

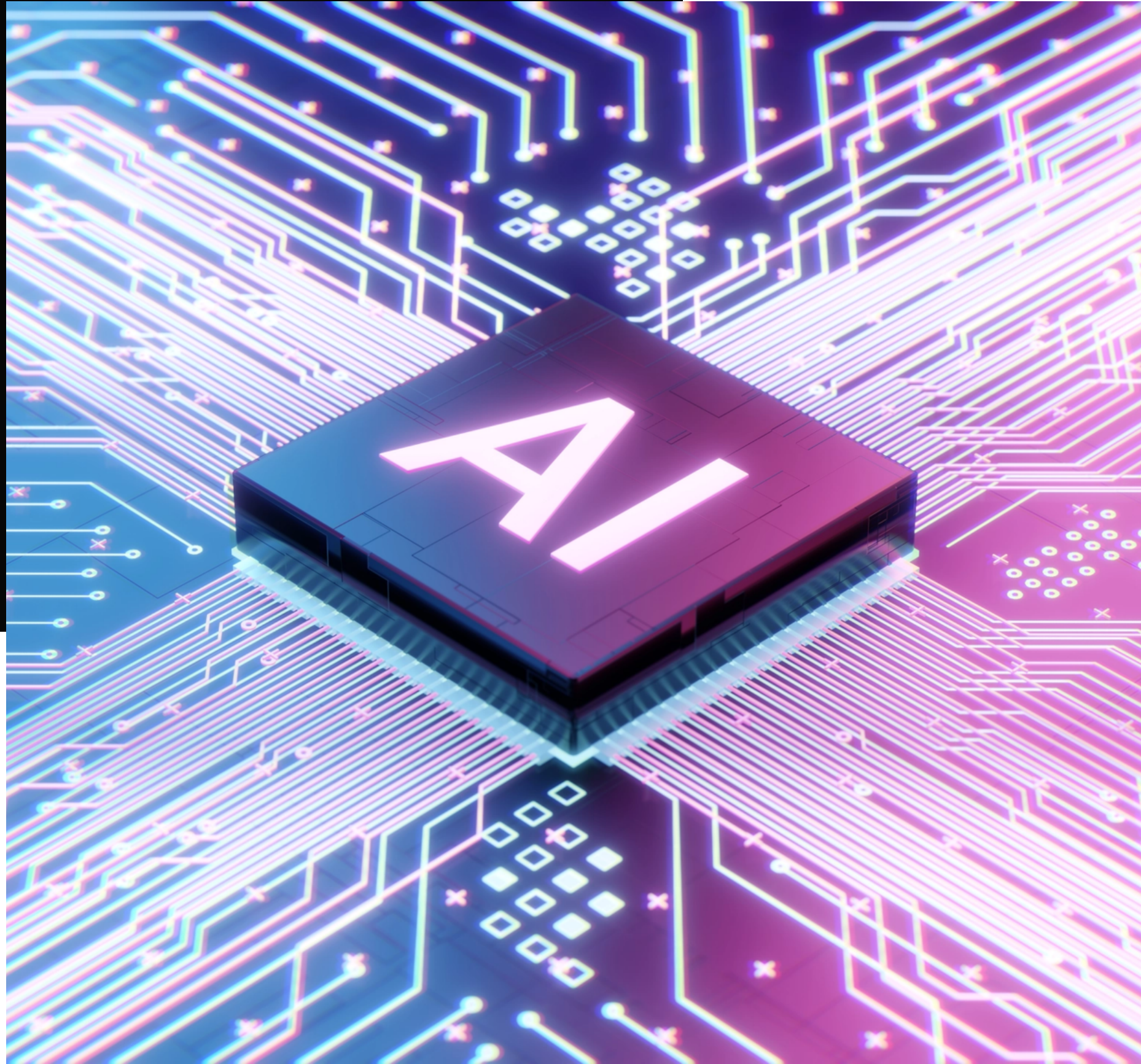
**BUSINESS TO THE
POWER OF AI.**

EMA+

**ARTIFICIAL INTELLIGENCE
EVENT SERIES.**



**NZ
.AI**



OVERVIEW

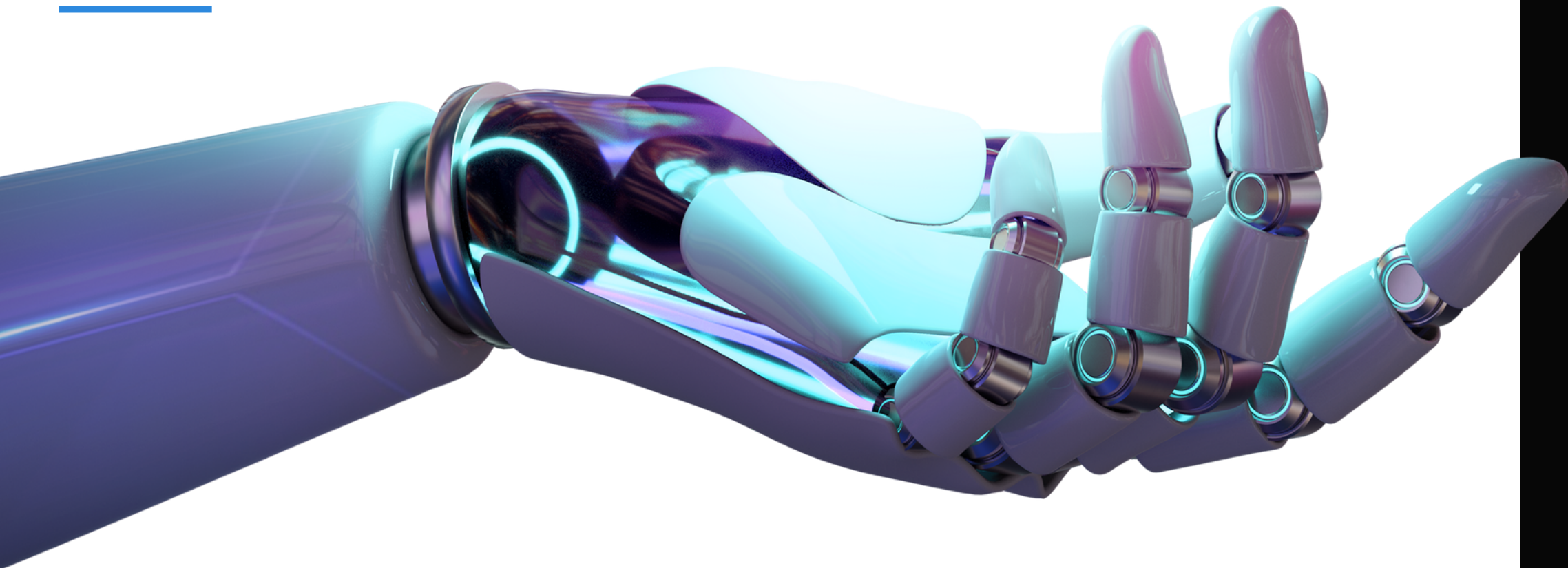
During COVID the EMA was known to be the trusted source of the truth, disseminating the right information at the right time.

We want to replicate this position by demystifying the future of work, the role and impact AI has to play.

We hear business leaders are overwhelmed by conflicting media stories and comments from industry leaders.

We want to demystify the hype, lower the fear factor and give business leaders the practical advice, tools, and resources they need to leverage AI for business safely.

AI UNLEASHED: REDEFINING BUSINESS HORIZONS



UNLIMITED POTENTIAL

The purpose of this Future of Work series is to explore the practical applications of artificial intelligence (AI) in the workplace.

LEAN-IN WITH CONFIDENCE

Our goal is to educate business, leaders and teams on how AI can be leveraged to enhance employee engagement, collaboration, and productivity.

PRACTICAL NEXT STEPS

This series will help shape how organizations prepare, approach and engage their workforce for the future of business, powered by AI.

AI NEW ZEALAND FOUNDER

JUSTIN FLITTER

AI FOR BUSINESS LEADERS.

In 2017 Justin founded AI New Zealand to help business leaders learn about this emerging technology, use cases, opportunities and risks.

Justin hosts The AI Show monthly events attended by 200-300 people and produced AI-DAY, NZ's largest AI conferences in 2018/19. Justin is a Director of Business Mentors New Zealand, a producer and emcee of TEDxAuckland and runs Unrivaled, a B2B Marketing Agency.

His supportive approach encourages people & businesses to lean into AI. Through events and workshops, he aims to build the confidence and capability for everyone to leverage AI-powered technology at work.



WEBINAR #1

AUGUST 23RD, 11AM - 12PM

HOW AI IS RESHAPING OUR FUTURE

**LEARN WHAT AI IS AND HOW IT'S
IMPACTING PEOPLE, BUSINESS & SOCIETY**

From livestock monitoring and apple grading to process automation and content production.

Artificial Intelligence is reshaping business, impacting workplace culture, productivity and compliance.

Join this webinar to get across the opportunities and risks in AI for business.



Image generated with
ChatGPT & Midjourney

WHAT IS ARTIFICIAL INTELLIGENCE

An overview of AI. From the history of AI to the different types and applications we're using every day to new generative AI platforms like ChatGPT.

AI FOR BUSINESS USE CASES

We'll showcase examples of how businesses can leverage AI powered tools at work, and discuss the shortcomings and potential risks associated.

DISPELLING THE MYTHS

AI is a globally transformative new technology, rapidly changing business and society. We'll discuss these implications and suggest practical steps you can take to start your AI journey.

WEBINAR #2

SEPTEMBER 6TH, 11AM - 12PM

SHOULD YOUR BUSINESS BE AI-FIRST OR AI-NAH?

IS AI RISKY BUSINESS OR... IS YOUR BUSINESS RISKY WITHOUT AI?

"Ignore AI at your own risk. An apathetic approach could spell disaster for your business." - Justin Flitter, NewZealand.AI

In this webinar we'll provide practical advice for business leaders to proactively engage their people in Artificial Intelligence. To nurture capability and risk mitigation.

We will discuss how to identify problems AI can solve, opportunities AI could create, the new skills your workforce will require to be competitive.

We will also cover whether your business should have an AI Strategy or an AI Risk & Compliance Policy. And the issues that need addressing across IT, security, privacy, brand, culture, and communications.



DEEP DIVE #1: SEPTEMBER 20TH, 11AM - 12PM

DEEP DIVE #2: OCTOBER 18TH, 11AM - 12PM

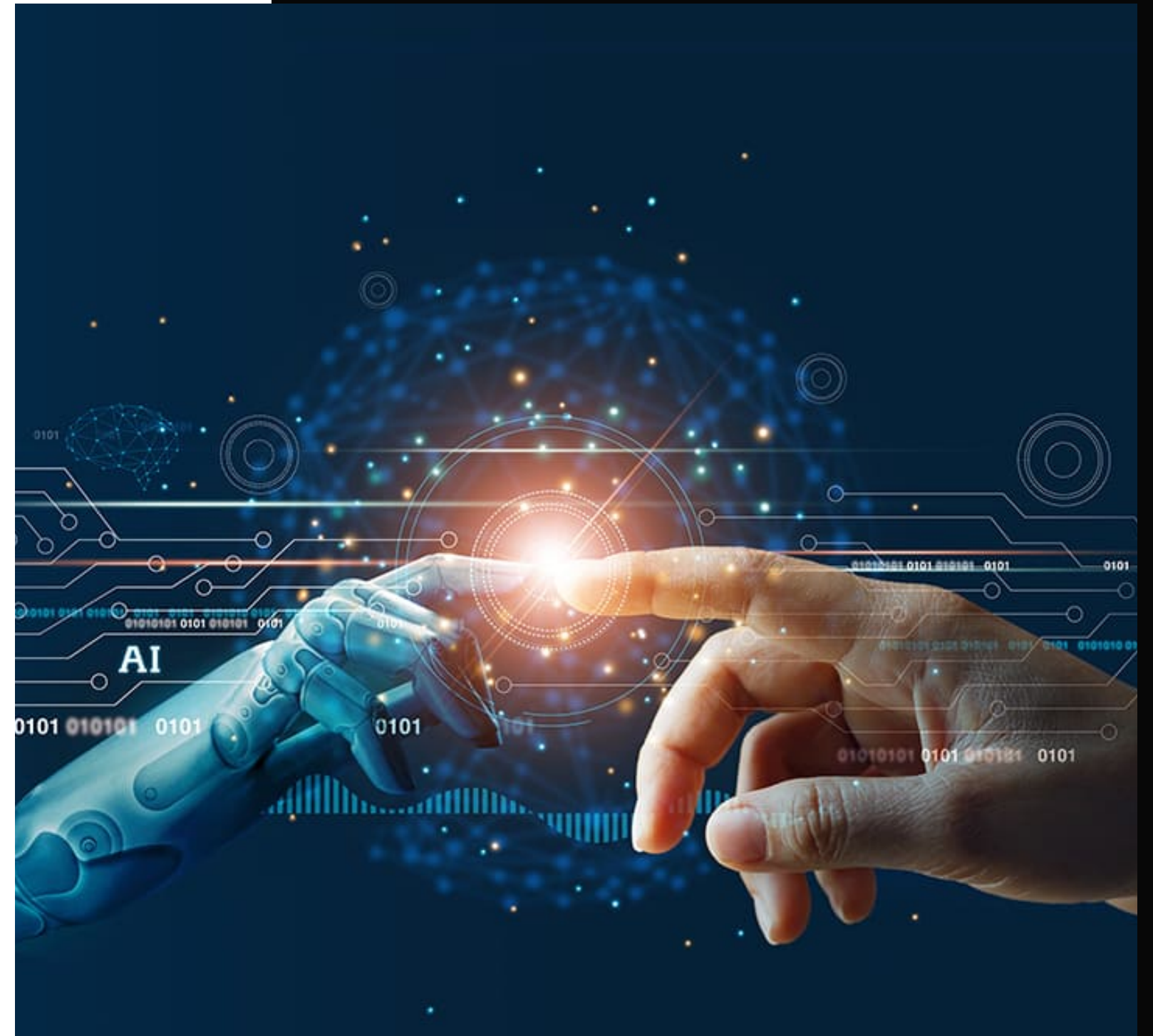
CHATGPT & ME

A BEGINNERS GUIDE TO LEVERAGING THIS REMARKABLE PLATFORM

Join Justin Flitter, the founder of NewZealand.AI for this 1 hour webinar for everyone.

You'll learn:

- What is ChatGPT, how does it work?
- What you can do with ChatGPT, the shortcomings and risks you need to be aware of.
- How to craft different prompts to customise ChatGPT outputs.
- How ChatGPT plugins work, and what you can do with them.
- How ChatGPT is impacting content production, buyer behaviour, and more.



WEBINAR #3

OCTOBER 11TH, 11AM - 12PM

EMPOWERING YOUR PEOPLE WITH AI

NURTURING AI DRIVEN BUSINESS TRANSFORMATION

This webinar for business, leaders and their teams. We will shape your approach to engaging and preparing your workforce for the future of business, powered by AI.

We'll discuss how AI is augmenting our workforce, and how to foster a culture of curiosity supported by risk awareness, safety and inclusion.



IN-PERSON EVENT

NOVEMBER 1ST, 4:30PM - 6PM

THE AI SHOW, POWERED BY THE EMA

SHOWCASING BUSINESS TO THE POWER OF AI

Join us for an epic conclusion to this AI event series.

You'll hear how local businesses are leveraging Artificial Intelligence. They will explore the challenges & opportunities those initiatives have created.

There will be moments of "wow" to inspire... and the legal, security, HR & EX experts will be on hand to answer your questions and demystify your fears.



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ChatGPT & Midjourney

AI FOR BUSINESS SHOWCASE

Hear from New Zealand businesses who are on the Ai journey, what they've learned, along with the benefits and impact.

ADAPT OR DIE - PANEL DISCUSSION

This QnA session will discuss the topics business leaders need to know to proactively engage & prepare their people to adopt this rapidly evolving technology.

MEET, CHAT, CONNECT

Enjoy the EMA networking to share and discuss Artificial Intelligence with speakers and fellow attendees.

SERIES OVERVIEW

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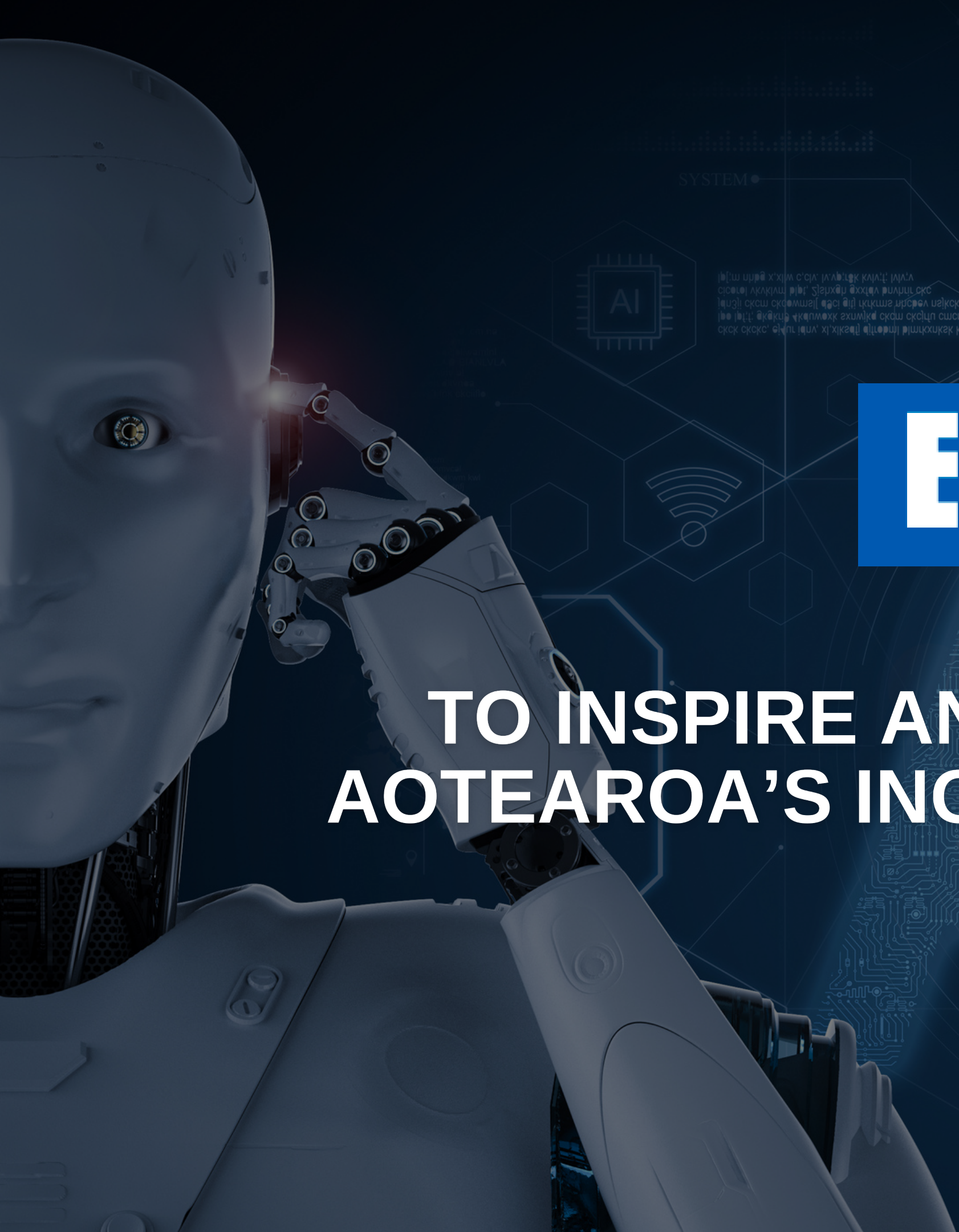
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THE AI SHOW, POWERED BY THE EMA

SHOWCASING BUSINESS TO THE POWER OF AI
(VENUE TBC)





**TO INSPIRE AND INSTILL BELIEF IN
AOTEAROA'S INGENUITY AND INDUSTRY**