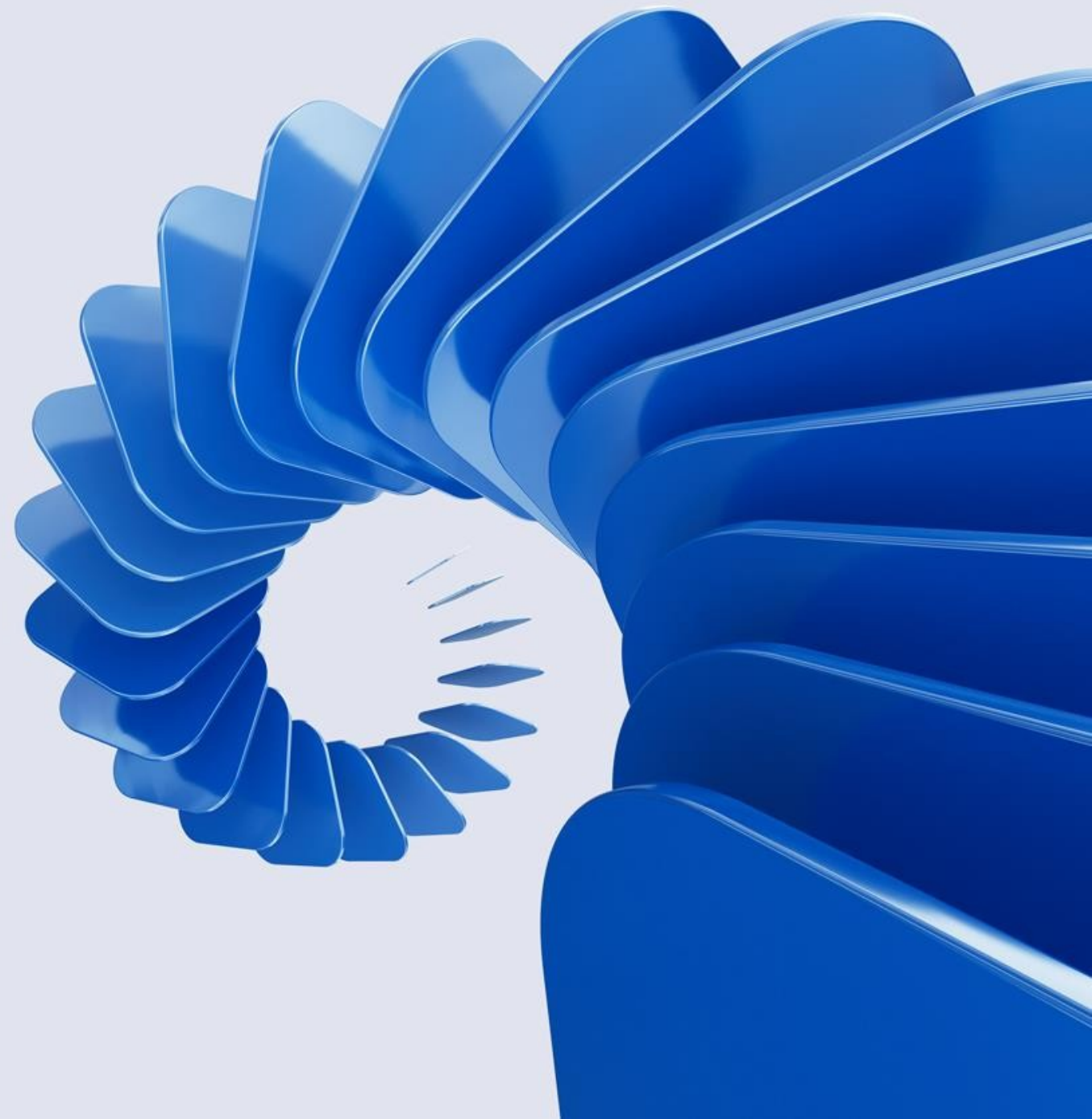


**Demo data:
conference
insights**

Fictional attendees and notes · actual AI
analysis

European Cluster Connect · Demo data
14 October 2026



Participation

Thank you for sharing your notes

12

attendees contributed

3

sessions covered

27

notes analysed

81%

of possible notes finalised

Scope

Entire conference (finalised notes)

Completion

29 of 36 possible session notes were finalised.

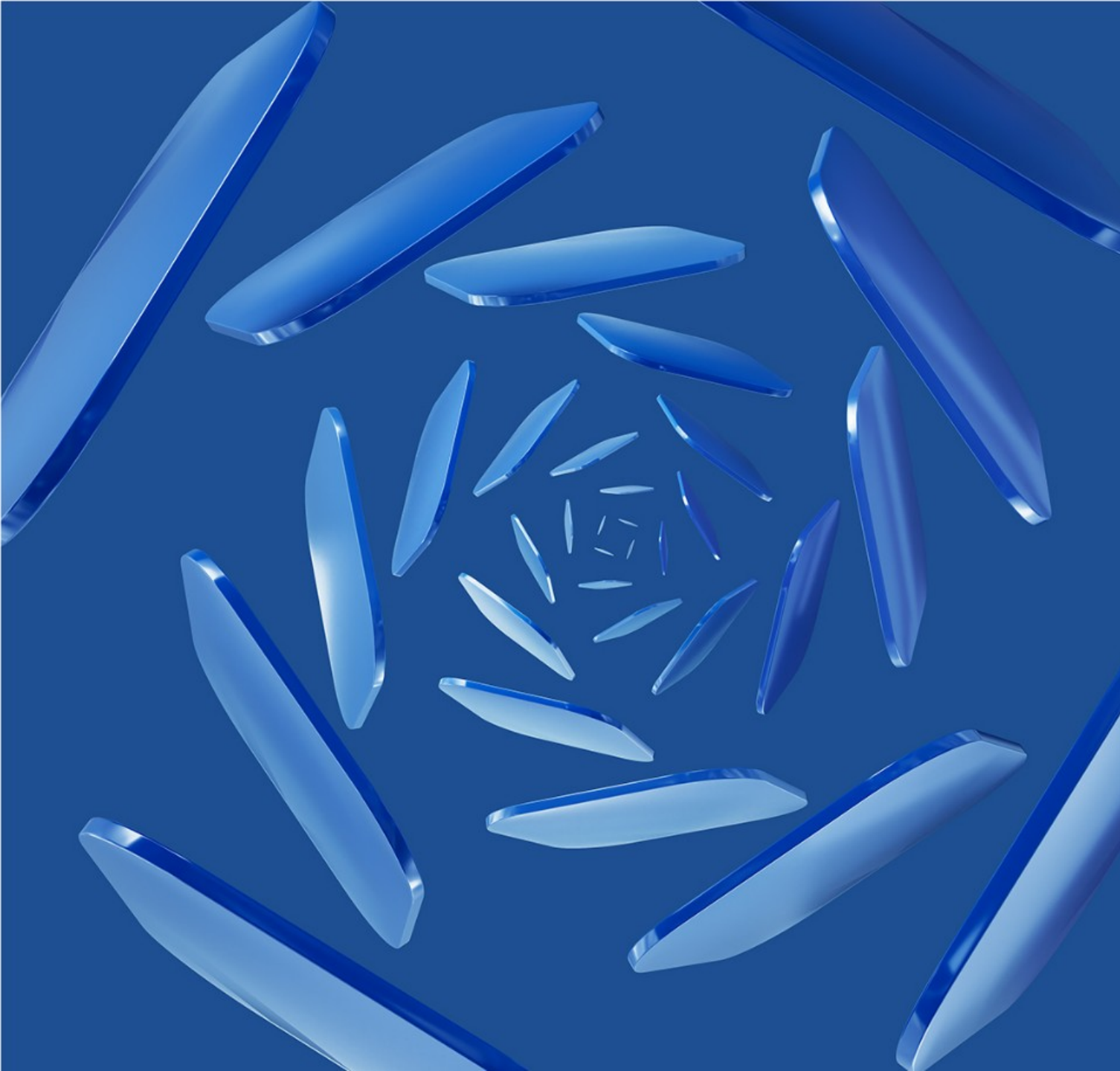
Who took part (attendees)

Technology 3 · Sales 3 · Data & Analytics 3 ·
Product 3

Notes by department

How many notes each department contributed





What we heard

Summary, themes, ideas
and actions



Executive summary

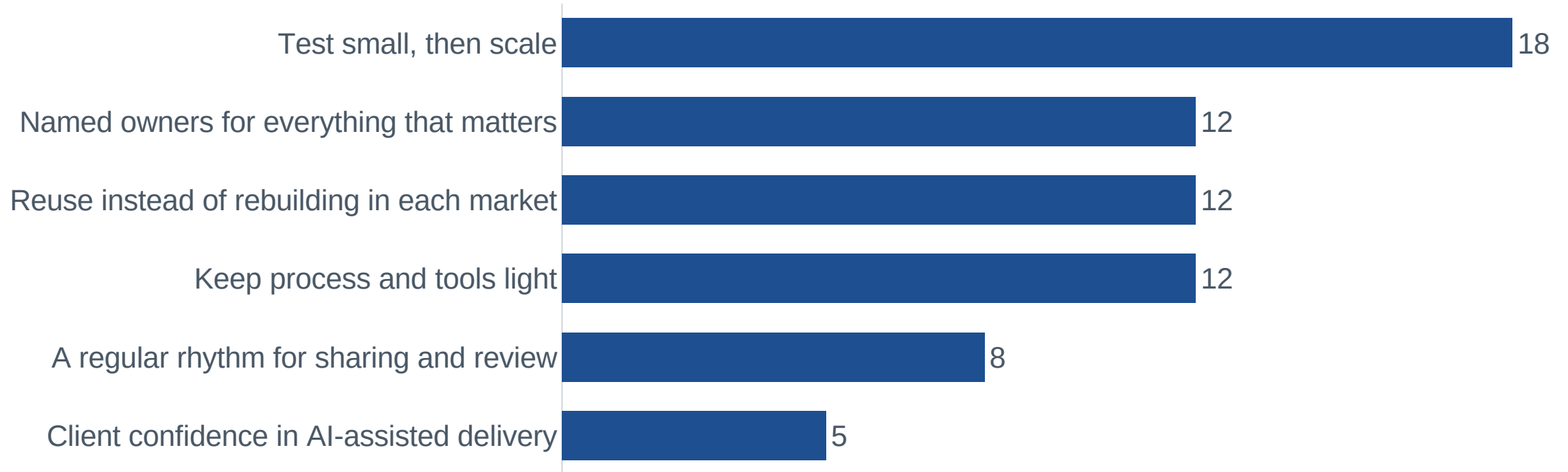
What stood out across all sessions

- Attendees want to test ideas small before scaling them. This view appears in all three sessions and all four departments. [4, 16, 28, 33, 2, 14, 26, 11, 20, 32, 3, 15, 27, 9, 12, 24, 18, 30]
- Named ownership is the second strongest thread. It covers owners for catalogue entries, AI-assisted recommendations, data quality and experiments. [22, 33, 5, 17, 29, 11, 20, 32, 12, 24, 18, 30]
- Attendees want a shared, searchable catalogue and a regular show-and-tell so teams stop solving the same problem in parallel. [1, 4, 7, 13, 16, 19, 22, 28, 31, 33, 12, 24, 18, 30]
- Attendees prefer light, practical process: a short FAQ, a simple checklist, an audit trail and an existing workspace rather than a new tool. [2, 14, 26, 11, 20, 32, 3, 15, 27, 18, 30, 9]
- Read the counts with care. The 27 notes contain only 13 distinct texts, and many repeat word for word within a department. [1, 13, 4, 16, 28, 7, 19, 31, 2, 14, 26, 5, 17, 29, 20, 32, 3, 15, 27, 12, 24, 18, 30]



Major themes

How often each theme came up in the notes



Test small, then scale

Theme 1 of 4 · 18 notes from 12 attendees · Data & Analytics, Product, Sales, Technology

What attendees said

Notes from every session favour one pilot, a 90-day experiment or a test with two client teams over large programmes. Several notes ask for quality checks or owners before anything scales. This is the most widespread theme: 18 notes and 9 distinct texts from all four departments.

What it may mean

Attendees seem to want permission to start with something bounded and measurable. The open question is what they should pick first.

In their words

“Agree a 90-day experiment with a measurable outcome.”

“Pair teams from different markets for one pilot and document the reusable parts.”

“We need a lightweight governance checklist before client pilots.”



Named owners for everything that matters

Theme 2 of 4 · 12 notes from 8 attendees · Data & Analytics, Product, Sales

What attendees said

Notes ask for named owners in all three sessions: for catalogue entries, for the library, for AI-assisted recommendations, for data quality and for each experiment. The theme appears in 12 notes with 7 distinct texts, across all four departments.

What it may mean

Ownership looks like the common condition attendees attach to almost every idea. Without it, they expect ideas to stall or go stale.

In their words

“A human reviewer must own every AI-assisted recommendation.”

“Each entry needs an owner and a short explanation of when to reuse it.”

“Name one owner for the reusable-solutions library.”



Reuse instead of rebuilding in each market

Theme 3 of 4 · 12 notes from 10 attendees · Data & Analytics, Product, Sales, Technology

What attendees said

Notes say teams solve the same problem in parallel across markets. They ask for a shared, searchable library of proven approaches. The theme spans Sessions 1 and 3, with 12 notes and 6 distinct texts.

What it may mean

Attendees frame reuse as a way to save effort. Some notes make it depend on upkeep and ownership.

In their words

“We often solve the same problem in parallel.”

“A shared library of proven approaches could save teams from rebuilding the same solution in every market.”

“A searchable catalogue is useful only if teams have time to keep examples current.”



Keep process and tools light

Theme 4 of 4 · 12 notes from 9 attendees · Data & Analytics, Product, Sales, Technology

What attendees said

Notes suggest simple tools: a short governance FAQ, a lightweight checklist, a simple audit trail, a shared 'ready' checklist and an approval lane with clear limits.

Technology notes ask teams to reuse an existing workspace rather than add a tool. The theme has 12 notes and 6 distinct texts.

What it may mean

Attendees appear to want enough structure to act safely, but not new overhead.

In their words

“Avoid adding another tool; reuse a workspace we already have.”

“Make a small-experiment approval lane with clear limits and a weekly review.”



Ideas from the room (1 of 2)

Concrete ideas attendees suggested

Ask the room

Which of these would you back first, and why?

Idea	Notes	Mentioned by
Build a shared, searchable catalogue of proven approaches.	7	Data & Analytics, Product, Technology
Run a monthly 30-minute cross-market show-and-tell. Three notes say to record it.	6	Data & Analytics, Product
Name data owners in each domain before AI pilots scale.	5	Data & Analytics, Sales
Pair teams from two markets on one pilot and document the reusable parts.	4	Product, Sales



Ideas from the room (2 of 2)

Concrete ideas attendees suggested

Ask the room
Which of these would you back first, and why?

Idea	Notes	Mentioned by
Name owners for the library. Some notes want an owner per entry, others one owner for the whole library.	4	Product, Sales
Make a human reviewer own each AI-assisted recommendation, and record who it is.	4	Product, Sales
Agree a 90-day experiment with a measurable outcome, using an existing workspace.	3	Technology



Suggested actions (1 of 2)

What attendees think should happen next

Ask the room

Which of these has no owner yet, and who should pick it up?

Action	Notes	Suggested owner
Pilot a monthly 30-minute cross-market show-and-tell, and record it.	6	—
Before building a catalogue, decide how ownership works and how teams get time to keep entries current.	6	—
Choose two small 90-day experiments with measurable outcomes and a named owner each. Run them in an existing workspace.	5	—
Name a data quality owner in each domain before AI pilots scale.	5	—



Suggested actions (2 of 2)

What attendees think should happen next

Ask the room

Which of these has no owner yet, and who should pick it up?

Action	Notes	Suggested owner
Choose one pilot and staff it with teams from two markets. Document the reusable parts.	4	–
Agree a shared definition of 'ready' as a checklist, then test it in one market.	3	Product and Sales
Draft a short governance FAQ on explainability and test it with two client teams.	3	–





How groups **saw it**

Departments, roles and
sessions



Role perspectives

What different roles emphasised

Manager (8 attendees)

Managers wrote 19 of the 27 notes and cover every theme. Their distinct texts include the most specific conditions: upkeep time, when-to-reuse notes, a pre-pilot checklist and an audit trail.

Director (4 attendees)

Most Director notes match a Manager note from the same department word for word, so role differences can't be told apart. Only two Director texts are unique: a 90-day plan that bundles ideas, and the point that teams mean different things by 'ready'. Any role difference is tentative.



Session highlights

The strongest takeaway from each session

Session	Key takeaway	Notes
Building reusable solutions across markets Fictional collaboration panel	Teams often solve the same problem in parallel across markets, and a shared library could cut that duplicate effort.	10
Responsible AI in client delivery Fictional product panel	A human reviewer must own every AI-assisted recommendation.	9
From conference ideas to 90-day actions Fictional leadership panel	Agree a 90-day experiment with a measurable outcome.	8



Where we agree and differ

Alignment, differences and
surprises



Areas of alignment

Where departments and roles agreed

Named ownership

All four departments ask for named owners, whether for entries, data, AI output or experiments.

12 notes from 8 attendees · Data & Analytics, Product, Sales

Start small before scaling

All four departments prefer bounded pilots or experiments, with checks before anything scales.

18 notes from 12 attendees · Data & Analytics, Product, Sales, Technology

Simple tools over heavy process

Technology, Product, Data & Analytics and Sales each suggest one light tool: a FAQ, a checklist, an audit trail, an approval lane or an existing workspace.

11 notes from 8 attendees · Data & Analytics, Product, Sales, Technology



Different perspectives

Where emphasis differed between groups

One library owner or an owner per entry

Sales notes ask for one owner for the whole library. Product notes ask for an owner for each entry. The two could work together. Few distinct texts, so this is tentative.

Sales · Product

Where AI governance starts

Technology starts with client explainability through a FAQ. Sales starts with internal accountability through human and data owners. Product and Data & Analytics start with pilot readiness through a checklist and audit trail. Each view rests on one distinct text.

Technology · Sales · Product ·
Data & Analytics

What makes a catalogue work

Technology notes stress time for upkeep. Data & Analytics notes stress search and discovery. Product notes stress owners and when-to-reuse guidance.

Technology · Data & Analytics ·
Product



Unexpected findings

Topics the agenda did not predict

Heavy word-for-word repetition

Observation: the 27 notes contain 13 distinct texts. Identical texts appear across different attendees and roles in the same department.
Interpretation: note counts overstate the number of separate views.

23 notes from 11 attendees · Data & Analytics, Product, Sales, Technology

Clients ask about explainability before features

Technology notes report that client questions about explainability come before interest in new features.

3 notes from 3 attendees · Technology

Share failures, not just successes

One distinct text, repeated in two Technology notes, asks to share what failed as well as what worked.

2 notes from 2 attendees · Technology



Over to **you**

Questions for discussion
and next steps



Questions for discussion

Grounded in what you wrote

1. Many notes share identical wording. Did teams write together, use a template or copy text?
2. Should the library have one owner, an owner per entry, or both?
3. How will teams get time to keep catalogue entries current?
4. Which two small experiments should we run first, and who owns each?
5. Should a shared definition of 'ready' come before the first experiments, or run alongside them?
6. Who from Product and Sales will draft the 'ready' checklist, and which market tests it?
7. Which governance tool should come first: the FAQ, the pre-pilot checklist or the audit trail?
8. Who names the data quality owner in each domain, and by when?



What should we do next?

Three proposed priority areas. Agree an owner for each.

1

Agree owners and upkeep for reuse

Decide how ownership of the library works and how teams get time to keep entries current. Then pilot a recorded monthly show-and-tell.

2

Pick the first small experiments

Have Product and Sales agree a shared 'ready' checklist. Then choose two small 90-day experiments with named owners and measurable outcomes, such as a paired-market pilot.

3

Set light governance for AI pilots

Name data and reviewer owners before scaling. Then agree which simple tool comes first: the explainability FAQ, the pre-pilot checklist or the audit trail.





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