



US 2024

The Search Relevance Conference

Brought to you by

OpenSource  Connections

Welcome to Charlottesville!

We're **OpenSource** **Connections** and thank you for coming



- Experts in Search & AI
- Offices in Charlottesville, Berlin and Cambridge UK with clients across the world
- Our 3 focus areas for 2024:
 - Understand and Delight Your Users
 - Search & AI Engineering
 - Powerful People and Process

Haystack Highlights

Tuesday 23rd April

- Two tracks of talks from now until 5.30 pm - 15 minute breaks between talks
- Welcome to our Online participants!
- Lunch from 12.30pm-2pm - try the Downtown Mall, find some friends? List of restaurants in Slack
- Lightning Talks here at 4pm - suggest yours to me in Relevance Slack - use the **#haystack-conference** channel for this (and anything else)
- If you need any help (today - or for the future!) find an OSC Host
- From 5.45 - Drinks reception & buffet dinner at Kardinal Hall (a short walk)



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Haystack Highlights

Tuesday Recap

- Great speakers!
- Lightning talks
- Notes and queries
- #haystackconf
- Among friends (even if you're competitors!)
- Brave volunteers
- Search Relephants

Haystack Highlights

Wednesday 24th April

- Two tracks of talks from 9am until 4.45 pm (& interviews)
- First talk is a joint presentation from OSC & Moody's on Enabling AI-powered Products
- Lunch from 12pm-1.30pm - try the Downtown Mall
- Women of Search presentation at 1.30pm
- Snacks & Sodas
- Themed 'Birds of a Feather' dinners (hopefully you've signed up for one but if not ask in #haystack-conference in Relevance Slack, there may be space)

Haystack Highlights - there's more!

Thursday 25th April

- 9am-5pm - OSC Workshop: **Measuring Search & AI** (Omni Hotel)
- 9am-5pm - Search Hackday - let's build something cool! - come and join us at the OSC offices (coffee & wifi provided - 1006 E Market St - about a ten minute walk from here)
- BBQ at Eric's! 6pm at 310 Monte Vista Ave, Charlottesville VA 22903 - all welcome

Thankyou Speakers

Thankyou to all our speakers, the anonymous team of reviewers who picked our talks this year and to David Fisher of OSC for running the process - we really couldn't do it without you!

9:45-10:30am EDT	<p>All Vector Search is Hybrid Search</p> <p>This talk starts with a strongly-stated central premise: all vector search applications benefit from some form of hybrid search. This can range from a traditional keyword-based search to metadata filtering and more. Inevitably, vector search applications become search applications, and so need to leverage and reconcile other kinds of search scoring functions as well as more sophisticated search modalities like two-stage retrieval and reranking. Further, hybrid search systems must now contend with the very difficult problems of real-time updates to both vectors and vector metadata, and the difficulties of updating these vector indices to keep data fresh. Join this talk and learn about the questions you should be asking yourself as you embark on your hybrid search infra journey.</p> <p>John Solitario Location: Theater 5</p>	<p>Chat With Your Data - A Practical Guide to Production RAG Applications</p> <p>At Moody's, we went from a laptop prototype to a premium-subscription RAG product in under 6 months. Our users' workflows have been accelerated by the Research Assistant's ability to synthesize responses to freeform questions without hallucination. In this talk we will share lessons that we learned the hard way, so you can avoid similar pitfalls when setting up your chunk embedding infrastructure, using AI to measure response relevance, blending relevance with recency, managing costs, and organizing your teams. By the end, you will have the tools to build a strategy for RAG applications with real business impact.</p> <p>Jeff Capobianco Location: Theater 7</p>
10:45am-11:30am EDT	<p>Generative AI Search and Summarization Testing using Human SME Techniques</p> <p>An internally developed Human Relevance Testing Framework was successfully modified to support Subject Matter Expert testing of generative AI search results and summaries. These extensions to the existing Search Testing Framework have resulted in fast and frequent evaluation and testing of large, diverse corpora for search and summarization functions. This paper will discuss the modification of the framework from traditional search</p>	<p>Learning to Rank at Reddit: A Project Retro</p> <p>In today's AI based world, Reddit stands out as a deep catalog of human, subjective information. Whether product reviews or the deeply personal - Reddit searchers want to connect with other humans, not generic AI based answers. We at Reddit would like the site-search experience to be better, so you don't need to add "Reddit" to your Google search. That's what we're trying to do with Learning to Rank: turning relevance into a repeatable, data-driven solution. The journey hasn't been an easy one. We want to share our painful lessons learned working with training data, developing</p>

The people of search and AI

Charlie Hull, OpenSource Connections, Haystack US 2024



by OpenSource  Connections

Charlottesville, April 2024

www.haystackconf.com

#haystackconf



Standing on the shoulders of giants



The ones we lost

Dr. Simon Hughes

1979-2023



The Hughes Scholarship

- Supports Haystack attendance, travel costs & includes free OSC training places and Vectara credits
- Open to those at the start of their career in search & AI
- 13 applicants this year
- Judged on financial need, learning need & ambition
- Thankyou Amin Ahmad of Vectara and Erika Cardenas of Weaviate, my fellow judges
- Sponsored by



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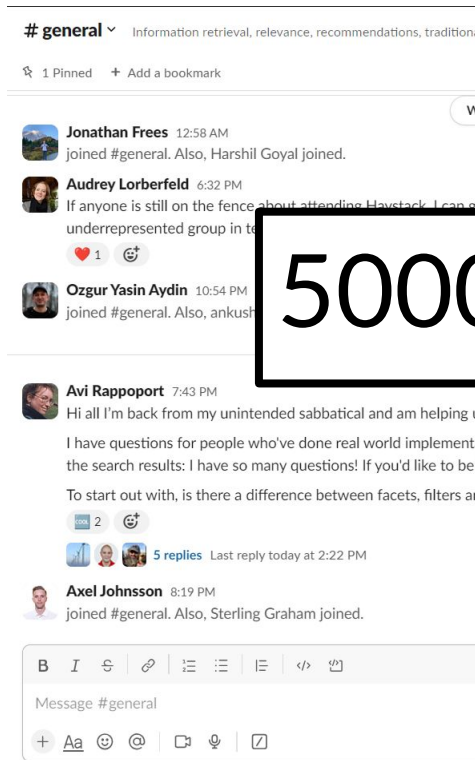
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Our winners



Maya Ziv,
Ujjwal Maheshwari
& Habeeb Shopeju

Relevance Slack



5000



Paul-Louis Nech
Machine Learning Engineer @Algolia



#women-of-search



220 members!



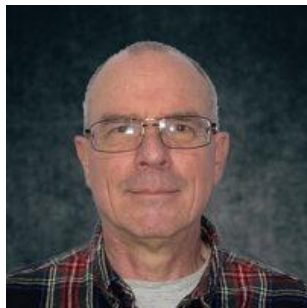
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Charlottesville, April 2024

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#haystackconf

My colleagues



Your search team



Your search team

- Relevance Engineers, it's not just you!



Your search team

- Relevance Engineers, it's not just you!
- Search Product Owners, driving the change



Your search team

- Relevance Engineers, it's not just you!
- Search Product Owners, driving the change
- People who don't know they're in the Search Team



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- The people new to search from ML & AI



Your search team

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- The biggest search teams - Otto & HomeDepot
 - Which brings some interesting challenges!



Your search team

- Relevance Engineers, it's not just you!
- Search Product Owners, driving the change
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- The people new to search from ML & AI
- The biggest search teams - Otto & HomeDepot
 - Which brings some interesting challenges!
- The smallest search teams....



Perhaps it's just you!



We've got your back.

And lastly....

Take care of your people....and they'll take care of search!

Thankyou for listening!

Acknowledgements

[Adorable Vectors by Vecteezy](#)

[Elf Vectors by Vecteezy](#)

[Adult Stock photos by Vecteezy](#)

[Attack Stock photos by Vecteezy](#)

[Team Stock photos by Vecteezy](#)

All the people whose photo I borrowed from their social media / profile pages!



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Charlottesville, April 2024

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That was Haystack US 2024!

Haystack Highlights & Thanks

- 309 attendees (187 online, 122 in person)

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- Sharing & caring - all of you for coming together, sharing in an open spirit, let's continue building this amazing community

We're not done yet!

- Dinner tonight - thanks in advance Pinecone, Elastic & OSC (check your email)
- Thursday:
 - Workshop - Measuring Search & AI, Omni hotel from 9am sharp
 - Search Hackday - OSC, 1006 East Market Street, 2nd Floor from 9am
 - BBQ at Eric's - 310 Monte Vista Ave, Charlottesville VA 22903 from 6pm
- Remember #haystack-conference in Slack for updates and questions
- Safe travels!

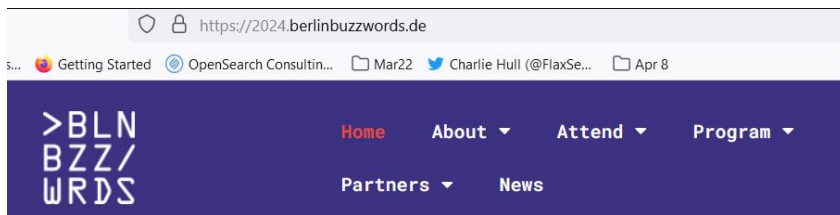
The next Haystack or search event

- OpenSearchCon EU, May 6 & 7 - with OSC training!
- Berlin Buzzwords 9-11 June plus MICES the day after for e-commerce search
- Haystack Europe - Sept/Oct, venue TBA
- Haystack LIVE! Meetup - when we have speakers (hint!) online, Thursdays at 11am EDT
- More to come soon, join our Events mailing list:

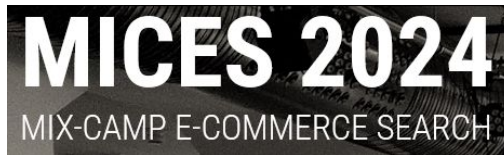
<https://opensourceconnections.com/events/>

<https://www.meetup.com/haystack-search-relevance-online/> (1400+ members!)

<https://opensearch.org/events/opensearchcon/2024/europe/index.html>



<https://mices.co/>



We're OpenSource Connections and thank you for coming



- Our 3 focus areas for 2024 to help you build amazing Search & AI:
 - *Understand and Delight Your Users*
 - *Search & AI Engineering*
 - *Powerful People and Process*
- Twitter/Mastodon: @FlaxSearch (me!) & @o19s
- #HaystackConf
- Please share any photos & send us feedback

And lastly....

Take care of your people....and they'll take care of search!