

| | @The Theater | @Collab 3 | @Collab 9 | @Brainstorm | @Collab 10 | |
|-------------|--|--|---|--|--|---|
| 09:00-09:30 |  | | | | WELCOME & REGISTRATION | TUE. MAY 28 HI!SITE, BXL |
| 09:30-10:00 | Opening keynote, by Peter W J Staar / IBM Research & Koen Dils / Keyrus | | | | | |
| 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 Guerd de Kreijl | |
| 10:40-11:10 | AI: Catalyst for Apocalypse or Savior of Humanity, by Eddy van Hemelrijck | Wat is de impact van AI op intellectuele eigendom en kunst? by Zaina De Beer | Pioneering diverse and inclusive marketing with AI for good, by Johan Van Mol | Getting AI products from playground to production, by Sohrab Hosseini | Cancelled | |
| 11:15-11:45 | Connect through science, creativity and technology (part 1), by Peter Hoogland | AI do's and don'ts. Practical tips to set you up for success, by Eva Champagne | Locally training and comparing small, task-specific language models: A hands-on guide to fine-tuning and RLHF, by Ben Selleslagh (WORKSHOP) | Unlocking value with Generative AI: Transform your business today, by Simon Uytterhoeven (WORKSHOP) | Future of business - a journey to AI-powered value creation, by Bart Veenman | |
| 11:50-12:20 | Connect through science, creativity and technology (part 2), by Coen Olde Olthof | Experimenting with AI: let a 1000 blossoms bloom, by Jeroen Derynck | ChatGPT als tool voor meer sollicitaties in recruitment, by Joris Roebben | AI powered code conversions and migrations, by Vince Nys | | |
| 12:20-13:30 | Lunch time | | | | | |
| 13:30-14:00 | Generative AI: a system as flawed as its creators or new possibilities for the better? by Maja Vande Velde | 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 & Juul van Kessel (WORKSHOP) | AI in marketing, 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 | Collaborative intelligence: Multi-agent large language models, by Bob Ballings & Juul van Kessel (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 Loch | 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) | How to deploy AI and embeddings without breaking the bank, by Kristian Aune | |
| 15:15-15:45 | How European corporates look at startups to ignite AI driven innovation, by Bart Becks | Make them click! How to create AI-boosted images that drive sales, by Nikola Tanev | Hoe bouw en scale je een geheel B2B content systeem met AI, by Noémie Bultot | What Leonardo Da Vinci teaches us about Prompt Engineering, by Edward Frank Morris | | |
| 15:50-16:20 | Kate, KBC's digital assistant: saving time and money for over 1,7 million customers, by Jurgen Indekeu | | | AI powered data management - a use case from the healthcare industry, by Seppe Housen | | |
| 16:30-18:00 | Networking drink | | | | | |

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