YOU'RE REGISTERED

MAKING AI WORK FOR YOU

BIRMINGHAM

Everything you need for the morning: where to go, where to park, what to bring, and who to call.

DATE	TUESDAY, NOVEMBER 17, 2026
TIME	8:00 AM TO 1:00 PM
VENUE	POLARIS
ADDRESS	5521 1ST AVE S, BIRMINGHAM, AL 35212

CHECK-IN AT 8:00 AM

BREAKFAST AND LUNCH PROVIDED

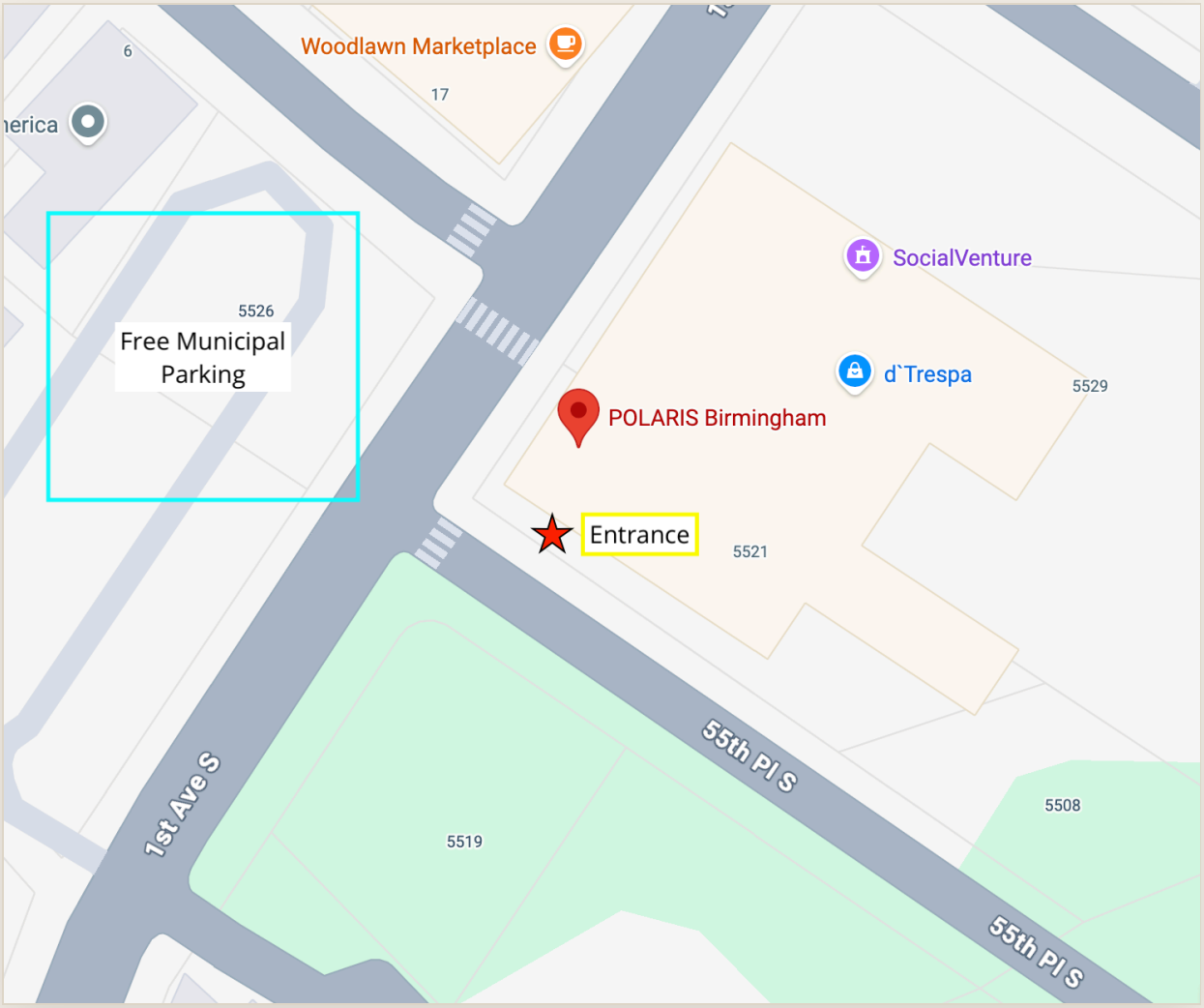
BRING A PHONE OR LAPTOP

SPONSORED BY CHECK POINT

GETTING THERE

FINDING OUR SPACE.

Polaris, 5521 1st Ave S, Birmingham, AL 35212



★ ENTRANCE ON 55TH PL S

Through the glass doors by the fence

PARKING

- Free Municipal Parking across the street (lot with the mural)

THE MORNING

COME READY TO WORK.

AGENDA AT A GLANCE

8:00 AM	CHECK-IN, BREAKFAST AND COFFEE
8:30 AM	WELCOME AND BASELINE
8:45 AM	ASSESS PEOPLE
9:15 AM	CAPTURE USE CASES
9:45 AM	BREAK
10:00 AM	GOVERN WORKFLOWS
10:45 AM	MEASURE PERFORMANCE
11:15 AM	REPORT OUTCOMES
11:45 AM	BREAK
12:00 PM	LUNCH HOSTED BY CHECK POINT

QUESTIONS TO COME WITH

Spend ten minutes on these before Tuesday. Your answers feed the exercises, and you will get more from the morning.

1. **Which AI tools are people in your organization using today, approved or not?**
2. **What task would you most like to hand to AI, if you knew it was safe?**
3. **What data would you never want leaving your organization?**
4. **Do you have an AI policy, a draft, or a committee? Who owns it?**
5. **If leadership asked tomorrow how AI is being used, what could you show them?**

WHAT TO BRING

- A charged phone or laptop. Every exercise runs live on your own device
- Your questions, and a colleague's if they could not make it
- Business cards, if you carry them

BEFORE TUESDAY

Dietary needs or accessibility requests? Email events@peritix.ai by Friday, November 13.

WHO YOU'LL MEET

OUR SPONSORS AND YOUR CONTACTS.

Our sponsors help make the morning possible and join us to share what they see in the field.

CHECK POINT

Check Point Software Technologies is a global cybersecurity company that protects organizations across networks, cloud, email and endpoints. Its teams work with organizations on securing how people use new technology, AI included. Check Point is hosting lunch, so bring your questions to the table.

DAY-OF CONTACTS

AARON WELCH

Founder, Peritix
Cell 423-505-9999

TIM MORELAND

Peritix
On site all morning

BEFORE THE EVENT

events@peritix.ai
events.peritix.ai

AFTER THE EVENT

Within two business days you will receive your individual readout and your CPE certificate by email, with an invitation to take your organization's assessment further.

PERITIX
TECHNOLOGY ADVISORS