	@The Theater	@Room 1	@Room 2	@GetSparked A	@GetSparked B
09:00-09:30	**Ai5050**	Welcome & Registration			**TUE. MAY 28 HI!SITE, BXL**
09:30-10:00	**Opening keynote,** by Peter W J Staar / IBM Research				
10:05-10:35	**The 'Why', the 'Wow' and the 'Well' of AI in Healthcare,** by Tom Braekeleirs	**Boost your business with AI and marketing,** by Gianni Boone	**AI will(not) replace us all - How to prepare your company for the age of AI,** by Helene Minge Olsen	**From idea to AI prototype in 15 days,** by Joanna Stoffregen (WORKSHOP)	**Hyperscaling your business with AI employees,** by Sjoerd de Kreij
10:40-11:10	**AI: Catalyst for Apocalypse or Savior of Humanity,** by Eddy van Hemelrijck	**Hoe bouw en scale je een geheel B2B content systeem met AI,** by Noémie Bultot	**Pioneering diverse and inclusive marketing with AI for good,** by Johan Van Mol		**Getting AI products from playground to production,** by Sohrab Hosseini
11:15-11:45	**Breinbranding part 1: Hoe neurowetenschap, gedragspsychologie en AI merkbeleving en gedrag transformeren,** by Peter Hoogland	**AI do's and don'ts. Practical tips to set you up for success,** by Eva Champagne	**Generative AI: a system as flawed as its creators or new possibilities for the better?** by Maja Vande Velde	**Locally training and comparing small, task-specific language models: A hands-on guide to fine-tuning and RLHF,** by Ben Selleslagh (WORKSHOP)	Session to be confirmed soon
11:50-12:20	**Breinbranding part2,** by Coen Olde Olthof	**Experimenting with AI: let a 1000 blossoms bloom,** by Jeroen Derynck	Session to be confirmed soon		**How to deploy AI and embeddings without breaking the bank,** by Kristian Aune
12:20-13:30	Lunch time				
13:30-14:00	**How European corporates look at startups to ignite AI driven innovation,** by Bart Becks	**Navigating the future with GPT and RAG: A roadmap to thriving in AI,** by Evert Van Cauwenberg	**From SciFi to Reality: Supercharging your workforce with AI superpowers,** by Robin Reuschel (WORKSHOP)	**Prompt engineering is dead but there is a better life after death,** by Bob Ballings (WORKSHOP)	**R-AI: The ROI of AI,** by Menno van der Steen
14:05-14:35	**Lessons learned after building and exiting AI ventures,** by Filip Maertens	**Educational AI: your next business solution?,** by Anke Vande Velde & Mathieu Demulter		**The power of prompting and AI optimisation in agents,** by Bob Ballings (WORKSHOP)	**Unleashing AI Superpowers: how to move from resistance to revolution and drive bottom-up innovation to transform your workplace,** by Arne Mosselman
14:40-15:10	**Justice in the digital age: How AI reshapes legal systems,** by Glenn Van De Locht	**Tussen droom en daad. Een Elsschotiaanse kijk op generatieve AI in de praktijk,** by Tom Cuylaerts	**Drive growth with AI: 30 marketing tactics to implement right now,** by Eveline Smet (WORKSHOP)	**How to build a competitive advantage with generative AI: in 5 steps from business challenge to generative AI strategy,** by Pieter De Buysser (WORKSHOP)	**Future of business - a journey to AI-powered value creation,** by Bart Veenman
15:15-16:20	**Wat is de impact van AI op intellectuele eigendom en kunst?** by Zaïna De Beer	**(A)Image optimization for e-commerce and retail,** by Nikola Tanev			**What Leonardo Da Vinci teaches us about Prompt Engineering,** by Edward Frank Morris
16:25-16:55	Session to be confirmed soon	Session to be confirmed soon			
17:00-18:00	Closing thoughts & Networking drink				

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