

NOVEMBER 4

Workshops-PIC Building



9:00 am - 12:00 pm

Kevin Petrie (BARC US)

The Tricky Science of Creating a Context Engineering Program

What AI adopters really need is a robust context engineering program that grounds smart agents on proprietary business information. This half-day workshop defines context engineering as the discipline of deliver precise, trustworthy, and permissible inputs to AI models and agentic applications.

1:00 pm – 4:00 pm

Donald Farmer (TDWI & Independent Consultant)

From legacy to AI-Ready: A practitioner's guide to modernizing enterprise architecture.

How do you modernise enterprise architecture to work with AI, without destroying the business logic that decades of organisational learning have embedded in your existing systems?

9:00 am – 12:00 pm

Avi Sheshachalam (MacEwan University)

From Trusted Data to Market: Building and Launching Regulated Digital Health Products.

Most digital health products don't fail on technology. They fail because of market adoption. This hands-on workshop takes participants from idea to market for regulated digital health and AI products, with trusted data as the common thread.

12:00 pm

Lunch: soup & sandwiches

NOVEMBER 5 Conference-PIC Building



7:45 – 8:30 AM	REGISTRATION & LIGHT BREAKFAST
8:25 – 8:30 AM	WELCOME From NAIT & Minister Glubish's Introduction: Peter Leclaire, Vice-President Academic, NAIT
8:30 – 9:25 AM	Honourable Nate Glubish, Minister of Technology and Innovation The Alberta strategy, implementation, & progress
9:30 – 10:25 AM	KEYNOTE: Kevin Petrie (BARC US) From AI Experiments to Enterprise Advantage: What Leading Adopters Teach Us About Data, Trust, and Agentic Innovation.
10:25 – 10:45 AM	COFFEE BREAK, SPONSORS' BOOTH VISITATION & NETWORKING
10:45 – 11:40 AM	Stephane Contre (Storm Analytics Corporation) My Job Changed While I wasn't Looking. AI agents, analytics, and a very different way of working!
11:45 – 12:55 PM	LUNCH, SPONSORS' BOOTH VISITATION & NETWORKING
1:00 – 1:55 PM	Donald Farmer (TreeHive Strategy) Why Organizational Readiness Matters More than Technical sophistication.
2:00 – 2:55 PM	Bruce Matichuk (CTO, MedWatch Technologies) The Power of AI: What's Coming Next – and How To Harness it.
3:00 – 3:25 PM	COFFEE BREAK, SPONSORS' BOOTH VISITATION & NETWORKING
3:00 – 4:25 PM	Russ Greiner (Department of Psychiatry, Faculty of Medicine & Dentistry, U of A) Learning Models that Predict Objective, Actionable Labels.
4:30 – 5:25 PM	Heather Hallet MBA RN (Executive Advisor, Advanced Analytics & AI, SAS) Show Me: What Healthcare Leaders Can Learn from the Real-World Analytics & AI Deployments.
5:30 – 6:30 PM	ATTENDEES RECEPTION, SPONSORS' BOOTH VISITATION & NETWORKING
7:00 PM	SPEAKERS DINNER (BY INVITATION ONLY)
7.00 PM	Oilers Game – Transport To the Oilers vs Ducks Game – Sky Lounge Passes required Contact anna@10pr.ca to purchase the special price tickets and book transport.

NOVEMBER 6 **Conference-PIC Building**



7:45 – 8:30 AM	REGISTRATION & LIGHT BREAKFAST
8:30 – 9:25 AM	KEYNOTE: Shelagh Maloney (CEO, Digital Health Canada) Shaping the Future of Digital Health and Data – Together.
9:30 – 10:25 AM	Ahmad Jawad (CEO, DOCEO AI) Responsible AI in Practice: The DOCEO AI Approach to Human Centered Organizational Intelligence.
10:25 – 10:45 AM	COFFEE BREAK, SPONSORS' BOOTH VISITATION & NETWORKING
10:45 – 11:40 AM	Mark Madsen (Cognisee AI) AI Research Trials and Tribulations in Health Data.
11:45 – 12:55 PM	LUNCH, SPONSORS' BOOTH VISITATION & NETWORKING
1:00 – 1:55 PM	Jason Suriano (Director of AI & Data Services, Tantus Solutions Group) Shadow AI: What Unsanctioned Tools Reveal About Demand, Data, and Security.
2:00 – 2:55 PM	Katie Hayes (Partner, Innovation & Change Leader, MNP – Digital) How to assess your current capabilities for AI, identify gaps, and create a roadmap for a successful digital transformation
3:00 – 3:25 PM	COFFEE BREAK, SPONSORS' BOOTH VISITATION & NETWORKING,
3:30 – 4:25 PM	Trevor Strome (Director, IT Operations & Data, Winnipeg airports Authority) Data and AI Strategy for Mission Critical Environments
4:25 – 5:00 PM	DOOR PRIZES



9:00 – 4:00 PM

Kewal Dhariwal (Executive Director, ICCP)

Certification Preparation (AM) & Exams (PM)

CDMP, AICP, DGSP, CBIP

The morning will cover the outline of each certification program, with sample questions allowing you to understand and prepare to take examinations in the afternoon towards your chosen credential. Each exam has a 90 minute time limit in the afternoon. We may have time to take two exams.

9:00 – 4:00 PM

Bruce Matichuk (CTO, MedWatch Technologies)

Building Your Own AI Business Using Syngentics.

AI in Business: From Generative AI to Intelligent Agents is a full-day, practical workshop designed for business leaders and data management professionals who want to understand how modern AI is transforming organizations and how to startup your own business or create productive outcomes from automating processes.

9:00 – 12:00 PM

Mark Madsen (Cognisee AI)

Building Accuracy and Guardrails Into Your AI.

AI efforts at the moment focus on things that are high risk (financial, legal, reputational, etc.) or require safety and reliability (airport operations, oil & gas, health, etc.) because people are willing to take a more deliberate path. We need to assure proper guardrails
