



**THEME: Embracing the Digital Age:  
Opportunities, Challenges, and Innovation**

**DATE: September 27, 2023**

## **INNOVATION & INDUSTRY**

### **PROGRAMME**

**DAY 2 CHAIRPERSON: Ms. Marlene Roach**  
Associate Registrar/Director, Local, Regional & International  
Admissions, UCC/UCC Global

#### **Rapporteurs**

**Professor Kotra Mohan**  
**Dr. Rabindranath Ramsaroop**

**Opening**  
**9:00am-9:05am**

**Dr. Veronica Reid-Johnson**  
Conference Chair  
Assistant Professor, School of  
Business, Entrepreneurship &  
Management, UCC

**Invocation**  
**9:05am-9:10am**

**Pastor Samuel Lewis**  
UCC Chaplain

**Welcome & Opening Remarks**  
**9:10am-9:20am**

**Prof. Haldane Davies**  
UCC President

### **SESSION 1: 9:20am-12:00pm**

**Introduction of Keynote  
Speaker**  
**9:20am-9:25am**

**Ms. Marlene Roach**  
Day 2 Chair

**Keynote Address**  
**9:30am-10:00am**

**Dr. Marlene Street-Forrest**  
Managing Director,  
Jamaica Stock Exchange  
*Embracing the Digital Age*

**Q&A**  
**10:00am-10:15am**

**Undergraduate Research  
Spotlight**  
Awarding of Poster Winners  
**10:15am-10:50am**

**Dr. Peter Ndajah, Chief Judge**  
Head, School of Mathematics,  
Science & Technology, UCC

**Closing Remarks**  
**10:50am-10:55am**

**Dr. Susan Otuokon**  
Vice President Institutional  
Advancement/ Executive Director  
UCC Foundation

**Undergraduate Research Spotlight Poster Session**

(Room 6/7)

**11:00am-12:00pm**

LUNCH BREAK

**11:00am-12:00pm**

**SESSION 2: 12:00pm-2:30pm**

**Innovation & Entrepreneurship  
12:00pm-1:00pm**

*Start-up Tourism: Jamaica's  
Roadmap to Success*

**Miss Princess Gaynor**

BSc. Student, School of  
Mathematics, Science &  
Technology, UCC

*Venture Capital in the Jamaican  
Financial Industry: A  
Practitioner's Perspective*

**Mr. Michael Gordon**

Director of Innovations, UCC

*Leveraging Large Language  
Models in Accelerating  
Entrepreneurial Ventures*

**Mr. Adrian Dunkley**

DBA Student, UCC/University of  
Sunderland

**Q&A**

**12:50pm-1:15pm**

**Industry Interview:  
E-Commerce & Digital  
Entrepreneurship  
1:15pm-2:00pm**

**Host: Mr. Otis Osbourne**

Head of Department, Information  
Technology

School of Mathematics, Science &  
Technology, UCC

**Mr. Trevor Forrest**

CEO, 876 Technology Solutions

**Closing Remarks**

**2:00pm**

**SESSION 3: 2:30pm-4:00pm**

**The AI Prompt Engineering Workshop:  
Unleashing the Power of Large Language Models  
2:30pm-4:00pm**