

INSIGHT EQUILIBRIUM:

Collaborating to identify the sweet spot between human connection and AI use in research

MONDAY, 20th APRIL

- 9:00-9:10** Welcome of the participants
Richard Colwell - President
- 9:10-9:20** ¡Bienvenidos a México!
Laura Ruvalcaba - Host (Mexico)
- 9:20-9:50** Why Human + AI Research Must Work Together to Solve Business Challenges
Eduardo Alvarez Franyutti (Mexico) - Keynote Speaker
- 9:50-10:20** The role of technology in bridging healthcare access gaps
Hector Valle (Mexico) - Keynote Speaker
- 10:20-10:30** **Q&A**
- 10:30-11:00** **Coffee break** 
- 11:00-11:20** Persuasion in an age of AI
Lucy Davison (UK)
- 11:20-11:40** Unbonded: the decline of human relations?
Constanza Cilley (Argentina)
- 11:40-12:00** Redefining the Project Management triangle: when fast, affordable, and high-quality converge
Max Marolt, Janja Božič Marolt (Slovenia)
- 12:00-12:20** Greenwashing Case Study - Turning Environmental Claims into Competitive Green Branding
Teresa Bastiani (Brazil)
- 12:20-12:30** **Q&A**
- 12:30-12:50** Sponsor presentation (Rosetta)
- 12:50-13:50** **Lunch break**
- 13:50-14:10** Marketing has a twin. And a new dimension
Alessandra Dragotto, Rado Fonda (Italy)
- 14:10-14:30** Digital twins versus humans
Urpi Torrado (Perù)
- 14:30-14:35** **Q&A**
- 14:35-15:35** VIBE Coding Workshop
Pål Listuen (Norway)
- 15:35-16:05** **Coffee break** 
- 16:05-16:25** The Hybrid Future of Insight: Insights Inspired by Heineken Ireland
Ciara Reilly (Ireland)
- 16:25-16:45** When AI joins human thinking: culinary global trends
Laura Ruvalcaba (Mexico)
- 16:45-17:05** Expert Based Indexes
Nancy Cordova (Ecuador), Erich de la Fuente (USA)
- 17:05-17:10** **Q&A**
- 17:10-17:15** **Final remarks**
Richard Colwell - *President*
- 19:00** **Meet @ Hotel's reception, on foot to restaurant**
- 19:30** **Casual Dinner @ La Única**