

## Talking AI: a campaign to explore the developments and deployments of AI in Sheffield.

This year, Sheffield Digital is launching **Talking AI** - a new campaign to shine a light on the rapid and pioneering developments and deployments of AI in our city.

Through a curated schedule of activity, the campaign will uncover how AI is transforming operations for our member companies and their clients too, and the impact it is making on people's professional lives - good and bad.

We will attack thorny issues and gauge diverse opinions; from policy makers and educators, to engineers and founders - exploring the threats and consequences, opportunities and rewards associated with AI.



### What can you expect?

Talking AI will give our members and the wider digital tech community a platform to share their thoughts, ask questions and learn. It will showcase innovation in the city, bring to light AI related threats and provide actionable insights to help businesses and individuals reap the benefits and avoid the pitfalls.

Informed by our members' suggestions, the campaign's content and activities will fit under four themes:

- Ethics, the environment & inclusivity
- Education & skills
- How is AI changing lives now?
- How will AI change lives in the future?

Based on the channels we have available and the large and engaged communities we've built, the campaign will include:

- **Guest blog posts:** thought-leadership pieces that give the community new and interesting information from different perspectives
- **Case studies:** in short and long-form, published across the website and our LinkedIn page, these will showcase the developments and deployments of AI in Sheffield, and the start-ups that are breaking new ground with AI
- **Monthly LinkedIn polls:** to gauge opinion and collect crucial data that will inform our future policy and influencing work.
- **A series of workshops:** engaging with ecosystem partners and members of the community to upskill workforces, share good practice and explore the myriad of ways that AI can support a business.
- **Meetups + Showcase:** bringing the city's technical excellence together under one roof to see major AI developments and speak to the minds behind them.

PLUS we are organising a number of unique meetings and events in collaboration with our Sponsors and Partners, involving speed-dating, dinner and policy - more on that to come!



## How can you be part of it?

What AI solution or product do we need to know about? How has AI transformed or impacted your company, department, or role? How does AI underpin your startup? Are the ethics of AI keeping you up at night? Sheffield Digital is all ears.

If you'd like to be considered for a case study, guest blog post, workshop delivery, panel/roundtable session - contact [comms@sheffield.digital](mailto:comms@sheffield.digital) with details of your tech or experience, and please indicate which one or more of the four themes your story fits within.

Join in the conversation on LinkedIn: use the hashtag **#TalkingAISheffield** when sharing AI-related news, case studies, thought pieces, events and activities - and we'll amplify your content.