

# Comms copy doc for AI Connect 17 Oct 2024

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## 1. Planning & Timeline

What	When	Who	Copy Ready	Sent
RSVP Registration website	Jun 27, 2024	Everyone	YES	
Save the Date	w/c Jun 20, 2024	Everyone AI Connect	YES	YES
Invitation Wave #1	Friday 12 July	Only AI Connect (excl. Invitees Community Circle)	YES	YES
VIP Invitation	w/c Jul 29, 2024	VIP	YES	YES
Reminder #1 RSVP NO	w/c Aug 12, 2024	Only AI Connect (excl. Invitees VIP lunch and Media/journalists)	YES	YES
Personal nudge RSVP NO	Aug 20	RSVP NO (ex. VIP)	YES	YES
Reminder #2 Deep Dive Choose your deep dive RSVP YES	Sept 5	RSVP YES (exc. VIP)	YES	YES
Reminder RSVP NO	Sept 5	RSVP NO	YES	YES
Invitation Wave #2	Sept 5	New guests added to RSVP	YES Same email as wave 1	
Excitement/ Reminder	w/c Sept 26	RSVP NO	In progress	YES
Excitement / reminder	w/c Sept 26	RSVP YES (that haven't selected deep dive session)	In progress	YES
Last call	w/c Oct 1st	RSVP NO	YES	YES
Deep Dive: Media Track		Small audience invite-only Joyce to confirm people	To start	
Practical information INTERNAL	Oct 15th or 16th	Internal googlers & Techleap From <a href="#">this</a> list	In progress	
Confirmation & Practical Information EXTERNAL	Oct 15/16	RSVP YES	In progress	

What	When	Who	Copy Ready	Sent
RSVP Registration website	Jun 27, 2024	Everyone	YES	
Save the Date	w/c Jun 20, 2024	Everyone AI Connect	YES	YES
Invitation Wave #1	Friday 12 July	Only AI Connect (excl. Invitees Community Circle)	YES	YES
VIP Invitation	w/c Jul 29, 2024	VIP	YES	YES
Reminder #1 RSVP No	w/c Aug 12, 2024	Only AI Connect (excl. Invitees VIP lunch and Media/journalists)	YES	YES
Thank you	Oct 17 (right after event)	ALL	In progress	
Aftercare: Sharing pictures and resources				

## 2. Copy & Design

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### **Email Aftercare (2 weeks after event):**

Dear [NAME],

Thank you for joining us at AI Connect. We hope that you formed new connections, and continue on unlocking AI's potential for the Netherlands - together.

Need a reminder of the event's highlights? Check out some of AI Connect's best bits in the video below and through the [photo album](#), and enjoy a recap of essential moments and useful links.

### **What were the key takeaways from the AI Connect main stage?**

Martijn Bertisen shared how the Netherlands [has fallen behind other countries in regards to AI](#), but if, moving forward, the technology is fully embraced, the Dutch economy could [grow by 9 percent in 10 years](#).

Techleap's Constantijn van Oranje hosted a panel discussion based on the findings of the newly released report on [the Dutch startup ecosystem's challenges](#), alongside top AI founders Elise de Reus, Bob van Luijt, and Nicola Ebmeyer. Together, they discussed solutions relating to AI adoption, access to funding, and attracting and retaining talent. [Google DeepMind](#)'s Zoubin Ghahramani outlined AI's role in the heart of progress, allowing us to see patterns in complex data, accelerate scientific discovery, and solve some of humanity's most pressing challenges.

We also announced the launch of [Google AI Training Hub](#), helping people with AI skills and the grantees of the Google .ORG AI Opportunity Fund, who will help train underrepresented groups in AI skills

Verity Harding discussed how public trust and understanding of AI are essential for its successful implementation. This can be fostered by focusing on AI's potential for positive societal impact and addressing ethical concerns transparently.

### **What were the highlights from the deep dives?**

The **AI Business Transformation** deep dive focused on integrating AI into business' core strategies, identifying use cases where AI can solve problems, a great example of AI-driven content creation from retailer bol, and how Google's 30-day plan can enable rapid AI deployment for competitive advantage.

Co-hosted by [Women in AI](#), **AI Talent Track** outlined the need to broaden AI skillsets, prioritise diversity in AI, and embrace lifelong learning.

The **Regulatory AMA** deep dive shone a light on the EU's focus on regulating AI to foster trust and mitigate risk, the proposed AI Act and what areas of AI will be within the scope of regulation, and the stringent safeguarding surrounding high-risk AI systems within healthcare, law enforcement, and more.

The **Smart Capital Summit** imparted how thorough due diligence is critical, the unique challenges around scalability, and why companies with AI at their core have greater potential for impact.

Thank you,  
The AI Connect Team

**\*COMPLETE\* Email, Rejection**

Subject line: AI Connect | No open spot for AI Connect

Dear [NAME],

Thank you for your interest in AI Connect on October 17th. We appreciate your registration, however, AI Connect is on an invite-only basis and due to high demand, we have reached full capacity. We are therefore unable to offer you a ticket at this time.

We apologise for any disappointment this may cause.

Thank you for your understanding.

Kind regards,  
The AI Connect Team

**\*COMPLETE\* Email, RSVP YES Practical Information:**

**Subject line:** AI Connect | All you need to know

Dear [NAME],

We look forward to welcoming you on Thursday to [B. Amsterdam](#) for the first [AI Connect event](#), where you'll join fellow leaders to **unlock AI's potential for the Netherlands – together.**

## Your AI Connect experience

- **12:30 PM:** Kick off your day with delicious sandwiches and stimulating conversations with fellow leaders, experts, and more. Visit demos such as AlphaFold and Gemini, and engage in inspiring conversations with industry leaders, experts, and more
- **1:30 PM:** The main conference commences, featuring inspiring talks and relevant insights
- **3:30 PM:** Delve into specific AI topics during the interactive deep dive sessions
- **16:45:** Connect and drinks
- **18:00:** End

## Your confirmed deep dive session

1. We are pleased to confirm that you have secured a place on the **AI business transformation: From tool to strategic advantage** deep dive.

Hosted by Google Cloud and non-profit initiative Kickstart AI, you'll join fellow business and thought leaders in starting your AI journey and making it an integral part of your business strategy.

2. We are pleased to confirm that you have secured a place on the **Real-time regulatory-founder AMA** deep dive. Directly engage with policymakers and gain crucial insights into the regulatory landscape surrounding AI companies in this collaborative workshop, facilitated by the Ministry of Economic Affairs and Techleap.
3. We are pleased to confirm that you have secured a place on the **Smart capital summit** deep dive facilitated by expert Vladimir Nedović, who holds a PhD in Artificial Intelligence. With AI presenting unique opportunities for investors, you'll learn how to navigate the AI funding terrain, and implement strategies and tools to structure successful deals.
4. We are pleased to confirm that you have secured a place on the **AI talent in the Netherlands: How to attract and retain talent co-hosted by Women in AI Benelux** deep dive. Enjoy an open dialogue with AI talent to understand how organisations can attract and retain them, assess their motivations, and ensure the Netherlands fosters a thriving AI ecosystem.

## Know before you go

- **Public transportation:** Go to metro station Henksneevlietweg, where you can either take a bus to B. Amsterdam or a 15 minute walk
- **Bike:** Navigate to B. Amsterdam Johan Huizingalaan 763A. Bikes can be parked in front of the building
- **Car/Taxi:** Navigate to B. Amsterdam Johan Huizingalaan 763A
- **Parking:** Follow the parking signs. Get a parking ticket at the gate and, once parked, use the stairs to reach the main entrance. You'll then receive an exit ticket upon request – when you leave, insert your original parking ticket into the machine, followed by the exit ticket to ensure your parking is free. Use your original ticket to exit

We look forward to seeing you.

The AI Connect Team

**\*COMPLETE\* Email Practical information GOOGLERS:**

Subject: See you at AI Connect | October 17

Hi [NAME],

We look forward to welcoming you tomorrow to [B. Amsterdam](#) for the first [AI Connect](#) event, as leaders, experts, and more look to **unlock AI's potential for the Netherlands – together**.

## Your AI Connect experience

- **12:30** Doors open. As a Googler/Techleap attendee, please ensure you arrive early at the venue and no later than 1pm
- **13:30:** The main conference commences with a main stage program featuring national and international AI experts
- **15:30:** Delve into specific AI topics during the interactive deep dive sessions
- **16:45:** Connect and drinks
- **18:00:** End

## Know before you go

- **Public transportation:** Go to metro station Henksneevlietweg, where you can either take a bus to B. Amsterdam or a 15 minute walk
- **Bike:** Navigate to B. Amsterdam Johan Huizingalaan 763A. Bikes can be parked in front of the building
- **Car/Taxi:** Navigate to B. Amsterdam Johan Huizingalaan 763A
- **Parking:** Please follow the parking signs upon arrival. Obtain a parking ticket at the gate. After parking, use the stairs to access the main entrance

See you soon,  
The AI Connect Team

**\*COMPLETE\* [Email Thank you \(on the 17th\):](#)**

Dear [first name],

Thank you for attending AI Connect and we hope you enjoyed the event. It was a pleasure to have you help **unlock AI's potential for the Netherlands – together**.

We'd love to hear your feedback. Please take a minute of your time to fill out our short survey.

[SHARE YOUR FEEDBACK](#)

In the upcoming weeks we'll be sharing more insights and the full content of the event. We look forward to seeing you at one of our next events.

## STUDY

Thank you very much,  
The AI Connect Team

Hi [first name],

Thank you for joining us at AI Connect. We hope that you formed new connections, enjoyed valuable insights from our speakers and deep dive sessions, and contributed to our ultimate goal of unlocking AI's potential for the Netherlands.

### Key Takeaways

Want to revisit the content? Check out the (name of resource) here.

### **Want to stay connected?/ Want to connect again in the future?**

Let us know here if you want to attend similar events in the future

Thank you very much,  
The AI Connect team

### Key Takeaways

Want to revisit the content? Check out the (name of resource) here.

### **Want to stay connected?/ Want to connect again in the future?**

Let us know here if you want to attend similar events in the future

Thank you very much,  
NAME

### **\*COMPLETE\* Email, Waitlist**

Subject line: AI Connect | You're on the waiting list for AI Connect

Dear [NAME],

Thank you for registering for the first AI Connect event on October 17th. Due to high demand, we have reached capacity, and you have been added to our waiting list. We will monitor the event and let you know if any space becomes available.

Thank you,  
The AI Connect team


**\*COMPLETED\* Email Last Call: #4 reminder for RSVP NO**

**Subject line:** Your last chance to join us for AI Connect

Dear [NAME],

This is your final opportunity to join us for the first AI Connect conference. We would love you to join the leaders, founders, and experts that have already signed up, and help us achieve the goal of unlocking AI's potential for the Netherlands. [Secure your place today.](#)

Thursday, October 17 | 12:30-18:00

 B. Amsterdam | [Johan Huizingalaan](#)  
[763A, 1066 VH Amsterdam](#)

[CONFIRM ATTENDANCE](#)

### **Why should you attend AI Connect?**

- Discover the important role we will all play in guiding AI towards a positive future we can trust and believe in
- Hear from a range of expert speakers, including global AI expert Verity Harding, Google DeepMind's Zoubin Ghahramani, and technology entrepreneur Bob van Luijt
- Take part in an action-orientated deep dive session on AI business transformation, talent, funding, and innovating within the regulatory framework.

You can now also access the full agenda for AI Connect on [the event website](#).

We remind you that this is an invite-only event and registration is required to access the event.

Sincerely,

Martijn Bertisen VP Netherlands, Google  
Constantijn van Oranje – Envoy Techleap

**\*COMPLETED Email VIP Excitement, #3 reminder for RSVP YES:**

**Subject line:** Get ready for AI Connect on October 17

Dear [NAME],

There's just three weeks to go until AI Connect. We look forward to welcoming you to the exclusive pre-event lunch at 12:00, where you'll join [fellow leaders and experts](#) – including Zoubin Gharamani, VP of Research at Google DeepMind – to offer your insights and expertise as we collectively shape the future of AI.

This intimate, invite-only gathering will bring together a select group of Netherlands' C-suite business leaders, industry leaders and policymakers, where – under Chatham House rules – we'll be exploring ways to collaborate and drive AI innovation in the Netherlands.

**Know before you go**

The VIP Lunch will be held on the 5th floor of the B.Amsterdam venue. Upon arrival, you will be greeted by staff and directed to the elevator, which will take you to the lunch. Following this, we will welcome you to join the AI Connect main programme [13.30 - 15.15] and deep dives [15.30 - 16.45].

You can find more details on confirmed speakers and sessions via the [event website](#). We look forward to seeing you at AI Connect.

Sincerely,

Martijn Bertisen VP Netherlands, Google  
Constantijn van Oranje – Envoy Techleap

**\*COMPLETED\* Email Excitement, #3 reminder for RSVP YES:**

**Subject line:** AI Connect | Choose your Deep Dive

Dear [NAME],

Thank you for registering for AI Connect. There's just a few weeks to go until we aim to unlock AI's potential for the Netherlands – together. We notice that you have yet to **choose your deep dive session**.

As we want to make sure you get the most out of the deep dives, please select your top three preferences and we'll do our best to match you based on your selections and capacity. A confirmation email will be sent closer to the event with your assigned session.

## [SELECT DEEP DIVE](#)

### Confirmed speakers



Elise de Reus  
Co-Founder  
Cradle



Nicola Ebmeyer  
Co-Founder and Co-CEO  
Gain.pro



Verity Harding  
Founder Formation  
Advisory Ltd



Constantijn van Oranje  
Co-Founder  
Cradle



Zoubin Ghahramani  
Vice President, Research  
Google DeepMind



Martijn Bertisen  
Vice President  
Google Netherlands

See the full agenda, including details on confirmed speakers and sessions, [here](#).

Sincerely,

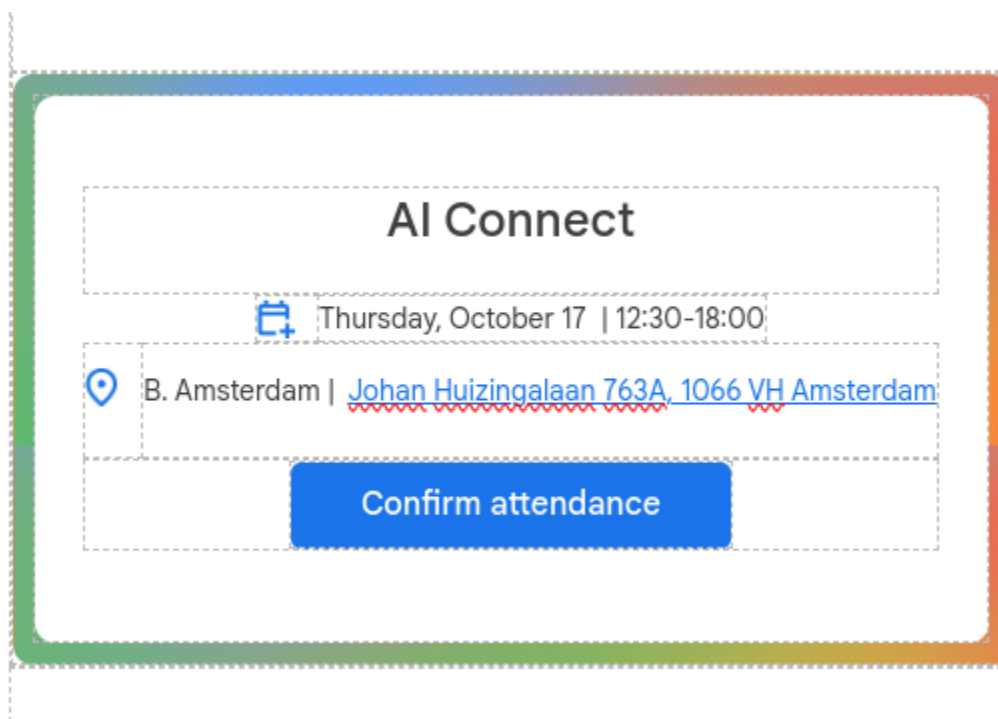
Martijn Bertisen VP Netherlands, Google  
Constantijn van Oranje – Envoy Techleap

**\*COMPLETED\* Email Excitement, #3 reminder for RSVP NO:**

**Subject line:** AI Connect | Your sneak peek at what to expect

Dear [NAME],

The first AI Connect conference is just a few weeks away, offering you the chance to play an important role in shaping the future of AI in the Netherlands. Many leaders, founders, and experts have already confirmed their attendance – join them and be at the forefront of AI innovation.



Here's a sneak peek at some of the highlights.

**Hear from local and global AI experts**

**We have a range of impressive speakers now confirmed, including:**

- Bob van Luijt, a technology entrepreneur, technologist, and new media artist from the Netherlands. He is the co-founder of Weaviate, the fastest-growing AI company in the Netherlands. Nicola Ebmeyer, co-founder of Gain.pro, which aims to bring more transparency into the world of private companies, and has been named as one of Europe's top 50 fastest growing businesses.

- Elise de Reus, co-founder and commercial leader of techbio startup Cradle, which helps biologists design improved proteins using generative machine learning models, accessible through user-friendly interfaces.
- Verity Harding, founder, director, author, and a globally recognised expert in AI who has been named as one of TIME100's most influential people within the field. Verity's expertise has also been utilised in a Special Advisor role for the British Government. Zoubin Ghahramani, Vice-President of Research at Google DeepMind and Professor of Information Engineering at the University of Cambridge, as well as an advisor to a range of AI and machine learning companies.

**Our speakers will cover a range of important topics and questions, including:**

- AI's role in accelerating scientific progress and solving pressing societal challenges
- How the Netherlands can remain a digital frontrunner in the era of AI
- The important part we will all play in guiding AI towards a positive future we can trust and believe in

You can find the full details of the agenda and the other speakers who will accompany us [here](#).

Registration required to access the event. We remind you that the invitation is strictly personal and non-transferable.

Sincerely,

Martijn Bertisen VP Netherlands, Google  
Constantijn van Oranje – Envoy, Techleap

**\*COMPLETED HTML invitations**

HTML VIP Invitation: [https://philipson.nu/google/Invite-VIP\\_v4\\_copypaste.html](https://philipson.nu/google/Invite-VIP_v4_copypaste.html)

HTML Invitation (made 19.08): [http://philipson.nu/google/Invite-GA-v1\\_copypaste.html](http://philipson.nu/google/Invite-GA-v1_copypaste.html)

HTML Invitation (made 13.09) with more detailed agenda and deep dives:

<https://philipson.nu/google/AIC-Reminder-CP-v2.html>

HTML VIP Reminder (made 22.09) <http://philipson.nu/google/AIC-Reminder3-CP.html>

HTML VIP Confirmation email : <https://philipson.nu/google/AIC-Reminder3-CP-v2.html>

**\*COMPLETED Email Reminder 2 (w/c 2 sept), RSVP YES (Including deepdive session):**

**Subject line:** Reminder | It's time to select your deep dive session

Dear [first name],

We're looking forward to seeing you at AI Connect. Ready to liaise with fellow leaders, founders, and experts to ensure everybody can benefit from AI?

We are also delighted to extend an invitation to a deep dive session following the main stage agenda. As we want to make sure you get the most out of the deep dives, please select your top three preferences and we'll do our best to match you based on your selections and capacity. A confirmation email will be sent closer to the event with your assigned session.

### **SELECT DEEP DIVE**

#### **AI business transformation: From tool to strategic advantage**

Hosted by Google Cloud and non-profit initiative Kickstart AI, join fellow business and thought leaders in starting your AI journey and making it an integral part of your business strategy.

#### **Real-time regulatory-founder AMA**

Directly engage with policymakers and gain crucial insights into the regulatory landscape surrounding AI companies in this collaborative workshop, facilitated by the Ministry of Economic Affairs and Techleap.

#### **Smart capital summit**

With AI presenting unique opportunities for investors, enrich your Dutch VC insights with an international perspective.

#### **AI talent in the Netherlands: How to attract and retain talent**

Join this session for an open dialogue with AI talent to understand how organisations can attract and retain them, assess their motivations, and ensure the Netherlands fosters a thriving AI ecosystem.

 Thursday, October 17 | 12:30-18:00

 B. Amsterdam | [Johan Huizingalaan](#)

[763A, 1066 VH Amsterdam](#)

### **SELECT DEEP DIVE**

You can now also access the full agenda for AI Connect on [the event website](#).

Sincerely,

Martijn Bertisen VP Netherlands, Google  
Constantijn van Oranje – Envoy Techleap

<<Footer>>

–End of email–

**\*COMPLETED [Google Form](#) | Deep Dives**

Subject: Deep Dives | AI Connect 17. October

Google, in partnership with Techleap, is pleased to invite you to the first AI Connect conference as we look to ensure we unlock AI's potential for the Netherlands – together.

We are also delighted to extend an invitation to a deep dive session following the main stage agenda. Please note that the deep dives have limited capacity, list your top 3 and you will receive a confirmation email closer to the event with your allocated deep dive session.

Please list your top 3 preferred Deep Dives\*:

**AI business transformation: From tool to strategic advantage**

Hosted by Google Cloud and non-profit initiative Kickstart AI, join fellow business and thought leaders in starting your AI journey and making it an integral part of your business strategy.

**Real-time regulatory-founder AMA**

Directly engage with policymakers and gain crucial insights into the regulatory landscape surrounding AI companies in this collaborative workshop, facilitated by the Ministry of Economic Affairs and Techleap.

**Smart capital summit**

With AI presenting unique opportunities for investors, learn how to navigate the AI funding terrain, and implement strategies and tools to structure successful deals.

**AI talent in the Netherlands: How to attract and retain talent**

Join this session for an open dialogue with AI talent to understand how organisations can attract and retain them, assess their motivations, and ensure the Netherlands fosters a thriving AI ecosystem.

***When they confirm add to end page in form:***

*Thank you for providing your preferred sessions. We have received your wish, please note that you will receive a confirmation email with your allocated deep dive session closer to the event.*


**\*COMPLETED RSVP NO (Including deepdive session, w/c 2nd Sept):**

**Subject line:** 3 reasons why you should sign up for AI Connect

Dear [NAME],

The first AI Connect conference will see leaders, founders, and experts work together to achieve the goal of **unlocking AI's potential for the Netherlands**. [Secure your place today](#).

Thursday, October 17 | 12:30-18:00

 B. Amsterdam | [Johan Huizingalaan](#)  
[763A, 1066 VH Amsterdam](#)

[CONFIRM ATTENDANCE](#)

**3 reasons why you should register:**

### **1. Play an important role in shaping the future of AI**

AI Connect is your chance to collaborate on shaping a positive impact with AI. We'll address key questions, including what does it take for the Netherlands to remain a digital frontrunner in the era of AI and how can we ensure everyone can innovate responsibly with AI?

### **2. Hear from – and collaborate with – Google experts, industry leaders, and more**

AI Connect offers collaboration and engagement with experts in the field, business leaders, and founders. Hear from world-leading authority Verity Harding, one of TIME100's most influential people within AI, as well as Bob van Luijt, CEO of Weaviate, and Zoubin Ghahramani, Vice-President of Research at Google DeepMind.

### **3. Take part in action-orientated deep dives**

Once you have confirmed your attendance for AI Connect, you then have the opportunity to attend one of our deep dives on AI business transformation, talent, funding, and innovating within the regulatory framework. You will receive an email asking you to choose your top three deep dives after completing your registration.

Please note that these sessions have limited capacity, so please select your top three options and you will receive a confirmation email closer to the event with your allocated deep dive session.

You can now also access the full agenda for AI Connect on [the event website](#).

Sincerely,

Martijn Bertisen VP Netherlands, Google  
Constantijn van Oranje – Envoy Techleap

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**\*COMPLETED Automated Confirmation email:**

You're confirmed! Now it's time to select your deep dive session

Good news, {{ .guest.first\_name }}.

You're now confirmed for AI Connect, taking place on October 17 at 12.30pm (CET). We look forward to welcoming you alongside fellow leaders, founders, and AI experts for a day of enlightening sessions and action-orientated deep dives, as we look to seize the full opportunity of AI - together.

To make sure you get the most out of the deep dives, please select your top three preferences below. We'll do our best to match you based on your choices and available space. You'll receive a confirmation email with your assigned session closer to the event.

SELECT DEEP DIVE

Here's some further information on what to expect from our deep dive sessions.

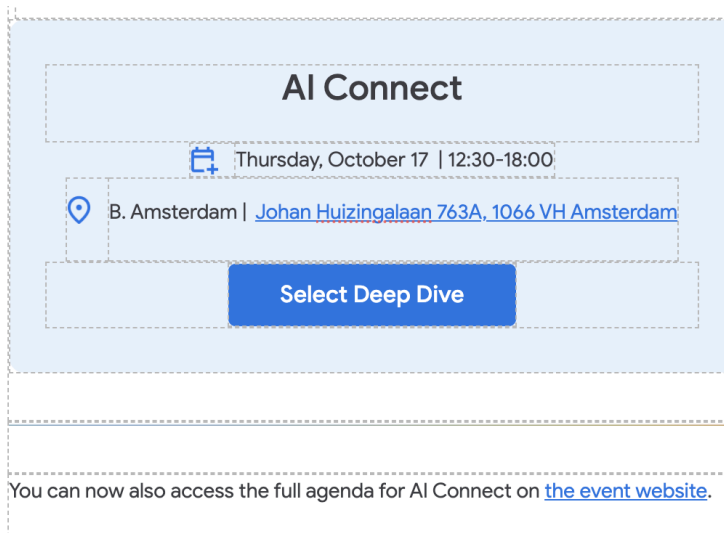
- 1. AI business transformation: From tool to strategic advantage**  
Hosted by Google Cloud and non-profit initiative Kickstart AI, join fellow business and thought leaders in starting your AI journey and making it an integral part of your business strategy.
- 2. Real-time regulatory-founder AMA with the Dutch AI Policy Lead**  
A unique collaborative workshop facilitated by the Ministry of Economic Affairs & Techleap, designed to foster open dialogue between founders and government representatives. This environment will provide founders with the opportunity to directly engage with policymakers and gain crucial insights into the regulatory landscape surrounding AI companies.

### 3. **Smart capital summit**

With AI presenting unique opportunities for investors, hear from an international perspective how to navigate the AI funding terrain.

### 4. **AI talent in the Netherlands: How to attract and retain talent**

Join this session for an open dialogue with AI talent to understand how organisations can attract and retain them, assess their motivations, and ensure the Netherlands fosters a thriving AI ecosystem.



Sincerely,  
**Martijn Bertisen VP Netherlands, Google**  
**Constantijn van Oranje – Envoy Techleap**

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### **VIP nudge**


**Subject line:** Reminder | Confirm your attendance for AI Connect

Dear [NAME],

The first AI Connect conference will bring together leaders, founders, and experts to work together to ensure **everybody can benefit from AI**...and we want you to play your part. Join us for the conference, and/or come along to our exclusive pre-event lunch.

**[CONFIRM ATTENDANCE](#)**

Thursday, October 17 | 12:00 - 13.30 | 13.45 -18:00

 B. Amsterdam | Johan Huizingalaan 763A  
1066 VH Amsterdam

## Agenda

### **Exclusive Lunch: 12:00 - 13:30 (CET)**

Join a select group of CEOs, policymakers, and industry leaders – including Google DeepMind's Zoubin Ghahramani and the State Secretary of Digitization – for an engaging discussion exploring key opportunities, challenges, areas for collaboration, and more.

### **Main Stage: 13:30 – 15:15 (CET)\***

Discover the AI opportunity for the Netherlands – and how you can play a vital role in shaping AI's future. Hear from world-leading authority Verity Harding, one of TIME100's most influential people within AI, as well as Zoubin Ghahramani, Vice-President of Research at Google DeepMind.

### **Deep Dives: 15:30 – 16:45 (CET)\***

After the main stage events, you can participate in action orientated deep dive sessions that each focus on different areas of AI.

### **Connect & Drinks: 16:45 - 18:00 (CET)\***

Sincerely,  
Martijn Bertisen, Vice President - Google Netherlands  
*\*optional for attendance*

## **\*UPDATED\* Webpage copy & design**

[Webpage Copy: AI Connect - RSVP registration](#)

HEADER		
COPY TYPE	CHAR MAX	COPY
EYEBROW		Unlocking AI's potential for the Netherlands
HEADER / TITLE		AI Connect
BODY / DESCRIPTION		<p>The Netherlands has always been a digital frontrunner, with a strong infrastructure, innovative culture, and robust tech strategy. AI has the potential to increase the Dutch economy by €85 billion, but we need to act now and <b>work together to fully unlock its potential.</b></p> <p>That's why Google in partnership with Techleap is organising the first AI Connect summit, which offers you the chance to form new partnerships, exchange ideas, and answer the important questions:</p> <ul style="list-style-type: none"> <li>• What does it take for the Netherlands to remain a digital frontrunner in the era of AI?</li> <li>• How can we ensure everyone can innovate responsibly with AI?</li> <li>• What is needed to advance AI solutions that can tackle the big challenges in science and society?</li> </ul> <p>You'll also have the opportunity to hear the latest AI developments and discover how to accelerate AI in your own field through action-orientated deep dive sessions.</p> <p>Register today and stay tuned for further info.</p>

BUTTON / CTA		Register now
DATE & TIME		Thursday 17 October, 1:30 CET
LOCATION		B.Amsterdam, Johan Huizingalaan 763A Amsterdam
Cal title (would need to be same as event)		AI Connect
Cal description	200	Delivered in partnership with Techleap, join fellow leaders, founders, and experts at AI Connect 2024, as we look to ensure the Netherlands seizes the full opportunity of AI.
HERO IMAGE LINK	Refer to <a href="#">sizing guide</a> below	Please provide a gumdrop hosted link- go/gumdrop

Speakers		
COPY TYPE	CHAR MAX	COPY
Speaker Title		
FULL NAME		Verity Harding
TITLE		Founder, Formation Advisory Ltd
BIO		Verity is a globally recognised expert in AI, having been named as one of TIME100's most influential people within the field. She is the Founder of Formation Advisory Ltd, a technology consultancy firm, and Director of the AI & Geopolitics Project at Cambridge University's Bennett Institute for Public Policy. Her debut book, AI Needs

		<p>You: How We Can Change AI's Future and Save Our Own, was published by Princeton University Press in March 2024.</p> <p>Harding's career has been focussed on the intersection of technology and democracy. She spent a decade at Alphabet, latterly as DeepMind's first Global Head of Public Policy, where in 2017 she co-founded the company's research and ethics unit as well as the independent multi-stakeholder organisation the Partnership on AI. She was also a member of the OECD's Network of AI Experts in 2018-19, the body which developed the first intergovernmental standard on AI, adopted by the G20 and beyond. Prior to this, Harding was Head of Security Policy for Google in Europe covering issues such as online extremism and encryption and, before moving to the tech industry, served the British Government as a Special Adviser to the Deputy Prime Minister the Rt Hon Sir Nick Clegg.</p> <p>In her spare time, Harding serves on the Cabinet Office Digital Advisory Board, a group of independent experts recruited to provide insight on digital, data and technology to the UK government.</p>
<p>HEADSHOT IMAGE LINK</p>	<p>Refer to <a href="#">sizing guide</a> below</p>	<p>Please provide a gumdrop hosted link- go/gumdrop</p>
<p>FULL NAME</p>		<p>Constantijn van Oranje</p>
<p>TITLE</p>		<p>Envoy, Techleap</p>
<p>BIO</p>		<p>Constantijn leads Techleap, the initiative to turn the Netherlands into a European powerhouse for tech companies. He and his team run programs and connect a community of the most promising and ambitious startup and scaleup founders across the country. Techleap also works with stakeholders like the government to improve the conditions for tech entrepreneurs to scale their companies.</p> <p>Constantijn is also a member of the National Growth Fund Investment Committee, a board member of the NATO Innovation Fund, Fellow at Deloitte Centre for the Edge, and Senior Advisor Digital Technology &amp; Macro Strategy at Macro Advisory Partners in London and New York. Additionally, he is an ambassador of the European Innovation Council, as well as co-founding StartupFest Europe, which is still the biggest start-up event ever organised in the Netherlands.</p> <p>Previously, he was Chief of Staff to VP Neelie Kroes at the European Commission in charge of the digital agenda, and led the Brussels office of the RAND Corporation</p>

		<p>following jobs at Booz Allen &amp; Hamilton, IFC and the Cabinet of EC Commissioner Hans van den Broek.</p> <p>Aside from innovation and technology, Constantijn is passionate about art, music, photography, and nature.</p>
HEADSHOT IMAGE LINK	Refer to <a href="#">sizing guide</a> below	
FULL NAME		Martijn Bertisen
TITLE		Vice President, Google Netherlands
BIO		<p>Martijn is the VP of Google Netherlands since 2020, where he leads Google’s business and operations to help individuals, businesses, and clients make the most of the web. Martijn started his career in retail and after joining Google 16 years ago, he spent most of his time strengthening collaborations with the retail trade in Europe.</p>
HEADSHOT IMAGE LINK	Refer to <a href="#">sizing guide</a> below	Please provide a gumdrop hosted link- go/gumdrop
FULL NAME		Irene Rompa
TITLE		Event host and mediator
BIO		<p>Irene is a psychologist with 15+ years of experience in the (deep)tech and startup/scale-up scene, in both the Netherlands and the United States. In 2023, Irene chose to go all in on hosting and moderation, which turned out to be the best choice ever. She also graduated and registered as a mediator.</p>
HEADSHOT IMAGE LINK	Refer to <a href="#">sizing guide</a> below	Please provide a gumdrop hosted link- go/gumdrop

FULL NAME		Elise de Reus
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TITLE		Co-Founder, Cradle
BIO		Elise is co-founder and commercial lead at Cradle, a techbio startup that helps biologists design improved proteins using generative machine learning models, accessible through user-friendly interfaces. Prior to founding Cradle and building out its wet lab capabilities, Elise worked at Zymergen and Perfect Day in California, where she developed high throughput workflows to engineer microbial strains for the production of small molecules and proteins. Elise holds an MSc in metabolic engineering from Delft University of Technology (TU Delft) and a PhD in fungal synthetic biology from the Technical University of Denmark (DTU).
HEADSHOT IMAGE LINK	Refer to <a href="#">sizing guide</a> below	Please provide a gumdrop hosted link- go/gumdrop

FULL NAME		Bob van Luijt
TITLE		CEO and Co-Founder, Weaviate
BIO		Bob is a technology entrepreneur, technologist, and new media artist from the Netherlands. He is the co-founder of Weaviate and the chairman of the Creative Software Foundation. In March 2016, Van Luijt started the open source vector search engine Weaviate. He has published and lectured about (open-source) software business models and the positioning of broadly applicable infrastructure software (such as databases and search engines). During a presentation for <a href="#">TEDxUniversiteitVanAmsterdam</a> , he shared his ideas about how the evolution of language impacts ideas in software development.
HEADSHOT IMAGE LINK	Refer to <a href="#">sizing guide</a> below	Please provide a gumdrop hosted link- go/gumdrop

FULL NAME		Nicola Ebmeyer
TITLE		Co-Founder and Co-CEO, Gain.pro
BIO		Nicola founded Gain.pro to bring more transparency into the world of private companies, their owners, and industries. The company serves 100% of MBB/Big-4 advisories, clients representing >\$500bn of private equity capital and more than 70% of the top-20 global M&A houses. Examples include Blackstone, Goldman Sachs, and McKinsey.

		Gain.pro has been named as one of Europe's top 50 fastest growing businesses, operating globally with offices in Amsterdam, London, Frankfurt, Warsaw and Bangalore.
HEADSHOT IMAGE LINK	Refer to <a href="#">sizing guide</a> below	Please provide a gumdrop hosted link- go/gumdrop

Agenda		
COPY TYPE	CHA R MAX	COPY
Agenda Title		
SESSION NAME		Welcome and sandwiches
DESCRIPTION		<p>A chance to network with fellow leaders, experts, and more over food and drink, before heading towards the main stage at 13:30 to prepare for AI Connect to begin.</p> <p>During this time, you can also experience a number of interactive demos. Explore how AI can supercharge productivity and creativity with Gemini and learn how AI is impacting scientific research.</p>
SPEAKER FULL NAME		
START TIME - END TIME - DURATION		12:30 - 13:30

TIMEZONE		CET
CALENDAR DESCRIPTION	100	
SESSION NAME	200	The AI opportunity for the Netherlands
DESCRIPTION		In order to ensure everybody can benefit from AI, we cannot work alone. Google's Martijn Bertisen will share more on how to seize the full opportunity of AI.
SPEAKER FULL NAME		Martijn Bertisen
START TIME - END TIME - DURATION		13:50 – 14:00
TIMEZONE		CET
CALENDAR DESCRIPTION	100	
SESSION NAME	200	AI for Science is at the Heart of Progress
DESCRIPTION		AI is a powerful tool that can accelerate scientific progress and help us solve some of the most pressing challenges facing humanity. As we enter the beginning of an AI-powered scientific revolution, Google DeepMind's Zoubin Ghahramani sheds light on AI's endless possibilities.

SPEAKER FULL NAME		Zoubin Gharamani
START TIME - END TIME - DURATION		14:00 – 14:15
TIMEZONE		CET
CALENDAR DESCRIPTION	100	
SESSION NAME	200	AI in Action: Dutch Founders' Insights on Scaling their Companies
DESCRIPTION		Join Constantijn van Oranje, Envoy of Techleap, for a panel discussion with three eminent AI founders – Elise de Reus of Cradle, Bob van Luijt of Weaviate, and Nicola Ebmeyer of Gain.pro. The discussion will shed light on a range of Dutch startups and scaleups that have already successfully utilised AI, while also outlining <u>how</u> AI can play a greater role in accelerating innovation.
SPEAKER FULL NAME		Constantijn van Oranje Elise de Reus Bob van Luijt Nicola Ebmeyer
START TIME - END TIME -		14:15 – 14:40

DURATION		
TIMEZONE		CET
CALENDAR DESCRIPTION	100	

SESSION NAME	200	Fireside chat: AI needs you
DESCRIPTION		AI will permeate our lives in unforeseeable ways, but the shape of its – and our own – future cannot be left only to those building it. World-leading AI authority Verity Harding explains how it is up to us to guide AI toward a future that we can trust and believe in, and how we do this together.
SPEAKER FULL NAME		Verity Harding
START TIME - END TIME - DURATION		14:40 – 15:10
TIMEZONE		CET
CALENDAR DESCRIPTION	100	

SESSION NAME	200	Deep Dive #1: AI business transformation: From tool to strategic advantage
DESCRIPTION		Hosted by Google Cloud and non-profit initiative Kickstart AI, join fellow business and thought leaders in a dynamic hackathon providing a clear roadmap to starting your AI journey and making it an integral part of your business strategy.

SPEAKER FULL NAME		
START TIME - END TIME - DURATION		15:30 – 16:45
TIMEZONE		CET
CALENDAR DESCRIPTION	100	

SESSION NAME	200	Deep Dive #2: Real-time regulatory-founder AMA with the Dutch AI Policy Lead
DESCRIPTION		A unique collaborative workshop facilitated by the Ministry of Economic Affairs & Techleap, designed to foster open dialogue between founders and government representatives. This environment will provide founders with the opportunity to directly engage with policymakers and gain crucial insights into the regulatory landscape surrounding AI companies.
SPEAKER FULL NAME		
START TIME - END TIME - DURATION		15:30 – 16:45
TIMEZONE		CET
CALENDAR DESCRIPTION	100	

SESSION NAME	200	Deep Dive #3: Smart capital summit
DESCRIPTION		AI is presenting unique opportunities for investors. This deep dive will see international VC experts share their secrets for navigating the AI funding terrain, as well as the strategies and tools they use to structure successful deals.

SPEAKER FULL NAME		
START TIME - END TIME - DURATION		15:30 – 16:45
TIMEZONE		CET
CALENDAR DESCRIPTION	100	

SESSION NAME	200	Deep Dive #4: AI talent in the Netherlands: How to attract and retain talent
DESCRIPTION		Join this session for an open dialogue with AI talent to understand how organisations can attract and retain them, assess their motivations, and ensure the Netherlands fosters a thriving AI ecosystem.
SPEAKER FULL NAME		
START TIME - END TIME - DURATION		15:30 – 16:45
TIMEZONE		CET
CALENDAR DESCRIPTION	100	

SESSION NAME	200	Connect and drinks
DESCRIPTION		

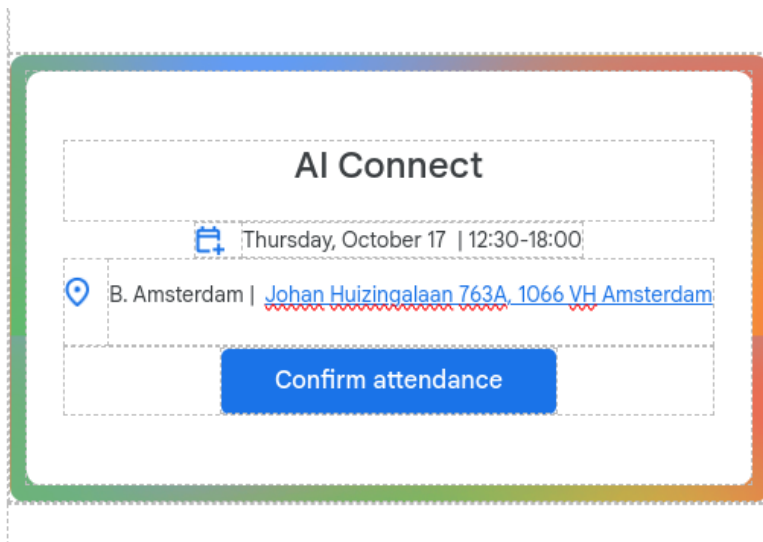
SPEAKER FULL NAME		
START TIME - END TIME - DURATION		16:45 - 18:00
TIMEZONE		CET
CALENDAR DESCRIPTION	100	

**COMPLETED HTML NUDGE: invitation Nudge for RSVP NO:**



Dear [NAME].

We are at a point in history where AI progress has never been this fast, yet will never be this slow again. Google, in partnership with Techleap, invites you to be part of the first AI Connect conference, as we look to **unlock AI's potential for the Netherlands – together.**



#### Confirmed speakers



Verity Harding  
Founder  
Formation Advisory Ltd



Zoubin Ghahramani  
Vice President, Research  
Google DeepMind



Constantijn van Oranje  
Envoy  
Techleap



Martijn Bertisen  
Vice President  
Google Netherlands



Bob van Luijt  
CEO and Co-Founder  
Weaviate



Elise de Reus  
Co-Founder  
Cradle



Irene Rompa  
Host



Nicola Ebmeyer  
Co-Founder and Co-CEO  
Gain.pro

Confirm attendance

TO SHOW 6

**SPEAKERS :** Bob, Elise, Nicola, Martijn, Verity, Constantijn and Zoubin

## Agenda

- 12.30-13.30 Welcome & Sandwiches
- 13.30-13.55 The AI opportunity for the Netherlands - Martijn Bertisen, VP Google BeNeLux
- 14:00-15:15 AI for Science is at the Heart of Progress - Zoubin Ghahramani, VP, Research Google DeepMind
- 14:15- 14:40 AI in Action: Dutch Founders' Insights on Scaling their Companies- Constantijn van Oranje, Envoy, Techleap | Elise de Reus, Co-Founder, Cradle | Bob van Luijt, CEO and Co-Founder, Weaviate | Nicola Ebmeyer, Co-Founder and Co-CEO, Gain.pro
- 14:40-15:10 Fireside Chat: AI needs you - Verity Harding, Founder, Formation Advisory Ltd | Irene Rompa
- 15:30-16:45 Deep Dives
  - Deep Dive #1: AI business transformation: From tool to strategic advantage

- Deep Dive #2: Real-time regulatory-founder AMA with the Dutch AI Policy Lead
- Deep Dive #3: Smart capital summit
- Deep Dive #4: AI talent in the Netherlands: How to attract and retain talent
- 16:45-18:00 Connect & Drinks

We look forward to welcoming you soon.

Sincerely,

Martijn Bertisen – VP Netherlands, Google  
Constantijn van Oranje – Envoy Techleap

**\*COMPLETED Deep Dive Copy:**

**Deep Dive 1:**

**Title:** AI business transformation: from tool to strategic advantage

**Description:** AI is no longer just a tool for optimising processes; it's a catalyst for complete business transformation. This deep dive, hosted by Kickstart AI and Google Cloud, helps leaders move beyond the hype and harness AI's true potential.

We'll tackle the key questions that need answers:

- Where do we start our AI journey, and how can we identify the most impactful opportunities?
- What are the critical success factors for AI adoption, and how to avoid common pitfalls?
- How do we shift our mindset from seeing AI as a tool to an integral part of our business strategy?

**Key Takeaways:** Actionable insights to drive AI transformation, not just theoretical knowledge.

**Recommended audience:**

- Senior business leaders and decision-makers
- Industry representatives and thought leaders
- Consultancy partners and advisors

**Deep Dive 2.**

**Title:** Real-time regulatory-founder AMA [[Link AI Roadshow](#)] with the Dutch AI Policy Lead

**Description:** A unique collaborative workshop facilitated by the Ministry of Economic Affairs & Techleap, designed to foster open dialogue between founders and government representatives. This environment will provide founders with the opportunity to directly engage with policymakers and gain crucial insights into the regulatory landscape surrounding AI companies.

**We'll tackle the key questions that need answers:**

- What existing regulations and upcoming legislation (incl. EU AI Act) directly impact AI companies?
- How can the government foster a supportive environment for AI innovation while ensuring responsible development?

**Key takeaway:** Founders will leave with a clearer understanding of the regulatory landscape impacting their AI operations, enabling them to make informed decisions and anticipate challenges..

**Recommended audience:**

- Founders and entrepreneurs of AI companies
- Government officials and policymakers involved in AI regulation
- Industry representatives interested in the intersection of AI and regulation

**Deep Dive 3:**

**Title:** Smart Capital Summit

**Description:** The AI landscape is evolving rapidly, presenting unique opportunities and challenges for investors. This deep dive, led by [XXX (VC)] with extensive experience in AI investments in collaboration with the Google & Techleap VC teams, is designed to empower and share learnings to navigate the AI funding terrain.

**We'll tackle the key questions that need answers:**

- What international insights are relevant to Dutch private and public investors?
- How to effectively identify and evaluate high-potential AI startups in a crowded and competitive market?
- What strategies can we employ to structure successful AI investments and maximize returns?

**Key Takeaways:**

- Enhanced capabilities in identifying, evaluating, and funding promising AI startups
- The tools to structure AI funding deals that drive innovation and growth
- A better understanding of NL AI funding challenges

**Recommended audience:**

- Private funders (VCs, angel investors and investment professionals)
- Public funders

## Deep Dive 4

**Title:** Top AI Talent in the Netherlands: how to attract and retain talent.

**Description:** Join this session for an open dialogue with leading AI talent. Gain insights into their motivations, career choices, and aspirations. Learn how organizations can create an environment that fosters the growth and retention of top AI talent in the Netherlands.

### We'll tackle the key questions that need answers:

- What factors influence AI professionals' decisions to stay in or leave the Netherlands?
- What specific initiatives or changes can organizations implement to attract and retain top AI talent?
- How can the Netherlands foster a thriving AI ecosystem that supports the growth and development of AI talent?

### Recommended audience:

- Founders, leaders, decision-makers, and anyone interested in attracting and retaining AI talent in the Dutch ecosystem.

### **\*COMPLETE\* Email Reminder1 (August 12th), RSVP NO:**

**Subject line:** Reminder | Join leaders and experts at AI Connect

Dear [first name],

The first AI Connect conference by Google in partnership with Techleap is fast approaching.

Join other leaders, founders, innovators, and experts within the AI field as we look to unlock AI's potential for the Netherlands – together.

 Thursday, October 17 | 12:30-18:00

 B. Amsterdam | Johan Huizingalaan

763A, 1066 VH Amsterdam

[\*\*CONFIRM ATTENDANCE\*\*](#)

Hear from international AI experts and join action-orientated deep dives, to improve your knowledge of a range of AI-related areas. You can find more details on [the event website](#).

We hope to see you at AI Connect, and stay tuned for further details.

Sincerely,

Martijn Bertisen VP Netherlands, Google  
Constantijn van Oranje – Envoy Techleap

**\*COMPLETE\* Email, Save the Date:**

**Copy Confirmed & Locked**

<b>Subject line</b>	Save the Date   Oct 17, 2024   AI Connect
<b>Pre-header:</b>	Unlock AI's potential for the Netherlands – together

  
**AI Connect 2024**

In partnership with techleap

Dear [NAME],

We are at a point in history where AI progress has never been this fast, yet will never be this slow again.

In partnership with Techleap, Google invites you to be part of the first AI Connect conference, where we aim to **unlock AI's potential for the Netherlands – together**.

[SAVE THE DATE](#)

Connect with other leaders, founders, innovators, and experts in the AI field, and get answers to these questions:

- What does it take for the Netherlands to remain a digital frontrunner in the era of AI?
- How can we ensure that everyone can innovate with AI responsibly?
- What is needed to advance AI solutions that can tackle the big challenges in science and society?

The event will be held in B. Amsterdam on October 17. The registration link for the event will be sent at the beginning of July, with further program and speaker details to follow.

Sincerely,

Martijn Bertisen VP Netherlands, Google  
Constantijn van Oranje – Envoy Techleap

**\*COMPLETE\* Email, Invitation:**

**Copy Confirmed & Locked**

**Subject line:**

Invitation: AI Connect – Unlocking AI's potential for the Netherlands



Body copy:


Dear [NAME],

We are at a point in history where AI progress has never been this fast, yet will never be this slow again. Google, in partnership with Techleap, invites you to be part of the first AI Connect

conference, as we look to **unlock AI's potential for the Netherlands – together.**



Thursday, October 17 | 12:30-18:00

 B. Amsterdam | Johan Huizingalaan 763A

1066 VH Amsterdam

**[CONFIRM ATTENDANCE](#)**

Connect with other leaders, founders, innovators, and experts in the AI field as we look to unlock AI's potential for the Netherlands.

Here's what to expect on the day.

### **AGENDA:**

**Welcome & Sandwiches: 12:30 – 13:30 (CET)**

**Main Stage: 13:30 – 15:15 (CET). Highlights include:**

- Discover the AI opportunity for the Netherlands and how we can overcome its challenges
- Hear from Google DeepMind's leadership how AI can spark scientific breakthroughs for society at large
- Uncover the opportunities AI will provide for Dutch society – and why it cannot be done alone
- Learn from startup founders and organisations that have successfully innovated with AI as they discuss and share their experiences
- Discover how you can and will play a vital role in shaping AI's future

More details on speakers and sessions to be revealed soon.

**Deep Dives: 15:30 – 16:45 (CET)**

After the main stage events, you can participate in action orientated deep dive sessions that each focus on different areas of AI.

**Connect & Drinks: 16:45 - 18:00 (CET)**

[Find out more about the agenda](#), and stay tuned for more information on guest speakers and event details.

We look forward to welcoming you soon.

Sincerely,

Martijn Bertisen Vice President - Google Netherlands  
Constantijn van Oranje – Envoy Techleap

**\*COMPLETE\*Email, Invitation VIP:**

Subject: Invitation | AI Connect 17. October


Dear [NAME],

We are at a point in history where AI progress has never been this fast, yet will never be this slow again. Google, in partnership with Techleap, is pleased to invite you to the first AI Connect conference as we look to ensure we **unlock AI's potential for the Netherlands – together.**

We are also delighted to extend an invitation to an exclusive pre-event lunch – including Zoubin Ghahramani, VP of Research at Google DeepMind – where we'll be exploring ways to collaborate and drive AI innovation in the Netherlands. Your insights and perspectives will be invaluable as we collectively shape the future of AI.

**CONFIRM ATTENDANCE**

Thursday, October 17 | 12:00 - 13.30 | 13.30 -18:00

 B. Amsterdam | Johan Huizingalaan 763A  
1066 VH Amsterdam

**Agenda**

**Exclusive Lunch: 12:00 - 13:30 (CET)**

This intimate, invite-only gathering will bring together a select group of C-suite business leaders, industry leaders and policymakers in the Netherlands, along with Google DeepMind's VP of Research, Zoubin Ghahramani.

Under Chatham House rules, we will engage in discussions exploring:

- The current AI landscape and its potential to reshape public-private partnerships
- Opportunities and hurdles facing businesses and government in AI adoption
- Key areas for collaboration to unlock greater AI innovation and economic growth

*Following the lunch event we welcome you to join the AI Connect main programme. You can find more details below and on [the event website](#).*

**Main Stage: 13:30 – 15:15 (CET)\***

- Discover the AI opportunity for the Netherlands and how we can overcome its challenges
- Hear from Google DeepMind's leadership how AI can spark scientific breakthroughs for society at large

- Learn from startup founders and organisations that have successfully innovated with AI as they discuss and share their experiences
- Discover how you can and will play a vital role in shaping AI's future

**Deep Dives: 15:30 – 16:45 (CET)\***

After the main stage events, you can participate in action orientated deep dive sessions that each focus on different areas of AI.

**Connect & Drinks: 16:45 - 18:00 (CET)\***

*\*optional for attendance*

Sincerely,

Martijn Bertisen, Vice President - Google Netherlands

**\*COMPLETE\* [Google Form](#) | Invitation VIP**

Subject: RSVP | AI Connect 17. October

Google, in partnership with Techleap, is pleased to invite you to the first AI Connect conference as we look to ensure we unlock AI's potential for the Netherlands – together.

We are also delighted to extend an invitation to an exclusive lunch, where you can connect in a small group with other leaders, innovators, and experts, before the main event begins.

AGENDA:

Lunch with Google DeepMind: 12:00 - 13:30

Main Stage: 13:30 - 15:15

Deep Dives: 15:30 - 16:45

Connect & Drinks: 16:45 - 18:00

Please RSVP before **<date>**.

Add to [Calendar](#)

Fill in fields

First name:

Last name:

Company:

Dietary requirements or allergies:

Do you agree to have your name and presence shared with other guests prior to the event?

Yes/No

What is your preferred language?

- Dutch
- English

Will you be attending the AI Connect conference after the exclusive lunch?

Yes/No

Preference for Deep Dive Session: To ensure the best fit,

Which topics are you interested in hearing more about?

\*OPTIONS\*

<.....>

<.....>

# It's time to select your deep dive session

Dear Joyce,

We're looking forward to seeing you at AI Connect. Ready to liaise with fellow leaders, founders, and experts to ensure everybody can benefit from AI?

We are also delighted to extend an invitation to a deep dive session following the main stage agenda. As we want to make sure you get the most out of the deep dives, please select your top three preferences and we'll do our best to match you based on your selections and capacity. A confirmation email will be sent closer to the event with your assigned session.

Select Deep Dive

Here's some further information on what to expect from our deep dive sessions.

1

## AI business transformation: From tool to strategic advantage

Hosted by Google Cloud and non-profit initiative Kickstart AI, join fellow business and thought leaders in starting your AI journey and making it an integral part of your business strategy.

## Real-time regulatory-founder sandbox

Directly engage with policymakers and gain crucial insights into the regulatory landscape surrounding AI companies in this collaborative workshop, facilitated by the Ministry of Economic Affairs and Techleap.

2

3

## Smart capital summit

With AI presenting unique opportunities for investors, hear from an international perspective how to navigate the AI funding terrain.

## AI talent in the Netherlands: How to attract and retain talent

Join this session for an open dialogue with AI talent to understand how organisations can attract and retain them, assess their motivations, and ensure the Netherlands fosters a thriving AI ecosystem.

4

## Unlocking AI's potential for the Netherlands AI Connect

📅 Thursday, October 17 | 12:30-18:00

📍 B. Amsterdam | [Johan Huizingalaan 763A, 1066 VH Amsterdam](#)

Select Deep Dive

You can now also access the full agenda for AI Connect on [the event website](#).

Sincerely,