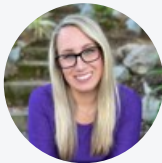


AGENDA

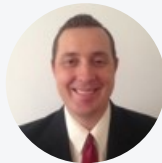
Executive Event

Journey to Generative AI

SPEAKERS



Darlene Volas
VP, Global Field
Engineering
DataStax



Dr Ryan Ries
Chief Data Science
Strategist
Mission Cloud



Josh Orenstein
CTO
LA- Lindeman &
Associates



Brad Tyler
VP, Enterprise
Applications
Panavision



Amit Singh
WW Head of GTM
& Use Cases,
Generative AI & ML
Partnerships
Amazon



Rohit Gupta
Americas Partner
Leader - Generative
AI
AWS



Naya Wenger
VP Applied Data &
Insights
Fox Corporation



Ali Sabbah
Head of IT
Gaumont



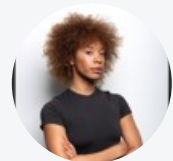
Pradeep Mariappan
Head of Data
PlayVS



Amanda Solomon
Former VP, Digital
Growth & Creator
Playboy



Michael Pobiega
Director, Live Action
Production
Moonbug
Entertainment



Isabel Laurent
Lead AI Market
Manager
Amazon Music

[Click Here to Register](#)



July 31, 2024

Pacific 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 in Media & Entertainment

9:10 AM-9:30 AM

SPEAKER



Amit Singh

WW Head of GTM
& Use Cases,
Generative AI & ML
Partnerships
Amazon

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.

SPEAKER



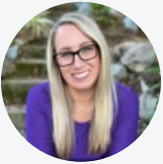
Rohit Gupta

Americas Partner
Leader - Generative
AI
AWS

Networking Break

9:50 AM-10:05 AM

SPEAKERS



Darlene Volas
VP, Global Field
Engineering
DataStax



Dr Ryan Ries
Chief Data Science
Strategist
Mission Cloud

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.

CHAIR

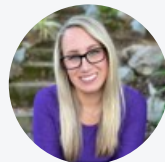


Rohit Gupta
Americas Partner
Leader - Generative
AI
AWS

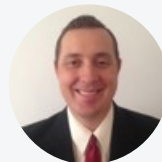
SPEAKERS



Amit Singh
WW Head of GTM
& Use Cases,
Generative AI & ML
Partnerships
Amazon



Darlene Volas
VP, Global Field
Engineering
DataStax



Dr Ryan Ries
Chief Data Science
Strategist
Mission Cloud

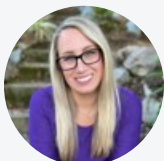
Networking Break

11:20 AM-11:35 AM

Starting Your Generative AI Journey

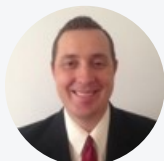
11:35 AM-11:45 AM

SPEAKERS



Darlene Volas

VP, Global Field
Engineering
DataStax



Dr Ryan Ries

Chief Data Science
Strategist
Mission Cloud

Executive Roundtable Lunch

11:45 AM-1:00 PM

Closing Remarks & Networking

1:00 PM-1:30 PM

TOGETHER WITH

