

AGENDA

AWS & BJSS

Executive Luncheon

SPEAKERS



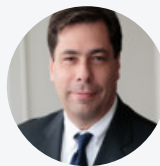
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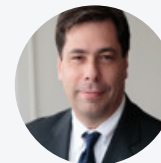
Jamey Johnston

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Antonio Marin

CIO
NorthStar Memorial
Group

Do you have fluid access to data honed for a specific business context or problem to leverage Generative AI? Can you relate to the struggles that come with a digital transformation journey? Understanding “what great looks like,” or data privacy, security, compliance, or creating a data-driven culture just to name a few. Do your business and IT teams struggle to align on a data

strategy?

Are you ready to drive business outcomes using data?
AWS and BJSS can help you get a head start and create new
outcomes through digital transformation using database,
analytics, AI and ML.

[Click Here to Register](#)



February 21, 2024

Central Time

Welcome & Registration

11:30 AM-12:00 PM

Build Business Value at Scale with Generative AI

12:00 PM-2:00 PM

In a fast changing world where Generative AI holds immense potential and requires careful safeguarding, it is more important than ever for organizations to stay focused on solving business priorities. Organizations need a modern data strategy and an AI strategy in order to innovate rapidly with generative AI at scale. This topic provides an overview of addressable use cases for generative AI; the approach to mobilizing and scaling business value; how to think holistically about data and AI; and considerations for technology, people, process, and mindset.

Discussion Topics

Data is an asset - leverage its power to drive business value for Generative AI

Technology: Modern Data Foundation. Incrementally scale data, platform, and people according to use case priority

Mindset: Foster innovation, agility, and reduce the cost of experimentation

People: New skills and roles; close the skill gaps

Process: Governance, Ethics and Alignment

Closing Remarks & Networking

2:00 PM-2:30 PM

TOGETHER WITH

