



'From the minute I met Lucy I knew I'd made a great choice in speaker to close out this major event. Lucy is warm and funny, a magnificent story teller who is also brutally honest. She had the entire room hooked from the minute she took the stage.' Queensland Office of the Chief Entrepreneur

WHY AI? AND OTHER QUERIES

As a business builder, start-up innovator and the successful leader of several companies, Lucy Bloom puts the turbo into harnessing new technologies for success. You might know where you are headed, but have you considered all three types of AI? This speech shows you how to map where you've been and comprehend where to next with resolve, energy, focus and fun, with AI in your arsenal.

This speech will have your delegates reconsidering their business planning for success, picturing their specific industry with new eyes and tools, busting to put it all into practice.

This 40 minute speech blasts the roof off assumptions and fear of AI and applies to any industry. THIS is the most engaging and relatable speech you will hear on AI.

Take homes include but not limited to:

1. Understand the three kinds of Artificial Intelligence (AI) and how you can wrangle them for profit and efficiency
2. Discover why forecasts are out and patterns are in
3. Learn how to focus your best resources: you, your team and the business as a whole, like The Terminator
4. Learn to spot a software sales pitch over a must-have AI solution
5. Learn from business cases how human error is never quite as catastrophic as machine error
6. Discover why inclusivity is a commercial necessity of the future rather than a luxury of big business and why AI fails at this

'Lucy engages audiences and makes them think, challenging their assumptions.' TerryWhite Chemart