

Great Debate 2024



AI: Threat or Opportunity?

Wednesday 13 March 2024

The use of Artificial Intelligence (AI) in businesses is not new. However, generative AI such as ChatGPT has propelled the interest in digital transformation in businesses and their customers.

Early adopters of generative AI have shown promising results like improved customer experience, enhanced customer satisfaction, personalised services and marketing, better productivity and enriched interactions.

However, businesses must consider the challenges:

- AI requires good data (data literacy, integrated systems, data skills and capabilities).
- The implementer of AI has additional responsibility to assess ethical issues like bias, privacy, security, fairness, autonomy, societal impact, dignity, safety and job security.

At this year's Great Debate four speakers will address different aspects of AI implementation and the benefits and challenges they entail. Regulation will also be discussed.

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| 1. How will AI affect our life? | - Andrew Lea, Head of AI, PXP |
| 2. Boom or bust / Challenges facing AI. | - Mona Ashok, Assoc Prof, HBS UoR |
| 3. Bias and inequality | - Dan Remenyi Hon Prof, SMIG |
| 4. How should/can we control and regulate it? | - Alan Mosca, CTO nPlan |

Time: 1900-2100

Location: The Henley Business School, University of Reading, Whiteknights Campus, Reading RG6 6UR

Cost: Free of charge, open to all. Free tea and coffee from 1815.

Registration; <https://localevents.theiet.org/c1f1ca>

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