

AI

FOR CEOS: FROM NOISE TO NAVIGATION

CUT THROUGH THE AI NOISE

AI isn't on the horizon – it's here. But for many CEOs, it's a confusing mix of hype, jargon, and uncertainty. This exclusive breakfast briefing helps senior leaders focus on where AI is making a real difference, and how to take practical steps to stay ahead.

KEYNOTE: AI – HYPE, REALITY AND WHAT COMES NEXT

PAUL BIRKIN *Chief Digital & Technology Officer, Freeman Clarke*



With global experience delivering tech transformation across industries – from financial services to aerospace – Paul will unpack what AI means for mid-sized businesses today. Expect practical insights on generative and agentic AI, how to avoid common pitfalls, and why commercial thinking must come first.

AI IN PRACTICE: PEOPLE AND MARKETING

Two short talks will explore how AI is reshaping core business areas:



DEAN HUNTER

People Director, People Puzzles



COLIN STICKLAND

Regional Director, The Marketing Centre


BARNHAM BROOM

HONINGHAM RD
BARNHAM
BROOM
NORFOLK
NR9 4DD

TUESDAY
9TH SEPT '25
8:00–10:30am

WHO SHOULD ATTEND?

CEOs, MDs, founders, and senior leaders of ambitious mid-market businesses across Norfolk and beyond. Whether you're new to AI or already experimenting, this session is for you.

TAKEAWAYS:

- ✓ Clear understanding of AI's real business impact
- ✓ How to approach AI commercially, without the jargon
- ✓ Practical next steps for your business
- ✓ Fresh thinking on AI's role in people and marketing
- ✓ Network with peers navigating similar challenges

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