TURF Tech Thursday

TIJD	PEOPLE & FUTURE OF WORK *De Grote Kerk*	AI & TECH IN PRACTICE *Hotel Nassau*	MARKETING & GROWTH *De Rooi Pannen*	START & SCALE-UP *Avenue*	
13:00 *(20 min)*	**GRAND OPENING** *Dagvoorzitter Gilbert Gooijers, VNO-NCW Brabant-Zeeland / CM.com* *Muzikale opening*				
13:20 *(40 min)*	Ghost in the Machine: AI is moving from tool to decision-maker. Is your organisation ready? *Remy Gieling*				
14:00 *(20 min)*					
14:20 *(35 min)*	How AI redesigns roles, teams and organisations: lessons from the Monks transformation *Victor Knaap, Monks*	Work smarter with AI: rethink how work gets done (ENG) *Gabriel Ceicoschi en Nizar Ntarouis, Aibl.to*	Forget AI: build an advantage your competitors can't copy *Jaap Jacobs, Fingerspitz & Growthlab.nl*	Building the Winning Team *Breakout sessie*	Networking & leadgen: Superconnectors Game (NL) *Breakout sessie*
14:55 *(20 min)*					
15:15 *(35 min)*	AI can decide, but should it? Where to draw the line between AI and human judgement *Nadia Kadhim, Aithos* *Sandor Incze, Politie Nederland* *Gilbert Gooijers (moderator)*	Think like a hacker, before they do *Joost Sprakel en Ruben van Vreeland, Securely*	Your customer asks AI first: how hyperpersonalisation gets you chosen again *Nienke Jans, CM.com*	Paying it forward *Breakout sessie*	Networking & leadgen: Superconnectors Game (ENG) *Breakout sessie*
15:50 *(20 min)*					
16:10 *(35 min)*	Human + AI: designing roles, teams and organizations *Pascal Kampert, TNO*	Go all in: when AI moves to the core of your business. *Peter van de Berg, Philips*	From promise to practice: how PSV turns AI into revenue *Ruud Dankers, PSV*	16.00 - 18.00 Finale Breda Start-up Awards 2026	
16:45 *(20 min)*					
17:05 *(40 min)*	Human: your greatest competitive edge. And your biggest barrier to change. *Bas Erlings*				
17:45	**DRINKS & BITES**				

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