

Executive Summary: 2025 AI Business Summit Attendee Feedback

The 2025 AI Business Summit received **strongly positive reviews**, positioning the Fox Cities Chamber as a regional leader in AI education and business innovation. Attendees praised the event for its practical focus, strong keynote content, and real-world case studies from local companies actively applying AI.

Overall Satisfaction & Engagement

- **Overall Summit Rating: 4.35/5**
- **91% would attend again**, indicating significant demand for continued programming.
- **Net Promoter Score (NPS): +44**, a strong rating for a first-year, content-dense professional conference.
- Keynotes—especially **Rebecca Ryan** and the closing business leader panel—received the highest scores and were repeatedly cited as inspiring, accessible, and practical.

What Attendees Valued Most

- **Real, local examples** of AI in action—businesses sharing what they are actually doing today.
- **Practical takeaways** and tools that could be implemented immediately.
- **Diverse perspectives** across industries, company sizes, and AI maturity levels.
- **Networking opportunities**, especially informal discussions during lunch and the social hour.

Quotes reflect that many participants saw the Summit as “a turning point for the region,” “a must-attend for anyone navigating AI,” and “a great validation of the Chamber’s leadership role in digital transformation.”

Key Improvement Opportunities

Survey comments highlighted several ways to elevate next year’s event:

Content & Structure

- **More hands-on instruction** (prompting, workflow creation, live demos).
- **Breakout tracks by experience level:** Beginner, Intermediate, Advanced.
- **Industry-specific sessions** (manufacturing, marketing, nonprofit, finance, HR, healthcare).
- **More advanced AI and technical content**, especially for IT professionals.

Logistics & Flow

- **Larger or dual screens** in breakout rooms for better visibility.
- **Longer breaks** between sessions for movement and conversation.
- **Clearer breakout navigation** (agenda on name badges or event app).
- **Avoid speakers during lunch** to allow networking and reduce distractions.

Content Depth & Expectation Setting

- Some breakouts felt **too basic** or **overly sales-focused**—attendees prefer sessions vetted for clarity, relevance, and non-promotional value.
- Participants want **more transparency**, especially around data privacy, safe use, and AI policies.

Key Thematic Insights From the Survey

Across multiple questions, consistent themes emerged:

1. Businesses are eager but overwhelmed.

Attendees want help with:

- Learning how to start.
- Understanding the full landscape of AI tools.
- Making time for training.
- Moving from experimentation to operational adoption.

2. Data readiness is a major barrier.

Several respondents noted:

- Disorganized data
- Difficulty generating reliable insights
- Need for foundational data governance

3. Ethical, safe, and compliant use of AI remains a top concern.

Examples include:

- Privacy
- HIPAA compliance
- Policy creation and enforcement

- Teaching responsible use

4. Organizations want help with change management.

Biggest cultural challenges:

- Fear AI will eliminate jobs
- Skepticism from leadership
- “Remembering to use AI”
- Employees unsure where to begin