

AI-Innovation Trip to Dublin

Immerse Yourself in Ireland's Booming Tech-scene!

Discover how your company can grow sustainably with the most modern AI strategies! Benefit from exclusive insights into Ireland's booming tech landscape. More than 16 of the 20 global technological global players have their European headquarters in Dublin and strongly influence the digital future.

Experience firsthand how global market leaders such as Microsoft, LinkedIn, and Salesforce work.

Gain an understanding of how their innovation processes and visions of the future can be applicable to your company to gain long-term market advantages and increase efficiency. Dive into the vibrant start-up hub of innovative companies in Europe's tech capital!

AI for Your Company's Growth: Real World Application (Workshop)

A practical use workshop gives you a perspective on successful strategies and valuable insights to push innovation in your company.

Agenda-Highlights

- **In-depth AI Knowledge & Ethics:** Extend your foundational knowledge and enhance AI competencies while including ethics in your decision making.
- **Sales, Customer Relationship & Market Insights:** Optimise your Sales processes, intensify your customer relationships and use AI to spot market trends and to execute competitive analyses.
- **Content-Creation, Data Analysis & Visualisation:** Utilize AI-Tools to create high-quality content and base your decision making on intelligent data analyses.
- **Effective Presentation & Prompting Technique:** Learn how to design compelling presentations and achieve the best results through precise prompts.

Results

Boost your competitiveness and efficiency, save time and resources through AI automation, and make strategic decisions based on precise data analysis. At the same time optimise your marketing strategies to address your target audience even more effectively.

Exclusive Advantages

Participants will receive a completion certificate as well as exclusive access to the newest AI-Toolkits. Everything is designed to allow you to put your newly acquired knowledge immediately into practice.

Take advantage of this unique opportunity! Strengthen your company's resilience and secure a long-lasting competitive advantage.



3 Day Innovation Trip to Dublin

13.10.26 – 15.10.26

*Draft Programme

Tuesday 13.10.26

10am-11am	Arrival to Dublin and transfer to Google <i>Google Building Gordon House, Barrow St, Dublin, D04 E5W5</i> (https://about.google/company-info/locations/)
11am - 12.30pm	Visit: Google (requested) Google's EMEA headquarters in Dublin is a major hub, with over 7,000 employees. The offices serve as the central hub for Europe, the Middle East, and Africa. The Dublin office is a critical centre for Google's engineering, sales, and admin teams.
12.30pm - 1.15pm	Lunch at Google (requested)
1.15pm – 1:30pm	Transfer to German-Irish Chamber of Commerce <i>5 Fitzwilliam Street Upper, Dublin 2, D02 YH95</i> (https://www.german-irish.ie/)
1:30pm – 2.15pm	Economic Briefing by David Parkmann, Head of DEInternational The AHK will give you a detailed overview of the key economic factors that are drivers for Ireland's dynamic tech scene and its rising economy
2.30pm – 4.30pm	Presentation by CK delta (requested) CK Delta offers AI-powered solutions that help enterprises increase efficiency and business growth. Its offerings range from agentic AI systems that automate complex

	workflows to intelligent decision support apps and end-to-end AI services that help companies accelerate their data and AI maturity.
4.30pm – 4:40pm	Walk to Hotel: Mespil Hotel 50-60 Mespil Rd, Dublin 4, D04 E7N2 (https://www.mespilhotel.com/)
4:40pm – 5:30pm	Check-in
5:30pm – 6pm	Transfer to the Restaurant Restaurant: The Church Jervis St, North City, Dublin 1, D01 YX64 (https://www.thechurch.ie/)
6pm – 8pm	Networking-Dinner with invited guests from the AHK Ireland
After 8pm	Return to Hotel

Tuesday 14.10.26

8:30am – 8:45am	Walk to the AHK Ireland 5 Fitzwilliam Street Upper, Dublin 2, D02 YH95 (https://www.german-irish.ie/)
8:45am – 9am	Welcome, tea and coffee
9am – 12:30pm	Workshop with Mark Kelly from AI Ireland (https://aiireland.ie/) This intense workshop will teach participants the know-how to utilize AI for your business growth. In this half-day event, participants will deepen their existing AI knowledge, explore practical applications in sales, marketing, and data analysis, and gain insights into key AI regulations and frameworks.
12:30pm – 12:45pm	Walk to LinkedIn Wilton Pl, Dublin (https://www.linkedin.com)
12:45pm – 1:30pm	Welcome and Lunch at LinkedIn (requested)
1:30pm – 3:30pm	Visit: LinkedIn (requested) LinkedIn connects more than 900 million professionals and companies. The platform offers a wide range of features for recruiting, networking, and content marketing, and is increasingly leveraging artificial intelligence (AI) to enhance the user experience.
3:30pm – 3:45pm	Walk back to hotel
3.45pm – 4.45pm	Drop off laptops, refresh for dinner.
4.45pm – 5pm	Walk to the Restaurant Restaurant: FX Buckleys 1A Pembroke Street Lower, Dublin 2, D02 TF61

	(https://www.thebuckleycollection.ie/pembroke-street)
5pm – 6:30pm	Networking-Dinner with invited guests from the AHK Ireland
After 8pm	Walk back to the hotel

Thursday 15.10.26

Until 9am	Check-out
9am – 9:30am	Transport to the HubSpot (requested) <i>Ground Floor, Two Dockland Central, Guild St, North Wall, Dublin, D01 K2C5</i> (https://www.gec.ie/)
9:30am – 11am	Visit: HubSpot (requested) HubSpot's Dublin office serves as the company's EMEA headquarters and is a key hub for its global operations. HubSpot is a leading customer relationship management (CRM) platform, providing software and support to help businesses grow through marketing, sales, and customer service tools. The Dublin office brings together teams across sales, customer success, and operations, supporting clients across Europe, the Middle East, and Africa.
11am – 11:45am	Transport to SAP (requested) <i>Waterside Citywest Business Campus, Kingswood Ave, Citywest Business Campus, Saggart, Co. Dublin</i> (https://www.sap.com/uk/index.html)
11:45am – 1.30pm	Visit: SAP (requested) SAP is a global leader in enterprise software and is driving innovation in the field of artificial intelligence (AI), particularly in Ireland. At its Dublin site, SAP operates one of its key research and development centres for AI-powered solutions. Here, intelligent technologies are developed that enable companies to make data-driven decisions and automate their business processes, from finance and logistics to human resources.
1.30pm – 2.15pm	Lunch at SAP (requested)
2.15pm – 3pm	Transport with the coach to the airport
	Return flights

*subject to change