



## AI@Work

March 5&6, Circl, Amsterdam

*Co-Organized with KIN Center for Digital Innovation*

### **Are we headed to a smarter workplace, or a dumber future?**

From automating simple tasks to predicting efficiencies, AI has much to offer business. Yet we have also been warned: AI will reinforce biases, hide important decisions, and deplete employment. Are we headed to a smarter workplace, or a dumber future? We will go beyond siloed debate: computer scientists, ethicists, academics, policy makers, and business leaders will come together to share ambitions, experiences, concerns, and visions for the future of AI@Work. By taking part, participants will develop their own take on how AI is shaping the workplace, and what needs to happen next.

Keynote speakers include Marleen Huysman, Professor and the Head of KIN Center for Digital Innovation at VU Amsterdam, Marc Burger, Country Head at Capgemini Invent and Peter-Paul Verbeek, distinguished professor of Philosophy of Technology and co-director of the DesignLab of the University of Twente, The Netherlands.

One of the key sessions will be discussing how AI will impact work and what can governments do. The panel will feature Max Uebe, Head of Unit "Employment Strategy" in the European Commission's Directorate General for Employment, Social Affairs and Inclusion, Jochem de Groot, Director of Corporate Affairs for Microsoft and Rob Seamans, Associate Professor at New York University.

Another key session will discuss the use of AI in recruitment processes with Rina Joosten, Co-founder of Seedlink Tech, Toon van der Veer, President of People at AB InBev Europe, and Marleen Stikker, Founder at the Waag society.

The conference will also host an EXPO in collaboration with StartupAmsterdam and Smart Health Amsterdam. The two aforementioned initiatives of The City of Amsterdam have selected five most prominent startups in the Dutch ecosystem to showcase their latest AI-based solutions. The selected startups are: BrainCreators, aigent, Syntho, Clear, and SkinVision.

Notes to editors

Reshaping Work is an innovative international and multi-stakeholder events series discussing the latest trends concerning digital trends and the future of work by promoting research and collective thinking.



Reshaping Work is a non-profit initiative headquartered in Amsterdam, which took off in 2016 in order to bring different stakeholders together to jointly discuss the future of work and find ways to shape it.

Reshaping Work conference discusses the most prominent issues in regards to the platform economy, artificial intelligence and digital innovations more broadly. This intimate event gathers 200-250 people for continental-level conferences (the European-level conference is held every October in Amsterdam), while the regional-level events are confined to 100-150 experts on the topic, who have interest or stakes in a particular geographic region. The regional-level conferences have taken place in Barcelona, Stockholm, Novi Sad, with events planned in Madrid, Zurich, Berlin and Mexico City for later this year.

Media contact:

Jovana Karanovic  
Founder, Reshaping Work  
[j.karanovic@vu.nl](mailto:j.karanovic@vu.nl)  
+31(0)628959800