

# AGENDA

Executive Event

# Journey to Generative AI

[Click Here to Register](#)



November 12, 2024

Central Time

**Welcome & Registration**

8:30 AM-9:00 AM

**Opening Remarks**

9:00 AM-9:10 AM

**Generative AI Adoption Trends and Key Use Cases**

9:10 AM-9:30 AM

Achieving success with generative AI requires a modern data strategy focused on aligning mindset, people/process, and technology. Customers will learn key elements of an effective data strategy, including a customer-centric mindset, empowered teams, and a scalable data architecture enabled by cloud services like AWS Bedrock and other AWS generative AI offerings to fuel secure and governed generative AI applications. By building these foundational capabilities, organizations can harness the power of generative AI to create business value.

## Data as your Differentiator

9:30 AM-9:50 AM

Generative AI is generic and commodity *unless* you can integrate data about your business and customers, and that requires a modern data strategy. While technology is a critical component, learn what else comprises a modern data strategy and hear best practices for getting started on your journey today.

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## Networking Break

9:50 AM-10:05 AM

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## Innovation Showcase

10:05 AM-10:35 AM

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## Navigating the Generative AI Landscape

10:35 AM-11:20 AM

Let's explore the transformative potential of Generative AI, guided by insights from cloud experts and industry leaders. We'll delve into real-world examples of AI innovations, strategies for C-level executives to integrate AI successfully, and best practices for enhancing customer experiences and driving business growth. Our discussion will also cover the most anticipated advancements in Generative AI over the next 12-24 months and their potential impact on businesses. Additionally, we'll address the ethical and regulatory considerations surrounding AI use, and examine the build vs. buy decisions executives face when choosing AI solutions.

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## Networking Break

11:20 AM-11:35 AM

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## Starting Your Generative AI Journey

11:35 AM-11:45 AM

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## Executive Roundtable Lunch

11:45 AM-1:00 PM

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## Closing Remarks & Networking

1:00 PM-1:30 PM

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