

on {ai}r

**Join
666 people
and learn about AI
in 32 online sessions**

1 Sept - 5 Oct

Swiss {ai} Weeks

In cooperation with Wildcard Media



AI insights for the public

Wie funktionieren Large Language Models und welche Rolle spielt dabei digitale Souveränität?

Referat + Q&A (DE)

Prof. Matthias Stürmer
Berner Fachhochschule

1 SEPT 2025

9:00 - 10:00 | Zoom



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AI insights for the public

1 SEPT 2025

16:00-16:45 | EN

 Live on Zoom

 **Digital Leverage**
 **cuemarc**

Cuemarc & Digital Leverage

**Ranking in AI Search: Observations
on the future of search and brand
perception**

Speakers:

Marco Schlauri | Pamela Gottsponer

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1 SEPT 2025

17:00-17:45 | EN

 Live on Zoom

**VON
PEACH**

Von Peach

No Robots Were Harmed: Using AI to Bring Back the Soul of Corporate Creativity

Speakers:

Yentl Spiteri | Michela Bevivino

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AI insights for the public

2 SEPT 2025

11:30-12:15 | DE

 Live on Zoom



inovio

KI-Strategie leicht gemacht: Erstelle Deine eigene KI-Strategie

Speakers:

Seline Aldridge | Anouk Marniku | Tobias Läderach

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AI insights for the public

3 SEPT 2025

8:00-9:00 | DE

 Live on Zoom



maz — Die Schweizer Journalistenschule

KI-Fakes enttarnen — Faktencheck in Echtzeit

Speaker:

Reto Vogt

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AI insights for the public

3 SEPT 2025

11:00-11:45 | EN

 Live on Zoom

CAMUNDA

Camunda

Explainable, Maintainable, Scalable: AI Agents for the Real World

Speaker:

Niall Deehan

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3 SEPT 2025

15:30-17:00 | EN

 Live on Zoom

EPFL

EPFL School of Computer and Communication Sciences

AI Product Management Workshop

Speaker:

Dr. Amin Kaboli

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AI insights for the public

4 SEPT 2025

11:00-12:00 | DE

 Live on Zoom



maz — Die Schweizer Journalistenschule

From SEO to GEO — Sichtbarkeit in der KI-Suche sichern

Speakers:

Reto Vogt | Norman Irion

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AI insights for the public

5 SEPT 2025

10:00-11:00 | DE

 Live on Zoom



SAPIENTROQ

**Automatisieren mit KI — Effizienz im
Zusammenspiel mit Ihrer Business-
Software**

Speaker:

Roland Kurmann

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AI insights for the public

8 SEPT 2025

10:00-10:45 | DE

 Live on Zoom

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Finnova

**Effizienter beraten mit KI: Wie Unternehmen
KI nutzen, um Mitarbeitende zu entlasten
und Kunden besser zu verstehen**

Speakers:

Samuel Scheidegger | Dr. Ante Plazibat

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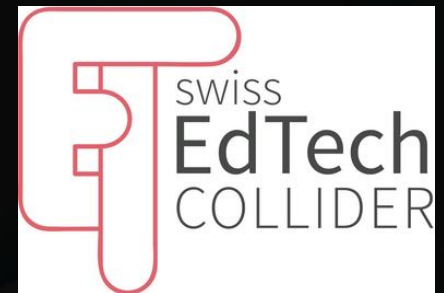
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AI insights for the public

9 SEPT 2025

10:00-10:45 | FR

 Live on Zoom



Swiss National EdTech Testbed

**Découvrir des outils
pédagogiques basés sur l'IA**

Speaker:

Sophia Reyes Mury

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AI insights for the public

10 SEPT 2025

17:00-17:45 | DE

 Live on Zoom



ICT Berufsbildung
Formation professionnelle
Formazione professionale

ICT-Berufsbildung Schweiz

Uni vs. Berufslehre: Welche Skills gewinnen im KI-Zeitalter?

Speakers:

Tobias Habegger | Dietmar Eglseider | TBA

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AI insights for the public

11 SEPT 2025

13:00-14:00 | EN

 Live on Zoom



Artifact SA

Scaling (Gen)AI for Real Impact — Lessons From the Front Lines

Speakers:

Michael Wegmüller (Artifact) Stefan Ravizza (Artifact) Paul Meyrat (Stadt Zürich) Pascal Simon (Viseca) Dennis Meier (UBS) Robin Kaufmann (IKEA)

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12 SEPT 2025

11:00-11:45 | DE

 Live on Zoom



Connect AI

Connect AI

aeberli

**KI, aber sicher: Wie sensible
Branchen KI nutzen, ohne Daten
preiszugeben**

Speakers:

Ali Soy | Roman Wey

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AI insights for the public

15 SEPT 2025

16:00-17:00 | EN

 Live on Zoom

LEXR

LEXR Law Switzerland AG

Minimizing regulatory friction when designing Health AI solutions

Speakers:

Thomas Kuster | Aengus O'Donoghue

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AI insights for the public

17 SEPT 2025

11:00-11:45 | DE

 Live on Zoom

digitalTM
republic



Connect AI

Connect AI

The end of hold music: AI and the future of Customer Service

Speakers:

Matthias Zwingli | Patrick Schenk

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AI insights for the public

19 SEPT 2025

11:00-11:45 | EN

 Live on Zoom

BEGASOFT 
Digitale Lösungen

BEGASOFT AG

Multi-agent systems hands-on - confidently controlling AI with Brandbot

Speakers:

BEGASOFT AI Team

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19 SEPT 2025

16:00-16:45 | EN

 Live on Zoom

The Applied AI Community



A short Introduction to Agents, Tools, and MCP

Speaker:

Patrick Rotzetter

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22 SEPT 2025

13:30-14:15 | DE

 Live on Zoom

Feinheit

Feinheit AG

Generative Exposure Radar

Speaker:

Moritz Friess

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23 SEPT 2025

12:15-13:00 | DE

 Live on Zoom

BEGASOFT 
Digitale Lösungen

BEGASOFT AG

Legal Empowerment in Action: Community Build mit Live- Umsetzung

Speakers:

David Balmer | Fabiola Studer

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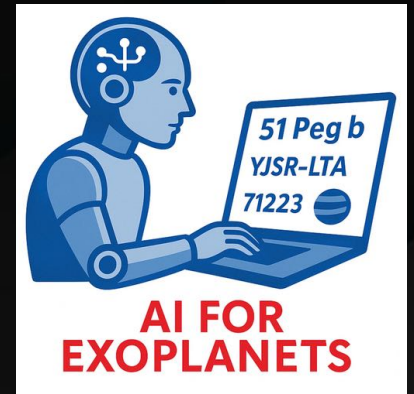
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23 SEPT 2025

14:00-15:00 | EN

 Live on Zoom

ai4exoplanets research group



Towards the discovery of other Earths: the role of AI

Speakers:

Prof. Yann Alibert | Sara Marques

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24 SEPT 2025

13:30-14:15 | EN

 Live on Zoom

 **HotellerieSuisse**

HotellerieSuisse

Digitally Human: Ethics and Empathy in AI-Driven Hospitality

Speaker:

Karthik Muralidharan

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24 SEPT 2025

18:30-19:15 | EN

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Coding with AI: What You Need to Learn, Unlearn, and Rethink

Speaker:

Joël Bez

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25 SEPT 2025

12:00-13:00 | EN

 Live on Zoom

Stratedge
Your leadership engine

Stratedge

From risk to edge: How SMEs can turn ethical AI into advantage

Speakers:

Lucia Italiano | Caroline Perriard | Elio Abi Karam

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26 SEPT 2025

12:15-13:00 | EN

 Live on Zoom



Regulatory Thinking® **POWERWORKSHOP I: AI Reality Check — HealthTech Use & Misuse**

Speaker:

Dr. Dietmar Schaffarczyk

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26 SEPT 2025

14:00-16:00 | EN

 Live on Zoom



Ateleris

AI for Space - Lifting Off with AI: From Earth to Space

Speaker:

TBA

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26 SEPT 2025

17:30-18:00 | IT

 Live on Zoom



Open-X SAGL

“Sole” Shines in Ticino: How AI Is Transforming Tourism Engagement

Speaker:

Dr. Gabriele Petino

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AI insights for the public

29 SEPT 2025

12:15-13:00 | EN

 Live on Zoom



Regulatory Thinking® **POWERWORKSHOP II: AI Reality Check — HealthTech Use & Misuse**

Speaker:

Dr. Dietmar Schaffarczyk

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29 SEPT 2025

14:00-15:00 | DE

 Live on Zoom

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Das Skalierungs-Dilemma: Physikalische und konzeptionelle Grenzen des Transformer-Paradigmas — LLMs in der Sackgasse

Speaker:

Martin Biehler

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1 OCT 2025

14:00-14:45 | EN

 Live on Zoom

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A(I)doption Organizational Challenges in GenAI Implementation and How We Deal With It

Speaker:

Sascha Justl

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AI insights for the public

2 OCT 2025

12:15-13:00 | EN

 Live on Zoom



Regulatory Thinking® **POWERWORKSHOP III:** **AI Reality Check — HealthTech Use & Misuse**

Speaker:

Dr. Dietmar Schaffarczyk

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3 OCT 2025

9:00-9:45 | EN

 Live on Zoom

Holoai | Zürich Tourismus



From Content to Companions: Travel Guidance with AI

Speakers:

Darius Barmettler | Pascal Schwager