

A warm welcome to

Spring Fest: GenAI for Business

*by the Postgraduate Studies in
Big Data and Analytics*

Welcome to 'Spring Fest: GenAI for Business'
A celebration of the dynamic growth and achievements of our Postgraduate Studies in Big Data and Analytics in Business and Management, which was initiated in the academic year 2017-2018. Since then, our program has fostered a vibrant alumni network, and now it's time to reunite and expand our connections within the thriving Big Data and Analytics community.

May
16

Thursday 16 May 2024,
14.00h to 23.30h at the latest

Faculty Club
Groot Begijnhof 14, 3000 Leuven

Afternoon program: GenAI for Business

- 14.00h **Welcome Reception**
- 14.30h **Opening**
- 14.40h **GenAI: Introduction and Academic Perspective**
Prof. dr. Jochen De Weerdts & prof. dr. Seppe vanden Broucke, KU Leuven
- 15.30h **Sustainable Value Creation with LLMs beyond Early Adoption**
Tim Leers, R&D and Machine Learning Engineer Dataroots
- 16.30h **Coffee break**
- 17.00h **Trends in GenAI and the Hugging Face Ecosystem**
Niels Rogge, Hugging Face & ML6
- 18.00h **Learn about a wide variety of GenAI use cases:**
- HR-Chatbots using company wide policies
 - Workflow acceleration through content generation for subsidy dossiers
 - Workflow automation in Corporate Finance
 - Automatic classification & scoring of emails in Logistics
- Florian Sturm, senior data scientist Element 61*
Peter Depypere, partner data science & analysis Element 61

Afternoon program: GenAI for Business

- 19.00h **Welcome with aperitif**
- 19.45h **Start dinner**
Opening by Prof. dr. Jochen De Weerdts, KU Leuven
- Coffee & dessert buffet**
- 23.30h **Closing**



Payment by bank transfer to account number IBAN BE31 2850 2133 2955 of the Postuniversity Centre, stating '400/0025/80845+ name of participant(s) and do not receive an invoice.

RSVP and get ready for a day of reconnecting, learning, and celebrating via [puc.kuleuven.be!](https://puc.kuleuven.be)