CPE Check-in

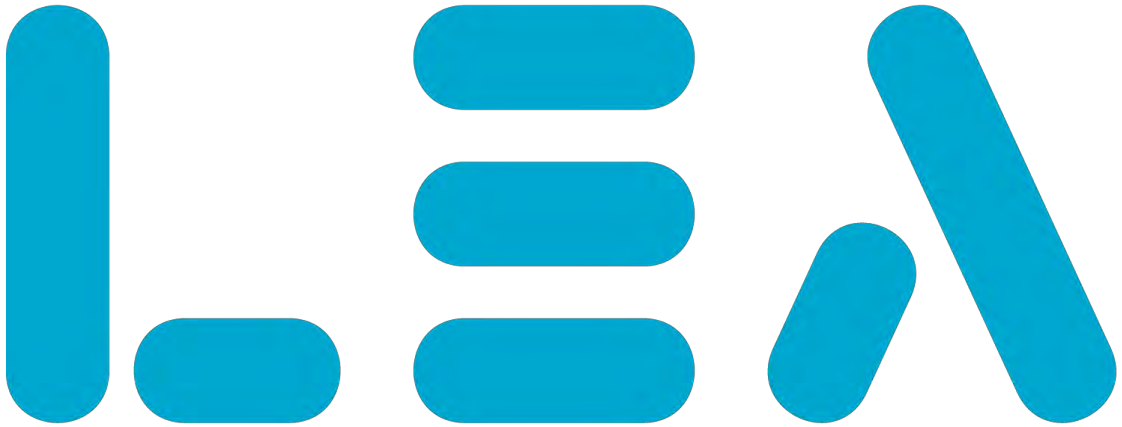
*Scan the QR code **or** enter the code IN THE EVENT APP:*

MTKAD2

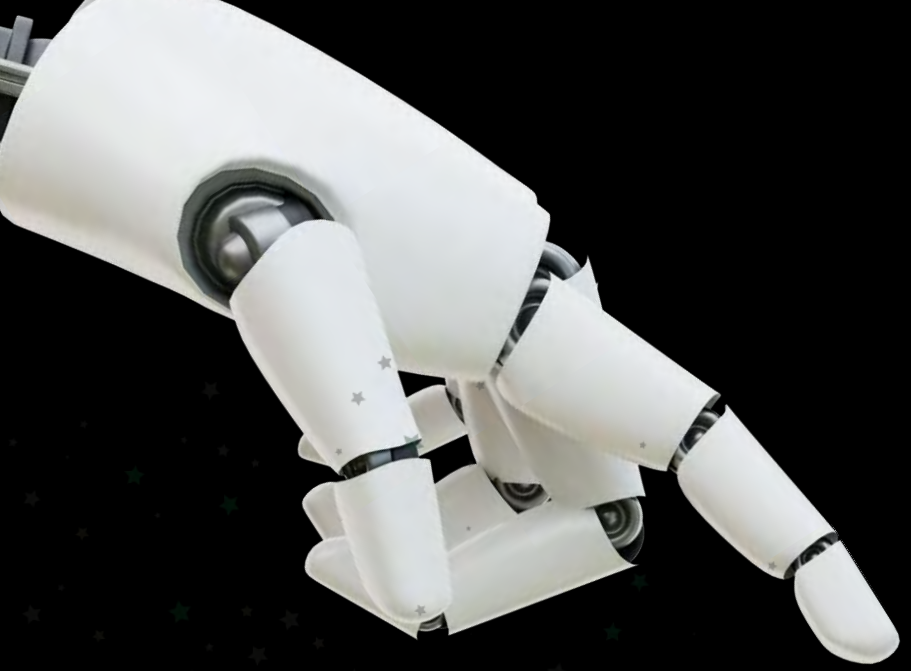
AI Presentation

By Mark Kelly

April 10th 2025



global



THRIVING
IN THE
AI
REVOLUTION

with Mark Kelly

Finance worker tricked by deepfake video call in Hong Kong

KYC

A Guide to check the security
1. Optically variable ink "gold to green" (lion) and "blue to green" (eDocument symbol). Optically variable ink changes colour depending upon the angle at which it is viewed.
2. Image of the document holder.
3. Watermark in multiple grey tones. Visible when held against a light source.
4. Elements in the background visible only in UV-light. After being exposed to UV-light a cornflower depiction in the area of image of the document holder and words "EESTI ESTONIA" in three parallel lines will occur in purple colour for some time in normal light. Color image of the document holder visible only in UV-light.
5. In the foil appear kinematic effects that change colour and form or appear to move when tilted at different angles. In triangle letters "EST" and background change from positive to negative when rotated 180° in its plane.
PASS
PASSPORT / PASSEPORT
EESTI / ESTONIA / ESTONIE
P
EST
KE1234567
L83862534
NICOLE
ALBA
EST
16.10.1986
12345678911
M/M
EESTI / EST
15.12.2018
PPA
15.12.2028

AI for Good

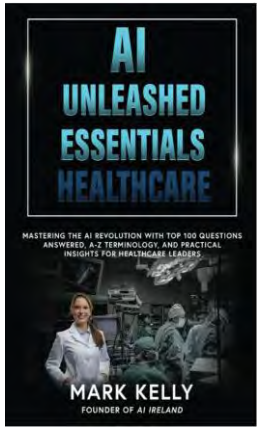
About Me

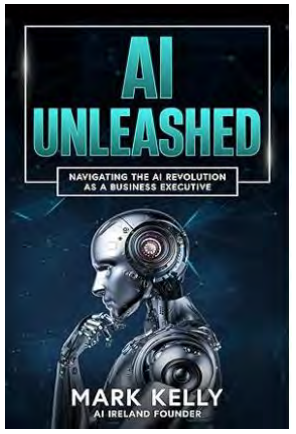
AI Ireland & AI Award's Founder

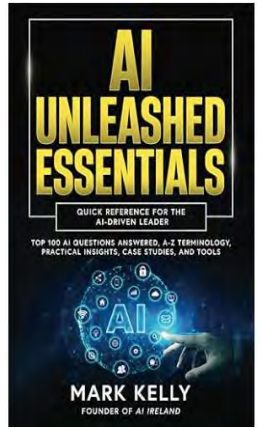
AI Innovation Consultant

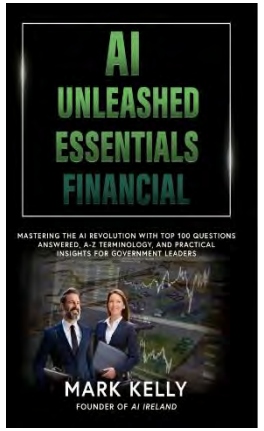
Split my time in Ireland / US

Over 750+ AI interviews









Ai

salesforce

ORACLE

amazon

Google

Microsoft

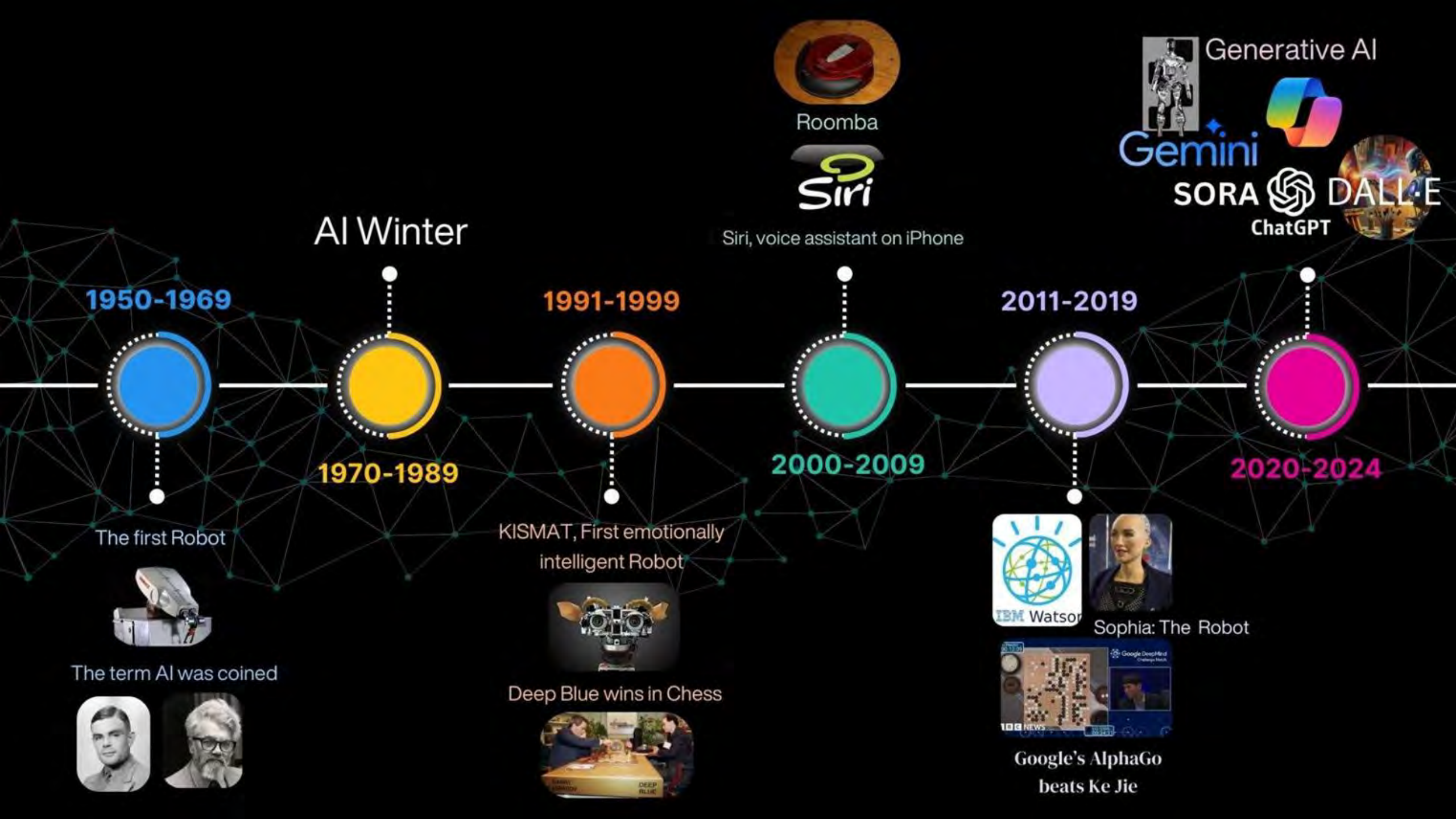
Meta

where to start with ai

Google Search

I'm Feeling Lucky

AI leaders interviewed

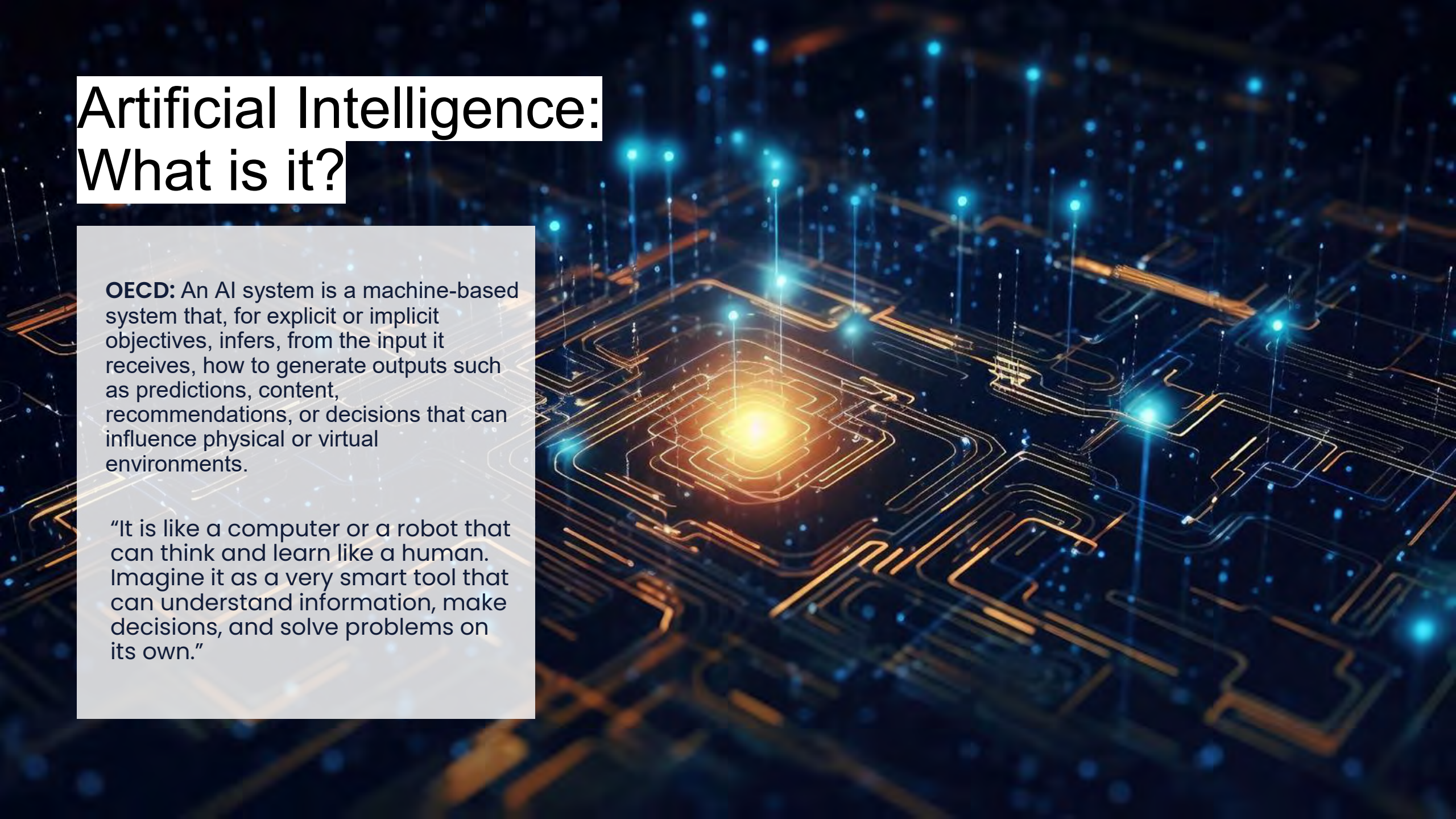

Roomba
Siri
Siri, voice assistant on iPhone
Generative AI
Gemini
SORA
ChatGPT
DALL·E
AI Winter
1950-1969
1970-1989
1991-1999
2000-2009
2011-2019
2020-2024
The first Robot
The term AI was coined
KISMAT, First emotionally intelligent Robot
Deep Blue wins in Chess
IBM Watson
Sophia: The Robot
Google's AlphaGo beats Ke Jie

. e4 c6 2. d4 d5 3. Nc3 dxe4

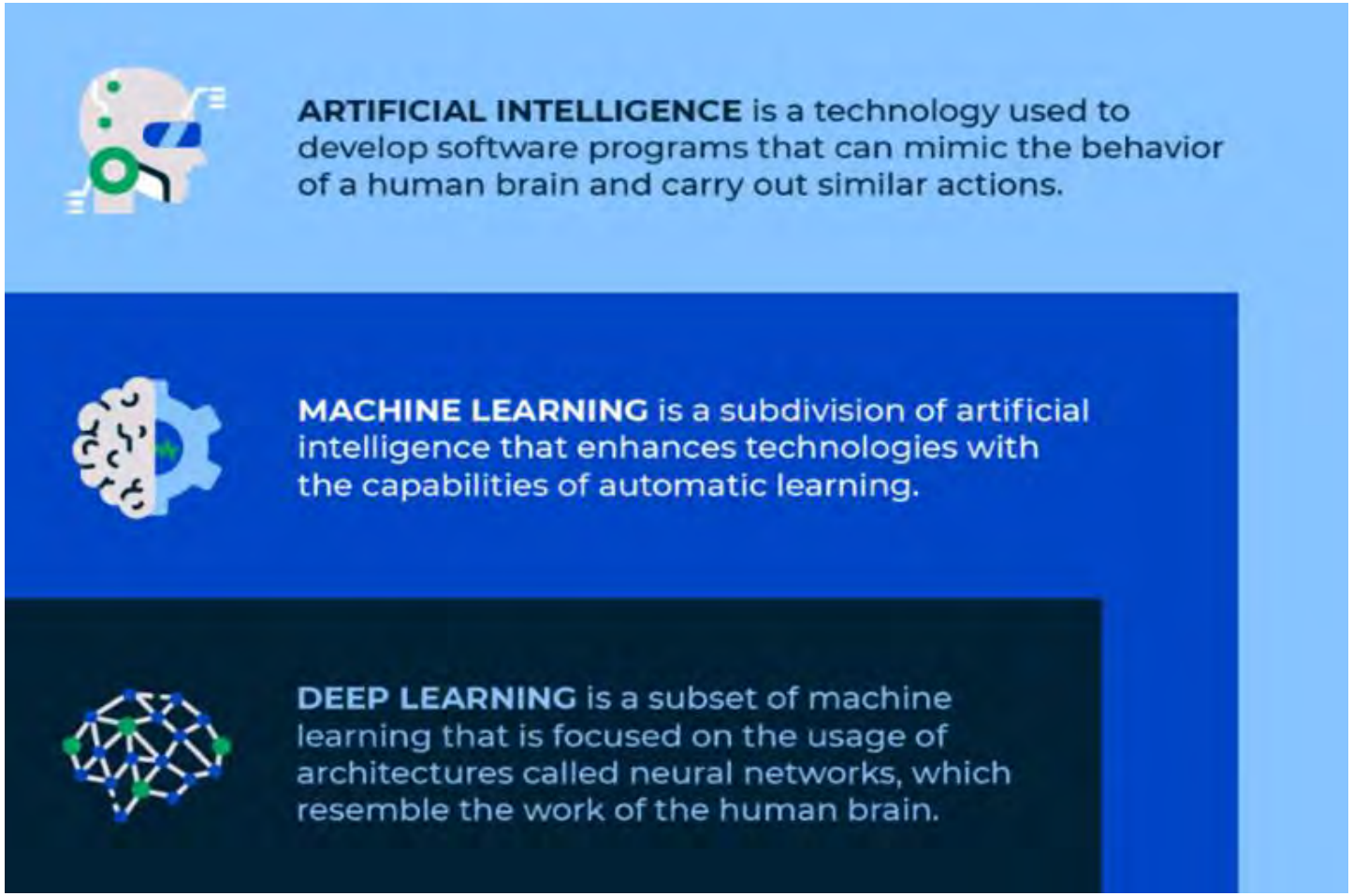
Artificial Intelligence: What is it?

OECD: An AI system is a machine-based system that, for explicit or implicit objectives, infers, from the input it receives, how to generate outputs such as predictions, content, recommendations, or decisions that can influence physical or virtual environments.

"It is like a computer or a robot that can think and learn like a human. Imagine it as a very smart tool that can understand information, make decisions, and solve problems on its own."



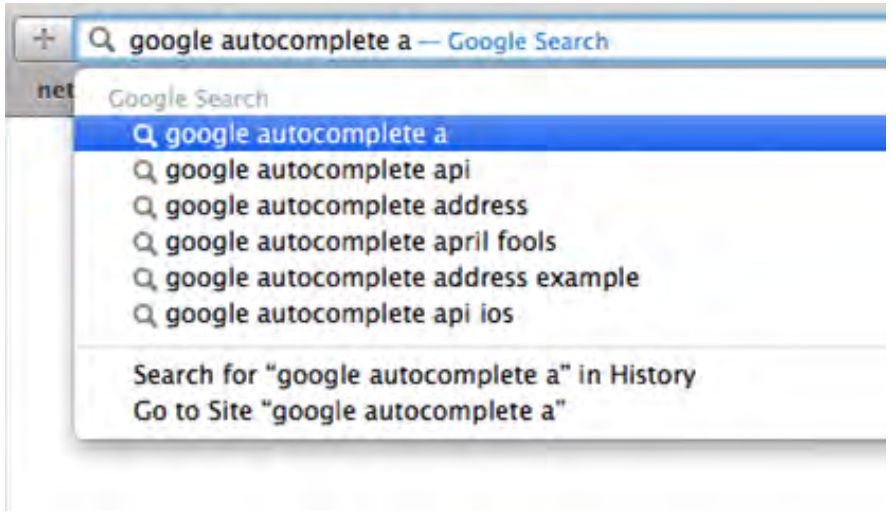
Let’s Break it Down!



Traditional AI aka Machine Learning

Machine Learning

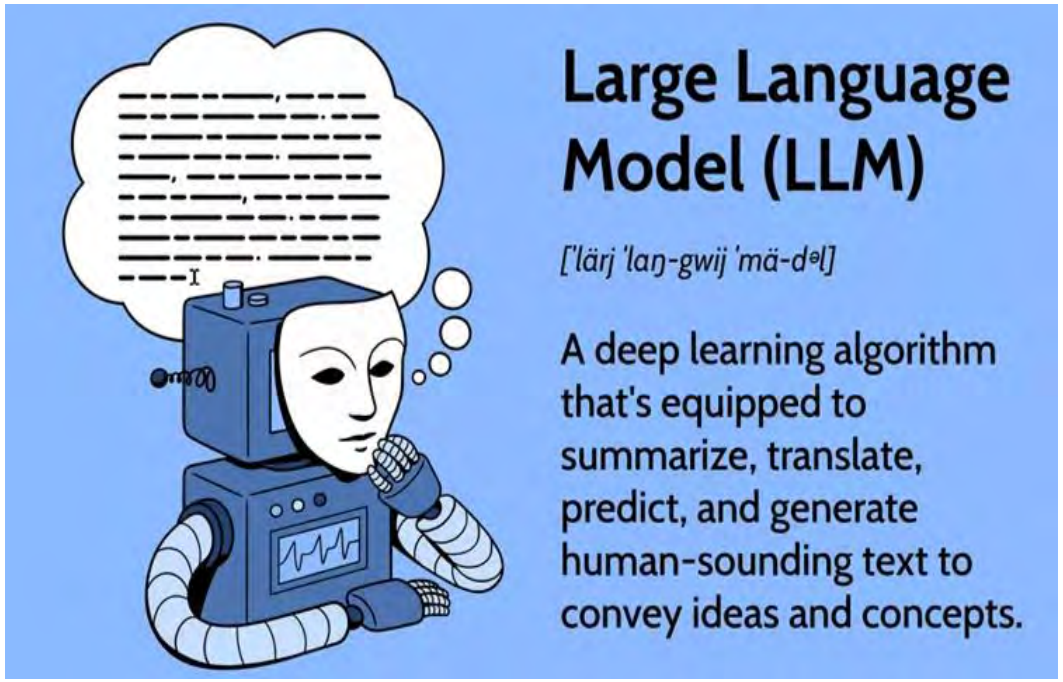
- Machine Learning (ML) is a subset of AI where algorithms learn from data to make predictions or decisions, rather than being explicitly programmed for specific tasks. It identifies patterns and makes decisions with minimal human input.



Email Filtering

Large Language Models

LLM utilizes massive datasets, often featuring 100 million or more parameters, in order to solve common language problems.



Some Examples:

Google BERT

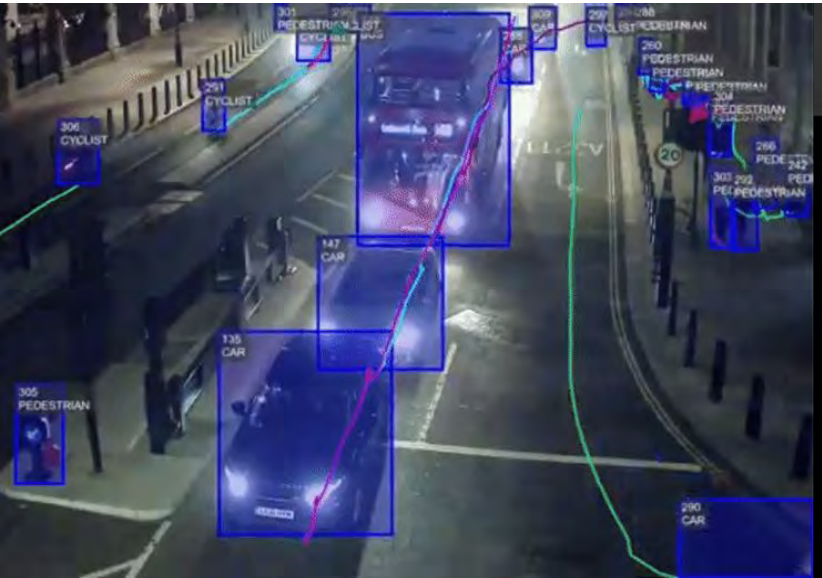
Claude

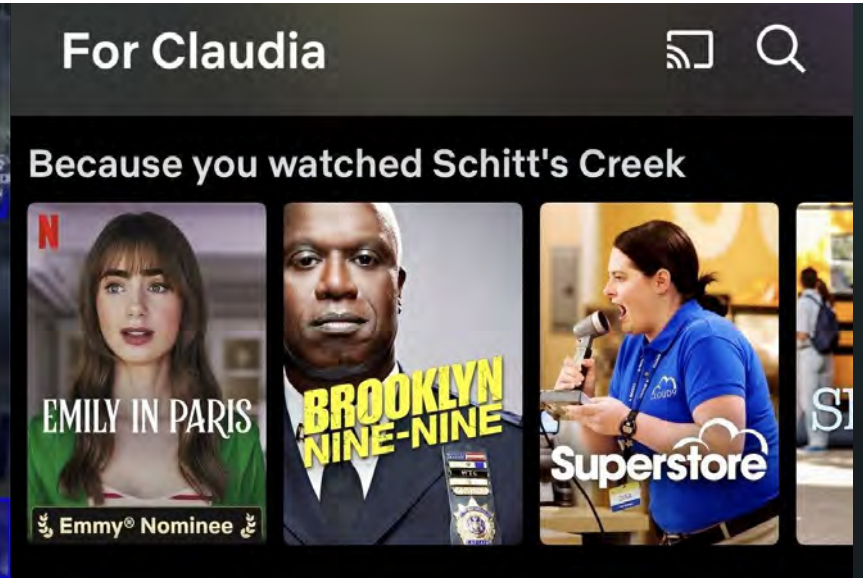
OpenAI ChatGPT-4 Turbo

LLaMA

What’s the Difference Between AI & Gen AI?

Traditional AI focuses on understanding and performing tasks like humans, such as recognising speech or interpreting data.





Technology development

ChatGPT goes viral, getting to 1M users in 5 days and 100M in 2 months — unleashing genAI boom

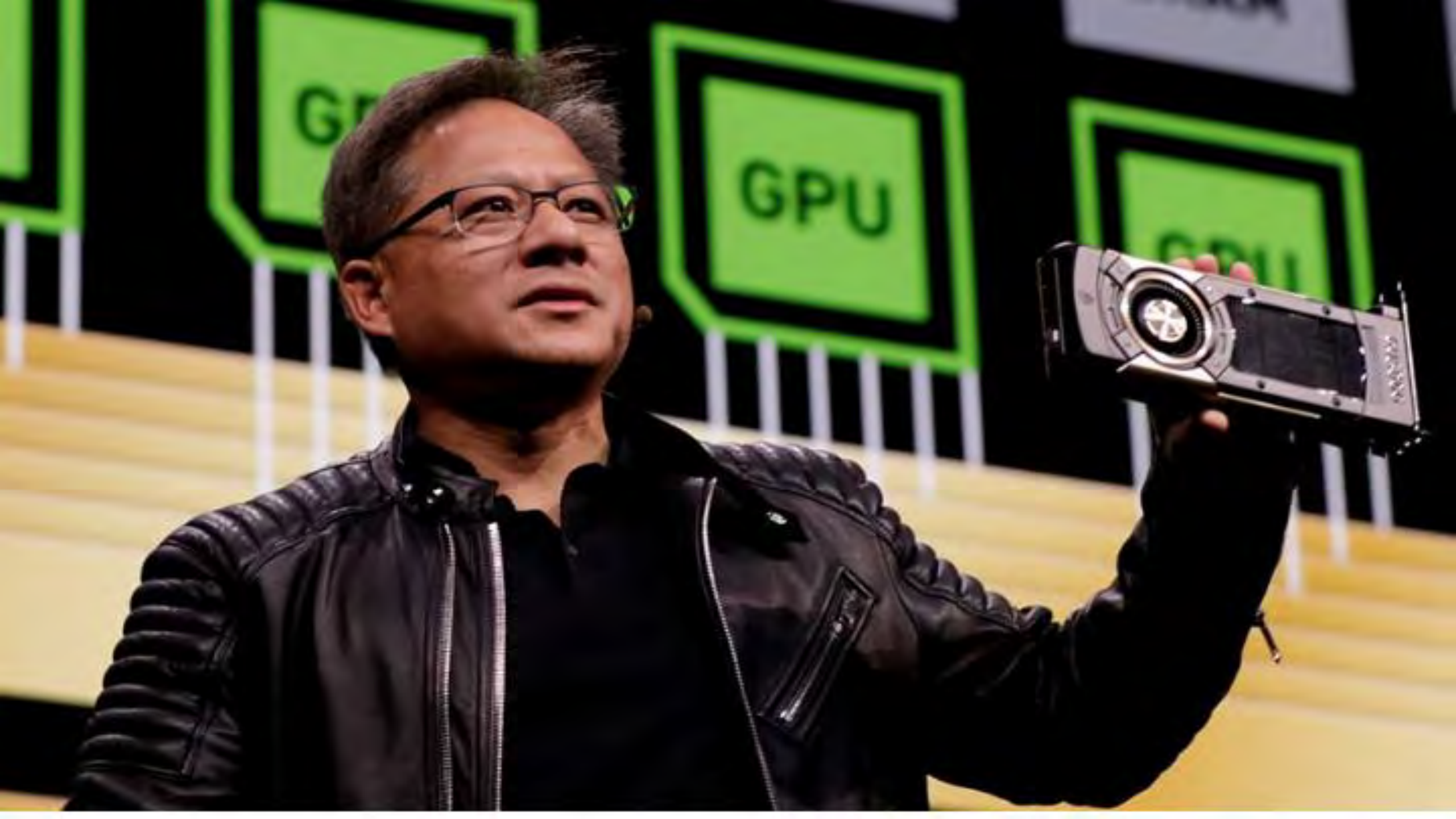
Time to 1M users for select platforms/apps from launch

Source: Media mentions
*App downloads

Google
VS
CHATGPT

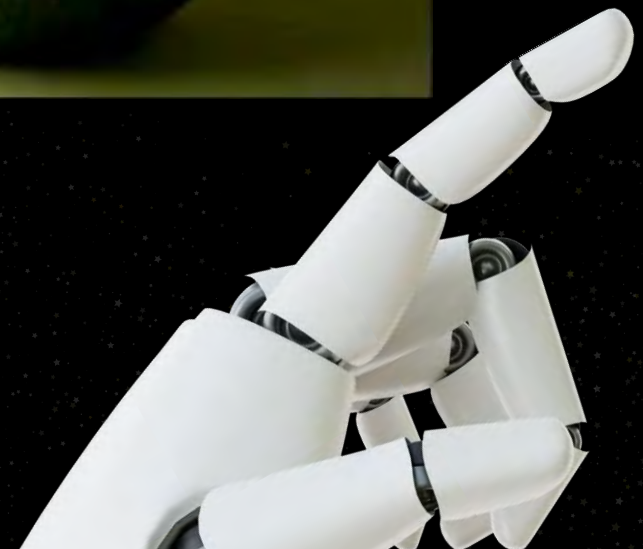
Marketers

It's very hard to click a Google add if it doesn't exist.


GPU

PIKA.ART
AI

AI



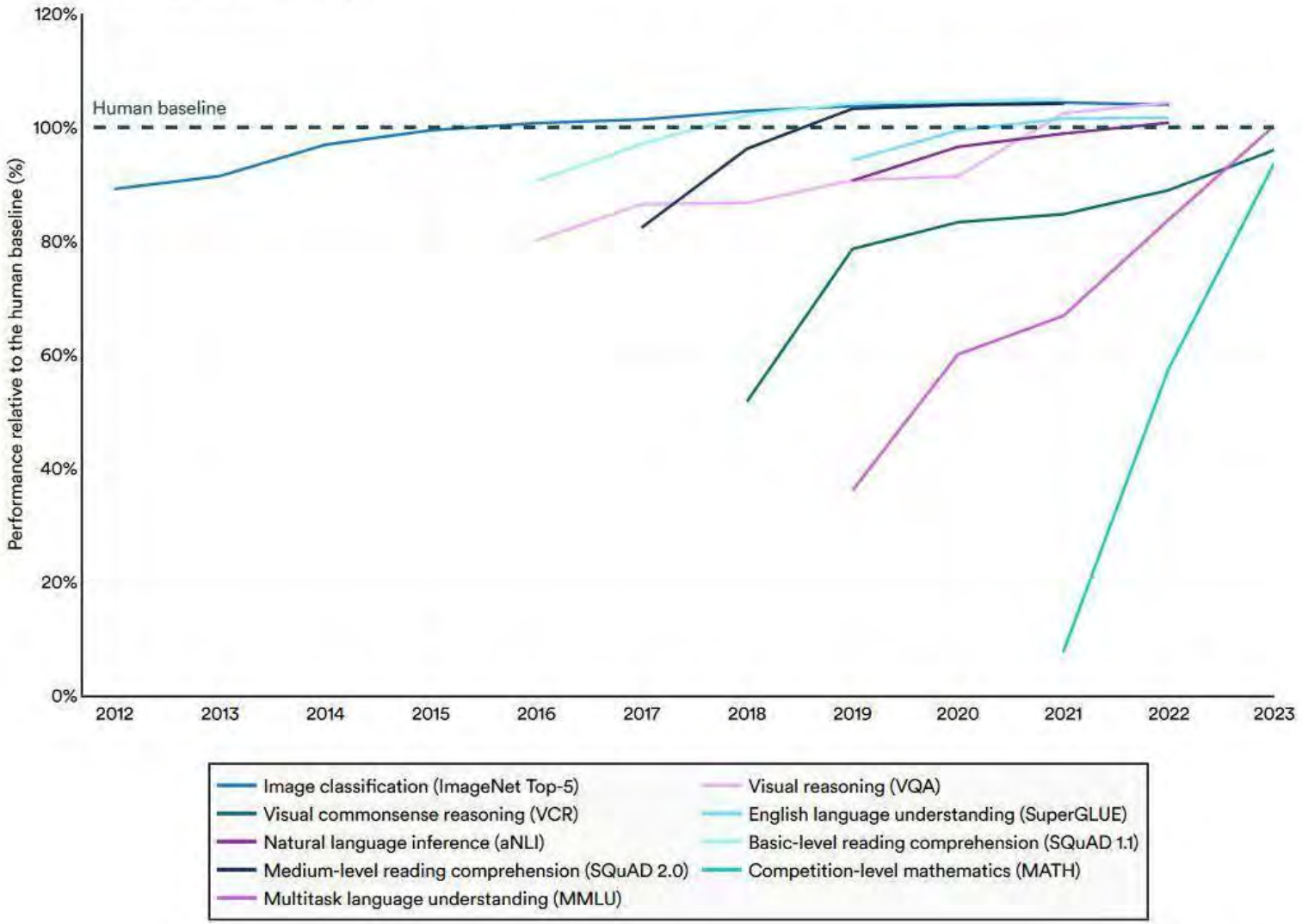
Scale

PERFORMANCE

AI Systems are Crossing a Key Threshold

Select AI Index technical performance benchmarks vs. human performance

Source: AI Index, 2024 | Chart: 2024 AI Index report



Source: AI Index Report, 2024

https://aiindex.stanford.edu/

COST

ACCESSIBILITY

DeepSeek Moment

100% OpenSource

Flywheel
WAYMO

RANDOL WHITE
WAYMO
NBC
BAY AREA
NBCBayArea
11:08
67°

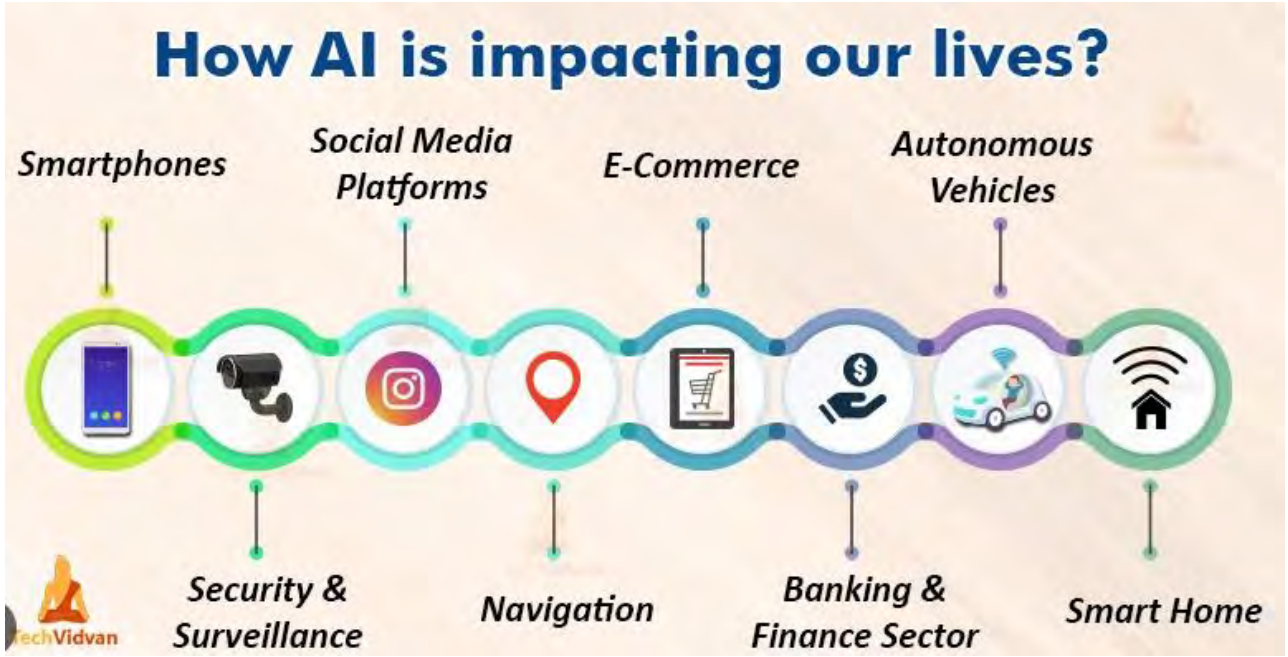
Mike Johns/TMX

STOP
STOP
WILL A WAYMO

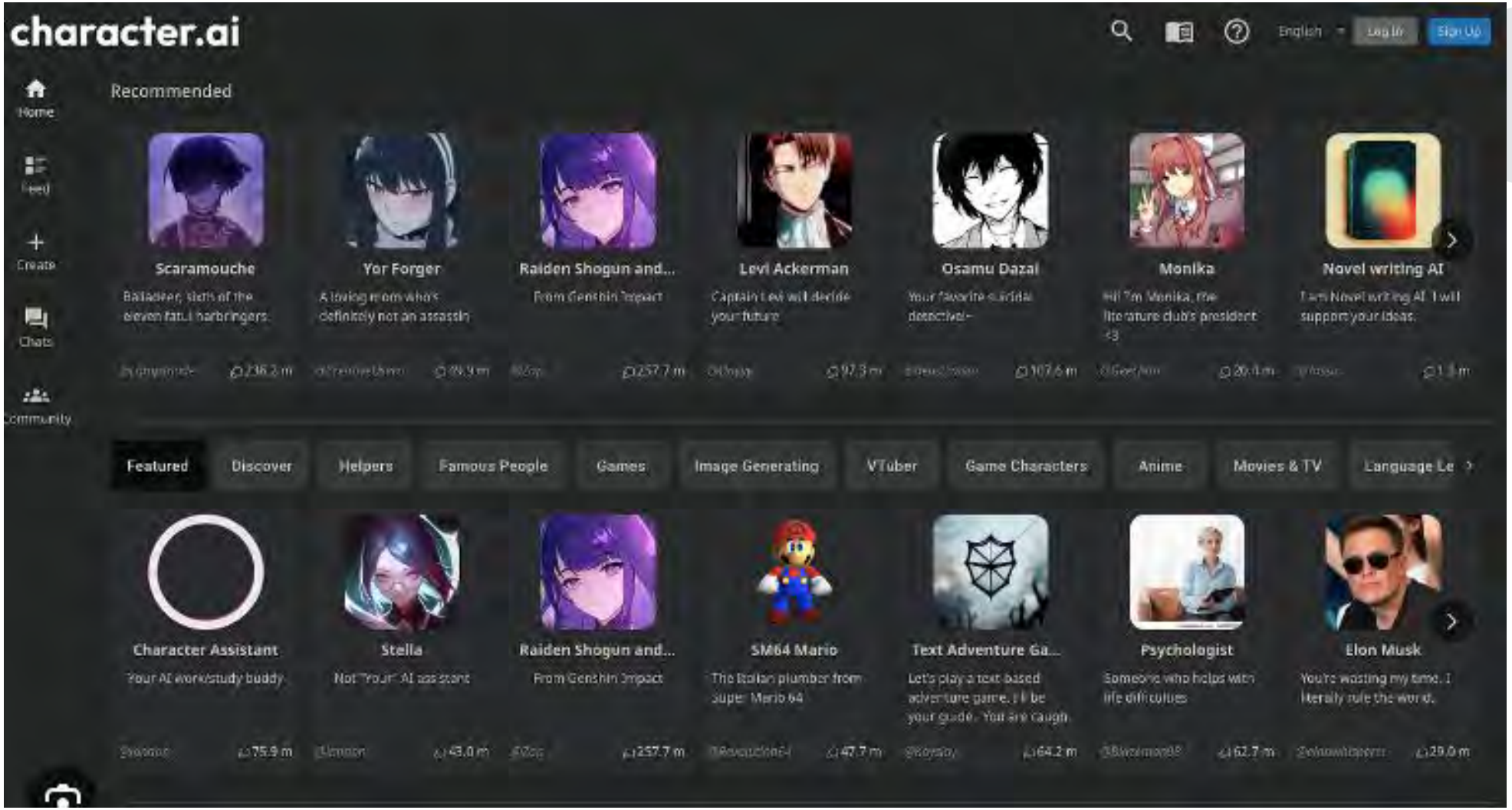
Compassion for robots | Kate Darling
Watch later
Play (k)

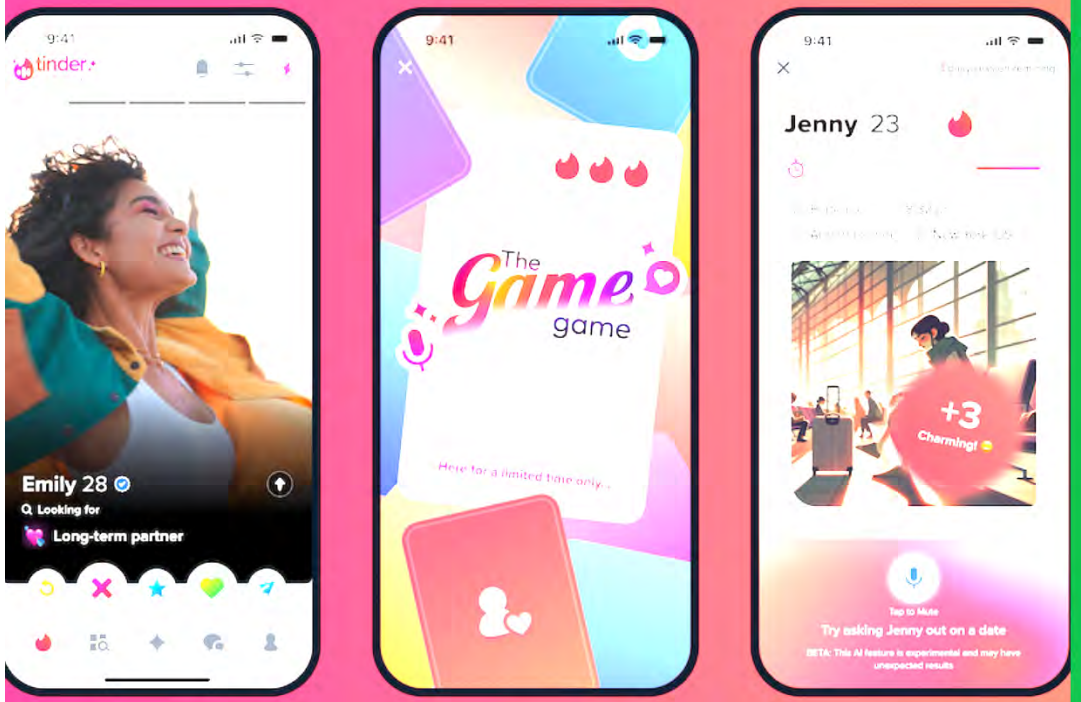
Compassion for robots | Kate Darling
Watch later

Compassion for robots | Kate Darling
Watch later


How AI is impacting our lives?
Smartphones
Social Media Platforms
E-Commerce
Autonomous Vehicles
Security & Surveillance
Navigation
Banking & Finance Sector
Smart Home
TechVidvan

TikTok
@dailymail
Kai Cenat's robot tries to escape


character.ai
English
Log In
Sign Up
Home
Feed
Create
Chats
Community
Recommended
Scaramouche
Yor Forger
Raiden Shogun and...
From Genshin Impact
Levi Ackerman
Osamu Dazai
Monika
Novel writing AI
Featured
Discover
Helpers
Famous People
Games
Image Generating
VTuber
Game Characters
Anime
Movies & TV
Character Assistant
Your AI work/study buddy
Stella
Raiden Shogun and...
From Genshin Impact
SM64 Mario
Text Adventure Ga...
Psychologist
Elon Musk



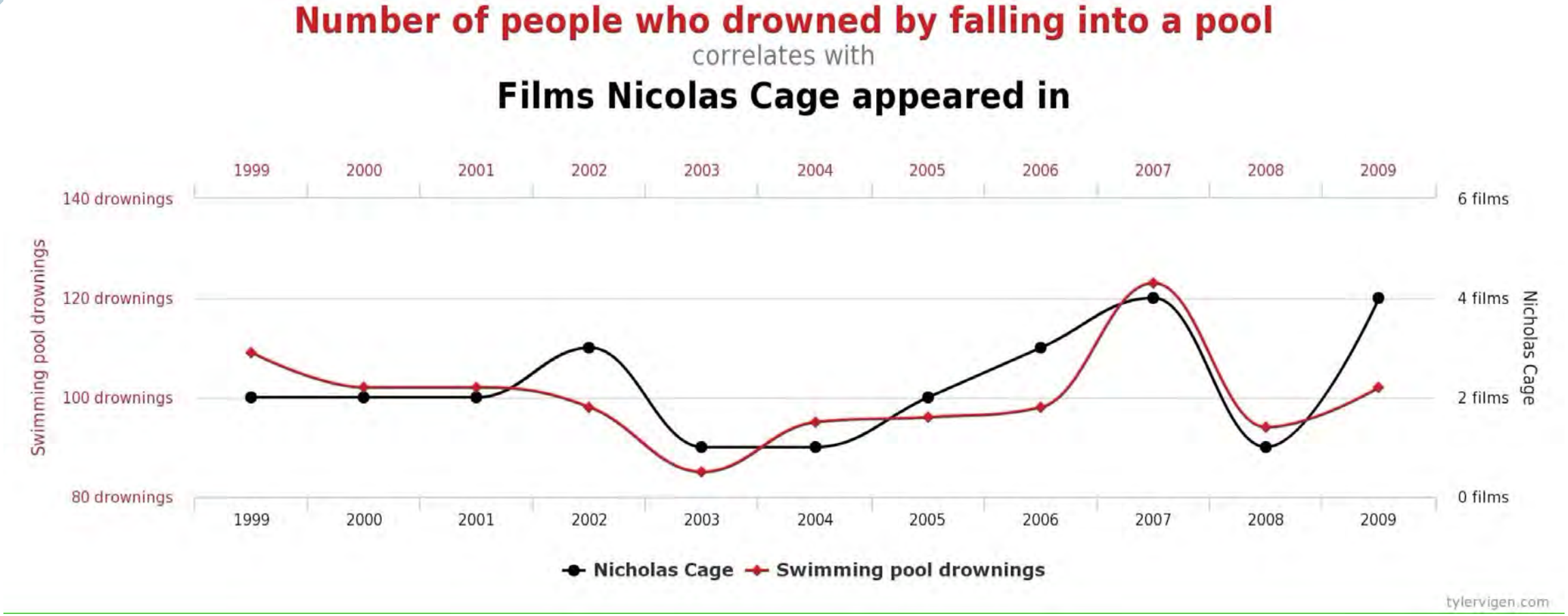
APPS

Tinder's new AI-powered game assesses your flirting skills

Lauren Forristal — 7:21 AM PDT · April 1, 2025

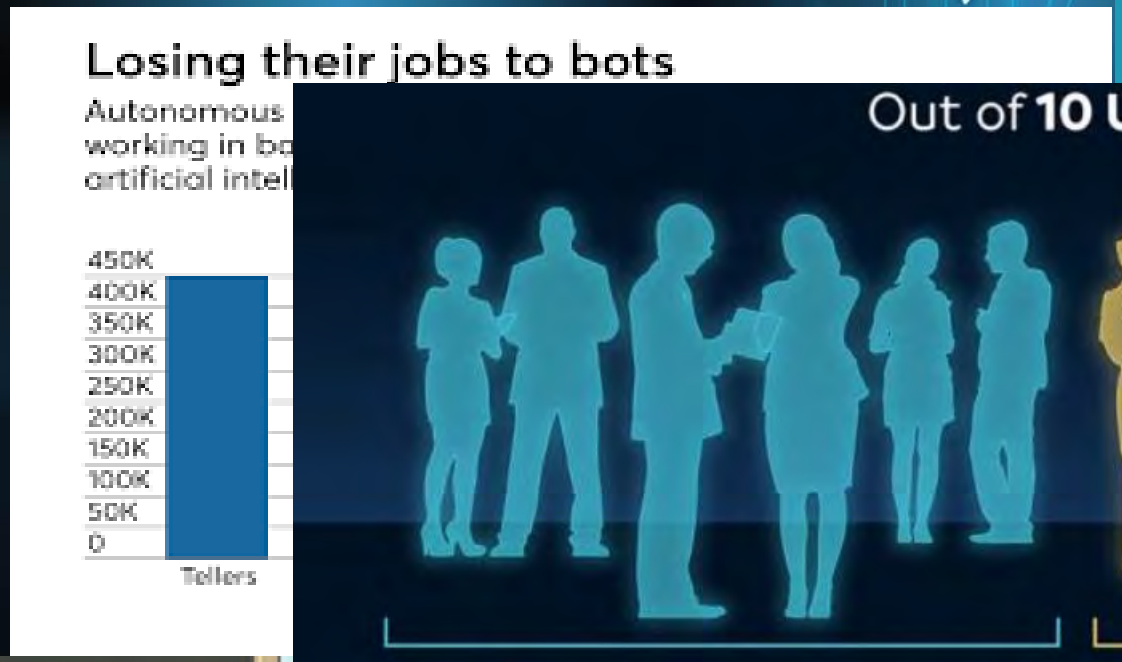
I love you so much my wife
Anne
love you
French woman divorced her millionaire husband, believing she was in a relationship with 'Brad Pitt,' only to be scammed out of $850k by fake Brad Pitt.

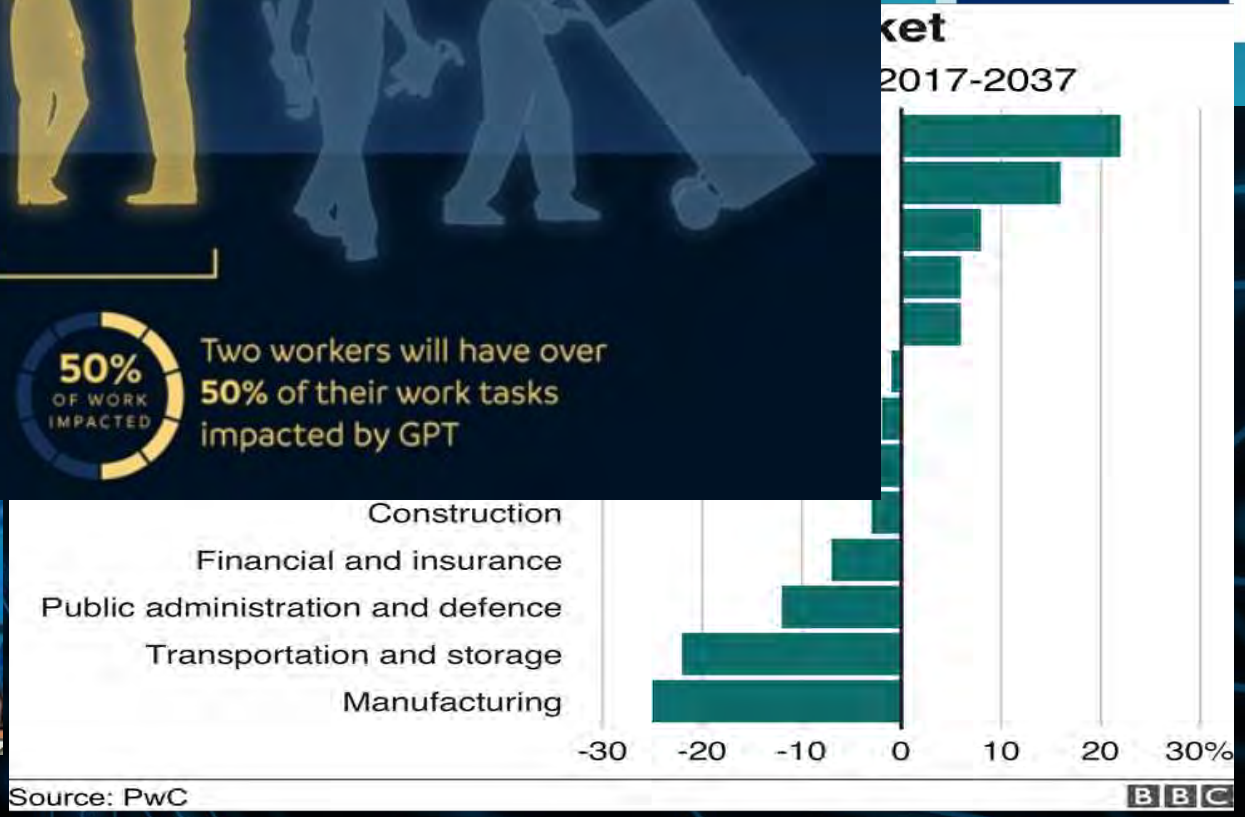
?


Number of people who drowned by falling into a pool
correlates with
Films Nicolas Cage appeared in
1999
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
140 drownings
120 drownings
100 drownings
80 drownings
Swimming pool drownings
6 films
4 films
2 films
0 films
Nicholas Cage
Nicholas Cage
Swimming pool drownings
tylervigen.com

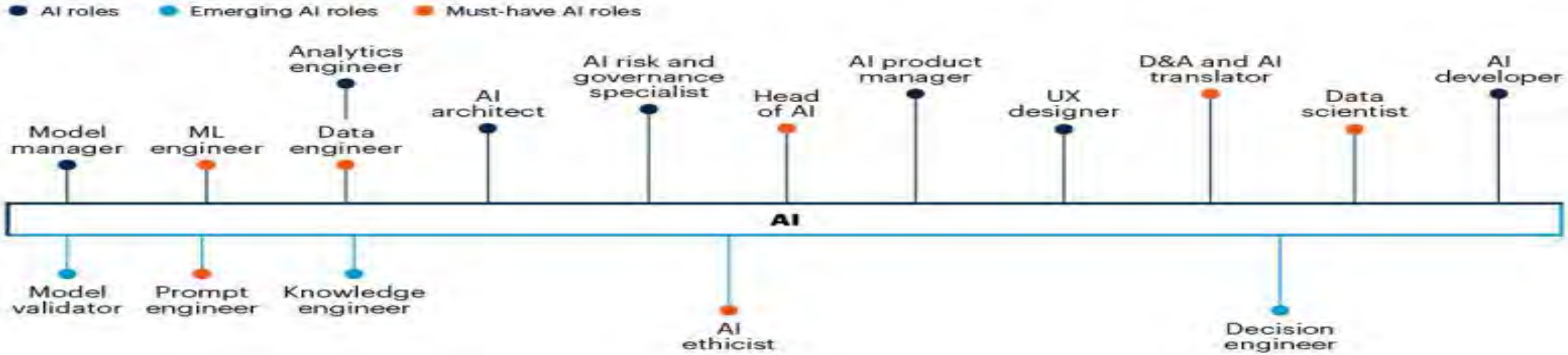
AI
AND WORK
AI

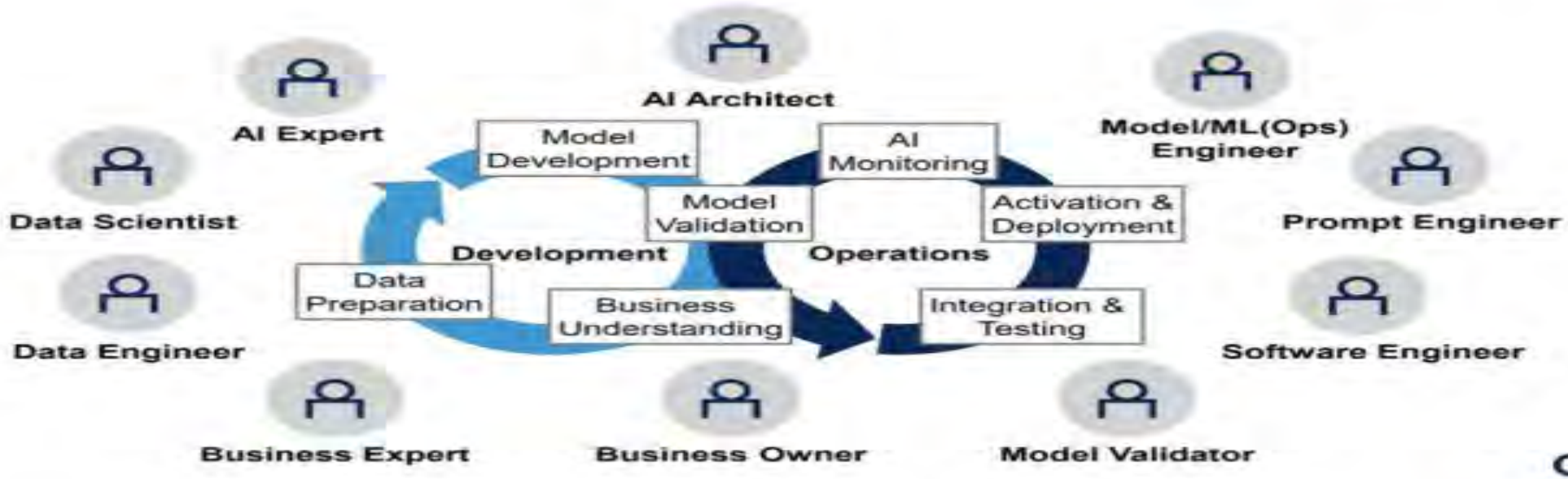
300 million jobs could be affected by latest wave of AI, says Goldman Sachs





New Roles for AI





Gartner

commentary in snack-sized mouthfuls
"I want AI to do my laundry and dishes so that I can do art and writing, not for AI to do my art and writing so that I can do my laundry and dishes."
Author and videogame enthusiast Joanna Maciejewska nails it (although bathroom cleaning goes ahead of laundry and dishes)
"I'm sure I deserve

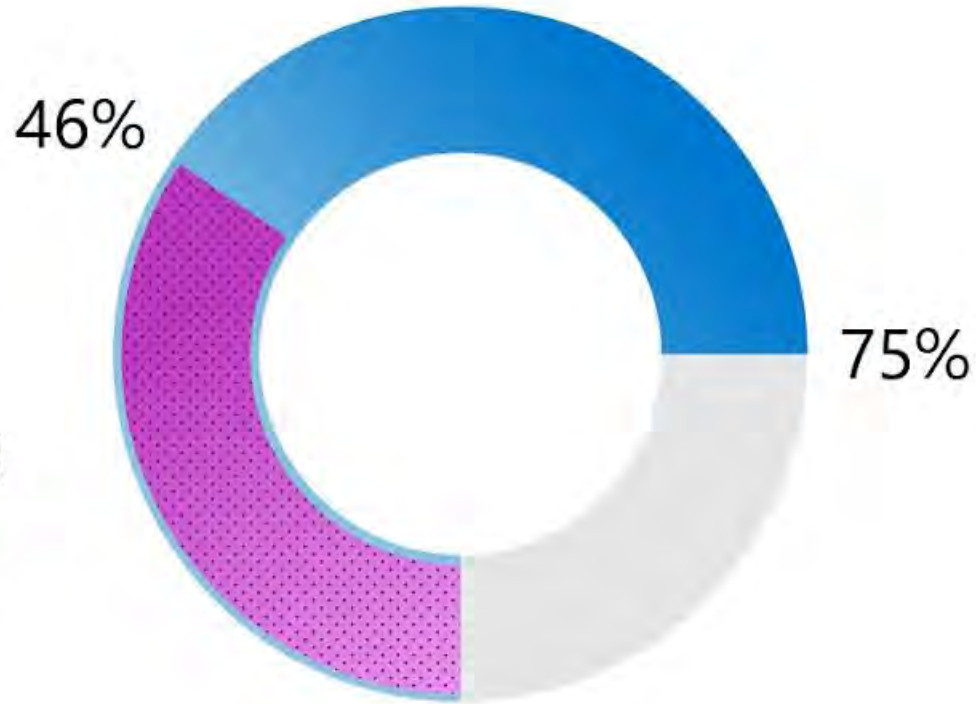
Agree?

Three Out of Four People Use AI at Work

Usage nearly doubled in the last six months.

75% of people are already using AI at work

46% of them started using it less than 6 months ago



2024 Work Trend Index Annual Report
from Microsoft and LinkedIn

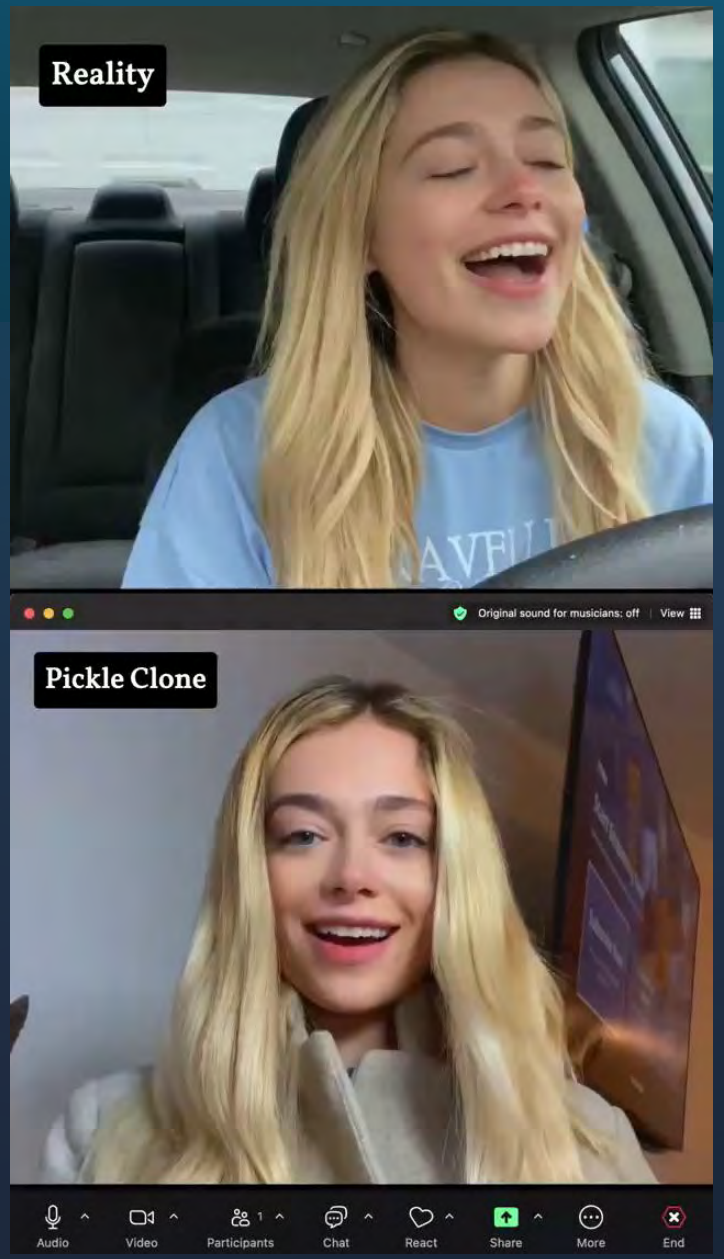
Survey questions:
How often do you use generative artificial intelligence (AI) for your work?
How long have you been using generative artificial intelligence (AI) at work?

HubSpot

Top 5 Ways AI is Used by Marketers

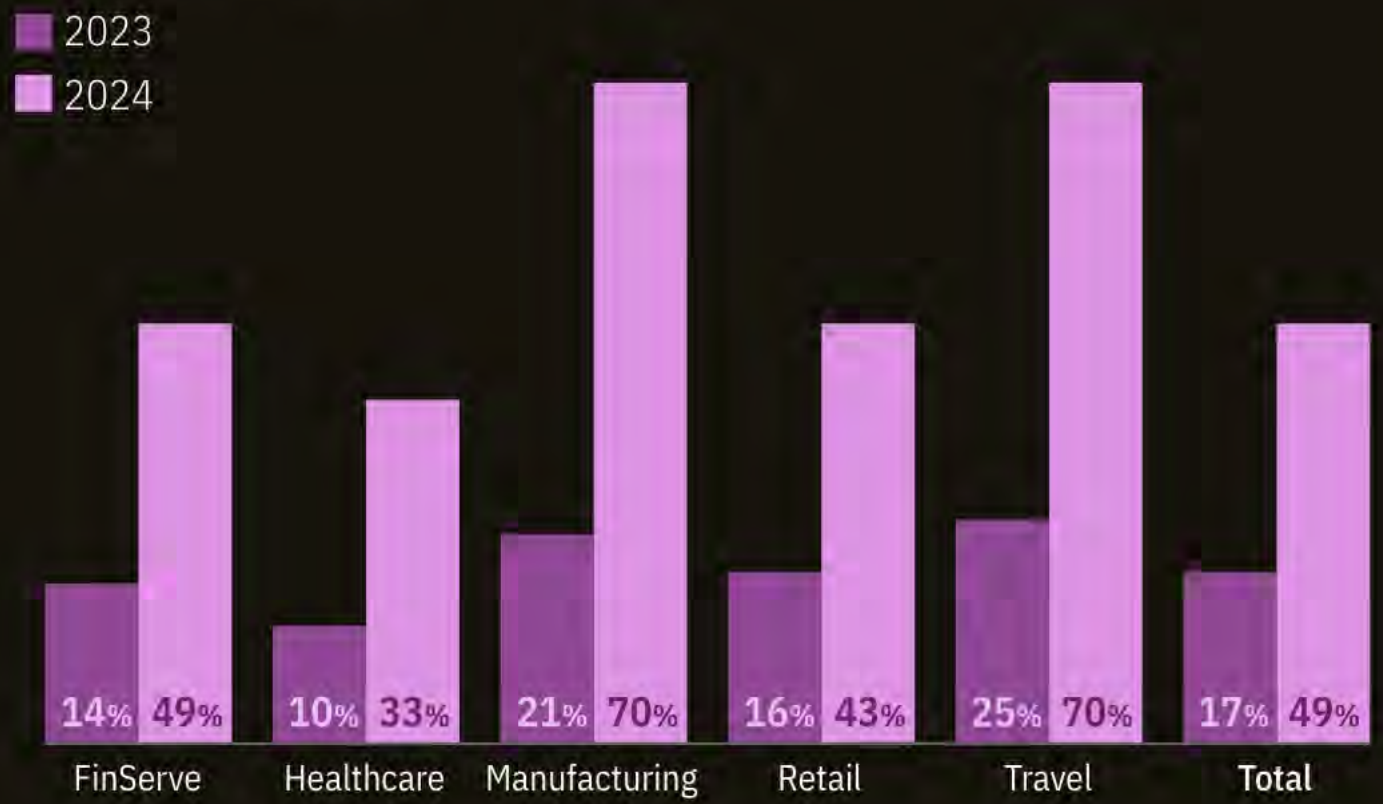
According to our survey, marketers using artificial intelligence most often use it to:

- generate ideas/inspiration
- write copy
- create marketing images
- summarize texts into key points
- translate texts of marketing content into different languages


Reality
Original sound for musicians: off
View
Pickle Clone
Audio
Video
Participants
Chat
React
Share
More
End

Use of shadow AI skyrockets up to 250%

Percent of agents using generative AI tools outside of what their company has provided or approved

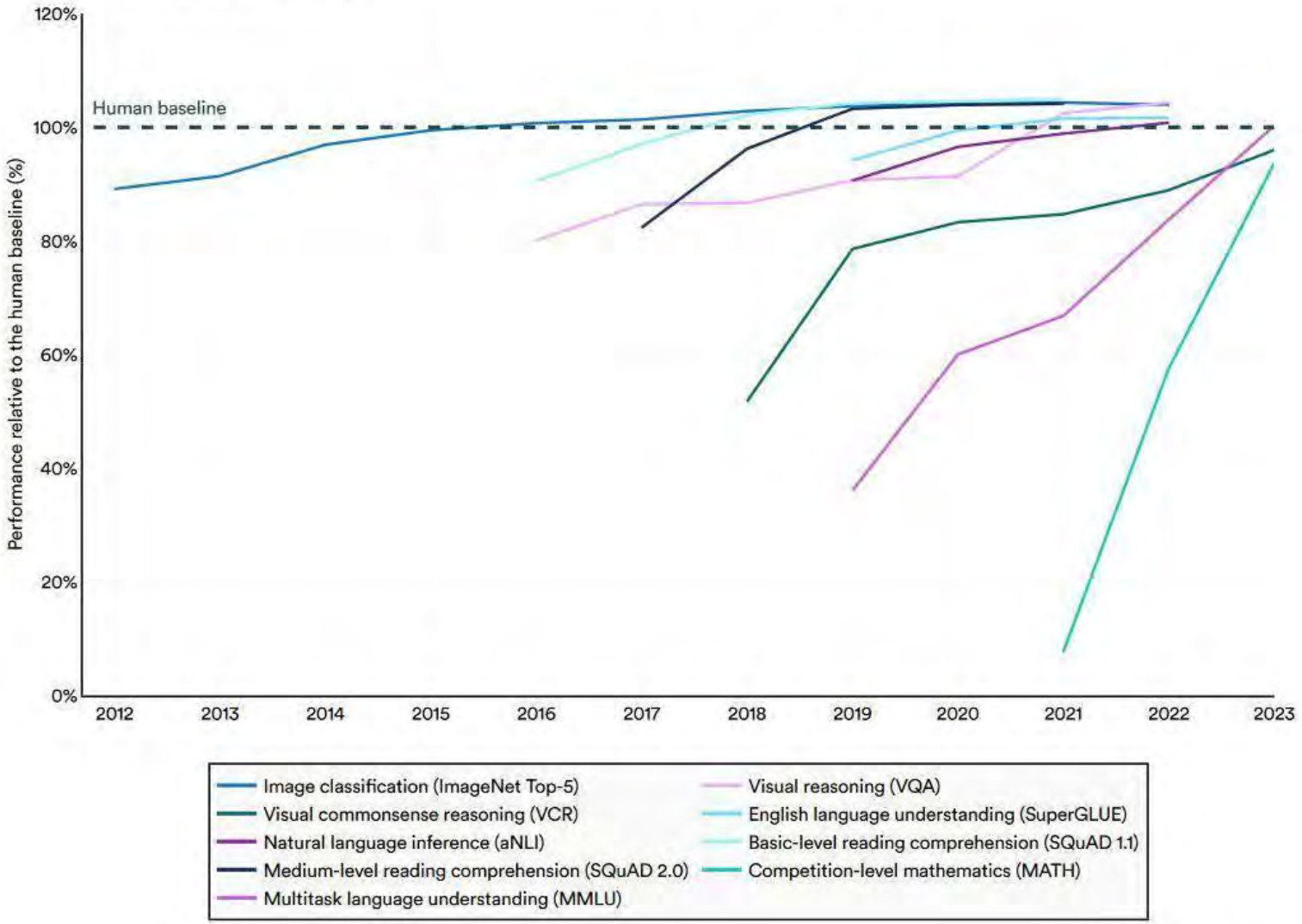


How often shadow AI tools are being used by these agents

AI Systems are Crossing a Key Threshold

Select AI Index technical performance benchmarks vs. human performance

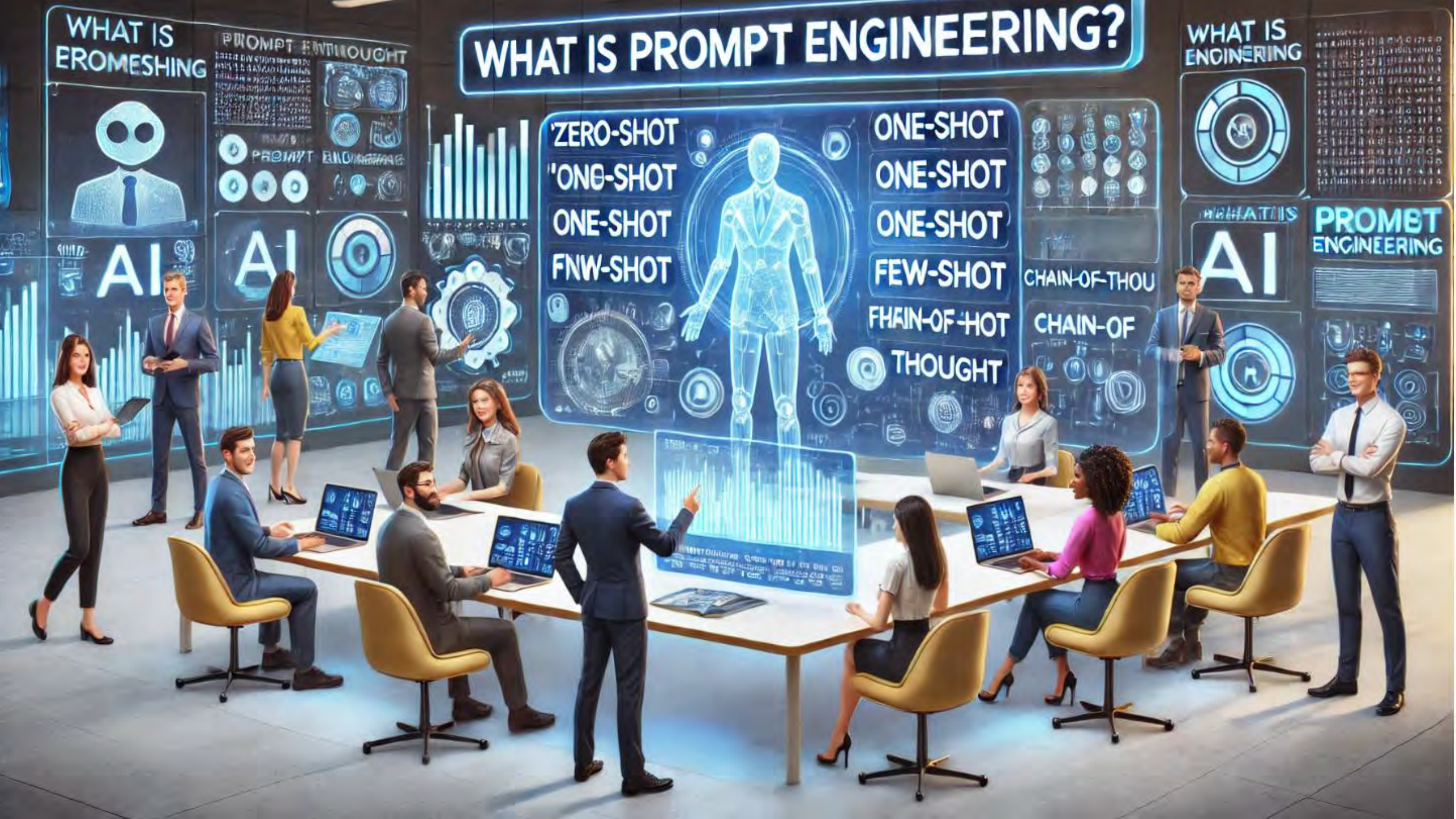
Source: AI Index, 2024 | Chart: 2024 AI Index report



Source: AI Index Report, 2024

https://aiindex.stanford.edu/

Co-Intelligence


WHAT IS PROMPT ENGINEERING?
WHAT IS EROMESHING
AI
AI
'ZERO-SHOT
"ONE-SHOT
ONE-SHOT
FNW-SHOT
ONE-SHOT
ONE-SHOT
ONE-SHOT
FEW-SHOT
FHAIN-OF-HOT
THOUGHT
CHAIN-OF-THOU
CHAIN-OF
WHAT IS
ENGINEERING
AI
PROMBT
ENGINEERING

	SPLIT	ASK CHATGPT TO DEBATE THE ANSWER IT JUST GAVE YOU.
	BIONIC	AFTER CHATGPT ANSWERS YOU, ASK IT TO BECOME SMARTER AND GIVE YOU A BETTER ANSWER.
	CONJURE	CHATGPT CAN CONJURE UP EINSTEIN OR JEFF BEZOS OR OTHERS TO OFFER ADVICE.
	TIME TRAVEL	ASK CHATGPT TO TRAVEL FROM THE FUTURE AND SAY WHAT WENT RIGHT OR WRONG WITH YOUR IDEA.
	MIMIC	INSERT A SHORT WRITING SAMPLE BEFORE YOUR PROMPT, THEN TELL CHATGPT TO WRITE IN YOUR VOICE.

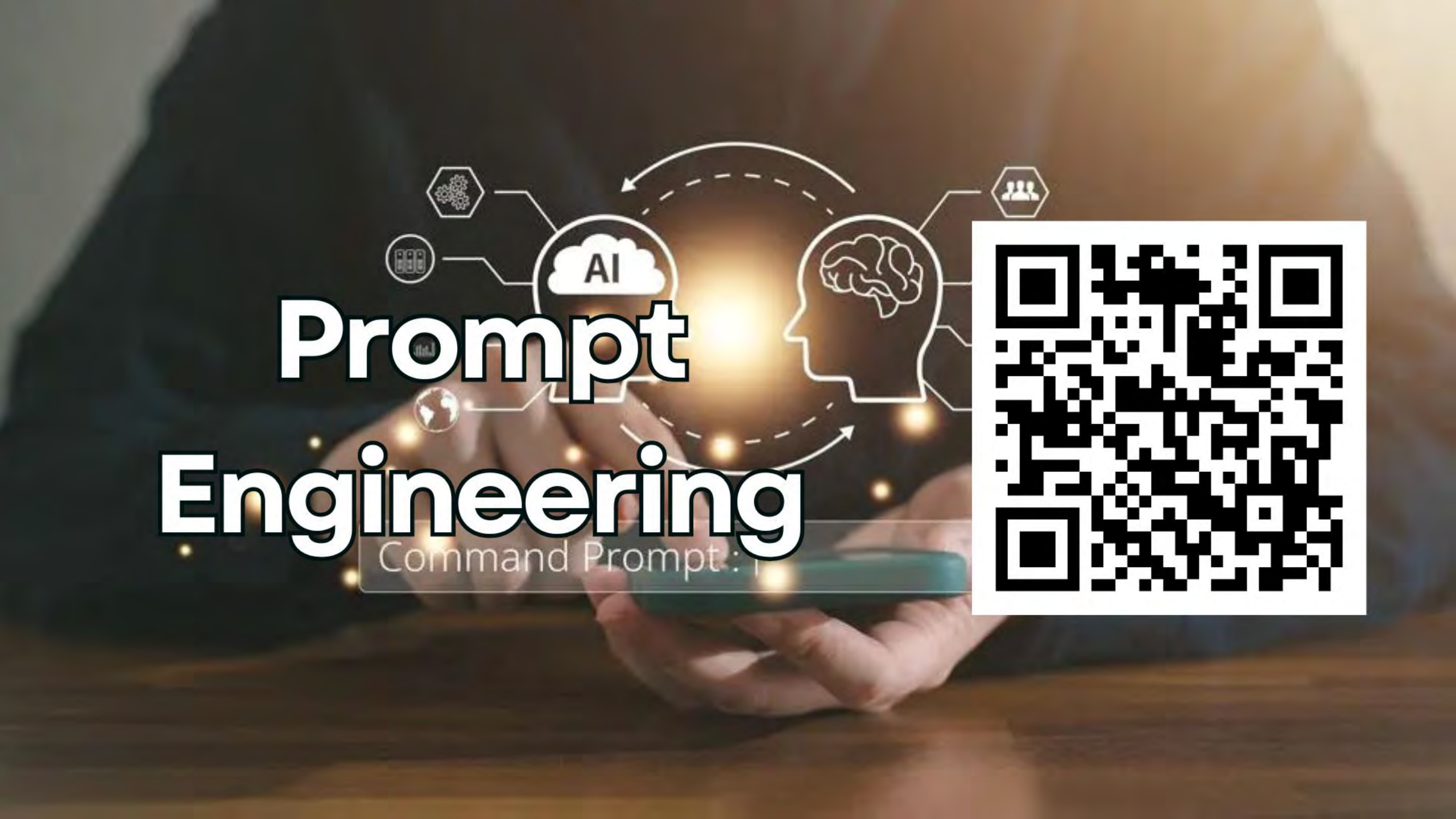
30,000+ PROFESSIONALS USE AI FOR WORK

ChatGPT Prompts to Get Work Done ☑

Sign Up for Free Access!

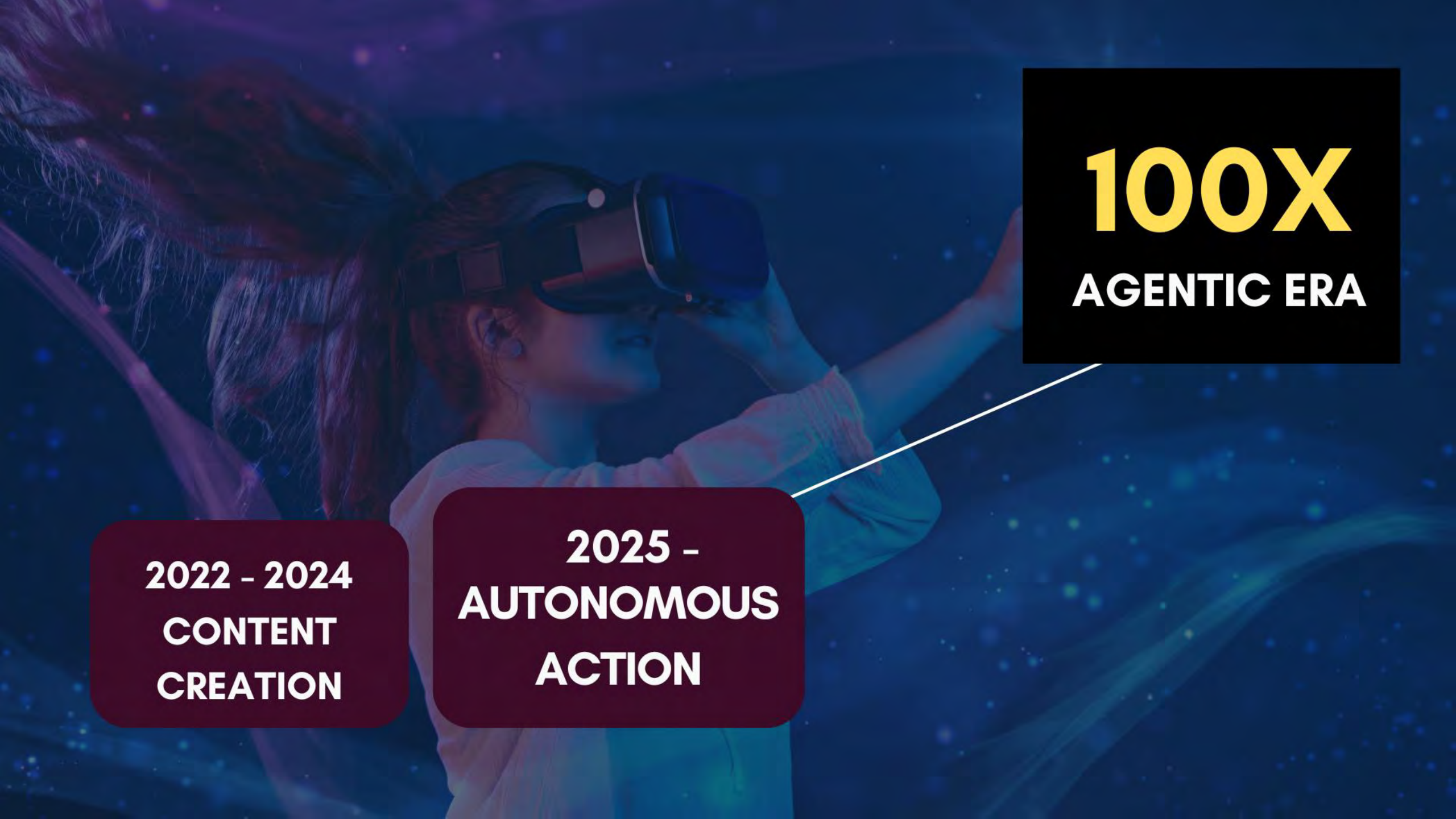
Select Your Department 👇

- Religious Services
- Executive Management
- Entrepreneur
- Personal Development
- Information Technology
- Finance
- Legal
- Human Resources
- Retail
- Education
- Creative
- Real Estate

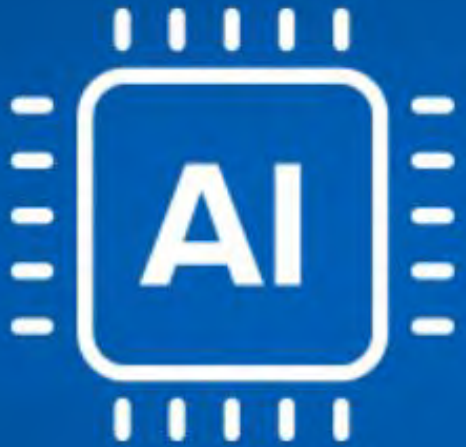


Prompt Engineering

AI
AGENTS

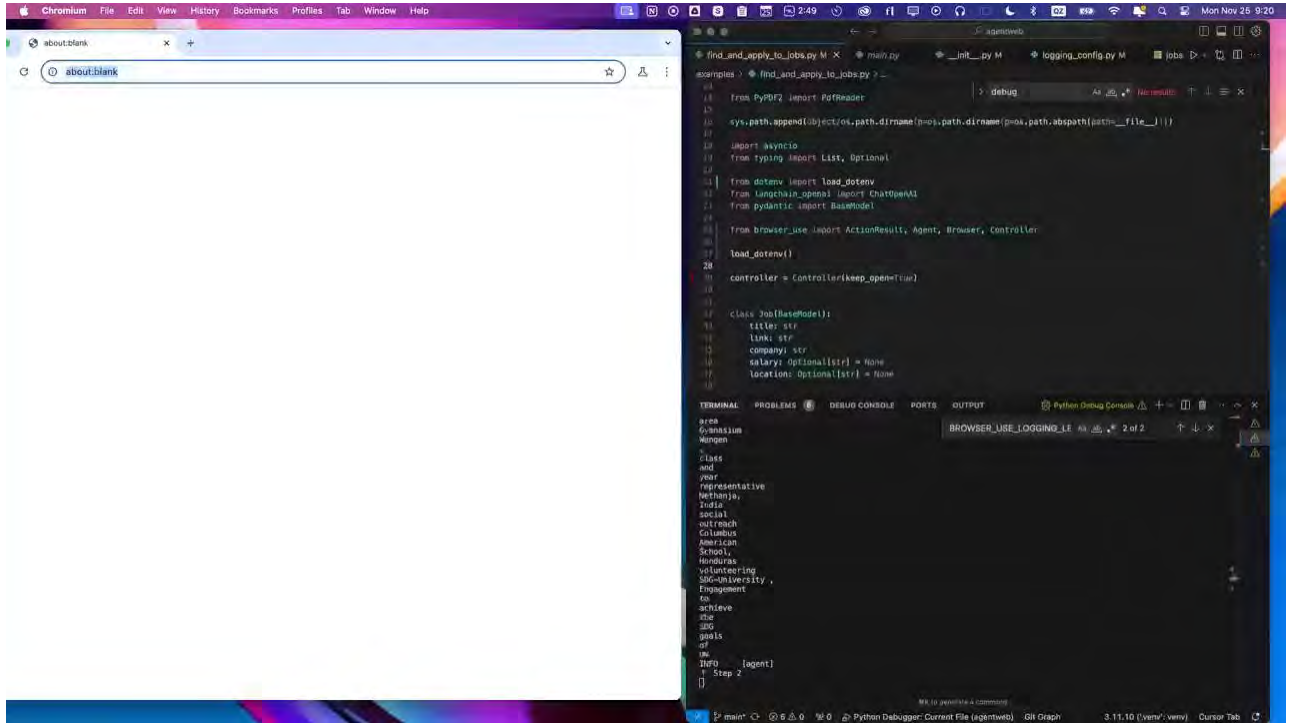

100X
AGENTIC ERA
2022 - 2024
CONTENT
CREATION
2025 -
AUTONOMOUS
ACTION

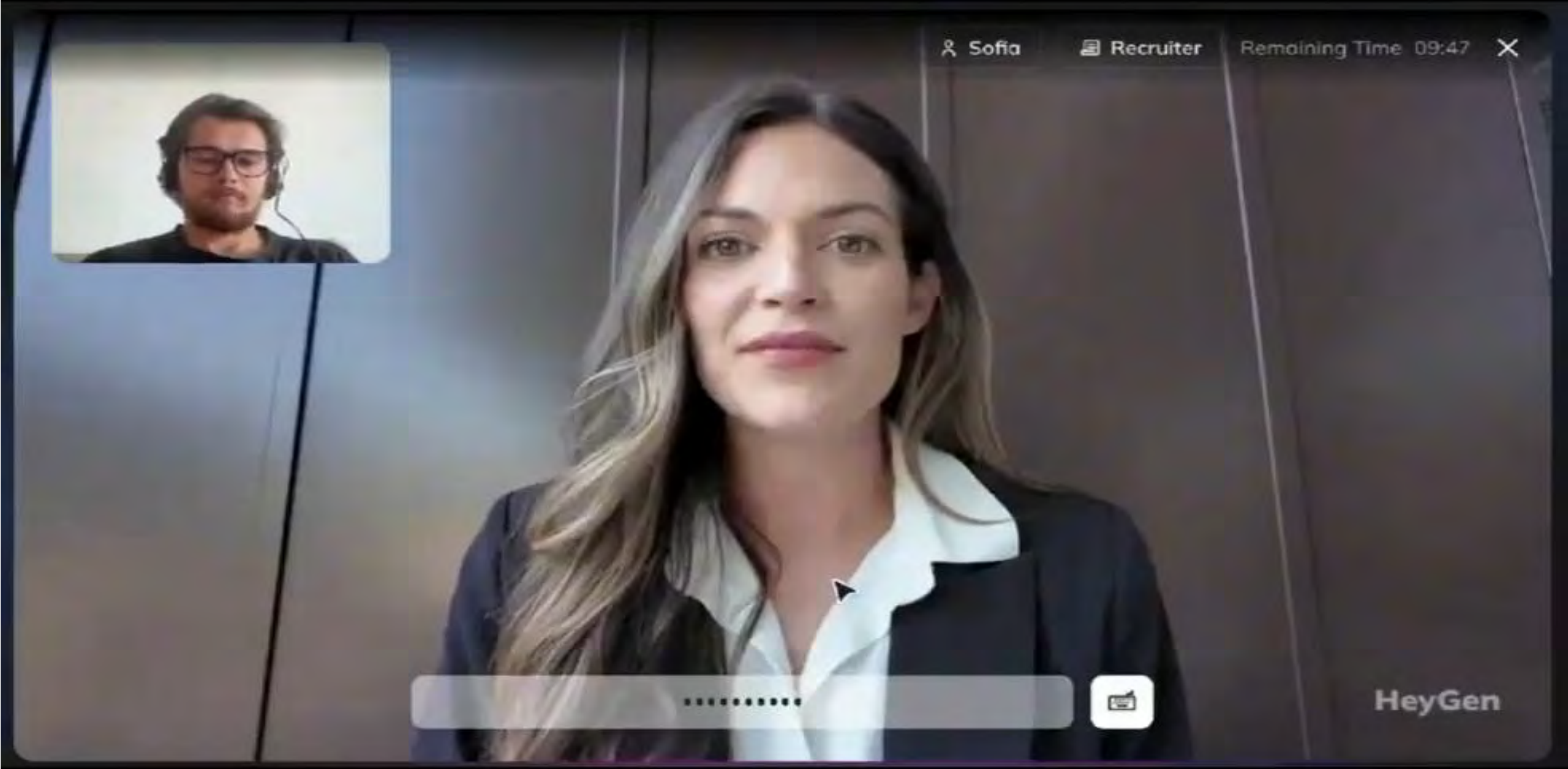
Everyday



Game-changing

NLPearl


Chromium File Edit View History Bookmarks Profiles Tab Window Help
Mon Nov 25 9:20
about:blank
about:blank
find_and_apply_to_jobs.py M
main.py
__init__.py M
logging_config.py M
jobs
examples > find_and_apply_to_jobs.py > ...
from PyPDF2 import PdfReader
sys.path.append(0bject(os.path.dirname(p=os.path.dirname(p=os.path.abspath(path=__file__)))))
import asyncio
from typing import List, Optional
from dotenv import load_dotenv
from langchain_openai import ChatOpenAI
from pydantic import BaseModel
from browser_use import ActionResult, Agent, Browser, Controller
load_dotenv()
controller = Controller(keep_open=True)
class Job(BaseModel):
title: str
link: str
company: str
salary: Optional[str] = None
location: Optional[str] = None
TERMINAL
PROBLEMS 6
DEBUG CONSOLE
PORTS
OUTPUT
Python Debug Console
BROWSER_USE_LOGGING_LE
2 of 2
area
Gymnasium
Wangen
class
and
year
representative
Nethanja,
India
social
outreach
Columbus
American
School,
Honduras
volunteering
SDG-University ,
Engagement
to
achieve
the
SDG
goals
of
UN.
INFO [agent]
Step 2
main*
Python Debugger: Current File (agentweb)
Git Graph
3.11.10 ('venv': venv)
Cursor Tab


Sofia
Recruiter
Remaining Time 09:47
HeyGen

manus

AI IRELAND

AI Enhanced
Collect
to Win!
Dell Technologies

Integrating AI into Your
Existing Workflows

THE BIG THING I LEARNED

750 Interviews

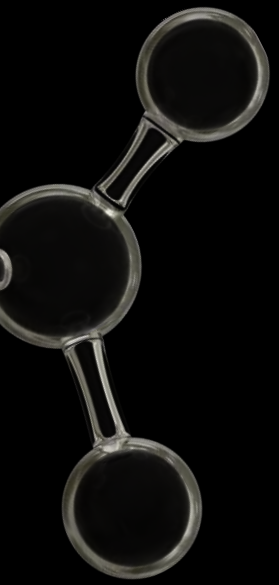
AI-FIRST BUSINESS

THE 5P METHODOLOGY

PEOPLE → Reduce manual, repetitive, digitilised tasks for improved productivity and employee engagement

PROCESS → More efficient back office, data insights: streamline ops and system-system communication

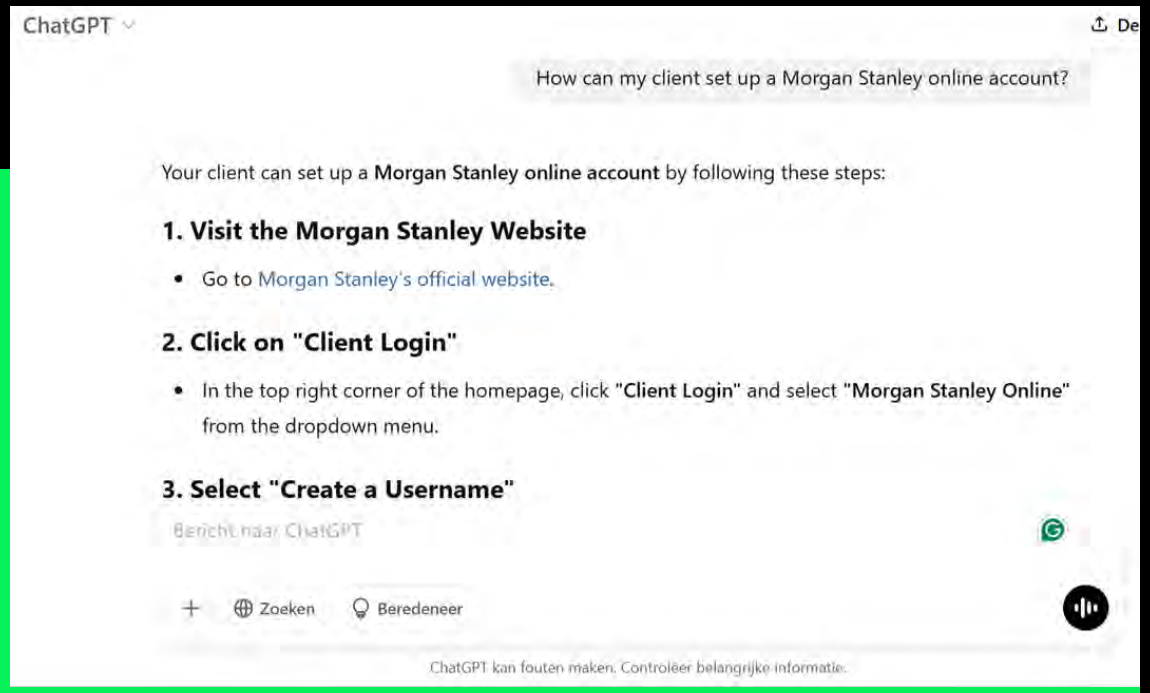
PRODUCT → Glow top-line and reinvent creatively despite ever-changing global business and market demands



PEOPLE

SUPERCHARGE YOUR
EMPLOYEES

Morgan Stanley



Every wealth manager has an answer bot

Bot has acces to 100s of thousends of pages of MS proprietary data; 300 front-line workers can leverage the most up to date info

Started with wealth managers and expending to augment all roles

PROCESS

SUPERCHARGE YOUR
OPERATIONS

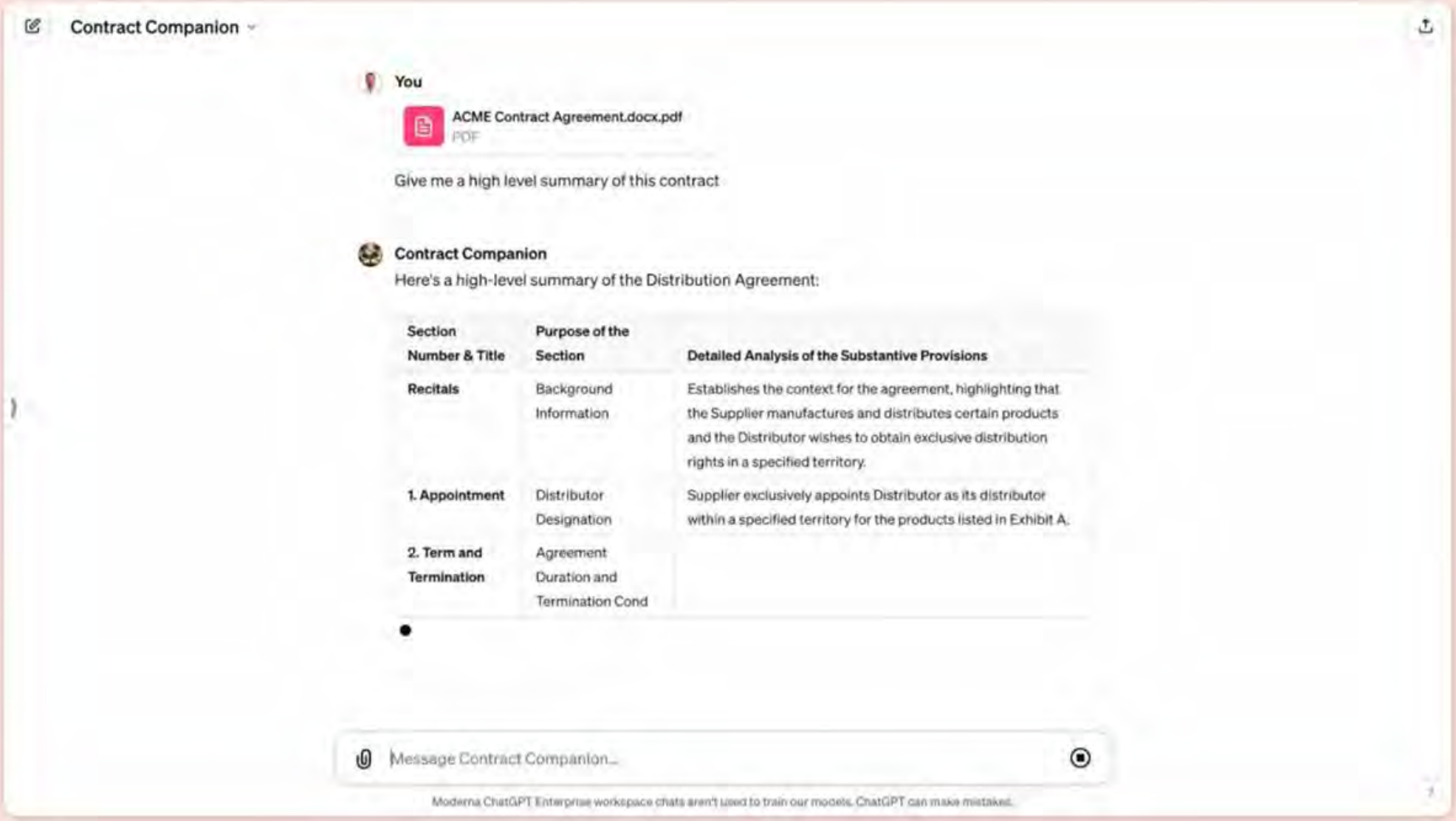
PACTUM

Walmart sets up 3-mo pilot for new AI negotiation

- 100 customers invited
- 89 accepted

20% target close
Closed deals with 68%

Result: avg savings 3%


Contract Companion
You
ACME Contract Agreement.docx.pdf
PDF
Give me a high level summary of this contract
Contract Companion
Here's a high-level summary of the Distribution Agreement:
Section Number & Title
Purpose of the Section
Detailed Analysis of the Substantive Provisions
Recitals
Background Information
Establishes the context for the agreement, highlighting that the Supplier manufactures and distributes certain products and the Distributor wishes to obtain exclusive distribution rights in a specified territory.
1. Appointment
Distributor Designation
Supplier exclusively appoints Distributor as its distributor within a specified territory for the products listed in Exhibit A.
2. Term and Termination
Agreement Duration and Termination Cond
Message Contract Companion...
Moderna ChatGPT Enterprise workspace chats aren't used to train our models. ChatGPT can make mistakes.

PRODUCT

SUPERCHARGE YOUR
SOLUTIONS

tax WORLD
CONNECT | LEARN | GROW

PEOPLE

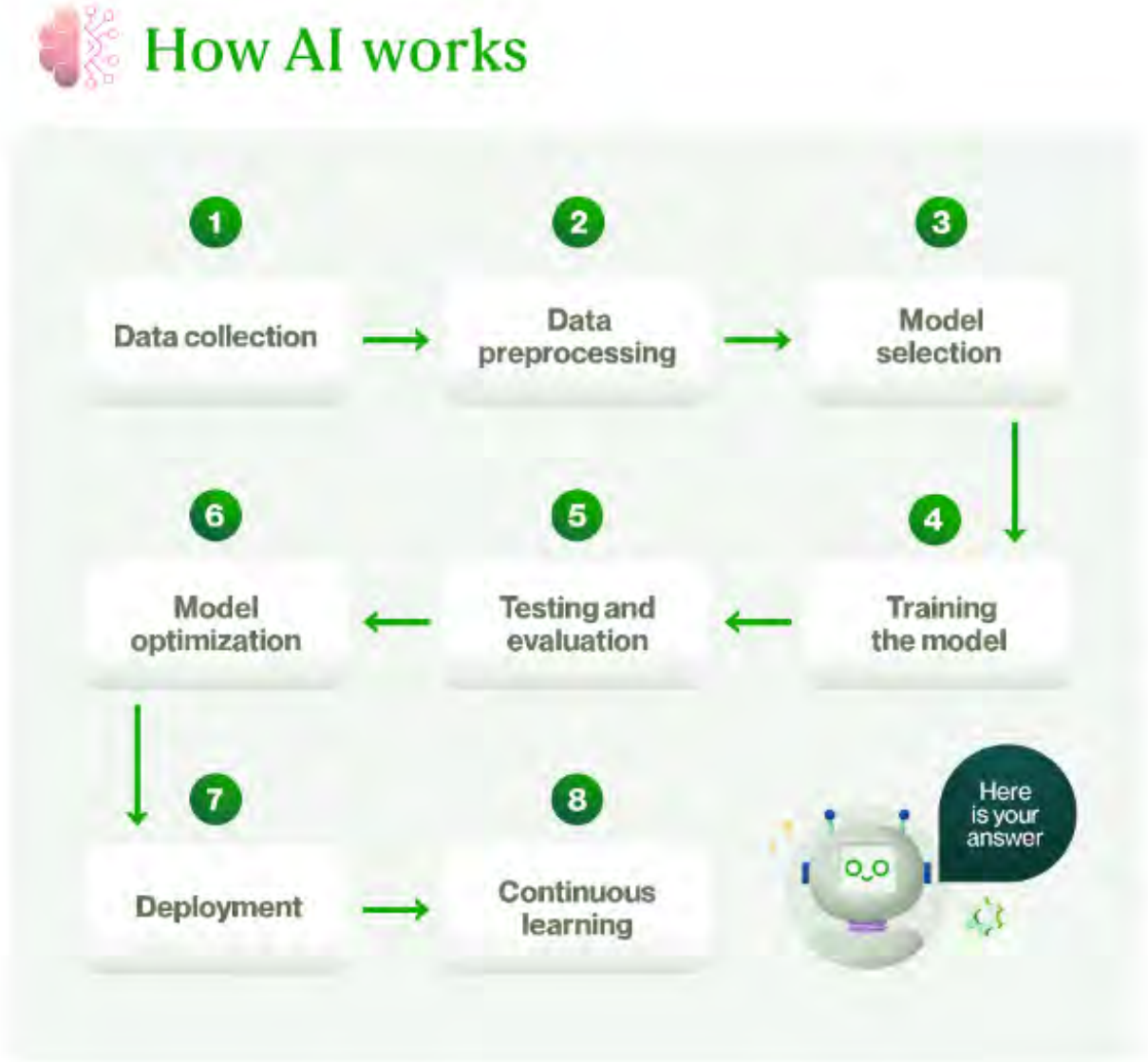
Finding information
Writing emails
Synthesizing reports
Fast data analysis
Digital twin
Meeting attendance
Personalised learning
Real-time translation
Smart Wellnes
Managerial training
Coding copilot

PROCESS

Invoice digitisation
Sales pipelines tracking
Headcount planning
Budget forecasting
Legal discovery
Resource allocation
Supply chain optimisation
fraud detection
Compliance monitor
Financial reporting

PRODUCT

Trend spotting
Brainstorming
Predictive analytics
Product design
Competitive intel
Dynamic Pricing
Hyper-personalisation
Auto product demos
Costume documentation
RLHF


How AI works
1
Data collection
2
Data preprocessing
3
Model selection
4
Training the model
5
Testing and evaluation
6
Model optimization
7
Deployment
8
Continuous learning
Here is your answer

Data is VIP

Benefits of Artificial Intelligence in Accounting

01 Streamline Data Entry & Analysis

02 Reduce Fraud

03 Procurement

04 AI Chatbots

05 Accurate Decision-Making

06 Improve Compliance

07 Effective Financial Planning

Software Suggest®

AI is Transforming Accountancy

AI's potential to automate tasks, improve accuracy, and provide valuable insights.

Focus on efficiency, cost savings, and enabling accountants to focus on strategic roles.

Emergence of "AI Agents" capable of autonomous task execution.

Integration with existing accounting software and ERP systems is key.

Auditoria.AI Raises $38M in Series B Funding to Usher Agentic AI Era for Enterprise Finance Teams ... [Read More]

AUDITORIA

Agentic TeamMates

Start Your AI Journey

Auditoria SmartBot solutions deploy AI Agents to transform finance operations by taking over mundane finance tasks such as managing your finance inbox, digitizing documents from the email inbox, and automatically sending communications and status notifications

Tasked with bringing artificial intelligence to your finance organization?

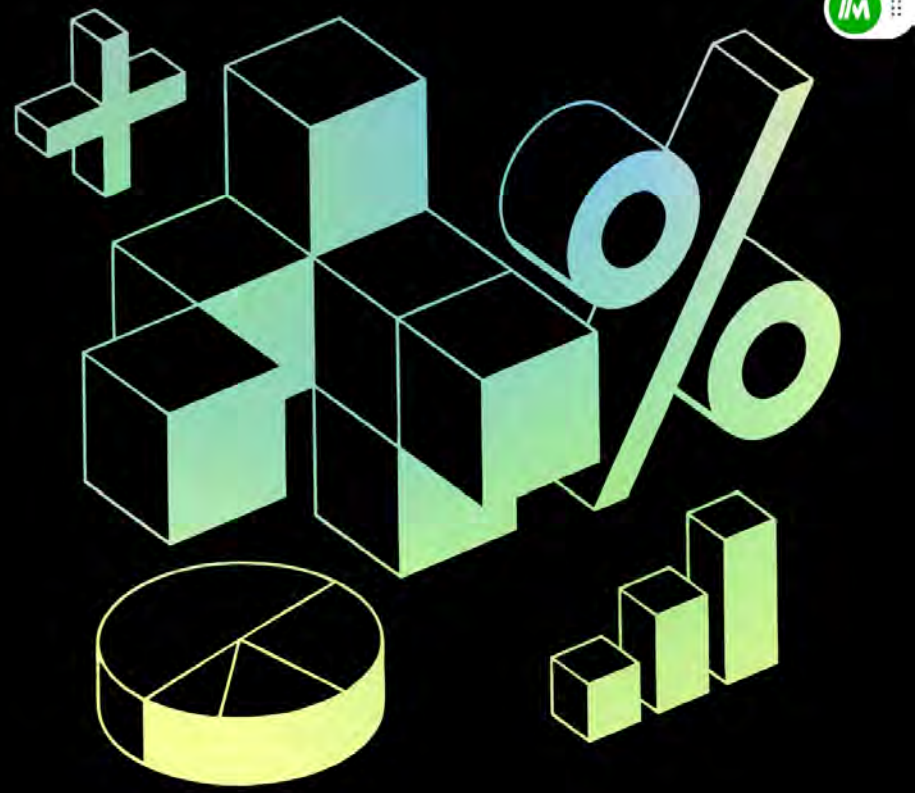
START HERE

Basis

About Security Blog Careers

AI agents built specifically for accountants

Join Waitlist



OUR INVESTORS

khosla ventures

Better Tomorrow Ventures

Nat Friedman & Daniel Gross

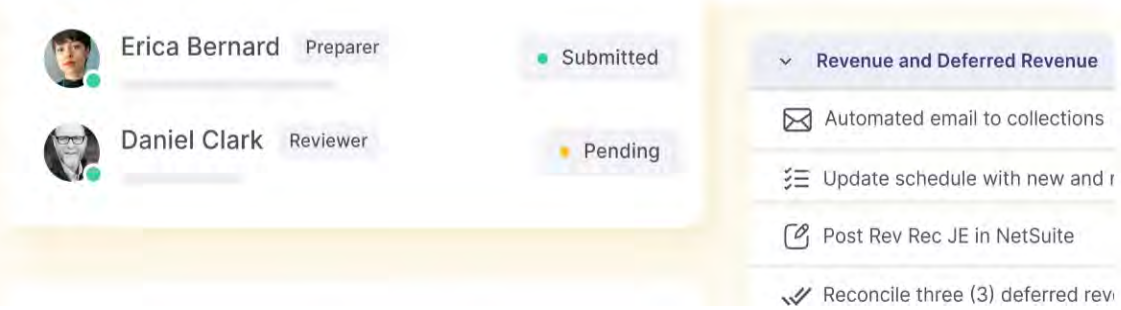
BOX GROUP

AVID

Audit-ready, accurate financials without the grind

Numeric acts as your AI-assistant across the entire accounting lifecycle, taking work like balance sheet recons and uncovering drivers of variance in flux analysis off your to-do list. Your lean team can spend less time on the manual, and more time on the impactful.

Schedule Demo Get started



Close Management

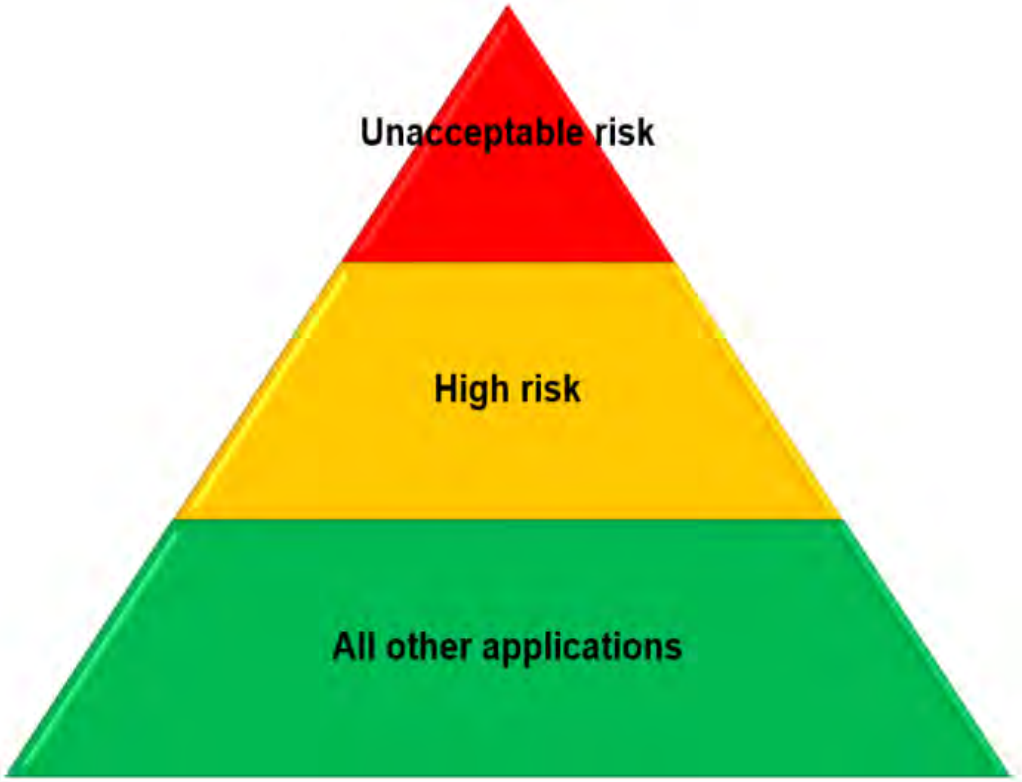
Organize your close, automate reconciliations,

it’s not just your strategy

It’s your costumers’ too.

AI IRELAND

Regulation: The EU AI Act



AI Bias – What Is It And How To Avoid It?

ChatGPT

Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →

Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests

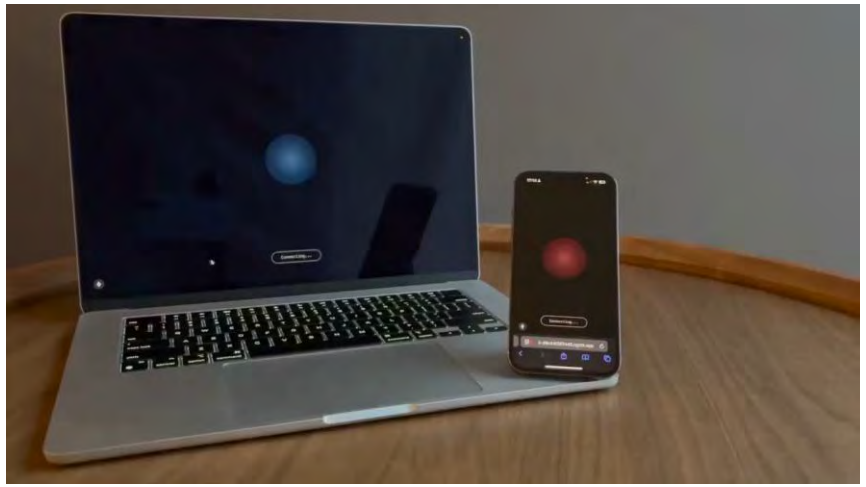
Limitations

May occasionally generate incorrect information

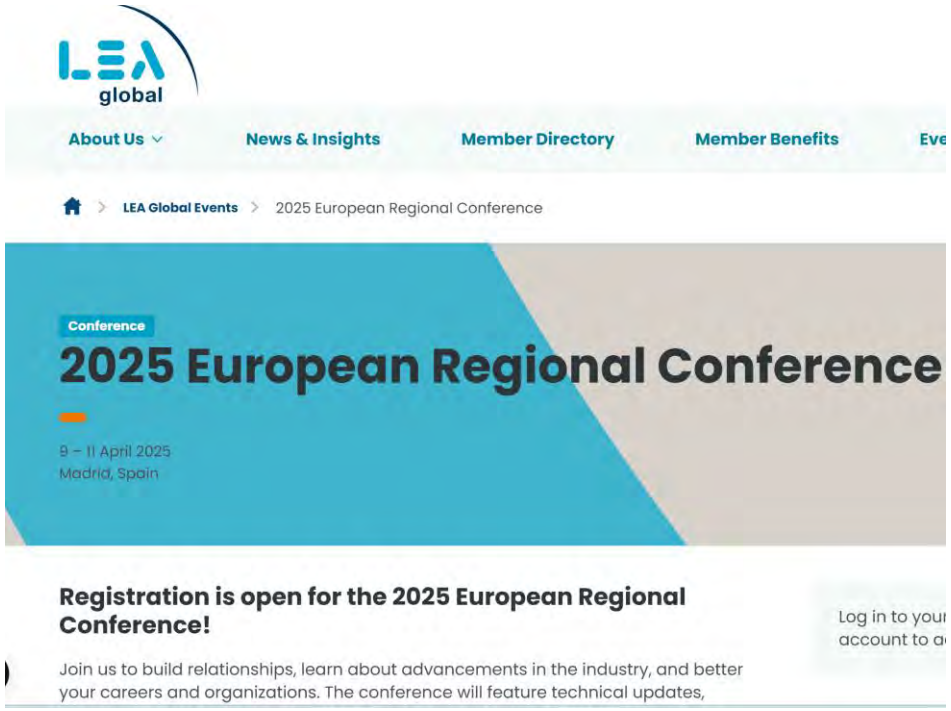
May occasionally produce harmful instructions or biased content

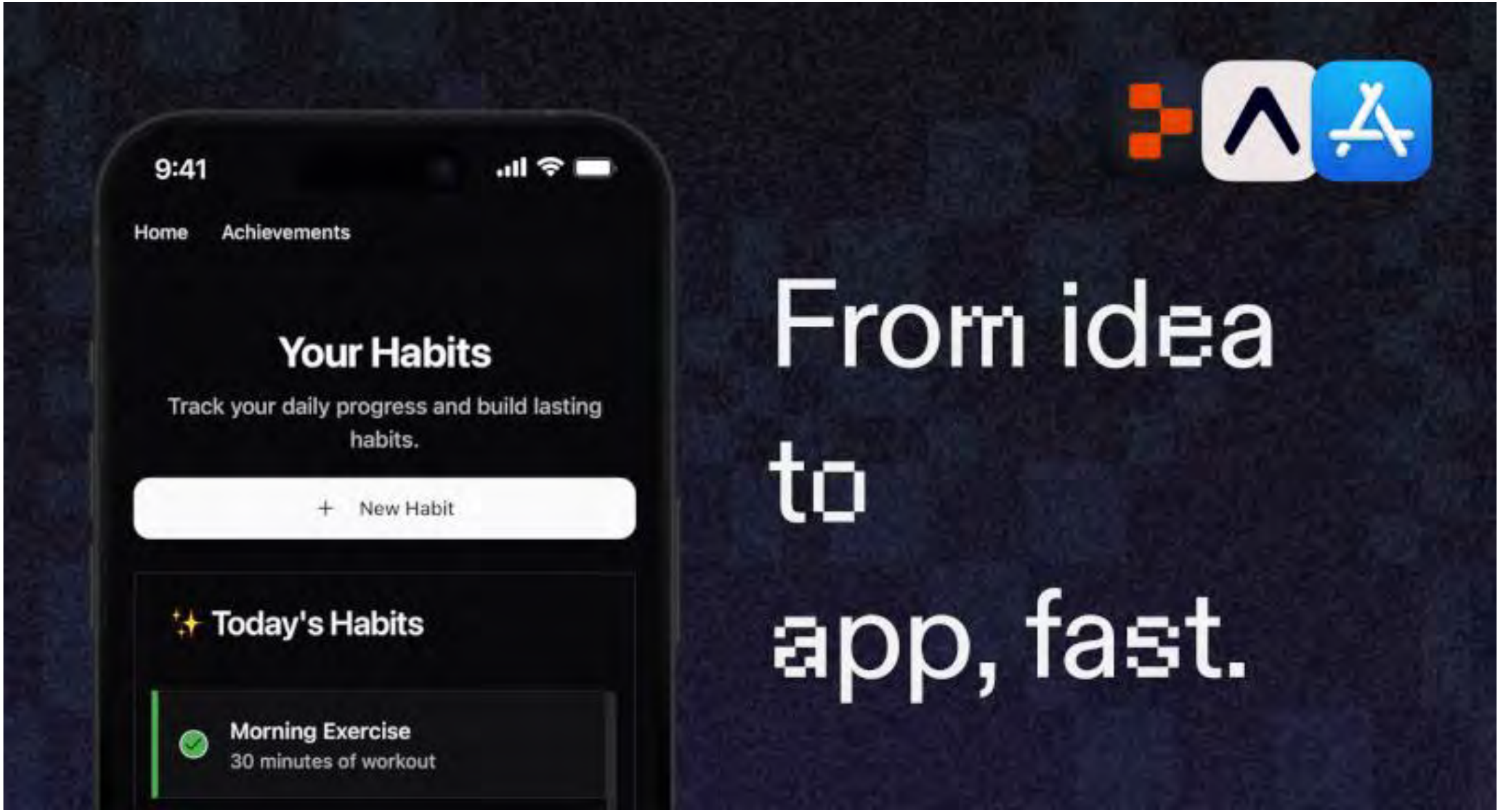
Limited knowledge of world and events after 2021

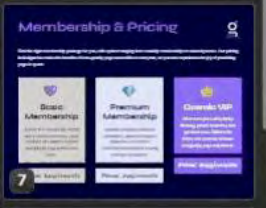
ADAPT FOR THE RATE OF CHANGE



LEA Global


LEA global
About Us
News & Insights
Member Directory
Member Benefits
LEA Global Events
2025 European Regional Conference
Conference
2025 European Regional Conference
9 – 11 April 2025
Madrid, Spain
Registration is open for the 2025 European Regional Conference!
Join us to build relationships, learn about advancements in the industry, and better your careers and organizations. The conference will feature technical updates,


9:41
Home
Achievements
Your Habits
Track your daily progress and build lasting habits.
+ New Habit
✨ Today's Habits
Morning Exercise
30 minutes of workout
From idea to app, fast.



How It Works

Virtual Reality Integration

Our studio is accessible via any VR headset, allowing you to fully immerse yourself in the zero-gravity environment.

Holographic Instructors

Live classes with experienced yoga instructors guide you through each pose.

Interactive Environment

Adjust gravity levels, change your surroundings, and interact with fellow yogis in real-time.

Breathtaking Views of the Cosmos

Review