

Friday/Piątek 17.05.2024

11:00-12:15

Building S, Hall/ Pawilon S, Hol

- Registration/Rejestracja
- Lunch Break/Przerwa obiadowa

12:15-12:25

Building S, Sport Arena Pawilon S, Hala Sportowa

- Official Opening of the XX MBA Congress/Oficjalne rozpoczęcie XX Kongresu MBA

12:25-13:10

Building S, Sport Arena Pawilon S, Hala Sportowa

- Keynote Speaker: **Jarosław Królewski** (Programmer. CEO/co-founder of Synerise. Lecturer at AGH University of Science and Technology. Entrepreneur. Wisła Kraków Football Club CEO/Owner) – *"Why We Need Inhuman AI"*

13:10-13:30

Building S, Sport Arena Pawilon S, Hala Sportowa

- Lightning talk: **Michał Paprocki** (Group Chief Information Officer (CIO), Group Management Committee Member, Euroclear) & **Andrzej Mikołajczak** (Group Chief Technology Officer (CTO), Euroclear SA Krakow Branch Manager) – *"May the Force Be with You: The Bright and The Dark Sides GenAI"*

13:30-13:45

Building S, Sport Arena Pawilon S, Hala Sportowa

- Lightning talk: **Wojciech Czakon** (Chair of the Department of Strategic Management, Jagiellonian University) – *"Why is the AI revolution not taking off?"*

13:45-14:30

Building S, Sport Arena Pawilon S, Hala Sportowa

- Panel 1: *AI Powered Innovation within Digital Transformation*
 - Moderator: **Paweł Morawski** (Integrated Management MBA Program Director at Krakow School of Business at Krakow University of Economics)
 - **Krystyna Jarek** (Chief Innovation Officer at Deloitte)
 - **Agnieszka Bochacka** (Cloud Strategy & Transformation - CEE at PWC)
 - **Raphaël Lemay** (AI CoE Lead at Euroclear)

14:30-14:45

Building S, Hall/ Pawilon S, Hol

- Coffee Break/Przerwa kawowa

14:45-15:00

Building S, Sport Arena Pawilon S, Hala Sportowa

- Lightning talk: **Agostinho Abrunhosa** (Associate Professor in AESE Business School) – *Reimagining Business Beyond ChatGPT*

15:00-15:45

Building S, Sport Arena Pawilon S, Hala Sportowa

- Panel 2: *Beyond the Hype: Real-World AI for Marketing Success*
 - Moderator: **Katarzyna Sanak-Kosmowska** (MBA KSB + Clark Master Program Director at Krakow School of Business at Krakow University of Economics)
 - **Jakub Ogiński** (CMO of Aterima Group)
 - TBA
 - TBA

15:45-16:00

Building S, Hall/ Pawilon S, Hol

- Coffee Break/Przerwa kawowa

16:00-16:15

Building S, Sport Arena Pawilon S, Hala Sportowa

- Lightning talk: **Krzysztof Wojewodzic** (AI R&D Architect, CEO of ESCOLA S.A.) – *Everything Is Changing in AI, except of these 7 things*

16:15-17:00

Building S, Sport Arena Pawilon S, Hala Sportowa

- Panel 3: *The Strategic Issues of People Management in AI context*
 - Moderator: **Beata Buchelt** (MBA in Healthcare Program Director at Krakow School of Business at Krakow University of Economics)
 - **Anna Polak** (Holistic Trainer, Mindfulness Certified Teacher (MBLC))
 - **Joanna Kozian** (Co-founder of Well.hr)
 - **Sławomir Czuż** (Regional Delivery Head at LTIMindtree)

20:00-02:00

Hilton Garden Inn, ul. Marii Konopnickiej 33

- Gala Dinner and Charity Auction/Gala Dinner wraz z aukcją charytatywną

Saturday/Sobota 18.05.2024

11:30-14:30

Building G-KSB, TBA/ Budynek G-KSB, TBA

- Workshops/Warsztaty
 - Workshop 1. *Strategic Leadership in AI/ML: A Comprehensive Framework from Solution Scoping to Deployment* (by **Rostyslav Apostol**)
 - Workshop 2. *Acting Workshop for business people* (by **Don Allen**)
 - Workshop 3. *TechPower - how to use GenAI in advertising?* (by **Dominika Kaczorowska-Spychalska**)
 - Workshop 4. *Creative Experiments Workshop* (by **Jowita Skalska & Marta Mleczo**)
 - Workshop 5. *Managing employee well-being – how is it possible? - in POLISH* (by **Joanna Kozian**)
 - Workshop 6. *ATTENTION - attraction, retention, manipulation* (by **Łukasz Czyż**)
 - Workshop 6. *Mindfulness in Life and Leadership* (by **Anna Polak**)

14:30-15:00

Building G-KSB, 2nd floor/ Budynek G-KSB, 2 piętro

- Coffee Break/Przerwa kawowa

15:00-15:15

Building G-KSB, classroom 13/ Budynek G-KSB, sala 13

- Official closing of the XX MBA Congress/Oficjalne zakończenie XX Kongresu MBA

Sunday/Niedziela 19.05.2023

10:00-13:00

Royal Kraków Golf & Country Club in Ochmanów – near Krakow

- Family Picnic and Golf Tournament for the KSB KUE Director's Cup / Piknik rodzinny wraz z turniejem golfowym o puchar Dyrektora KSB UEK.

The culmination of the Congress, as in previous years, will be a picnic organized at the Royal Kraków Golf & Country Club in Ochmanów / Zwieńczeniem Kongresu, podobnie jak w latach ubiegłych, jest piknik zorganizowany w ROYAL KRAKÓW GOLF & COUNTRY CLUB w Ochmanowie.

