

AI Executive Keynote

A 45-minute AI keynote, 15 minutes of questions and material for the discussion afterwards.

THE PACKAGE IN NUMBERS

30 minutes

Preparation call

Audience, occasion and preferred theme.

45 minutes

AI keynote

One online event with an AIBI speaker.

15 minutes

Questions and answers

Discussion of the keynote topic.

Up to 100

Participants

One shared online event.

1 selected theme

Subject focus

Investments, governance, board questions or AI fundamentals.

1 PDF

Presentation materials

Slides for internal sharing after the event.

WHAT THE CLIENT CAN DO NEXT

Create a shared starting point for the leadership conversation.

Make key AI questions accessible and relevant to your audience.

Choose a theme that supports the purpose of your event.

€2,700

per online event

Excluding applicable VAT

The programme, step by step

Before the event: a 30-minute scoping call

Timing	Topic	Content
0-10 min	Audience and occasion	Who will attend, what do they know and what is the event's purpose?
10-20 min	Choose one theme	Investments, governance, board questions or AI fundamentals.
20-30 min	Format and practicalities	Agree date, online format, introduction and questions.

Example of a 45-minute keynote

Timing	Topic	Content
0-5 min	The leadership task	Relate the topic to the audience's decisions.
5-15 min	Concepts and opportunities	Explain essential AI concepts through examples.
15-30 min	Case and implications	Show a fictional situation and the questions it raises.
30-40 min	Leadership options	Identify the evidence, owners and decisions needed.
40-45 min	Review	Summarise questions participants can take forward.
45-60 min	Questions and answers	Discuss the keynote's theme.

Inside the materials

DELIVERABLE

HOW IT IS USED

01 Preparation call

30 minutes on audience, existing knowledge, purpose and selected theme.

Makes the keynote relevant to the occasion.

02 One selected theme

Choose investments, governance, board questions or AI fundamentals. Tailoring stays within that theme.

Creates a clear focus rather than trying to cover everything.

03 45-minute presentation

An AIBI speaker explains concepts, a relevant case and leadership questions.

Creates shared ground for subsequent discussion.

04 15-minute Q&A;

Participants ask questions about the keynote topic.

Provides an opportunity to clarify the main points.

05 Slides as a PDF

Presentation materials follow the event for internal sharing.

Participants can revisit the points in their own organisation.

06 Up to 100 online

One shared online event with up to 100 participants.

Fits into a leadership day or network event.

Example theme: what must leaders know before investing in AI?

Illustrative theme and programme. The final theme is agreed during the preparation call.

Part of the keynote	What participants take into their next discussion
The problem	Which task needs to improve?
The evidence	What is the baseline and how is quality measured?
The economics	Which costs and assumptions are included?
Ownership	Who owns outcomes and follow-through?
Next discussion	What must be clarified before a decision?

WHAT THE EXAMPLE MAKES CLEAR

- 01** Shared subject introduction
- 02** A concrete case example
- 03** Questions for your own leaders
- 04** Materials for further discussion

Client preparation and time commitment

The organiser allows 30 minutes for preparation and invites participants.

Confirm the online platform, technical owner and speaker introduction.

The audience allows 60 minutes. Participants need no preparation or AI licences.

Answers before buying

Is it tailored to us?

Yes. Theme and level are agreed in the preparation call. Special research or bespoke production is quoted separately.

Can we choose all four themes?

The standard package focuses on one theme. A broader engagement needs separate scoping.

Can you attend in person?

Yes, subject to a separate quote and confirmation of date, travel and speaker. The standard price is online.

Can we record and share it publicly?

That requires a separate agreement. The PDF may be shared internally.

Who is the speaker?

A named AIBI speaker is confirmed with the date and theme before booking.

Can you assess our business in the keynote?

The keynote provides education, not a company assessment. Specific confidential assessments require an advisory scope.

Who is it for?

A leadership day, board network or internal event. The organiser wants a shared basis for discussion.

If the client needs decisions and a plan based on its own initiatives, P02 or P03 is a better fit.

Shall we discuss the theme, audience and a possible date?