



WORKSHOP BY KATIE KING

Harnessing AI for competitive advantage

23 October 2019 - 9.00 to 12.30, Cannes, France

Session 1: The business case for AI

This session will cover the new AI business paradigm, showcasing AI's impact on marketing and wider business functions including sales, HR and customer service.

Session 2: Powerful use cases of AI

Session two provides the evidence needed for organisations to seriously consider implementing AI. This includes a look at the key vendors as well as case studies from the sector.

Session 3: Innovation and change management

This session encourages delegates to think laterally and begin to instill behaviours to effect change.

Session 4 – Strategy and preparedness: applying this to your business

The final session of the day presents Katie's pragmatic Scorecard for success, and also delves into many of the big societal issues which AI brings to the fore. These include trust, transparency, the future of jobs and ethics.

Benefits and the outcomes of the workshop

Delegates will benefit as follows:

- A range of both strategic and tactical insights drawn from the world's best analyst firms, AI companies and tech disruptors
- Insights from use cases of AI
- A practical framework for success, to guide the management team
- Best practice and learnings from other delegates via the facilitated sessions
- An honest, current view of the real impact of AI today and into the future.

LIMITED SPACES AVAILABLE – CLICK HERE TO BOOK NOW

€ 530,00 + VAT

Trainer profile: Katie King

Katie King is a published Author, Keynote Speaker and Consultant on Artificial Intelligence (AI) and digital transformation. Her next speaker engagements are in Dubai at AI Everything in March and at World Workplace Asia in April in Singapore. Katie was recently appointed to the UK Government All-Party Parliamentary Group (APPG) task force for the enterprise adoption of AI.

Katie is the author of Using Artificial Intelligence in Marketing: [How to Harness AI and Maintain the Competitive Edge](#), published by Kogan Page in February 2019.

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