



7th & 8th October 2026

**Taets Art & Event Park, Amsterdam
Part of World AI Week (5–9 October 2026)**

Why I Need to Be at World Summit AI 2026

A business case for your manager



The Big Picture

AI has left the lab. It's inside your supply chain, your competitors' boardrooms, and the infrastructure your organisation depends on. The question is no longer whether AI will reshape how we work — it already is. The question is whether we're shaping it, or being shaped by it.

World Summit AI 2026 is where the people making those decisions go to make them.

Now in its 10th anniversary edition, WSAI is the world's largest dedicated AI summit — the global meeting place for enterprise leaders, researchers, founders, investors, and policymakers. This year's theme: "Guardians of Tomorrow: Shaping the New AI Paradigm."

"Our team is buzzing with inspiration. From thought-provoking panels about AI governance, to measurability of success and what the workforce of tomorrow looks like, we've been at the heart of conversations shaping the future of AI."

— Chief Technology Officer, Synechron | WSAI Amsterdam Delegate

Who Will Be in the Room

Over 12,000 professionals from 160+ countries attend WSAI across six specialised tracks and the Mainstage Plenary. This is not a vendor expo. It is a working summit attended by the people defining where AI goes next.

Confirmed for WSAI 2026 include:

- Harrison Chase, CEO & Co-Founder, **LangChain**
- Mark Papermaster, CTO & EVP, **AMD**
- Jesper Schleimann, AI Officer, EMEA, **SAP**
- Grady Booch, **ACM Fellow, IBM Fellow, IEEE Fellow and IEEE Computing Pioneer**
- Marietje Schaake, Fellow, **Stanford University's Institute for Human-Centered AI & Former MEP**
- Zico Kolter, Board of **OpenAI**; Chief Scientist, **Gray Swan AI**; Professor, **Carnegie Mellon University**
- Alice Xiang, Global Head of AI Governance, **Sony**
- Helen King, VP, Responsibility, **Google DeepMind**
- Xavier Amatriain, Chief AI & Data Officer, **Expedia Group**
- Diana Schildhouse, Chief Data & Analytics Officer, **Colgate-Palmolive**
- Anu Talus, Chair, **European Data Protection Board**
- Marco Bressan, Chief Scientist and AI Officer, **Banco Santander**
- Smitha Shyam, Head of Simulation, **Waymo**
- Marzieh Fadaee, Head, **Cohere Labs**
- Michael Schaarschmidt, VP, Co-Head of AI, **Isomorphic Labs**

VIEW THE FULL LIST OF SPEAKERS HERE >>

What I Will Be Learning: Session Highlights

The programme spans six specialist tracks running across two full days, alongside the Mainstage Plenary.

Strategy & Enterprise AI Adoption

Session	Speakers
Why most AI strategies fail: The human side of scaling AI	Lyndsay Weir, Chief Analytics, AI & Insight, Barilla Group
The AI value shift: From pilots to enterprise results	Garima Singh, CTO, Pandora
Orchestrating Agentic AI: Control, scale, and enterprise value	Pierre-Yves Calloc'h, Ex-Global CDO, Pernod Ricard; Wei Manfredi, SVP AI & Architecture, IHG Hotels & Resorts; Hiek Van der Scheer, CDAO, ABN AMRO
Smart machines, dumber minds? Navigating the Brain Drain in the age of AI	Trena Minudri, Chief Learning Officer, Coursera; Isabelle Hau, Executive Director, Stanford Accelerator for Learning

[VIEW THE FULL AGENDA HERE >>](#)

Governance, Safety & Responsible AI

Session	Speakers
Safe, sound, and supervised: Guarding AI for society	Alice Xiang, Global Head of AI Governance, Sony; Zico Kolter, Board of OpenAI; Chief Scientist, Gray Swan AI; Professor, Carnegie Mellon University; Helen King, VP Responsibility, Google DeepMind
Building safe AI systems in an unsafe world	Zico Kolter, Board of OpenAI; Chief Scientist, Gray Swan AI; Professor, Carnegie Mellon University
Privacy Under Pressure in the AI Race	Anu Talus, Chair, European Data Protection Board

Creativity, Media & the Human Impact

Session	Speakers
Your Next Customer Isn't Human	Thien Tran, Global Media Effectiveness Director, Dentsu
Consent in an age of ambient intelligence: Navigating privacy and trust	Professor Sir Nigel Shadbolt, UK Council for Science and Technology; Co-Founder, Open Data Institute

Infrastructure, Sovereignty & the Future

Session	Speakers
Hybrid Intelligence: Strategic architectures powering critical infrastructure	Mark Papermaster, CTO & EVP, AMD; Philippe Rambach, Chief AI Officer, Schneider Electric
The next AI era: Trusted systems, sovereign infrastructure, and the developers building them	Mark Papermaster, CTO & EVP, AMD
Europe's AI Advantage	Anne Bouverot, Special Envoy for AI, France; Fabrizio Del Maffeo, CEO, Axelera AI
Developing a new global system of data centers for the modern economy	Michael Winterson, Secretary General, European Data Centre Association

Hands-On Workshops

Beyond the main stage, WSAI 2026 features interactive workshops where I can go deep on practical application:

- **Recruit Your First AI Agent** — hands-on build session using enterprise-grade platforms
- **Stop Experimenting, Start Scaling: Mastering AI for Real Impact** — moving from pilot to production
- **Data Retrieval for AI Agents: Cost Efficiency, Accuracy and Security** — building practical AI architecture

CPD Accreditation: This Trip Counts

World Summit AI is an officially accredited CPD (Continuing Professional Development) provider through InspiredMinds! Attending is formal, verified professional development — not just another summit.

What this means:

- Approximately 8–12 CPD points earned across the two days (1 learning hour = 1 CPD point, calculated on structured session attendance, excluding breaks)
- An official Certificate of Attendance is issued by World Summit AI, which I will add to my CPD log as verified evidence of structured professional learning
- CPD is recognised by professional bodies across technology, marketing, finance, legal, HR, and more — satisfying formal learning requirements for most professional associations and regulators

Whether or not a CPD requirement is mandated, maintaining a verified CPD record signals continuous professional investment — and WSAI is one of the few AI summits where this is formally accredited.

FIND OUT MORE ABOUT CPD POINTS HERE >>

What Comes Back to the Business

Attending WSAI is not a solo benefit. Here is my commitment to the team:

- **Written debrief within two weeks** — key insights, standout sessions, and actionable recommendations tailored to our priorities
- **Internal presentation** — I will share the most relevant findings with the wider team
- **Vendor and partner shortlist** — a curated list of tools, platforms, or partners identified at the expo worth evaluating
- **Competitive intelligence** — direct insight into how organisations in our sector are approaching AI strategy, governance, and deployment
- **Enhanced network** — relationships with peers facing the same challenges we are, extending the value of the summit long after October
- **Access to presentations and slides** — sharing the learnings and key insights from the Summit across the team

The Investment

Item	UK & Europe	N. America	MENA	Asia
Conference ticket (Expo & Content)	From €899 + VAT	From €899 + VAT	From €899 + VAT	From €899 + VAT
Return flights to Amsterdam	~£80–£200	~\$800–\$1,400	~\$600–\$1,000	~\$900–\$1,600
Hotel (1–2 nights)	~£150–£250/night	~£150–£250/night	~£150–£250/night	~£150–£250/night
Meals & local transport	~£50–£80/day	~£50–£80/day	~£50–£80/day	~£50–£80/day
Estimated total	~£1,200–£1,800	~\$2,000–\$3,000	~\$1,800–\$2,600	~\$2,200–\$3,200

For context: a single external AI strategy briefing, consultancy workshop, or executive education day covering comparable depth would typically cost multiples of this — without the peer network, cross-industry exposure, or CPD accreditation.

[VIEW TICKET OPTIONS HERE >>](#)

Why October. Why Amsterdam. Why Now.

The pace of AI development means that what was cutting-edge six months ago is already the baseline. WSAI 2026 is a rare moment to reset our strategic lens, benchmark against what the best organisations in the world are doing, and return with a clear view of where AI is heading – and what we need to do about it.

The 10th anniversary edition will be the biggest yet. Early Bird pricing has already closed. I would like to secure my place before availability tightens further.

I am happy to discuss any aspect of this request.



P.S. *If this document helps convince your boss, we'll do our part too. Send this business case to hello@worldsummit.ai before 31 August 2026 and we'll send you an exclusive **10% discount code** for World Summit AI 2026, Expo & Content ticket.*

Offer valid for 1 person per company, from 5 June 2026 until 31 August 2026. World Summit AI reserves the right to modify or withdraw this offer at any time without prior notice. Discount codes are subject to availability and cannot be used in conjunction with any other promotional offer.