

**Wednesday 13 November ~ NEC Birmingham
(Masterclass Theatre - Euro Bus Expo 2024 - Halls 17-19)**

10:30-11:00 Advantage or Artificial? - Embracing Intelligent Change

Everywhere we look, from adverts for mobile phones, to articles about writing articles, Artificial Intelligence is front and centre. While some are embracing the new opportunities, others are wary of the unknown unknowns. But it's here to stay, so shouldn't we take a little look at how big or small its beneficial contribution could be to us and our businesses? This session will answer some of the questions you've been unsure how to ask, and offer a glimpse into how others may be gaining the advantage.



PETE FERGUSON, CEO, PROSPECTIVE.IO

Pete is the CEO and co-founder of Prospective.io, a software company that's supporting major transport operators and authorities to improve passenger experience, increase vehicle utilisation and to accelerate EV adoption through the use of predictive analytics and automation. Prospective's software platform (FlowOS) is being adopted by bus operators across the UK for use in both service planning and daily operations. Prior to founding Prospective, Pete was an academic researcher at University College London focused on applying complex systems science to urban planning and management challenges.

**ERIC ALTER, SENIOR VICE PRESIDENT, RISK & CYBER/AI ENGAGEMENT
LEADER – UK CORPORATE & COMMERCIAL, MARSH**

Eric has been with Marsh for 18 years and leads risk, cyber & AI engagement for the Corporate & Commercial business. He specialises in helping clients identify, measure, prioritise and manage risk. His main driver is to explain complex risks in a way that makes them understandable and enjoys separating reality from the hype. He is passionate about all areas of risk but specialises in cyber and the emerging area of Artificial Intelligence. His forthright approach drives thought and debate.

