



AI REALITY CHECK

There's no shortage of noise about AI right now. This is a free half day inside a working robotics lab to see past it: real deployments, real case studies, and a proper look at what AI actually does for a supply chain business.

WHEN

Thursday 15 October 2026

1pm to 5pm

ENTRY

Free

Limited to 50 seats

WHERE

Manufacturing Technology Centre

Ansty Park, Coventry, CV7 9JU

GETTING THERE

Just off M6 Junction 2

23 minutes from Birmingham Airport

OUR HOSTS

The Manufacturing Technology Centre helps UK businesses navigate government funding for automation and AI investment. If your business is evaluating AI and the investment case is the sticking point, bring that question to October 15th.

RESERVE YOUR SEAT

airealitycheck.tech

Scan, or bring a colleague.
Every registration is read personally.



ORGANISED BY



aventyr

THE AFTERNOON

A PRACTICAL AFTERNOON

Every system we explore is already running in production, not staged for the day. Stand next to the engineers who built it, ask the questions that matter to your operation, and see exactly where it holds up before you spend a penny.

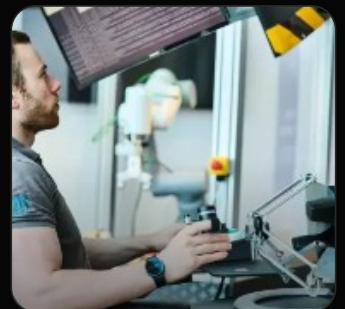
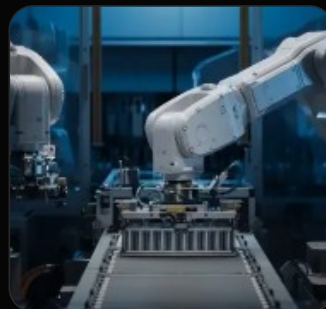
IS THIS FOR YOU?

- ✓ You run, or shape decisions for, a distribution or manufacturing business.
- ✓ You're weighing where AI fits in your operation and what it will actually return.
- ✓ You'd rather see systems running than sit through vendor pitches.
- ✓ You want an afternoon with peers facing the same decisions.

THE VENUE

MTC's labs run some of the most advanced robotics and automation in the UK, and outside visitors rarely get past the lobby. For one afternoon in October, you will be inside them.

ANSTY PARK, COVENTRY, CV7 9JU · JUST OFF M6 JUNCTION 2 · 23 MINUTES FROM BIRMINGHAM AIRPORT



**REAL ROBOTS.
REAL AUTOMATION.
RUNNING LIVE.**



AGENDA

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A half-day afternoon built around a networking lunch, an opening session from MTC, case studies from our technology partners, a tour of MTC's innovation labs and an AI panel with our technology leaders.

Timings may shift slightly as we finalise the day with MTC.

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ENTRY

Free, limited to 50 seats

● 13:00

Arrival and networking lunch

● 13:45

Welcome from your host, Kevin McGirl

● 13:50

Opening session: Sean Culey, Director of Supply Chain, MTC

Thriving through disruption in distribution and manufacturing.

● 14:20

Case studies from our technology partners

Continuum, with Ben Firman on turning warranty and returns into a competitive advantage, and Ambit, with Jenit Ramaiya on AI for enhancing customer experience. 20 minutes each.

● 15:00

Tour of MTC's innovation labs

Including the latest AI and robotics warehouse technology.

● 15:30

TO BE CONFIRMED

AI panel, moderated by Kevin McGirl

With Rich Sinclair and James Samuels. Technology leaders share insights on applying AI to stock optimisation, demand forecasting, sales enablement, automated reverse logistics, customer experience, pricing, product management, B2B ecommerce, sustainability and more.

● 16:15

Tea and networking

● 17:00

Close

SPEAKERS

IN THE ROOM WITH YOU



KEVIN MCGIRL

Aventyr Partners

HOST & MODERATOR

Exited tech founder with 40 years of experience deploying software for distributors and manufacturers in Europe and North America. He now acts as a bridge between the latest AI technology players and progressive supply chain leaders looking for a first mover competitive advantage.



SEAN CULEY

Director of Supply Chain · Manufacturing Technology Centre

Thriving through disruption in distribution and manufacturing

Sean leads supply chain strategy at MTC and is a Visiting Fellow at Cranfield School of Management. He is the UK's only certified SCOR Master Instructor and the author of Transition Point: From Steam to the Singularity.



BEN FIRMAN

Vice President of Sales · Continuum

Turning warranty and returns into a competitive advantage

Ben leads go-to-market at Continuum, where his team helps distributors and manufacturers turn warranty and returns from a cost centre into a source of margin and customer loyalty.



JENIT RAMAIYA

CEO & MD · Ambit Software

AI for enhancing customer experience

Jenit leads Ambit Software, which builds enterprise AI and CRM platforms, including nexaMFG for manufacturers, helping distribution and manufacturing businesses run smarter with AI-driven customer experience and automation.



RICH SINCLAIR

Co-CEO · EO Group

AI panel

TO BE CONFIRMED

Rich is Co-CEO of EO Group, where he leads CTRL Commerce, Euroffice and Office Power, taking the group from a pure-play retailer to a SaaS B2B ecommerce platform connecting manufacturers, wholesalers, resellers and end customers across Europe.



JAMES SAMUELS

Co-Founder · Vizibli

AI panel: sustainability and procurement

TO BE CONFIRMED

James is co-founder of Vizibli, an AI supply chain intelligence platform showing carbon and cost hotspots in real time. He previously founded Claritum, a procurement platform processing over £1bn a year across 70 countries.

PRESENTED WITH



HOST VENUE



TECHNOLOGY PARTNER



TECHNOLOGY PARTNER



ORGANISING PARTNER

RESERVE YOUR SEAT

Free, half a day, limited to 50 seats. Once they're gone, they're gone.

Bringing a colleague? Register them too. Every registration is read personally.

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