

| DATA MANAGEMENT STRATEGIES |

Fuelling AI Innovation in Business

17th – 21st of November 2025–

Day	Time	Activity
Monday, November 17	9:00 – 11:00	Introduction
	11:30 – 13:00	Visit to the National Gallery ¹
Tuesday, November 18	9:00 – 10:30	MSD – Mateus Riva "Informing your Chatbot: How to improve LLM applications by retrieving documents"
	10:45 – 12:15	ADASTRA - Eliška Kopecká "AI in Manufacturing: From Prediction to Optimization"
	14:00 – 15:00	Visit to the Estates Theater ²
Wednesday, November 19	9:00 – 12:00	IBM - Jan Louda "Enterprise Design Thinking and AI"
	13:15 – 14:15	SAP - Michael Evans "AI in HR: how AI can save time and improve the user experience"
	15:00 – 16:30	Visit to the National Technical Museum ³
Thursday, November 20	9:00 – 10:30	Personal Connect - Alexandra Lemerová "How Recruiters Use AI – and How You Can Use It to Get Hired"
	10:45 – 12:15	MIAS - Ladislava Knihová "AI in Marketing"
Friday, November 21	9:00 – 10:00	CIIRC - Prof. Olga Štěpánková "When Machines Learn to Persuade: The Impact of AI and Data on Society"
	10:00 – 11:30	Hewlett Packard Enterprise ⁴ - Mr. Jaroslav Kornev Mr. David McMahon "Sovereign AI in Action with HPE"
	11:30 – 12:15	Conclusions

Notes: 1) Meeting in front of the NG, Dukelských hrdinů 47, 170 00 Prague 7
2) Meeting at 13:45, in front of the ET, Železná 540/11, 110 00 Staré Město
3) Meeting at 14:45, in front of the NTM, Kostelní 42, 170 78 Praha 7
4) Students will need laptops during the lecture

MIAS: Kolejní 2637/2A, 160 00 Praha 6

