

AI in practice – Transcript

Mateus Fantini, Chief AI & Innovation Officer

We started our journey with Elysia, our own AI platform that is developed for Informa, by Informa, in 2025.

It was the first deliverable of One Informa and we started with a set of use cases very specifically for our needs.

One was to chat privately with our own documents, with our IP. The other one was meeting summarisation.

We had two channels. We had a web channel and we had integrations with Microsoft Teams but now after one year, I'm really proud of seeing Elysia established across the business.

Aiesha Feldwick, Change Manager

Colleagues have really taken to Elysia, and they're using it in sort of three key ways.

First is operational efficiency. We've seen colleagues use it to change the way that they manage contracts. They're also using it to accelerate sales, so they're using Elysia generated imagery to help sell exhibitor space much earlier than traditional methods would have allowed.

Finally, they're also using it to enhance and innovate in the customer experience.

Mateus Fantini, Chief AI & Innovation Officer

We have use cases for marketing, so things like the Brand Agent that allows them to produce content at scale using their own tone of voice with guidelines.

We have use cases for sales around sales automation. We have use cases for career development like Career Coach. So increasingly, the business is integrating and developing very specific use cases that is accelerating the way they work.

Aiesha Feldwick, Change Manager

One of the most exciting things that we've seen is the ability for colleagues to create their own specialised apps.

And they can share these apps with tens of thousands of colleagues all in an instant. So we are actually taking all of that individual knowledge and turning it into institutional capability.

Mateus Fantini, Chief AI & Innovation Officer

What I think is unique about Informa is the richness of our data.

Data being the core asset that enable these large language models and visual models. This is something that Informa can produce and can produce at scale.

Amin Mrini, Chief Digital Officer, Lions Intelligence

Lions Intelligence is an AI-powered workspace designed to turbocharge creative marketing effectiveness.

First of all, it acts as a single access point for the entirety of the data and content universe across the Lions portfolio.

It revolves around agents that we've designed to help end-to-end with inspiration around world-class marketing case studies, research for latest insights, and best practice, as well as helping

devise, refine strategies and plans in creative marketing. So we call it an Operating System in that sense.

We have the largest, most comprehensive case study database for creative marketing.

And I'm talking best-in-class case studies, those awarded at Lions.

We have about 235,000, I believe, on Lions. And then, through our WARC website and Contagious IQ, we have another large six-figure number in terms of marketing insights, best practice, data, long form, short form reports, as well as news items.

This platform wouldn't have been possible before, so the combination of the most unique comprehensive benchmark in terms of marketing and effectiveness quality, combined with best-in-class, agentic, is truly groundbreaking.

Bernadette Noone, EVP Products & Services, Foodservice

Technomic is a comprehensive food service and researching and consulting firm

We service the entire spectrum of the food service ecosystem for research from industry and company intelligence to menu and flavour ingredient trends, as well as to consumer behaviours.

Ignite AI is the generative AI that is now on our platform that delivers that research to clients faster and better than before.

We're able to look at the whole food service journey from where that product came from, what manufacturer, distributor, what operator it was sold into and then looking at their performance, where they put it on the menu, what are the flavour ingredient trends there, as well as, who the consumer was who ate that.

One of the really cool things about Ignite AI and all the work that we've done with the Elysia team is you can put in there that persona. That way when it's giving you not only the results but the recommendations, it's tailoring them to what you're looking to do next.

So clients are really excited about the power of Ignite AI and what they can do with it really quickly.

One of the reasons we're so excited is because Ignite AI is able to transform the research within the food service industry not only for our business for within our clients and then the operators that we all support.

Mateus Fantini, Chief AI & Innovation Officer

So, this idea of very specific vertical, specific fine tune models that is something that combines the investment that is being made by large organisations with the data that we have, we can do this very cost effectively.

This is going to be very transformational for our business.