



SOCIETY OF INDEPENDENT SHOW ORGANIZERS

Innovation in Action

AI Ignition: Igniting In-Person Events, Redefining ROI, and Unlocking Exponential Value

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What is the goal?







A photograph of a yellow ceramic mug filled with dark coffee, a silver pen, and a white paper napkin with a blue-inked quote. The items are arranged on a rustic wooden surface with patches of blue paint. The quote is written in a classic serif font and reads: "If you change nothing, nothing will change".

If you
change
nothing,
nothing
will change

“

Speed is not preordained. Speed is a choice. You've got to set up a culture that has urgency and actually wants to experiment. You've got to be doing it all the time.”

Andy Jassy, CEO, Amazon.com, Inc.

re:Invent keynote, 2020



Ai

Changes

Everything

GOING LONG ON MACHINE LEARNING

How AWS and the NFL teamed up
to transform a 100-year-old league





B

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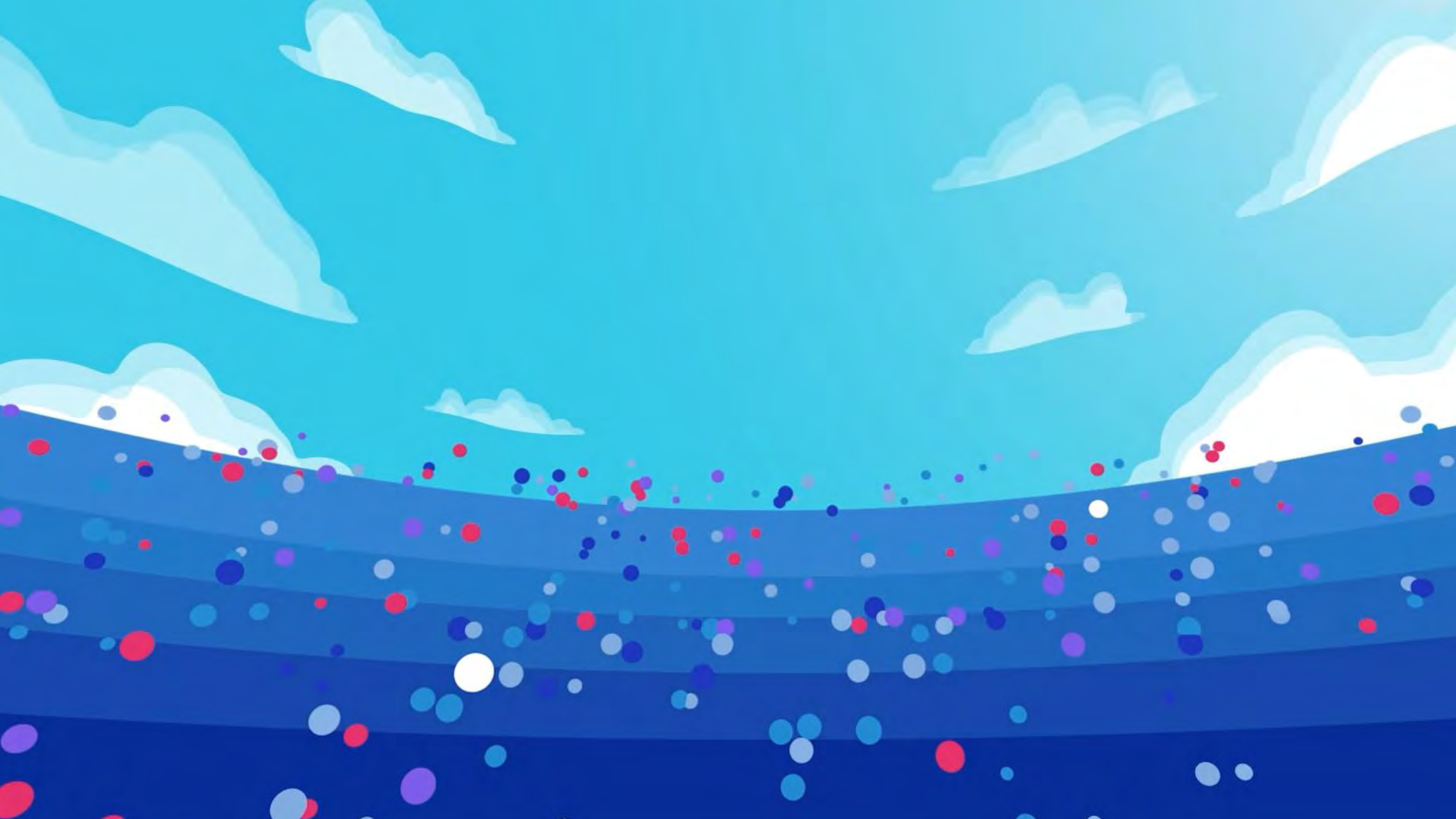
C

BAL



272 games,
1 quadrillion possibilities.

JAX



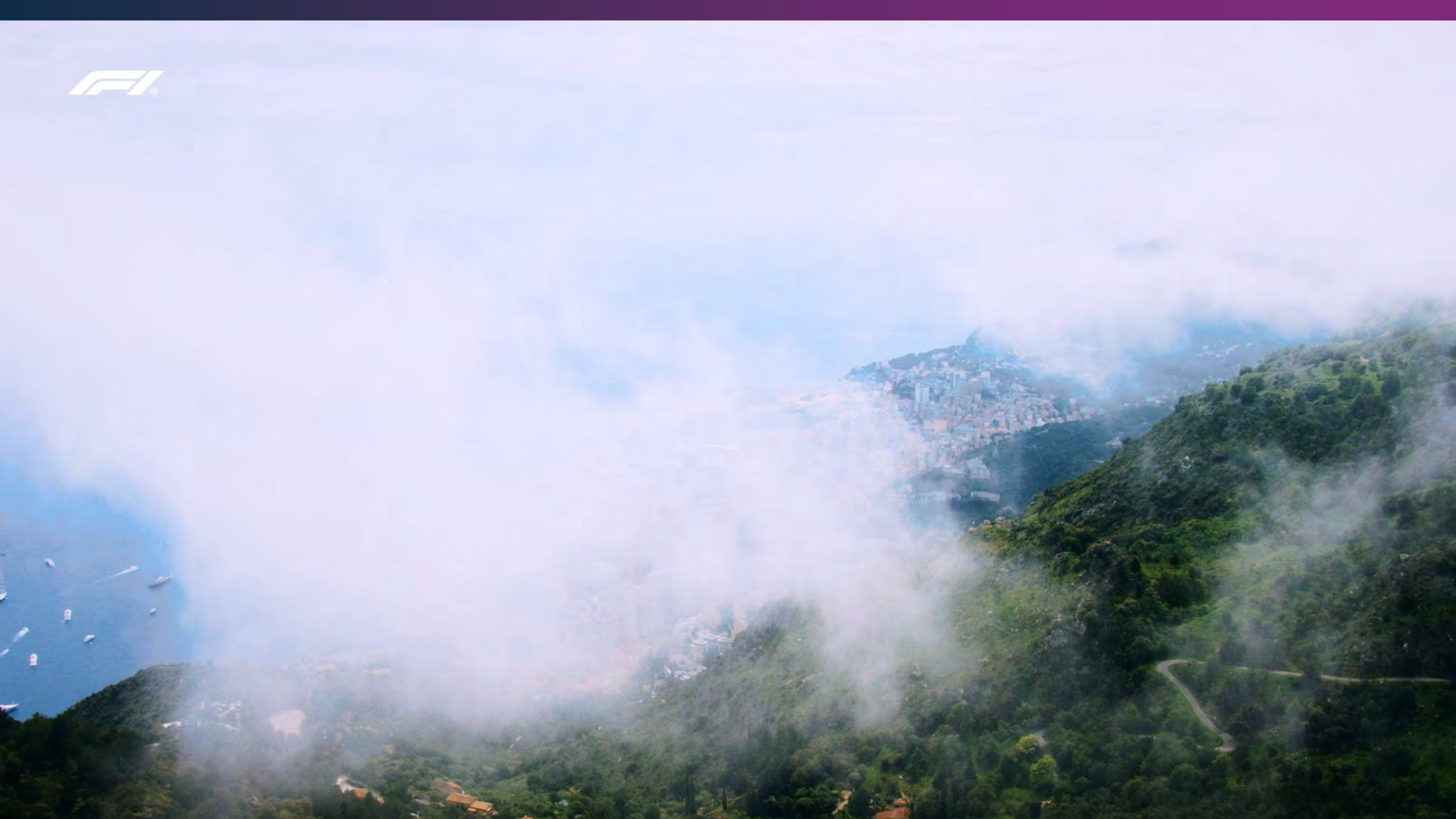
Creating business value with AI agents

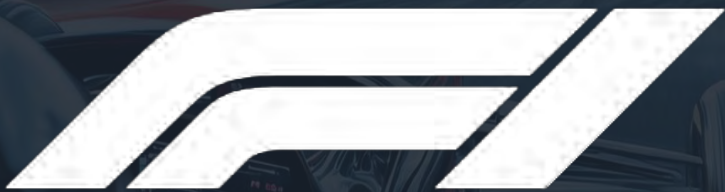
Workplace productivity agents

67% ↓

In new hire training time







Reduced incident resolution
time by

86%

from weeks to minutes



Data is your Differentiator





Official Cloud Provider of the PGA TOUR



GLOBAL AI SUMMIT 2026

- PIONEERING INTELLIGENCE

KIAWAH ISLAND, SOUTH CAROLINA

GLOBAL AI SUMMIT 2026



AI and Mars Ecosystems



Pick your favorite AI Assistant

(Claude, Grok, Gemini, Perplexity.AI, OpenAI, Copilot)

Give me a random number
between 1 and 25



Think bigger

Start small

Scale fast



Ben Schreiner – Head of AI and Modern Data Strategy BD



Connect on LinkedIn

NFL boosts productivity and improves the fan experience with generative AI



NEXT GEN STATS

Next Gen Stats Search:

Tool that **quickly surfaces historical play details**

NFL Archive Media:

Upscale and preserve historic game footage

NFL Media:

AI-powered knowledge base that answers technical documentation and production guidelines queries