

**SPEAKER: RUSS ABDRAKHMANOV**

**FORMAT:** Keynote  
**LENGTH:** 60 minutes  
**DELIVERY:** In person only

# AI: BEYOND THE HYPE

“ Invaluable information!! ”  
- Heather Sanderson

“ Fantastic presentation! ”  
- Tracey DuFault

## SESSION OVERVIEW

AI Beyond The Hype is a clear, energetic, and highly practical session designed for audiences who are hearing constant AI noise but want to understand what actually matters. The talk demystifies AI in plain language, shows how to use it responsibly, and gives attendees a useful framework for applying AI inside real businesses without losing sight of human judgment, security, and measurable outcomes.

### AUDIENCE

Business owners, executives, professionals, managers, and association members who need usable AI clarity.

### TO NE

Positive, plain-spoken, visual, practical, and engaging.  
No fearmongering, no hype cycle jargon.

### OUTCOME

Attendees leave understanding AI fundamentals, prompting, safety, agents, and where AI can create business value.

“ It's a really detailed presentation especially if you've been using AI without having deep knowledge of it. ”



Hope Feldscher-Horwitz

“ Russ was great! He had a lot of great AI insights and provided a lot of great tips and tricks. ”



kristin

“ Amazing presentation. Informative and engaging. Excellent speaker. ”



Carla Reinas

## ATTENDEES WILL WALK AWAY WITH

- A grounded understanding of what AI is, how it works, and why it matters now.
- A more confident, constructive mindset for using AI as a practical business tool.
- Prompting techniques they can use immediately.
- A responsible-use lens for AI safety, ethics, privacy, and cybersecurity.
- A clearer picture of where AI agents are headed and how businesses can prepare.
- A practical framework for choosing AI use cases that are measurable, safe, and useful.

**SEE PAGE 2 FOR A SESSION OVERVIEW**

## WHAT THE SESSION COVERS

### 1. Opening story: from Enigma to the Turing Test

A memorable introduction using the WWII Enigma machine, Alan Turing, and the question of whether machines can convincingly imitate human intelligence - including why that question already feels different today.

### 2. The AI mindset shift

A reframing of AI from something to fear or dismiss into something that can give capable professionals “superhuman” leverage when used thoughtfully.

### 3. AI fundamentals in plain English

Visual, layperson-friendly explanations of machine learning, GPTs and transformers, context windows, retrieval augmented generation, vector databases, and why these concepts matter for business users.

### 4. GPT School: prompting as a business skill

Practical prompting techniques that help attendees get better outputs, make AI more useful, and understand why the quality of the question now directly shapes the quality of the work.

### 5. AI safety, ethics, and cybersecurity

A grounded discussion of responsible use, privacy, data handling, bias, human oversight, and the cybersecurity risks organizations need to manage when adopting AI.

### 6. A trip to the future

A forward-looking look at levels of AI maturity, from simple demand-based chatbots to orchestrated agentic systems, along with the rise of agent stores as a new business software ecosystem.

### 7. Building an AI agent live

A live demonstration showing how to design and build a useful AI agent using Microsoft Copilot, tailored to the audience or industry whenever possible.

### 8. AI in business: the four-pillar success framework

A practical framework for successful AI adoption built around measurable KPIs, human-in-the-loop workflows, highly specialized tasks, and cybersecurity controls.

## NOTES FOR ORGANIZERS

**In-person only:** This talk is intentionally designed as an in-room experience.

Russ does not deliver it remotely, though travel is not a barrier for in-person events.

**No public clips currently available:** While full professional recordings exist, clips are not currently published. The reason is intentional: the experience is kept highly in-person, and Russ’s leadership role in a cybersecurity-focused company makes public video/audio exposure a legitimate deepfake and impersonation risk.

**Industry-specific demo:** The live agent demo is always adapted to the audience’s industry so attendees see an example that feels relevant and immediately useful

#### FORMAT

Keynote

#### LENGTH

60 Minutes

#### DELIVERY

In person only

Best fit: business associations, professional groups, chambers, conferences, leadership events, and industry-specific education sessions.