

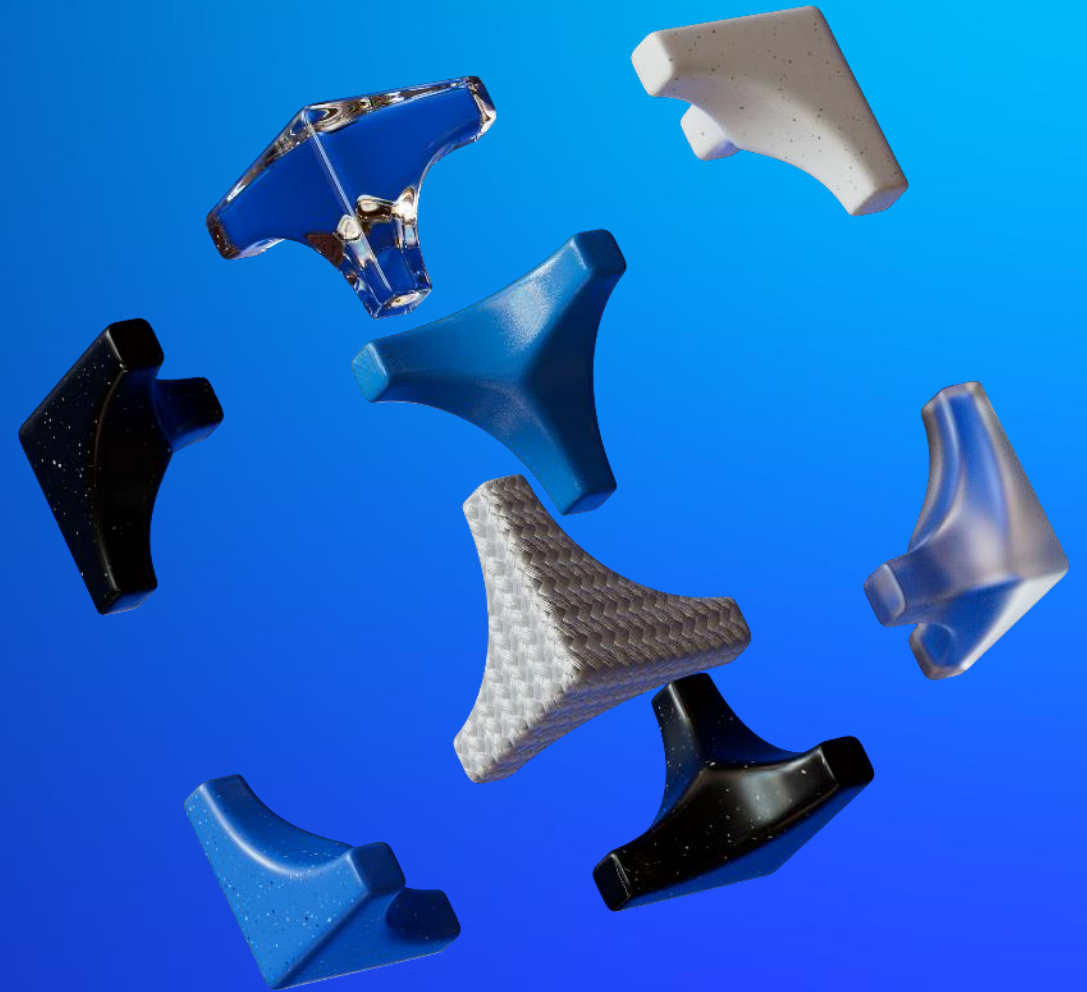
McKinsey  
& Company

# Exploring the ‘art of the possible’ for generative AI in Operations

Innovation & Learning Center Venice

Event information

February 7th, 2024



CONFIDENTIAL AND PROPRIETARY  
Any use of this material without specific permission  
of McKinsey & Company is strictly prohibited

# The event will be hosted at McKinsey's Innovation & Learning Center Venice

The ILCs empower organizations to start, scale, and sustain holistic operations transformations.



**Explore.**

**Try.**

**Apply.**



## Set your vision

A broad technology ecosystem unites with McKinsey's operations transformation experts to guide the imagination and realization of a company's tech-enabled operations future



## Discover the possibilities

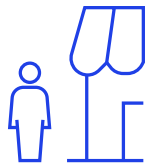
Immersion in the latest digital and analytics innovations along the operations value chain enables organizations to learn how to apply technologies at scale for a transformation that delivers sustainable, inclusive growth



## Make lasting change

Lasting results and transformations at scale are fueled by operational excellence and hands-on learning for leaders and operators

# What to expect at the Venice center



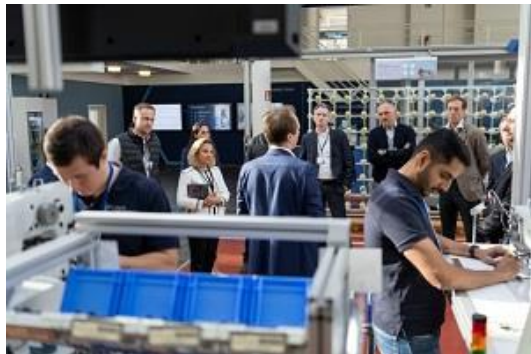
## Shopfloor experience

Interact with 'operators' and technology on the shopfloor to understand the impact generative AI has on the frontline



## Success cases on the impact from generative AI

Hear from experts on how generative AI can bring impact in Operations and how to mobilize the organization toward this step change



## Learn how to define use cases for your organization

Envision how generative AI can help you unleash your full potential, leveraging design thinking approach



## Network with your peers

Participants will include senior operations leaders from organizations who are embarking or exploring how to achieve impact from generative AI



# Event agenda (in-person attendees)

Interactive and immersive hands-on experience at the [Innovation & Learning Center Venice](#)

## February 6th, 2024 – Optional dinner

Start <sup>1</sup>	Agenda contents
19:00	Italian wine tasting experience – <i>more details to follow</i>
20:00	Networking dinner with hosts and participants – <i>more details to follow</i>

## February 7th, 2024 – Generative AI event

Start <sup>1</sup>	Duration	Session	Description
08:45	00:15	Coffee and networking	
09:00	00:15	Welcome & introduction	
09:15	00:45	Generative AI in Operations	Get an overview of holistic transformation including impact and risks, technical and cultural shifts required for success
<i>10:00</i>	<i>00:10</i>	<i>Break</i>	
10:10	02:20	Generative AI immersive experiences	See in action a from-to journey of generative AI across operations <ul style="list-style-type: none"> <li>Generative AI journey in manufacturing</li> <li>Selected top-priority generative AI use cases applied in other business functions including product development, finance, and customer care</li> <li>Selected use cases combining resilience and generative AI in supply chain and procurement</li> </ul>
12:30	00:15	Generative AI journey	Explore how to start and scale with generative AI and align on where you are in the journey
12:45	00:45	Ideation session: define key next steps	Apply design thinking approach to develop concrete next steps for your generative AI journey
<i>13:30</i>	<i>00:50</i>	<i>Networking lunch</i>	
14:20	00:10	Closure	Wrap up & next steps
14:30	01:30	Generative AI and digital transformation in action	Connect with experts to deep-dive on your questions (Optional extension to the main event experience)

Hands-on exercises

Optional

# Logistics to consider ahead of your visit

## In-person experience

### Address

[Innovation & Learning Center Venice](#)

[Viale dei Comunalì, 2233078 San Vito al Tagliamento \(PN\), Italy](#)



### Getting there

#### We request that all participants book their own flights and/or trains

- We recommend participants fly into **Venice Marco Polo Airport (VCE)** on February 6th afternoon to be able to join the networking dinner and allow for a prompt check in at the Innovation & Learning Center at 8:45 am the next day
- Ground transportation from the airport/train station/hotel to the center will be organized by the Innovation & Learning Center team. **Please share your flight/train/hotel/event departure details with Doris Lazzer at [info@lef-digital.com](mailto:info@lef-digital.com)**
- Ground transportation will be at the participant's expense and can be coordinated directly with the driver



### Hotel Guide

#### We will help to pre-book hotel

- The Innovation and Learning Center has a block of rooms reserved at a convenient hotel. To reserve a room in this block, **please share your check-in and check-out dates with Doris Lazzer at [info@lef-digital.com](mailto:info@lef-digital.com)**
- Payment for the hotel will be at the participant's expense and can be coordinated directly with the hotel



### Other Logistics

- As a courtesy to the host, please make any changes or cancellations ***at least 2 weeks in advance*** so that we can provide an accurate list of participants to our hosts
- Attire is smart/business casual – suit and tie are not required, but comfortable shoes are recommended
- You will receive the final agenda a week before the visit
- **If you have any questions, please contact Doris Lazzer at [info@lef-digital.com](mailto:info@lef-digital.com)**



### Legal Disclaimer


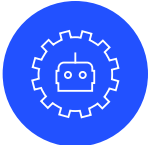


The parties acknowledge that this event may require client and McKinsey personnel to attend the event in-person. Each party, hereby discharges the other party from any and all claims arising from or relating to COVID-19, whether or not related to health issues, death, economic damage, or direct or indirect losses.



# Event agenda (virtual attendees)

Online experience

February 7th, 2024

Start (CET)	Duration		Session	Description
09:00	00:15		Welcome and introduction	Overview of the center and its value proposition
09:15	00:45		Generative AI in Operations	Overview of holistic transformation including impact and risks, technical and cultural shifts required for success
10:00	00:45		Generative AI immersive experiences	Exploration of selected generative AI use cases across Operations
11:00	00:15	 ↓	Closure & next steps	Wrap up of the day