

LUX FORUMS

April 8 | HOUSTON

8:00-
9:00

Networking Breakfast

9:00-
9:40

Beyond the Bubble in AI:

Finding Real Opportunities for Energy Investment

Few technologies since the advent of mobile devices have promised the vast cross-industry impact that we see today from AI. Whether professionally or personally we're constantly engaging with AI. But is it helpful, and will it last? Can AI companies actually make money? What should the energy industry actually do about the growth of AI? In this discussion, Lux will share our answers to these questions and identify where we think energy companies can support its growth.

SPEAKERS:



Anthony Schiavo

Senior Director and Principal Analyst

9:40-
10:10

Meeting Data Center Demand with Low-Carbon Power

Demand for electricity is rising for the first time in decades. It's also coming at a time when utilities are trying to change the way we generate power and manage electricity networks delivering that power. In this discussion, Lux will share its most recent work around load growth and take a deep dive into how energy will be sourced for emerging data centers.

SPEAKERS:



Chloe Herrera

Analyst



Anirudh Bhoopalam, Ph.D.

Analyst

10:10-
10:40

Networking Break

10:40-
11:20

Maximizing Human-Centric Innovation: From Insights to Action

Human-centric innovation isn't just a buzzword; it's an approach that deeply understands and prioritizes human needs, behaviors, and aspirations and a powerful strategy for achieving market dominance, driving exponential growth, and skyrocketing profitability. This strategy acknowledges that, while technology and data are vital, the essence of successful innovation lies in human creativity, decision-making, and ethical considerations. By focusing on the human element, organizations can develop solutions that resonate with their audiences, ensuring long-term success and relevance in an AI-driven world. This session will outline and demonstrate practical steps and the tools our clients are leveraging to execute core Lux Innovation Model stages to take a truly human-centric approach to innovation.

SPEAKERS:



James Hungett

Customer Experience Manager



Heather Stevens

Customer Experience Manager

11:20-
11:50

Partnering for Success: Identifying Leaders in Carbon Capture

Conventional wisdom says that heavy-industry has the greatest need for carbon capture solutions, but does the potential emergence of AI change this conversation? Do you need to adjust your carbon management business strategy based on the emergence of data centers? In this presentation, Lux will share methods for finding the right technology and staying ahead of emerging innovation.

SPEAKERS:



Thomas Briggs

Senior Research Associate



Urvi Mehta

Senior Research Associate

