

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.

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3-day Innovation Trip
17.02.26 – 19.02.26

Preliminary program, subject to change*

Tuesday, 17.02.26

11:15am	Flight to Dublin
12:00pm	Pick-up from the airport and transfer to Guinness Enterprise Centre
12:45pm – 1:30pm	Welcoming and Lunch in the Guinness Enterprise Centre (requested) <i>Taylor's Ln, The Liberties, Dublin 8, D08 YPP9 (https://www.gec.ie/)</i>
1:30pm – 3:30pm	Visit: The Guinness Enterprise Centre (requested) The Guinness Enterprise Centre (GEC) is a leading start-up hub in Dublin, Ireland. It offers access to investors, mentoring, and resources tailored to early-stage businesses. The hub supports entrepreneurs across many sectors, including tech, life sciences, and creative industries. Through its global network, the GEC connects start-ups to international opportunities and growth.
3:30pm – 4:00pm	Transport to the AHK Ireland <i>5 Fitzwilliam Street Upper, Dublin 2, D02 YH95, (https://www.german-irish.ie/)</i>
4:00pm – 4:30pm	Economic Briefing by David Parkmann, Head of DEInternational

Deutsch-Irische Industrie- und Handelskammer
German-Irish Chamber of Industry & Commerce

5 Fitzwilliam Street Upper, Dublin 2, D02YH95

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	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
4:30pm – 4:40pm	Walk to the Hotel Suggested Hotel: Mespil Hotel 50-60 Mespil Rd, Dublin 4, D04 E7N2 (https://www.mespilhotel.com/)
4:40pm – 6:00pm	Check-in
6:00pm – 6:10pm	Walk to the Restaurant Restaurant: Searsons (TBC) 42-44 Baggot Street Upper, Dublin 4, D04 V210 (https://searsonsbar.ie/)
6:10pm – 8:00pm	Networking-Dinner with invited guests from the AHK Ireland
After 8:00pm	Walk back to the hotel

Wednesday, 18.02.26

8:00am – 8:15am	Walk to the AHK Ireland 5 Fitzwilliam Street Upper, Dublin 2, D02 YH95 (https://www.german-irish.ie/)
8:15am – 8:30am	Welcome, tea and coffee
8:30am – 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.
12:45pm – 12:55pm	Walk to LinkedIn Wilton Pl, Dublin (https://www.linkedin.com)
1:00pm – 2:00pm	Welcome and Lunch at LinkedIn (requested)
2:00pm – 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 – 3:55pm	Walk to Qualtrics (requested) Costello House, 1 Clarendon Row, Dublin 2, D02 TA43 (https://www.qualtrics.com/)
4:00pm – 6:00pm	Visit: Qualtrics (requested) Qualtrics is an experience management company that provides a powerful software platform for Experience Management. The XM Platform enables companies to collect and analyse experience data, such as customer and employee beliefs, emotions, and

	<p>sentiments—and to derive actionable insights to optimise the four key areas of experience: customer, employee, product, and brand.</p> <p>Qualtrics experts will show you how to use the Qualtrics platform to close experience gaps for clients and employees. Learn more about the XM category, how AI is already shaping the future of experience management, and which industry-specific use cases the platform can offer your business.</p>
6:00pm – 6:05pm	<p>Walk to the Restaurant</p> <p>Restaurant: Stephen's Green Club</p> <p>9 St Stephen's Green, Dublin, D02 C891 (https://www.stephensgreenclub.ie/)</p>
6:15pm – 8:15pm	Networking-Dinner with invited guests of the AHK Ireland
After 8:15pm	Walk back to the hotel

Thursday, 19.02.26

Until 8:30am	Check-out
8:30am – 9:15am	<p>Transport to SAP (requested)</p> <p>Waterside Citywest Business Campus, Kingswood Ave, Citywest Business Campus, Saggart, Co. Dublin (https://www.sap.com/uk/index.html)</p>
9:15am – 1:15pm	<p>Visit: SAP (requested)</p> <p>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.</p>
1:15pm – 2:15pm	Lunch at SAP
2:15pm – 2:45pm	Transport with the coach to the airport
5:00pm	Return flight to Turkey

*subject to change