



Human Made press release

For immediate release

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Matt Mullenweg to kick off Human Made's AI virtual event

Enterprise WordPress agency Human Made is hosting its second virtual AI event on 14 September 2023. Start time is 10am ET / 3pm BST, and runs for four hours.

The event gathers together industry leading thinkers and experts from across WordPress, AI and technology, such as co-founder of WordPress and CEO of Automattic Matt Mullenweg, principal SEO at Yoast Carolyn Shelby, gender and AI expert Dr Eleanor Drage from the University of Cambridge, and John Garner, head of PMO and delivery - MENA, Digitas Dubai.

This is the second virtual AI event the company has hosted, following hot on the heels of the inaugural event back in May. Over the course of the eight sessions, speakers will be going into detail about the changes and innovations we're seeing in the world of WordPress, as well as zooming out to explore the broader ethical, societal and business impacts AI is having.

The virtual event is free to attend - registration is available at the event page: hello.humanmade.com/ai-the-next-chapter.

Last time over 1500 people registered for the event, drawn from a plethora of different business verticals, ranging from tech and media through to education and finance, and from a wide range of business, marketing, tech and digital-focused roles.

Reflecting on Human Made's ongoing AI focus, Alex Aspinall, marketing director said:

"We were always planning on hosting a series of AI events, but the success of the first one - and the amazing feedback we received from attendees, clients and the wider community - meant hosting a follow-up was an easy decision to make.

"The progress and innovation we're seeing in AI is so rapid at the moment that it demands you stay close to it, keep following what's happening, and keep learning. AI is one of our core areas of focus, across all parts of the business, so we'll definitely be building, sharing and hosting more in the space in the months to come. Doing all this in the open is really important to us, so the events are a great platform.

“From the perspective of putting together and promoting the event last time, the main takeaway for me was just how much interest there is in the subject. Obviously we’re all aware of the AI hype cycle - you can’t really escape it - but to see first hand the level of interest we were able to generate with relatively little fanfare showed me just how keen people are to get involved.”

Event boilerplate:

The second edition in Human Made’s artificial intelligence series is here.

This time we’re going deeper: highlighting the latest real-world developments in AI, WordPress and content publishing. We’ll also be zooming out to explore the wider societal, ethical, and business changes brought about by the rapid advance of this transformative technology.

Human Made: The Enterprise WordPress Agency

We are on a mission to bring the power of WordPress to forward-thinking businesses around the world, delivering bespoke development, enterprise hosting and AI services to global organisations.

By enabling more organisations to take advantage of the benefits of the open web, we create powerful digital experiences to drive growth and help businesses thrive.

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