

BW Businessworld Summit on Generative AI

Theme: AI for the greater good

1000 hrs – 1100 hrs: Inaugural Session

Keynote Address followed by Fireside Chat: Evolution of AI – Decoding Generative AI

1100 hrs – 1200 hrs: Panel Discussion

Enterprise marketing – A Generative AI-powered glimpse at the future

So prodigious have been recent advancements in artificial intelligence that there is every possibility for disruption in areas of human endeavour that have been until recently distinctly human: From automating customer service to identifying & troubleshooting customer pain points from crafting personalised client responses to tailoring marketing campaigns, generative AI is poised to revolutionise the customer service industry in years to come. This session examines the quantum leap in growth foreseen in AI-driven enterprise marketing, conversational capabilities of chatbots and voice-enabled virtual assistants as well as in next-generational office assistance. It will also look at how generative AI will upend the search experience, currently a cumbersome aggregation of responses needing man-hours to pore over, making it more conversational, intuitive, & human in nature

1200 hrs – 1300 hrs: Panel Discussion

How innovative AI is impacting corporate digital strategies: Use-case perspectives

This session looks at the application of cutting-edge, generative, AI across the suite of customer & enterprise products as well as the unimagined new vistas of digital experiences that become a possibility. Bringing together customer acquisition, servicing, retention, & success leaders, growth & performance heads, and marketing functions from a host of customer-facing industries, we will discuss how the accessorisation of the existing suite of products with generative AI will create a more natural, human experience as well as form as-yet unforeseen digital interactions

1300 hrs – 1400 hrs: Panel Discussion

Assistive to augmentative to autonomous – A prescient look at the disruptive powers of AI

Be it robotisation of warehouses or assembly line automation in manufacturing plants or route planning, mapping & tracking in supply chains or analysis of patient vitals for diagnosis or creating town planning blueprints from inferences drawn on urban crime rates, generative AI has the potential to render obsolete roles across the skill spectrum. This session discusses the challenges that workforces running the gamut of skills will face in the coming decade & how increasingly aware AI technology will redesign the employment landscape, making it unrecognisable from what it is today

1400 hrs – 1500 hrs

Networking Lunch

1500 hrs – 1600 hrs: Debate

Is the autonomy of Generative AI encroaching the realm of human endeavour or a much-needed assistive technology to unleash human creativity?

MOTION: Recent developments in Generative AI capabilities are pushing the boundaries of what it means to be human: Do we foresee an age of the dumbing down of humanity, a dilution of human creativity? Is this the dawn of an era where a technology that mimics human perception & cognition can do so without having to take the responsibility that comes with it?

1600 hrs – 1700 hrs: Panel Discussion

Benefits of automating AI in cybersecurity

Retrofitting AI in cybersecurity affords a host of benefits allowing organisations to better manage risk. AI in cybersecurity is becoming increasingly relevant to protect online systems from attacks by cybercriminals & unauthorized access threats. AI systems can be trained to enable automatic cyber threat detection, generate alerts, identify new strands of malware, & protect sensitive enterprise data. This session looks at the value in automating AI in cybersecurity: The cost efficiencies that accrue by minimizing need of security professionals to removing human error to allowing better decision-making. This session also examines how management of vast volumes of data helps uncover unknown threats, leads to improved vulnerability management & development of finer threat detection & response mechanisms all leading to an enhanced overall security posture

1700 hrs – 1800 hrs: Panel Discussion

Future of work – Sculpting tomorrow's worker in an AI-led world

For a moment, imagine this: A generative AI platform is able to analyse rates of recidivism of serial offenders across a particular age demographic & offers up solutions to minimize the same by crafting academic curriculum on self-aware citizenry, prescribing legislation for tighter civilian police reform to curb criminal activity, curating preventative mental wellness workshops for juvenile delinquents, and recommending gainful occupation options to constructively channel deviant minds. If you haven't yet, then you better get a head start. Such is the ability of the recently-introduced ChatGPT that the very ability to think, imagine, storytell & create, which has been the sole purview of humanity, is indeed under threat. This session looks at how an AI platform, with a penchant for human-like cognition & perception, will force us to assess & respond to the impact of artificial intelligence with a thrust on skilling – be it young adults on the cusp of their careers, early- & mid-career professionals at risk of redundancy or late-career professionals at risk of superannuation