AI IN PRACTICE

## **‘Triangulating AI — how are researchers comparing AI vs. human outcomes and what are we learning?’**

## Online Event

4thDecember 2024: 0900-1030 hours

# Agenda

**0900 Welcome from AURA**

*Tom Kerr*

**0903 Asahi Group and Syren Insights**

*Emese Pintér Insight Specialist, Asahi Group*

*Emma Laney Smith, Director, Syren Insights*

***From Coexistence to Collaboration***

A research study where AI and human efforts are combined, demonstrating how collaboration between the two can produce superior outcomes than either alone.

**0932 Feeling Mutual**

*Tom Woodnutt, Founder*

***How AI enabled a ‘second pressing’ of insight***

A case-study which shows how Feeling Mutual helped PureGym get more return on their ‘creative development’ research investment, through generative AI assisted analysis.

**1000 Principality Building Society**

*Lucy Tarrant, Head of Insight*

 ***Understanding the First Time Buyer Journey***

The research team at Principality Building Society partnered with Verve to design and develop a 6 month programme of research to build an intuitive understanding of the First Time Buyer audience.  The project has culminated in the development of an AI tool that facilitates direct ‘interaction’ with the 5 identified FTB personas.

**1027 Wrap Up**

**Close Close**