

WORLD STANDARDS WEEK 2023

DRAFT AGENDA

WILL GENERATIVE AI REWRITE THE FUTURE?

Tuesday, October 10, 2023

In-person

Ronald Reagan Building and International Trade Center (Pavilion Room)
1300 Pennsylvania Avenue NW, Washington DC

Virtual

via Zoom

Advance Registration Required: www.ansi.org/wswweek

[PROMPT]: Will Generative AI Rewrite the Future?

ChatGPT: “Generative AI has the potential to significantly impact the future by transforming various industries and creative fields. It can revolutionize art, design, writing, and even scientific research. However, its impact will depend on how it's developed, deployed, and regulated. Like any powerful technology, it should be used responsibly and ethically to ensure a positive influence on society.”

Join AI and standardization experts, as we explore this transformative technology, its potential, challenges, and risks—and the important role for standards and regulations in supporting its responsible use.

Time	Discussion and Speakers
8:30 am	Registration and Breakfast
9:30-9:35	Welcome
9:35-10:00	AI 101 – Understanding Generative AI and Large Language Models Rohit Israni , Founder and CEO, CertientAI and Chair, INCITS/AI <i>Opportunity for Q&A to follow.</i>
10:05-11:55	Exploring the Power of Generative AI: Expert Perspectives <i>Experts from industry, government, and academia will share insights and illuminate key aspects of generative AI through TEDx-style presentations.</i> <ul style="list-style-type: none">• Steve Welby, Deputy Director for National Security, White House Office of Science and Technology Policy

	<ul style="list-style-type: none"> • Lisa O'Connor, Managing Director—Accenture Security, Cybersecurity R&D, Accenture Labs • Jason Matusow, General Manager, Corporate Standards Group, Microsoft; Member, Visiting Committee on Advanced Technology, National Institute of Standards and Technology • Anthony Barrett, Ph.D., Visiting Scholar, AI Security Initiative, Center for Long-Term Cybersecurity, UC Berkeley; Senior Policy Analyst, Berkeley Existential Risk Initiative • Dewey Murdick, Director, Center for Security and Emerging Technology, Georgetown University <p><i>Audience Q&A to follow.</i></p>
11:55-12:55	Lunch
1:00-2:00	<p>Generating the Future: Impact Across Sectors</p> <p><i>Learn how generative AI is making waves in aerospace, healthcare, fintech, and retail; what benefits and challenges have been encountered; where standards might be needed—and what it means for your sector, organization, and work.</i></p> <p>Moderator: Wael Diab, Chair, ISO/IEC JTC1 SC42, <i>Artificial Intelligence</i></p> <p>Panelists:</p> <ul style="list-style-type: none"> • Ben Dynkin, Vice President, Cybersecurity Client Office Group, Wells Fargo; Chair, FS-ISAC AI Risk Working Group • John Halamka, President, Mayo Clinic Platform • Jim Northey, Chair, ISO TC 68, <i>Financial Services</i> • Ram Rampalli, VP, New Ventures and Growth, Walmart Global Tech • Michael Williams, Corporate Strategy Associate, Technical Fellow, and Principal Strategy Consultant, Boeing <p><i>Audience Q&A to follow.</i></p>
2:00-2:55	<p>Trustworthy and Responsible AI</p> <p><i>AI holds tremendous promise, but what guardrails are needed to assure trustworthy and responsible AI?</i></p> <p>Moderator: Brandon Abley, Director of Technology, NENA: the 9-1-1 Association</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mariel Acosta-Geraldino, Corporate Program Manager of the Americas—Product Safety, Telecom, and Radio, IBM • Bob Griffin, Director, Corporate Product Safety and Hardware Compliance Sr. Technical Staff Member, IBM • Elham Tabassi, Associate Director for Emerging Technologies, Information Technology Laboratory, National Institute of Standards and Technology • Lenora Zimmerman, International Standards Development and Intelligence Lead, Google <p><i>Audience Q&A to follow.</i></p>
2:55-3:00	Adjournment