PAN AFRICAN
Learning and Growth Network

AI, BUSINESS AND THE FUTURE OF WORK PRE CONFERENCE WORKSHOP
Leveraging Artificial Intelligence to Transform Business Practices and Workforce Efficiency
22-23 APRIL

BIG DATA, ANALYTICS, AI – STRATEGIC DECISIONS 5TH ANNUAL CONFERENCE
24-25 APRIL

SUNBIRD CAPITAL HOTEL
LILONGWE, MALAWI

FULL PROGRAM
22-25 APRIL 2025

FROM
8:30
TILL **4PM**

REGISTRATIONS OPTIONS
K800,000
WORKSHOP ONLY

K900,000
CONFERENCE ONLY

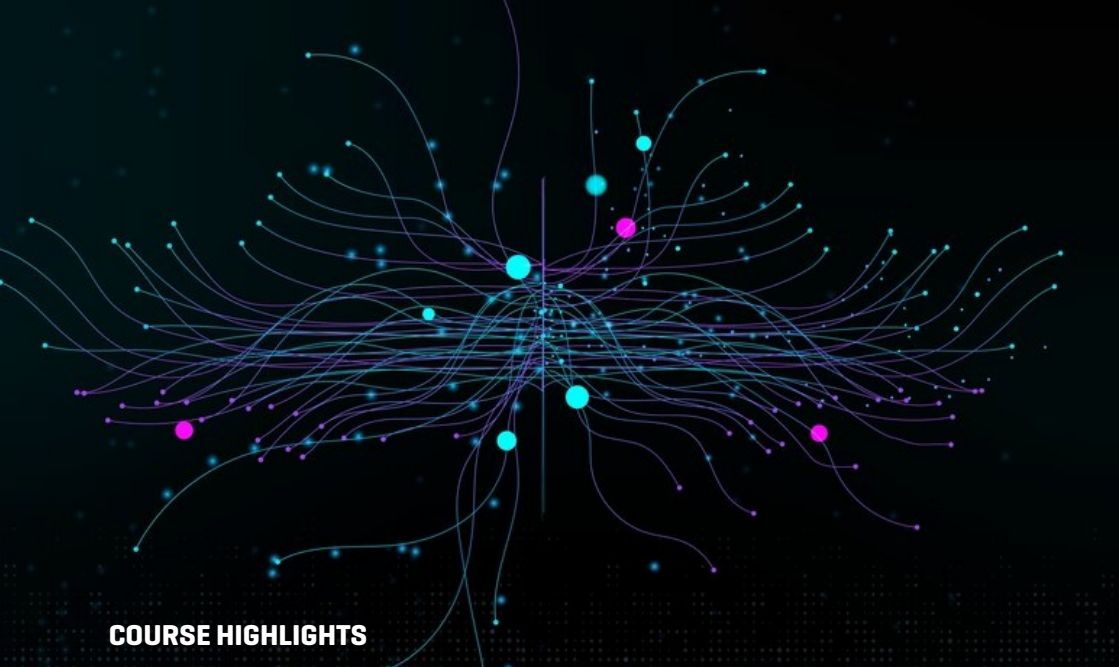**K1,600,000**
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CELEBRATING **10** YEARS PALGNET

COURSE HIGHLIGHTS

Attend the Big Data, AI and Analytics: Strategic Decisions 5th Annual Conference at Sunbird Capital Hotel in Lilongwe on the 24th and 25th of April 2024 from 08:30AM to 16:00PM CAT, a program packed with engaging and interactive learning experiences. The program starts with a pre-conference workshop/masterclass on AI, Business and the Future of Work - Leveraging Artificial Intelligence to Transform Business Practices and Workforce Efficiency on the 22nd and 23rd of April.

The program promises to be a transformative event at the forefront of the data-driven revolution. With an emphasis on innovation, the conference brings together industry leaders, data scientists, business analysts, and technologists to explore the latest trends, strategies, and technologies shaping the future of big data and analytics in the business landscape.

Attendees can expect a dynamic program featuring keynote presentations, panel discussions, and interactive workshops, providing invaluable insights into leveraging big data and analytics to drive business growth, enhance decision-making processes, and gain a competitive edge in today's rapidly evolving marketplace. From harnessing the power of machine learning, Big Data and artificial intelligence to unlock actionable insights from vast datasets to exploring cutting-edge tools and techniques for data visualization and predictive analytics, the summit offers a comprehensive overview of the latest innovations and best practices driving success in the realm of big data and business analytics.

Furthermore, the conference serves as a prime networking opportunity, facilitating connections among industry professionals, thought leaders, and innovators from diverse sectors. Attendees will have the chance to engage in meaningful discussions, exchange ideas, and forge strategic partnerships that can propel their organizations forward in the era of data-driven decision-making. Whether you're a seasoned executive looking to stay ahead of the curve or a budding entrepreneur eager to harness the power of data analytics, the Big Data and Business Analytics Innovation Summit is a must-attend event for anyone seeking to unlock the full potential of big data in driving business innovation and transformation.
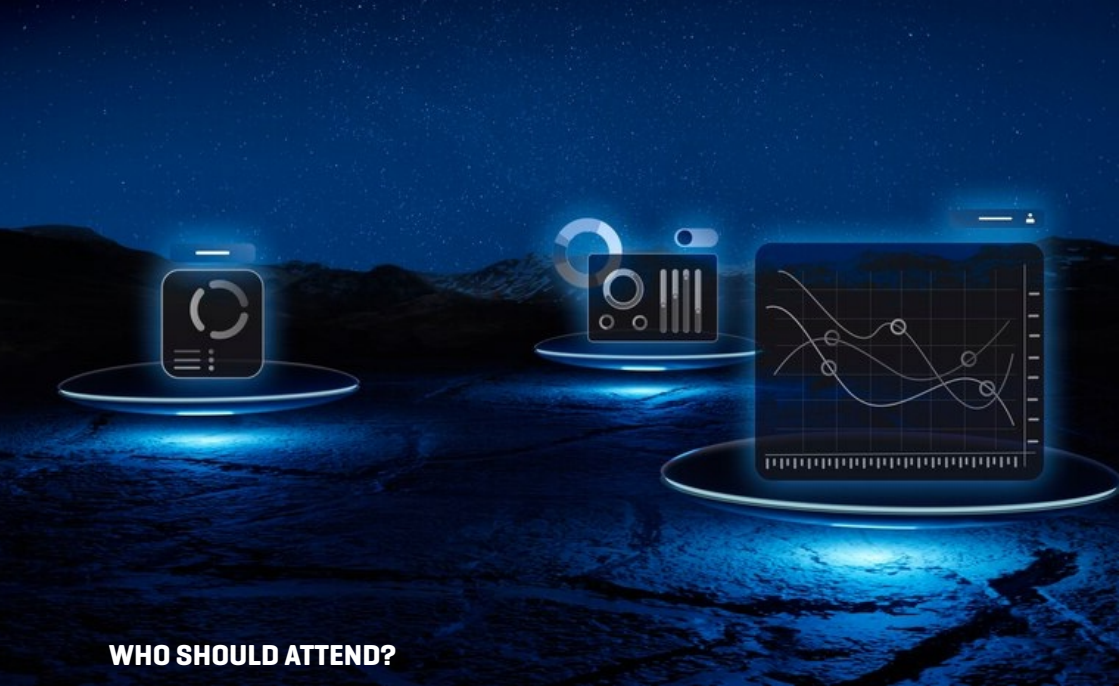
WHO SHOULD ATTEND?

- C-Suite Level Staff/Executives
- Data and Analytics Specialists
- AI Leaders
- Technology Strategists
- IT Experts
- Marketing Directors and CMO's
- Chief Information Officers

- Supply Chain Specialists
- Consultants
- Policy Makers
- Managers and Key Decision Makers from any size of an organization (public or private sector); there will be lots of takeaways and goals to achieve at the event.

No technical or statistical expertise is required, just a desire to improve decisions, gain a competitive edge, and enhance your organizations' performance, productivity, and processes.

KEY BENEFITS FOR ATTENDING:

Upon completion of this program, participants will be able to:
- Uncover hidden or unexpected connections, correlations, patterns, and trends to drive better decisions.
- Use conceptual frameworks and tools to recognize the power and potential of data to implement strategic initiatives and drive competitive advantage.
- Gain a better understanding of AI technologies, current uses, and strategic applications for your own organization.
- Interact more effectively with technical managers and staff that execute AI and data-driven initiatives.
- Apply design thinking methodologies to develop big data and artificial intelligence solutions that are usable and deliver value.
- Explore the future of big data, analytics, and artificial intelligence.
- Network with peers from diverse industries and functional areas to get fresh ideas about how data can be used effectively.
- You will be awarded a certificate of attendance for the conference and workshop

**BIG DATA, AI AND ANALYTICS -
STRATEGIC DECISIONS CONFERENCE**

24-24 APRIL

PRESENTATIONS AND DISCUSSION TOPICS

Autonomous Data Management and Governance

Implementing autonomous systems and AI-driven governance frameworks to streamline data management processes and ensure compliance with regulations.

Blockchain for Data Integrity and Security

Exploring blockchain technology for ensuring the integrity, security, and traceability of data throughout its life cycle

Scaling AI for Business Impact

From Pilot Projects to Enterprise Solutions: As businesses increasingly adopt AI to gain competitive advantage, many face the challenge of moving beyond isolated pilot projects to fully scaled, enterprise-level solutions. This session will explore the key factors that drive successful AI scaling, including building robust data infrastructure, fostering cross-functional teams, and ensuring ethical governance. Drawing on real-world examples, we will discuss practical strategies for overcoming common obstacles and delivering measurable business impact through AI at scale.

Augmented Analytics and AI-Powered Insights

Leveraging machine learning and natural language processing to automate data preparation, analysis, and insight generation

Ethical AI and Responsible Data Usage

Strategies for ensuring fairness, transparency, and accountability in AI-driven analytics and decision-making processes.

Quantum-Inspired Computing for Big Data Analytics

Exploring the potential of quantum computing algorithms to revolutionize data processing and analysis.

Cognitive Analytics and Predictive Intelligence

Integrating cognitive computing capabilities with predictive analytics to uncover complex patterns and insights from diverse datasets.

Explainable AI and Interpretability

Methods for making AI-driven analytics models more transparent and interpretable, enabling stakeholders to understand and trust their decisions.

Personalization and Hyper-Targeted Marketing

Leveraging big data analytics to deliver personalized customer experiences and targeted marketing campaigns at scale.

Data Monetization and Revenue Generation

Strategies for extracting value from data assets and monetizing data through innovative business models and partnerships.

AI, BUSINESS AND THE FUTURE OF WORK
Leveraging artificial intelligence to transform business practices and workforce efficiency

INTRODUCTION

The AI, Business, and the Future of Work training course is essential for professionals looking to stay competitive in an evolving business landscape. By integrating AI technologies, organizations can enhance operational efficiency and create innovative business models. It is designed to empower participants with the latest AI knowledge and skills, ensuring they are equipped to lead their companies through the digital transformation. This training workshop offers a deep dive into how artificial intelligence is reshaping industries and the workforce. Participants will gain a thorough understanding of AI applications in various business functions, including marketing, HR, and operations. With expert trainers and cutting-edge content, this course will enable you to harness AI technologies effectively, ensuring sustainable business growth and enhanced workforce capabilities.

WORKSHOP HIGHLIGHTS:
- Real-world AI implementation strategies
- Latest trends in AI and machine learning
- AI's impact on decision-making processes
- Ethical considerations in AI deployments
- Enhancing customer experience through AI

TRAINING OBJECTIVES
- Analyze AI business strategies
- Apply AI insights effectively
- Design AI-driven business models
- Evaluate AI ethical implications
- Innovate with AI technologies

TRAINING METHODOLOGY
The training course utilizes a blend of interactive workshops, real-life case studies, group discussions, and hands-on practical exercises. This approach ensures that participants not only understand AI concepts but can also apply them directly to their work environments.

ORGANISATIONAL IMPACT
- Increased operational efficiency.
- Enhanced competitive advantage.
- Improved customer satisfaction
- Advanced data analysis capabilities
- Robust innovation processes
- Streamlined decision-making.

PERSONAL IMPACT
- Enhanced AI literacy
- Improved strategic thinking skills
- Greater problem-solving capabilities
- Advanced technological adaptability
- Increased leadership and management skills
- Deeper understanding of digital transformation

WHO SHOULD ATTEND?
- Business leaders seeking to implement AI
- Managers overseeing tech-driven projects
- IT professionals in AI-related fields
- HR executives focusing on workforce transformation
- Marketing professionals aiming to utilize AI

COURSE OUTLINE
- Introduction to AI in Business
- AI and Business Strategy
- AI and the Workforce
- Ethical AI Use
- Future Trends in AI