



## **ECPA Insights**

### ***Empowering Public Affairs through Artificial Intelligence***

**Tuesday 27 April 2021, 11.00-13.00**

**Sponsored by Instinctif Partners**



### **Virtual Venue**

Whether you work in public affairs, public relations, association management, or strategy, you probably struggle to differentiate intelligence from 'noise' amid the mass of information that digital technology has put at our fingertips. Artificial intelligence (AI) tools using open-source information and proprietary data sets can sift through huge amounts of data in the fraction of time that a human analyst or team of analysts would need and without the cognitive biases and higher costs that that implies. Whether your challenge is monitoring, analysis, stakeholder mapping, measurement, or crisis preparedness, AI tools offer an intelligent solution.

The ECPA, together with Instinctif Partners, proposes a conversation with Chandler Thomas Wilson, a seasoned data science executive who, for more than a decade, has helped multinational companies and others raise their game in artificial intelligence and alternative data to achieve business & strategic goals. In addition to working with Brussels clients, Chandler has held AI leadership positions at Walmart, Wells Fargo, and most recently at HSBC, where he was Global Head of Data Science innovation.

The event will be moderated by Brandon Mitchener, a European public affairs specialist who has worked in Brussels for more than 20 years and currently runs the Brussels office of the consulting firm Instinctif Partners. Brandon has embraced AI to help solve public affairs and public relations problems and has worked with Chandler on several projects over the space of 10 years.

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