

E-AI

Activity Report

2021-2022



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(RE)SETTING THE SCENE: WHAT WAS OUR INITIAL MOTIVATION?

BACKGROUND

E-AI was born from the observation that countries fail to maximize the business potential of connecting entertainment with artificial intelligence.

A group of visionary entrepreneurs decided to develop and make this collision a reality, one where emotion meets reason, and human meets machine.

PURPOSE

E-AI's mission is to build an international B2B community with key players in entertainment and artificial intelligence, as well as in satellite economic sectors that can be part of the collision between the two industries.

E-AI's DNA is to be a **multiplying agent**, to enable its community members to:

- cultivate business opportunities
- facilitate international commercialization
- foster innovation
- diversify opportunities for financing

CREATE a fertile economic ecosystem

Collaborations, alliances,
pollination, business development,
etc.

STIMULATE promising projects for the benefit of other economic sectors

Health, environment, education,
manufacturing, retail, culture,
financial services, public
administration, +++.

CATALYSE concrete monetization strategies that can be implemented in the short or medium term:

- Development of innovative products and services
- Mastering data to enhance the customer experience
- Management optimization: operations, human resources, finance, +++.

PILLARS

To fulfil its mission, E-AI intends to rely on:

- An international community (active year-round)
- An annual program (in-person and online events)
- Increasing opportunities (for all stakeholders, members, and partners)

E-AI = Entertainment X Artificial Intelligence



SCOPE

With networking and cooperation central to its purpose, the E-AI community wants to be as inclusive as possible to create maximum value in the intersection of artificial intelligence and entertainment.

This premise assumes a **broad definition of entertainment**: music, video games, film, television, media, performance arts (theatre, dance, circus), but also literature, sports, fashion, events, attractions, show venues, gaming and casinos, etc.

Far from limiting ourselves to an international, inter-sector approach, **the E-AI ecosystem is also formed around bridges between businesses and public institutions on the one hand, and the business community and research on the other.**

COMMUNITY MEMBERS

Beyond the above mentioned cross-sector efforts and inclusivity, the E-AI ecosystem is comprised of people who share the following qualities:

Types of positions

- Executives (C-suite and vice presidents) as well as managers (directors...)
- Experts, users, passionate people who work or are interested in the entertainment and artificial intelligence sectors

Areas of interest

- Commercial development and client relations
- Creativity, innovation, and R&D
- Business strategy and development
- Product and service development
- Talent management



FIVE-YEAR AMBITIONS

For its first year of existence, which began in June 2022, E-AI realistically estimates it can achieve the following goals:

- 1 000 to 2 000 active members ¹
 - from 15 countries ²
 - 5,000 to 10,000 supporters ³
-
- Five years down the road, in 2027, E-AI is aiming for:
 - 5,000 to 10,000 active members
 - from 30 countries
 - 25,000 to 30,000 supporters

¹ Participating in at least one (1) E-AI activity (launch, online event, etc.)

² Including, but not limited to: Germany, Belgium, Canada, the U.S., France, Japan, Mexico, the Netherlands, the U.K.

³ Subscribers to E-AI newsletters and/or social media

OUR BEGINNINGS

FOUNDING PARTNERS

Behind E-AI is the non-profit **Intelligence Artificielle Internationale**, founded in November 2019 and located at 7836 Rue Jarry East Montréal, Québec, H1J 2A1.

Governance for the organization and the project is currently provided on an interim basis by a steering committee made up of the cofounders of Intelligence Artificielle Internationale and representatives of its **founding partners**:



[André Rousseau](#)
[Expert'Ease](#)



[Annie Mailloux](#)
[Commetta Com.](#)



[Claude G. Théoret](#)
[X-Machina](#)



[David Gobeille-Kaufman](#)
[Mangrove](#)



[Martin Blanchard](#)
[Expert'Ease](#)



[Patrick Phaneuf](#)
[Expert'Ease](#)



[Pierre Gauthier](#)
[Apexe Global](#)



[Stéphane Martel](#)
[Yulism](#)

ADVISORY COMMITTEE

At the same time, E-AI formed an **advisory committee** made up of key players from the fundamental ecosystems of entertainment and artificial intelligence, as well as strategic sectors, such as law and finance.

The members of the committee have a dual role:

- As **project ambassadors**, they help promote and generate awareness with their networks
- As **informal advisors** to E-AI, they are asked monthly to give informed opinions about key elements of the project (programming, commercialization, and communication strategy, etc.)

ADVISORY COMMITTEE

OUR BEGINNINGS



Alexandre Teodoresco
The 7 Fingers



Amélie Richard
HUB Montréal



Anouk Ethier
CREO



Bernard Duguay
Lucion



Brigitte Monneau
SYNTHESE



Catherine Lareau
Ville de Montréal



Céline Mornet
Moment Factory



Céline Payelle
Multicolore



Christophe Cluzel
Radio Canada



David Usher
Reimagine AI



Denis Bonneau
Images et technologie



Denys Lavigne
OASIS Immersion



Elaine Legault
Palais des congrès



Éric Lavallée
Lavery Lawyers



François Chartier
Chartier World Lab



Frédéric Bove
Prompt



Geneviève Cantin
Destination Québec Cité



Guillaume Petitclerc
Moov AI



Hugo Boujut-Burgun
Thinkwell Studio Montreal



Jean-François Connolly
IVADO



Jenny Thibault
SAT



Jordan Soles
Rodeo FX



Julien Coll
CDRIN



Marie-Eve Boisvert
Behaviour Interactive



Marie-Josée Corbeil
National Bank



Marie-Pier Gauthier
NFB Canada



Martin Lessard
MT Lab



Mathieu Marcotte
CEIMIA



Michel Besner
Prevu3D



Myriam Achard
PHI Centre



Pierre-Luc Camirand
Cirque du Soleil



Pierre-Sébastien Gauthier
Lanterne Digitale



Roxane Garceau-Bolduc
Québec numérique



Sarah Gagnon-Turcotte
Forum IA Québec



Valérie Boissonneault
Ministère des Relations
internationales et de la
Francophonie du Québec



Yan Cyr
Beam me up

PRELIMINARY NEEDS IDENTIFIED AT THE PRE-LAUNCH

For the pre-launch event held online on **June 18, 2021**, 120+ managers and executives of companies that represent the community targeted by E-AI took part in a collaborative workshop. Clear needs emerged from the exercise.

BUSINESS OPPORTUNITIES AND INTERNATIONAL DEVELOPMENT

- Development of international markets/exports
- New business opportunities/collaborations/partnerships
- Access to financing
- Investment opportunities

INNOVATION

- Explore and discover innovations (intelligence and inspiration)/stimulate creativity
- Knowledge transfer and good practices
- Popularization, democratization, and concrete applications of AI

CONNECTION

- Business development/networking
- Government representation

TALENTS

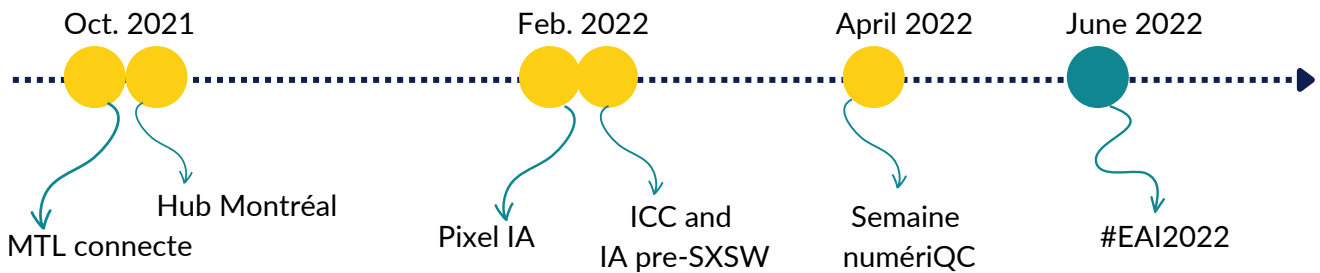
- Solutions to the labour shortage/talent attraction



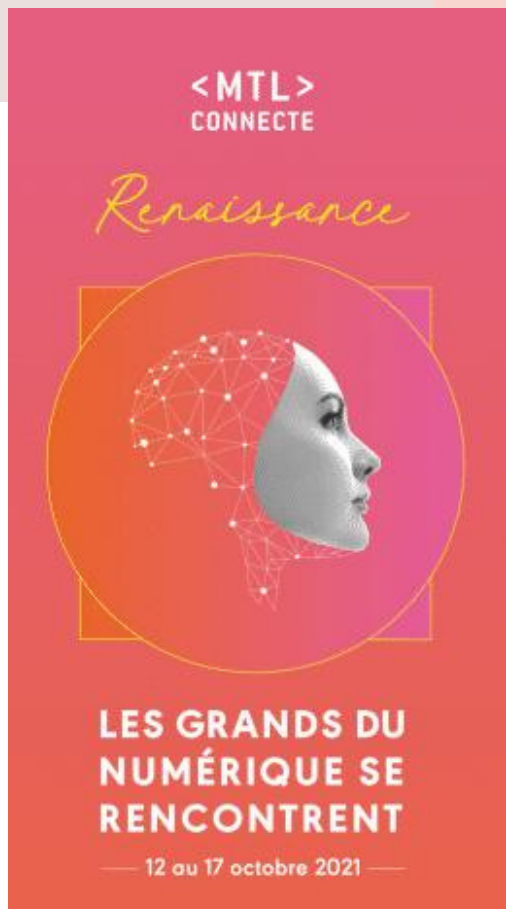
To provide a tangible response to these needs and act as a multiplier of opportunities, E-AI promotes **concrete action by organizing its own events and contributing to partner events.**

MAIN ACHIEVEMENTS POST-STARTUP

Even before #EAI2022 on June 14 and 15, E-AI already had several events under its belt, including contributions to partner activities.



MTL CONNECTE



On **October 12, 2021**, as part of MTL connecte organized by Printemps Numérique, E-AI presented Jonathan Bélisle (Leeroy), Eric Dahan (Nvidia), and Claude Théoret (X-Machina) on the panel Entertainment and Artificial Intelligence: A Collision Rich in Creativity and Opportunity.

- Working with the organizing team, E-AI:
- Defined the topic
- Identified, approached, confirmed, and prepared the speakers
- Moderated the discussion

This first collaboration between E-AI and Printemps Numérique built bridges with other actors in the ecosystem: E-AI, Printemps Numérique, and Nantes Digital Week (France) would co-moderate a discussion table as part of Semaine numériQC a few months later. The actors' intention is to develop a lasting partnership.

HUB MONTRÉAL

E-AI was also part of the programming for HUB Montréal, presenting and moderating the Vitrine showcase *'When AI and Entertainment meet for the benefit of cutting-edge projects'*, which featured speakers David Usher (Reimagine AI), Olivier Blais (Moov AI), and Jonathan Rouxel (Prologue AI).



Inviting Moov AI to join the showcase got them noticed by the HUB advisory committee responsible for conferring the HUB 2021 awards, and they won the Loto-Québec prize for innovation, the Prix Coup de Cœur Innovation, with a grant of \$5,000, for their “Chomsky vs. Chomsky” project.

PIXEL IA



On **February 15, 2022**, supporting the ecosystem mobilized by Prompt, E-AI joined Prompt in organizing a launch for Pixel IA, a grant to finance collaborative projects in artificial intelligence for the entertainment industry.

This initiative is aligned with E-AI's purpose, which is to create concrete opportunities for members of its community. We intend to leverage what was learned from this call for projects to better understand obstacles to financing for artificial intelligence projects in the entertainment industry. Once again, our intention was to develop a recurrent collaboration with Prompt and to extend this type of initiative with other financial partners and investors.

GATHERINGS FOR THE PRE-SXSW ICC AND AI ECOSYSTEMS

Developed in cooperation with New Dutch Wave (the Netherlands), Music Tech Germany, KIKK Festival and TRAKK (Belgium), My Global Village/Village Francophone, Business France, Société des arts technologiques, STHLM Music City (Suède) and the Canada Media Fund,

On **February 16, 2022**, E-AI held an online event for representatives of international delegations participating in SXSW a few weeks later, giving them a chance to form initial ties for subsequent conversations in Austin, TX.

E-AI's intention in this case was to develop an ecosystem of international collaborations around SXSW. In the medium term, we want to position E-AI as a key player that enables connections to benefit members and partners in its community.

SEMAINE NUMÉRIQC

On **April 8, 2022**, E-AI again jointly organized, presented, and moderated a panel for a partner event.

This time it was for Semaine numériQC, coordinated by Québec numérique, with E-AI contributing speakers Claire Tousignant (MASSIVart) and Geneviève Cantin (Destination Québec Cité) to discuss the following question: *how can entertainment and AI help showcase destinations and drive tourism?*

As part of the week, E-AI also jointly moderated with Printemps Numérique and Nantes Digital Week a virtual discussion table on ethical, responsible AI, on **April 7, 2022**.

#EAI2022



WHERE AND WHEN

#EAI2022, the launch event for the E-AI community, was held June 14 and 15, 2022 at OASIS immersion, at the Palais des Congrès de Montréal.

WHAT

The unifying programming hinged around the sequence of “inspiration → action” broken down between the first and second day, through **37 activities, for a total of 26 hours of content and collaboration.**



RECORD

Soak it in
Get inspired



PLAY

Connect
Collaborate



FAST-FORWARD

Amplify
Accelerate your initiatives



TUESDAY, JUNE 14, 2022

This first day dedicated to **INSPIRATION** invited participants to explore concrete applications of AI in entertainment, and today's achievements and future trends in the two industries.

Concretely, the program for the day featured:

- **10 panels and conferences** → presentations and discussions lasting from 15 to 45 minutes and featuring 2 to 4 speakers live on stage, both from artificial intelligence and entertainment.
- **20 showcases** → 30-minute virtual presentations showcasing leading-edge projects divided into 3 themes: entertainment (7), artificial intelligence (5), and international efforts (8).



WEDNESDAY, JUNE 15, 2022



The second day was oriented more toward **ACTION**, asking participants to:

- jointly create opportunities and productive synergies
- propel ideas to realize them and increase their impact



The day featured:

- **4 joint development workshops** → 90-minute sessions, each dedicated to a specific collaborative focus and led by one of the participants from E-AI:
 - Innovation (*Behaviour Interactif*)
 - Connetion (*Forum IA Québec*)
 - Talent (*Quebec Film and Television Council*)
 - Business opportunities (*IVADO*)
- **3 joint creation workshops** → 90-minute sessions where participants helped define the future of:
 - a tourist destination (*Destination Québec Cité*)
 - a learning and practice circle (*NFB*)
 - the E-AI community!



PRIVILEGED HUMAN CONNECTIONS

Since **human connection is the driver** of any community, moments and strategies were planned at #EAI2022 to encourage encounters. Throughout the event, there were:

- **Braindates** → conversations about topics proposed by participants, in small groups for 45 minutes, or one-on-one sessions for 30 minutes. Over a third of participants took part over the two days, totalling 79 connections through 63 braindates, 11 of them in groups.



- **Partner lounges** → semi-private spaces where community partners could have business meetings.



- **Solutions Bar** → one-on-one meetings with our partners Lavery Lawyers and Moov AI to offer participants advice about specific problems (legal matters and startup support for artificial intelligence projects).

- **Meet & Greet** → special private meetings between a **speaker** at the event and a **partner accompanied by its guests**, in a relaxed, conversational format on Tuesday, June 14, at the Chalet of Palais des Congrès:

- Palais des congrès de Montréal with Dr. Suzanne Livingston
- Lavery Avocats with Jonathan Rouxel
- Moov AI avec Olivier Blais



- **Opening Cocktail Reception** → opening reception for the event, held at the end of the first day, attended by slightly more than a third of participants.



- **Closing Event** → hosted by the *Society for Arts and Technology*, a cocktail reception at the *Café SAT* followed by an intimate dinner at the institution's *Labo Culinaire* for some 50 participants, including members of the advisory committee, members of the steering committee, and partner representatives.

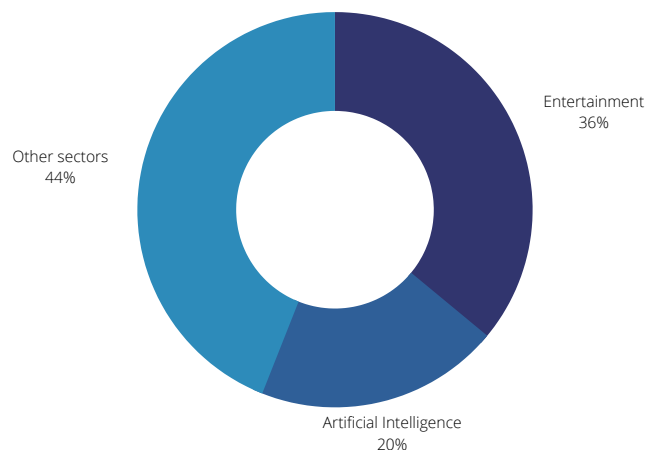
WHO?

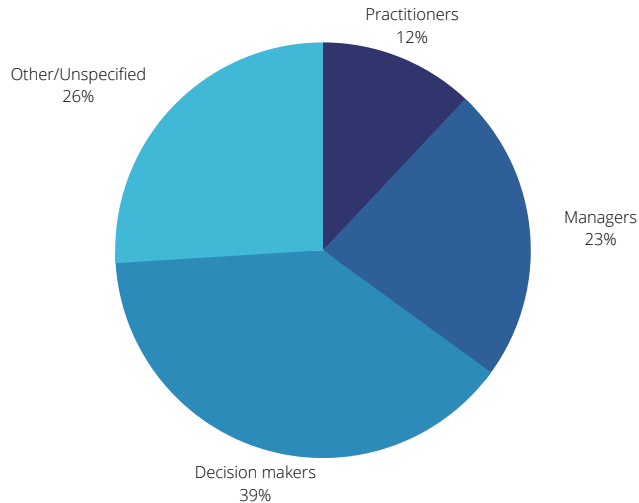
Over the course of the two days, #EAI2022 brought together more than 300 people, including panelists and speakers, many of whom actively participated in the event, attending panels other than their own, meeting participants for braindates, or getting involved in workshops.

20 cities in 14 countries were represented.



In terms of **industries**, most participants were from sectors other than entertainment or artificial intelligence. This includes, but is not limited to, sectors such as marketing, legal and financial services, and public and academic institutions. This shows the interest of the E-AI collision for the entire economy.





“Practitioners” in each sphere (artists in the entertainment industry, and developers, project managers, engineers, and analysts in the artificial intelligence industry) represented 12% of the audience, while the majority of participants were from decision-making spheres of their organizations: 23% managers and 39% decision makers (vice-presidents, management, etc.)

PANELISTS

Speakers included **members of E-AI's advisory committee.**



[Alexandre Teodoresco](#)
[The 7 Fingers](#)



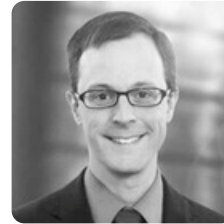
[Brigitte Monneau](#)
[SYNTHÈSE](#)



[Christophe Cluzel](#)
[Radio Canada](#)



[David Usher](#)
[Reimagine AI](#)



[Éric Lavallée](#)
[Lavery Lawyers](#)



[François Chartier](#)
[Chartier World Lab](#)



[Frédéric Bove](#)
[Prompt](#)



[Geneviève Cantin](#)
[Destination Québec Cité](#)



[Jean-François Connolly](#)
[IVADO](#)



[Julien Coll](#)
[CDRIN](#)



[Yan Cyr](#)
[Beam me up](#)

PANELISTS (CONTINUED)

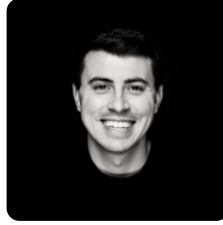
Speakers also included representatives of **community partners**.



[Emmanuelle Legault](#)
[Palais des congrès de Mtl](#)



[Éric Durand](#)
[National Bank](#)



[Olivier Blais](#)
[Moov AI](#)



[Frédérick Dorosh](#)
[Behaviour Interactif](#)



[Sandra Ear](#)
[Behaviour Interactif](#)



[Emmanuel Agoston](#)
[Images & Technologies](#)



[Mark Stephens](#)
[Images & Technologies](#)



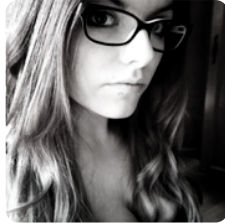
[Ruby-Maude Rioux](#)
[OASIS immersion](#)



[Matt Shearing](#)
[OneQode](#)



[Valérie Daigneault](#)
[Quebec Film and
Television Council](#)



[Anne Fossier](#)
[Quebec Film and
Television Council](#)



[Marie-Odette St-Hilaire](#)
[Forum IA Québec](#)



[Réjean Roy](#)
[Forum IA Québec](#)



[Vanessa Alarie](#)
[IVADO](#)



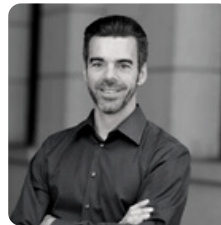
[Raoul Rugamba](#)
[Africa in Colors](#)



[Marie du Chastel](#)
[KIKK Festival](#)



[Marc-Lionel Gatto](#)
[My Global Village](#)



[Jean-François Gauthier](#)
[Startup Genome](#)

PARTNERS

In its first year of existence, E-AI can boast about teaming up with prominent **partners**, both in the industries that are the heart of its community and those that gravitate around it.

These partners offer **financial, logistical, and promotional support** to E-AI throughout the year, and, as shown earlier, **actively contribute to the content** of activities offered by the community.

*This project was also made possible thanks to the financial support of **Business Events Montréal** within the framework of the **Support to Business and Sport Tourism Stakeholders program**, with the financial participation of the **Ministère du Tourisme du Québec**.*



Beyond the above data and indicators, what was the impact of #EAI2022, both in terms of visibility for E-AI and its community, and in terms of **spinoffs, opportunities, and learning**, for event participants? Find out below.

VISIBILITY



Website

In the second half of 2022 (April to June), the website entertain-ai.com generated:

- **20,914 views**
- 8,668 sessions (36.4% from organic searches)
- for **4,674 unique users**
- with an **average session duration of 3:05**



E-AI Social Media

During the same period, 255 posts on Facebook, Instagram, Twitter, and LinkedIn organically generated a total of **56,000 impressions** (more than half of them from LinkedIn), with an **average engagement of 10.8%**.

On the four platforms, ads generated **1,700,000 impressions and 5,100 clicks** (more than half of them from Twitter).

As a direct consequence of this enhanced visibility, the combined E-AI followers on Facebook, Instagram, LinkedIn, and Twitter increased by 990 subscribers.



Vimeo

#EAI2022 was not a hybrid event strictly speaking; it was focused more on on-site, in-person participation. However, the conferences, panels and showcases of June 14 were all **simulcast** on Vimeo to provide the broadest access possible.

Organic sharing on social media of the 4 video feeds (1 for speakers and panels and 3 for showcases, one feed for each theme) generated 324 views, for **average listening time of 30 minutes** (the feed dedicated to entertainment showcases alone had average listening time of **60 minutes**).



Mailchimp

In the first half of 2022, the 6 newsletters sent to the E-AI distribution list were consulted, on average, by close to **40% of recipients**, with a **click rate of 5.7%**.



Press

In traditional media, between April and June 2022, the event saw around **13.5 million impressions**, generated by some 40 articles from both general interest and specialty publications, mainly in local French-language media.

IMPACT ON PARTICIPANTS AND THE COMMUNITY

Braindate

Before the event, more than a third (37%) of those registered for #EAI2022 (speakers included) created an account on the online platform Braindate, and 64% of them scheduled at least one meeting.









In total, 52 topics for one-on-one braindates and 11 topics for group braindates were proposed during the event.

38 braindates took place, 27 of them one on one and 11 in groups, creating close to 800 connections between participants.

The 3 most popular keywords on the platform were: “Lavery,” “Moov AI,” and “National Bank.”







The most popular one-on-one topics

RR report eai2022 Hottest topics







<p>Connaissez-vous des projets en IA qui mériteraient d'être mis en valeur dans notre communauté ?</p> <p> Roxane Garceau-Bolduc Directrice de la programmation chez Québec numérique</p> <p>5 invitations</p>	<p>Think spatially or how to create mixed reality content that inspires movement & exploration.</p> <p> Jonathan Rouxel Co-fondateur chez Québec</p> <p>5 invitations</p>	<p>Comment choisir le meilleur projet IA pour une Destination touristique?</p> <p> Genevieve Cantin Directrice Services and Innovation Development chez Destination Québec Cité</p> <p>4 invitations</p>
<p>Fear, anxiety and AI</p> <p> Dr. Suzanne Livingston Directrice chez DrSuzanneLivingston.com</p> <p>3 invitations</p>	<p>Make your creative AI projects ideas a reality.</p> <p> Guillaume Petitclerc Cofondateur et VP marketing chez Moov AI</p> <p>3 invitations</p>	<p>Does the Metaverse have the power to transform the live entertainment industry?</p> <p> Alexandre Teodoresco Directeur - Centre de Création chez Les 7 Doigts</p> <p>3 invitations</p>

The most popular group topics

RR report eai2022 Hottest topics

<p>How to get funding for your innovation projects?</p> <p> Hyelim Juliana Kim Directrice Comptes Prompt/Mitacs chez Prompt/Mitacs</p> <p>4.0 vues</p>	<p>Comment le PCM peut faciliter l'innovation auprès des communautés IA et Divertissement</p> <p> Christian Ruel Vice-président aux finances et à l'administration chez Palais des congrès de Montréal</p> <p>4.0 vues</p>	<p>Emerging Tech & Culture - #AIart, NF-what? and all that jazz</p> <p> Galit Ariel Head of Futures chez Future Memory Inc.</p> <p>3.0 vues</p>
<p>XR use cases- at the intersection of gaming, documentary, and the physical world.</p> <p> Jonathan Rouxel Co-fondateur chez Québec</p> <p>3.0 vues</p>	<p>Comment l'IA peut enrichir les expériences utilisateurs muséales ?</p> <p> Anouk Ethier Senior project manager chez CREO</p> <p>2.0 vues</p>	<p>How to frame an AI project with your business requirements</p> <p> Jean-François Connolly Conseiller en intelligence numérique chez IVADO</p> <p>1.0 vue</p>

The most active Braindaters

eai2022 Les braindateur·se·s les plus actif·ves		
<p>Speaker, import</p>  <p>Dennis Kastrup Founder chez Wicked Artist</p> <p>6 braindates confirmées</p>	<p>participant, import</p>  <p>Alexandre Dion Directeur de comptes IA chez Prompt</p> <p>4 braindates confirmées</p>	<p>import, Ambassador</p>  <p>Anouk Ethier Senior project manager chez CREO</p> <p>4 braindates confirmées</p>
<p>import</p>  <p>Hyelim Juliana Kim Directrice Comptes Prompt/Mitacs chez Prompt/Mitacs</p> <p>4 braindates confirmées</p>	<p>import, Ambassador</p>  <p>Michel Besner VP Développement des affaires chez Prevu3D</p> <p>3 braindates confirmées</p>	<p>import, Ambassador</p>  <p>Denis Bonneau Architecte de solution TI et média chez Images et technologie</p> <p>3 braindates confirmées</p>



*** Citizens:**
Participants who both created topics and joined braindates

Explorers:
Participants who just joined braindates

Performers:
Participants who attended braindates only for topics they created

CO-CREATION WORKSHOP

The event's programming concluded with a workshop to collectively build the future of the E-AI community, through **4 fundamental issues**:

Innovation

How can the community help nurture the incredible developments that exist in these two worlds and thus interest the industries that can benefit from Entertainment x AI?

Financing

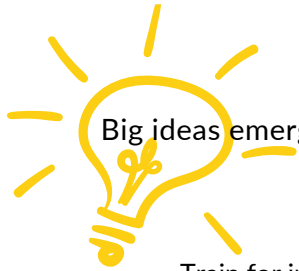
How can the E-AI community and partners support business model innovation and access to financing?

Connection

How can we amplify the collision of these two ecosystems to have a greater impact in all spheres of society?

Talent

How can E-AI help find solutions to this challenge and that will benefit the ecosystem ?



Big ideas emerging from the **collective brainstorming**, by topic:

Innovation

- Train for innovation
- Create a common vocabulary, lexicon, and indexes for businesses, current projects, and resources
- Foster prototyping and pilot projects

Financing

- Focus on networking, frequency (permanence) and scope (cover the full value creation chain)

Connection

- Offer regular meeting opportunities: speed dating, Braindate, thematic sessions, sharing communities, etc.
- Create intra- and extra-community collaborations
- Build bridges with academia (in research programs and the student succession)
- Map and centralize community resources
- Foster two-way exchanges between artificial intelligence and entertainment (avoid a one-way relationship)

Talent

- Provide professional development to make workers in artificial intelligence aware of opportunities in cultural and creative industries and vice versa
- Make the succession aware, whether through educational programs, internships, or ties between businesses and academic institutions
- Adapt practices to succession human resources: mutualization of labour, shared data banks, good practices, etc.

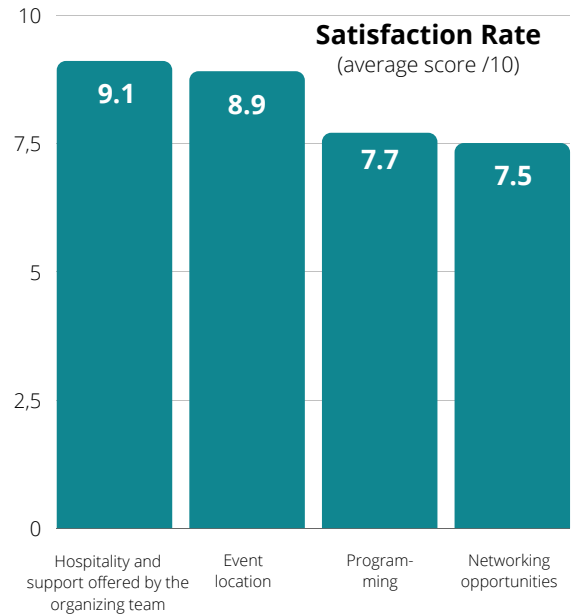
POST-EVENT QUESTIONNAIRE

Surveyed about their experience, participants were resoundingly positive:

- the organizing team's hospitality and support (average score 9.1/10)
- the event location (average score 8.9/10)

The daily programming was similarly evaluated by respondents, with a score of 7.7/10 on average, while networking opportunities received an average score of 7.5/10.

However, it is important to note that beyond digital scores, **100% of respondents reported making new connections in #EAI2022.**



Among the avenues for improvement identified, future activities should:

- reinforce learning and knowledge acquired by participants
- increase the feeling of contribution and belonging to the community
- diversify content by increasing the number of BIPOC speakers and panelists
- make French more visible

HOW MUCH



For its **first year of operations and activities**, E-AI had a budget of **\$500,000**, made up 50% from public financing, 45% from private financing (partners), and 5% from ticket sales for #EAI2022.

WHAT'S NEXT?

#EAI2022 was not just the culmination of the first year of activities, it was a point of departure for a community that is active 365 days a year.

E-AI YEAR-ROUND

Members of the E-AI steering committee and the advisory committee and representatives of the main partners will gather August 15, 2022 to contribute to the thinking begun during the joint creation workshop on June 15.

The goal of this working day will be to use the conclusions and lessons from the workshop as a springboard to develop the **roadmap** for the community for the next year.

GOVERNANCE

By the end of 2022, the Board of Directors in due form will take the helm of governance. A working committee is collaborating with Lavery Lawyers to lay the legal and administrative foundations to establish the Board of Directors.

These efforts will lead to significant changes and the evolution of E-AI's governance, as well as the non-profit Intelligence Artificielle Internationale, in particular:

- The implementation of a Board of Directors where founding members will be in the minority, better ensuring neutrality and greater transparency, while more easily avoiding conflicts of interest
- The implementation of a permanent team (employees) within the non-profit Intelligence Artificielle Internationale beginning in fall 2022.

CURRENT PROJECTS

E-AI is already continuing the work begun before and during #EAI2022 with Destination Québec Cité and Moov AI (Spotlight on AI) and beginning discussions with the *National Film Board of Canada* and *Québec numérique* to contribute to the emergence of practice and sharing communities.



E-AI