

ARENA **LIA**

The race for
**ARTIFICIAL
INTELLIGENCE**
has already begun

Take control and become
THE DRIVER
OF THIS TRANSFORMATION



LEARN

with the leading
experts in the
market



BUILD

your first AI
solution in the
same day



LEAVEE READY

to execute
and scale

An immersive one-day experience for
leaders who want to move beyond theory and
use AI to transform their businesses.



24.07



CENESP
São Paulo

LIA.HUB
LIDERANÇA EM INTELIGÊNCIA ARTIFICIAL

AI HAS LEVELED THE PLAYING FIELD.

The same tools are available to everyone:

ChatGPT

Claude

Gemini

Copilot

What separates winners and losers is no longer access,

It's the ability to transform
technology into **results.**



MOST COMPANIES ARE LOST.

78%

of companies already use AI.

39%

see real impact.

The problem is not technology.

IT'S DIRECTION.

RAIN LEVELS THE CARS, BUT NOT THE DRIVERS.

AI has leveled access to tools.

Arena LIA exists to develop leaders capable of generating **competitive advantage**.



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Value Proposition

Arena LIA is a hands-on immersion for leaders who want to move beyond curiosity about AI and **start generating real results**.

In a single day, participants learn from experts, build solutions live, and leave with configured agents, implementation plans, and clear next steps to execute in their companies.

Unlike inspirational talks,
Arena LIA transforms knowledge into immediate action.

NOT A LECTURE.

WHAT IT IS NOT

✗ Slides

✗ Trends

✗ Empty inspiration



WHAT IT IS

✓ Open laptop

✓ Live building

✓ Automations for your business

✓ Immediate implementation

WHAT HAPPENS IN A SINGLE DAY?

BEFORE

DURING

END OF DAY

AFTER

"I'm curious
about AI."

"I'm building
my agent."

"I have a
plan."

"I'm
implementing."

WHAT DO YOU TAKE HOME?

TANGIBLE

- Customized solutions for you
- Configured agent
- Certification
- Execution plan

INTANGIBLE

- Clarity
- Confidence
- Leadership
- Network
- Builder mindset

REAL CASES

We don't teach what we imagine.
We teach what already works.



Multi-category Retail

+68% Operational Efficiency



Design & Interiors

+47% Revenue



B2C Platform



Executive Education

+41% Productivity

THE LIVING LAB.

PRODUCTS

Smart curation and rapid launch

OPERATIONS

Integrated processes, automated with precision

MARKETING

Campaigns generated and optimized by AI

HR

Smart recruitment and management

JOÃO AI

The living model of AI leadership

STRATEGY

Decisions based on real data

LIA. COMMAND CENTER



The cockpit of your **artificial intelligence strategy**

AI without governance stops being strategic. It becomes risk and an isolated experiment.

LIA COMMAND CENTER

With the LIA Command Center, your company stops treating AI as scattered initiatives and starts managing it as a **structured, secure, and scalable operation.**

The LIA Command Center centralizes AI initiative management and provides a clear view of everything happening in the operation



organizes demands

Centralizes projects, agents, and initiatives.



tracks deliveries

Ensures execution, governance, and follow-up.



measures performance

Tracks indicators and results in real time,



executive view

Everything happening in the operation in one place

THE ECOSYSTEM

LIA



ARENA LIA

The event that marks the beginning.

An intensive leadership program designed for leaders to leave the event ready to execute.



LIA IN COMPANY

Implementation within your company.

Assessment, strategy, and guided implementation focused on real results.



TECHNOLOGY

Tools that empower.

Integration with the best AI technologies to maximize results.



LIA COMMUNITY

Leaders building the future together.

Networking, knowledge sharing, and collaboration among AI leaders.



COMMAND CENTER

A clear view of everything happening in the operation.

Organizes requests, tracks deliveries, measures performance, and more.



ACCELERATION PROGRAM

Continuous development that keeps the momentum going.

New content, advanced practices, and ongoing updates.



LIAHUB ENTERPRISE

The platform that scales transformation.

Governance, agents, metrics, and AI management in practice.



ECOSYSTEM

LIA

Connects people, knowledge, technology and practice to generate real results with AI.



AN ECOSYSTEM.
REAL RESULTS.



FROM THE EVENT TO CONTINUOUS TRANSFORMATION.

Everything connected. Everything with purpose.
Everything designed to generate impact.

WHO WILL BE ON THE GRID?



24 of JULY



08h00

Opening and registration



09h00

Keynote: The Pilot of Transformation



10h30

Workshop: building agents



12h30

Lunch & Networking



14h00

Live cases: Polishop & LIA



16h00

Blueprint - Action plan for your company



18h00

C-Level Session (Private committee)



19h00

Closing and certification



AI WILL NOT WAIT
FOR YOUR COMPANY TO BE READY.

The question is:

**WILL YOU PILOT THIS
TRANSFORMATION
OR WATCH SOMEONE PASS
YOU BY?**

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