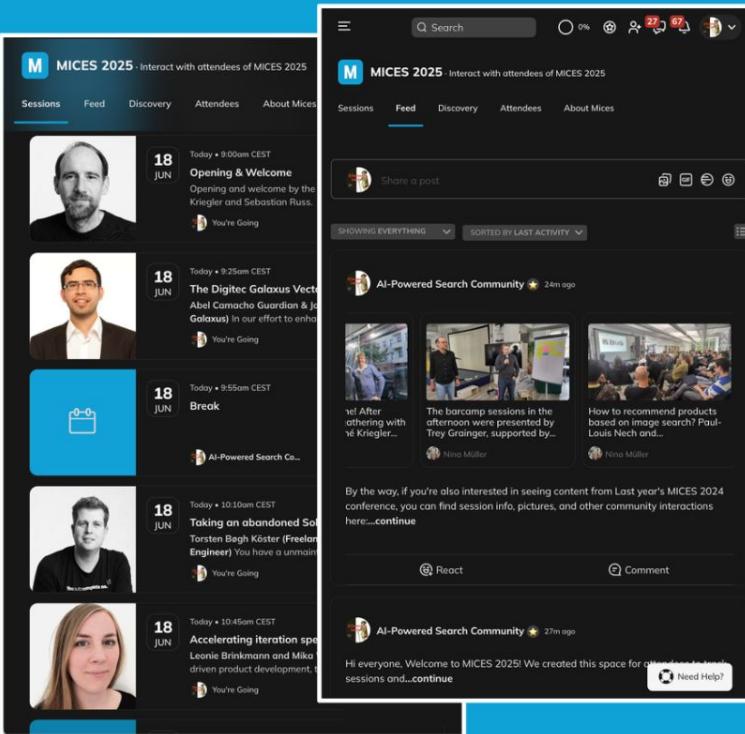
#haystack-we-are-search-product-managers

MICES 2026-...

We are looking for new ideas for MICES!

Reach out to info@mices.co / Sebastian / René

Download the **MICES 2025** Conference App

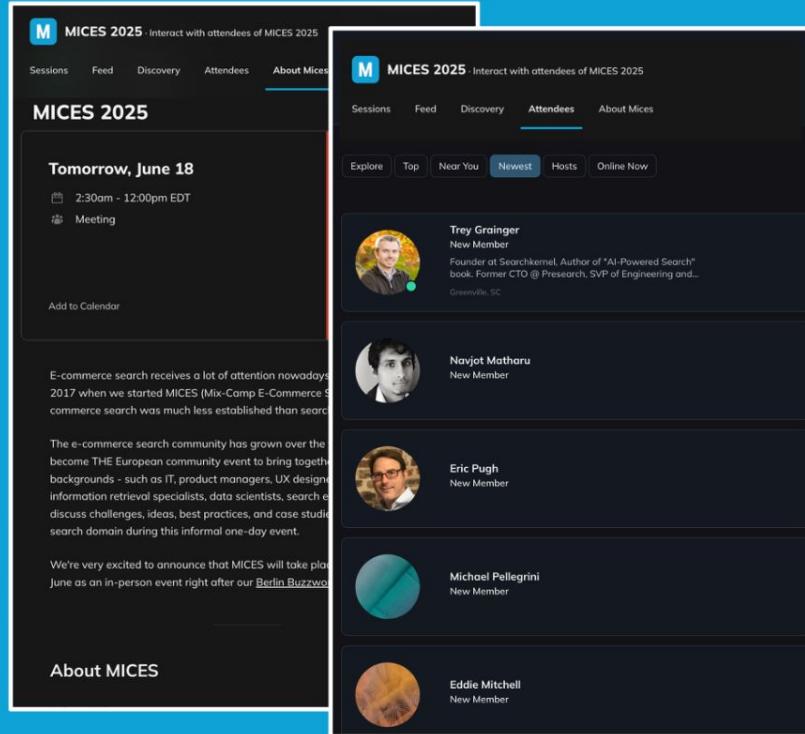


The screenshot shows the MICES 2025 mobile application interface. The top navigation bar includes 'Sessions', 'Feed', 'Discovery', 'Attendees', and 'About Mices'. The main feed displays various posts from attendees. One post by 'Abel Camacho Guardien & Jo Galoxus' discusses the 'The Digtac Galaxus Vect'. Another post by 'Trey Grainger' is about 'AI-Powered Search Community'. A third post by 'Torsten Bögl Köster' is about 'Taking an abandoned So'. The interface is dark-themed with white text and icons.



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<https://aipoweredsearch.com/mices>

*The app is hosted by the **AI-Powered Search Community**, an online community of hundreds of Search and AI practitioners.*

Schedule

9:25 Sessions

12:40 Lunch

13:35 Sessions / Short talks

15:50 Barcamp

Ca. 18:00 MICES EU 2025 ends