



SOLVAY IMPACT INSTITUTE

BRINGING THE SOCIETAL LEADERS OF TOMORROW

presents

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WHY INNOVATION MATTERS?

***AI DID WHAT USED TO BE
CONSIDERED IMPOSSIBLE..***



December 02,
2024



18h00
19h30



S.UB2.252A -
Auditoire LAMEERE

Why Innovation matters?

What are we trying to solve with AI? What kind of AI strategy have the big tech players in mind and where is the money? What is the architecture of genAI and can we play a role in this architecture/market?

Finally, a real glimpse of how genAI will unfold in the future.

This seminar is conducted as part of the
Advanced Marketing Management course (GESTS403 & GESTS489),
under the supervision of Dr. Sandra Rothenberger.