Institute for
DIGITAL
INNOVATION
& AI

2027 AI Leadership Conference

Realising Value, Leading Change

Tuesday 16 February 2027
Marvel Stadium (Victory Room), Melbourne

THE UNIVERSITY OF MELBOURNE

Melbourne Business School

About the Conference

The AI Leadership Conference is the flagship annual event of the Institute for Digital Innovation & AI (IDIA), bringing together senior global and regional leaders from business, government, academia, and the broader innovation ecosystem to examine the opportunities, challenges, and responsibilities emerging from artificial intelligence.

A UNIQUE PLATFORM

Held in Melbourne and attracting approximately **700 participants**, the Conference provides a unique platform for evidence-based discussion on how AI is reshaping organisations, industries, labour markets, and society.

RESEARCH MEETS PRACTICE

The program combines leading research with practical insights from executives, policymakers, entrepreneurs, and technology leaders from Australia and around the world.

LEADERSHIP, NOT AI HYPE

Unlike many AI conferences, the Conference focuses specifically on leadership, organisational transformation, economic impact, and governance, not technology hype.

A Legacy of Convening Leaders



The AI Leadership Conference builds on the success of Melbourne Business School's renowned Centre for Business Analytics Conference — **one of Australia's leading forums for executives, policymakers, researchers, and practitioners** exploring AI, analytics, and digital transformation.





Past conferences have attracted **more than 1,000 board members, senior executives, and industry professionals,** creating a unique platform for evidence-based discussion on the future of organisations, decision-making, and innovation



EXPECTED AUDIENCE

~700 Delegates

Institute for DIGITAL INNOVATION & AI

WHO WILL ATTEND

- CEOs and C-suite exectutives
- Board directors and governance leaders
- Government and public sector executives
- Technology, innovation, data, and digital leaders
- Entrepreneurs and founders
- Investors and industry leaders
- Academic and research leaders
- Policy specialists and regulators

ORGANISATIONS REPRESENTED

- Major Australian corporations
- Government departments and agencies
- Professional service firms
- Technology and AI organisations
- Universities and research institutions
- Emerging growth companies and startups

Past Speakers and Sponsors:



IDIA Conference Themes

LEADING ORGANISATIONS IN AN AI WORLD

How should organisations leverage AI and other digital technologies?

What are the implications for leadership, decision-making, automation, and operating models?

AI'S IMPACT ON JOBS,ORGANISATIONS, SOCIETY, ECONOMIES

How is AI transforming industries, jobs, markets, and communities?

What does this mean for the future of work and economic participation?

RESPONSIBLE AI AND GOVERNANCE

How should AI be governed and deployed responsibly within organisations?

What frameworks, policies, and leadership approaches are needed?

IDIA Conference Agenda

8:30 – 9:00 AM
Registration & Coffee Reception

9:00 – 9:10 AM
Opening Address

9:10 – 10:00 AM
The AI Imperative
How AI is changing organisations and leadership

10:00 – 10:30 AM
Measuring AI Transformation
Is your organisation getting it right?

10:30 - 11:00 AM
Morning Break

11:00 – 11:45 AM
Becoming an AI First Organisation
AI reshaping competitive advantage, new operating models, choices for CEO's

11:45 - 12:30 PM
Trust Attitudes, and the use of Artificial Intelligence
Reputational and regulatory risk, responsible AI and trust, oversight

12:30 - 1:30 PM
Networking Lunch

1:30 – 2:00 PM
Technology Spotlight: AI-enabled New Business Models
Highlighting emerging business models for AI-first businesses

2:00 - 2:40 PM
Beyond the Hype
Where is AI really delivering value?

2:45 - 3:15 PM
Afternoon Break

3:15 – 4:00 PM
Leading at the Edge of Adoption
Turning AI Innovation into trusted, scalable change

4:00 – 4:40 PM
Seizing the AI Opportunity
Where to from here?

4:40 – 5:00 PM
Conference Reflections

5:00 – 6:00 PM
VIP Networking Reception

Sponsorship Opportunities

A limited number of sponsorship opportunities are available for organisations seeking to align with Australia's leading conversation on AI, leadership, and organisational transformation.

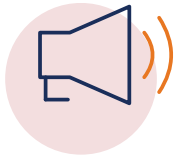
Why Partner with the Conference?

Align your organisation with one of Australia’s leading conversations on AI, leadership, and organisational transformation



BUILD THOUGHT LEADERSHIP

Position your organisation alongside leading researchers, executives, and policymakers shaping the future of AI.



STREGTHEN BRAND VISIBILITY

Showcase your organisation's commitment to responsible innovation, leadership, and the future of work.



ELEVATE RESEARCH IMPACT

Support the translation of leading academic research into insights that shape real-world business and policy decisions.



DEVELOP STRATEGIC RELATIONSHIPS

Connect with corporate leaders, government stakeholders, researchers, and industry partners in a high-quality networking environment.



SUPPORT EVIDENCE BASED DIALOGUE

Demonstrate leadership in advancing informed discussion about the opportunities and challenges created by AI.

IDIA Platinum Partner

IDIA's premier partnership opportunity, positioning your organisation at the forefront of the Conference and the national conversation on AI.

IDIA CONFERENCE

PLATINUM PARTNER

$50,000 (plus GST)
Exclusive

BENEFITS INCLUDE:

- Exclusive recognition as the Platinum Partner of the AI Leadership Conference
- A speaking opportunity within the conference program for a senior representative, subject to program fit
- Access to delegate contact details*
- 10x complementary delegate registrations
- Prominent branding across the Conference venue, stage, and event signage
- Premium visibility across all Conference promotional and communications material (pre-event, on the day, and post-event)
- First-tier acknowledgement during Conference proceedings, including opening remarks
- Priority access to an exclusive networking opportunitiy with senior leaders from industry, government, and academia
- Association with Melbourne Business School and the Institute for Digital Innovation & AI

*Limited to delegates who have opted in to being contacted by sponsors and partners.

IDIA Gold Partner

Exclusive sponsor of the Conference's post-event networking reception - providing a unique opportunity to engage with delegates directly.

IDIA CONFERENCE

GOLD PARTNER

$30,000 (plus GST)

Exclusive

BENEFITS INCLUDE:

- Exclusive recognition as the Gold Partner of the AI Leadership Conference
- Access to delegate contact details*
- Prominent branding throughout the networking reception
- Acknowledgement during Conference and reception proceedings
- Opportunity for a senior representative to provide brief welcome remarks at the reception
- Premium brand visibility across Conference communications and event signage
- 6x complimentary delegate registrations
- Direct engagement with senior executives, policymakers, researchers, and industry leaders attending the Conference

The networking reception is designed to facilitate meaningful conversations and relationship-building among participants from business, government, academia, and the broader innovation ecosystem.

*Limited to delegates who have opted in to being contacted by sponsors and partners.

IDIA Silver Partner

SOLD

BENEFITS INCLUDE:

- Exclusive recognition as the Silver Partner of the 2027 AI Leadership Conference
- Branded coffee cart positioned in a high-traffic break area for full event
- 3x complimentary delegate registrations
- Acknowledgement during conference proceedings
- Opportunities to engage with senior leaders from industry, government, and academia
- Access to exclusive networking opportunities
- Inclusion in selected pre-event and post-event communications
- Association with Melbourne Business School and the Institute for Digital Innovation & AI

IDIA CONFERENCE

EVENT PARTNER

$15,000 (plus GST)

Exclusive

IDIA Bronze Partner

A limited number of Event Partner opportunities are available for organisations seeking to play a leading role in supporting the Conference and contributing to discussion on the opportunities and challenges presented by artificial intelligence.

BENEFITS INCLUDE:

- Recognition as a Bronze Partner of the AI Leadership Conference
- Prominent brand visibility across Conference communications and event collateral
- 3x complimentary delegate registrations
- Opportunities to engage with senior leaders from industry, government, and academia
- Access to exclusive networking opportunities
- Inclusion in selected pre-event and post-event communications
- Association with Melbourne Business School and the Institute for Digital Innovation & AI

IDIA CONFERENCE

EVENT PARTNER

$10,000 (plus GST)

10 opportunities available

Partnership packages can be tailored to align with strategic objectives and areas of interest.

Connect with us

Institute for DIGITAL INNOVATION & AI

The Institute for Digital Innovation and AI (IDIA) at Melbourne Business School helps organisations understand and realise the opportunities of AI and digital technologies. We combine academic insight with
industry experience to deliver practical skills that turn AI potential into business impact.

IDIA partners access resources, events, and insights to identify opportunities, upskill teams, and implement responsible, scalable transformation.

For attendance enquiries, partnership opportunities, or to discuss sponsorship packages:

mbs.edu/idia

idia@mbs.edu



UJWAL KAYANDE
Professor and Inaugural Director of IDIA

u.kayande@mbs.edu



CHERYL GEORGE
Director,Strategic Partnerships

c.george@mbs.edu
+61 402 154 561