

AICON PH 2025 | CEBU

MAKING AI REAL, MAKING AI MATTER

NOVEMBER 27, 2025 | QUEST HOTEL AND CONFERENCE CENTER



AICON PH 2025

MAKING AI REAL, MAKING AI MATTER

JULY 23, 2025

SMX CONVENTION CENTER AURA,
BONIFACIO GLOBAL CITY, TAGUIG CITY

EVENT HIGHLIGHTS

616

AI Professionals &
Enthusiasts Gathered
from **126 Organizations**
across **25 Industries**

Backed by

28

Industry-Leading Sponsors

Achieved an Excellent

+74

Net Promoter Score

*base score of +40



19

Exhibitors & Partners

28

Speakers

40+

Industry Leaders

97%

Attendee Satisfaction





HERE ARE OUR PARTNERS

CO-ORGANIZERS



CO-PRESENTERS

JPMorganChase



AMBASSADORS

SGV

Shape the future
with confidence

acer

AMD

Ayala



CAMBRIDGE
UNIVERSITY PRESS & ASSESSMENT

Google



PHILIP MORRIS
INTERNATIONAL

SESSION SPONSORS

accenture

aws



ESKWE LABS



GCash



Globe

Kayana

EXHIBITORS



EMERSON

Insight

R.G. Manabat & Co.
KPMG

multisys

N-PAX

philtech

stratpoint

aws

SUPPORTERS

QBE
At the heart of it

Reyes Tacandong & Co.

MEDIA PARTNERS

BusinessMirror

BusinessWorld



malaya
Business Insight

MANILA
BULLETIN
THE NATION'S LEADING NEWSPAPER

Manila
Standard

COFFEE PARTNER

Deu-ces



STTelemedia
Global Data Centres

NEN
DIGITAL

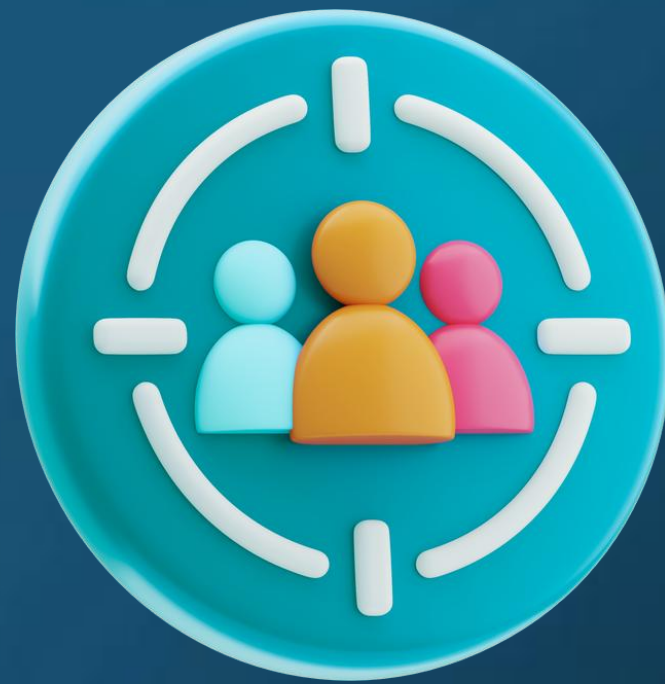


VILLAGE
Connect

Graphic

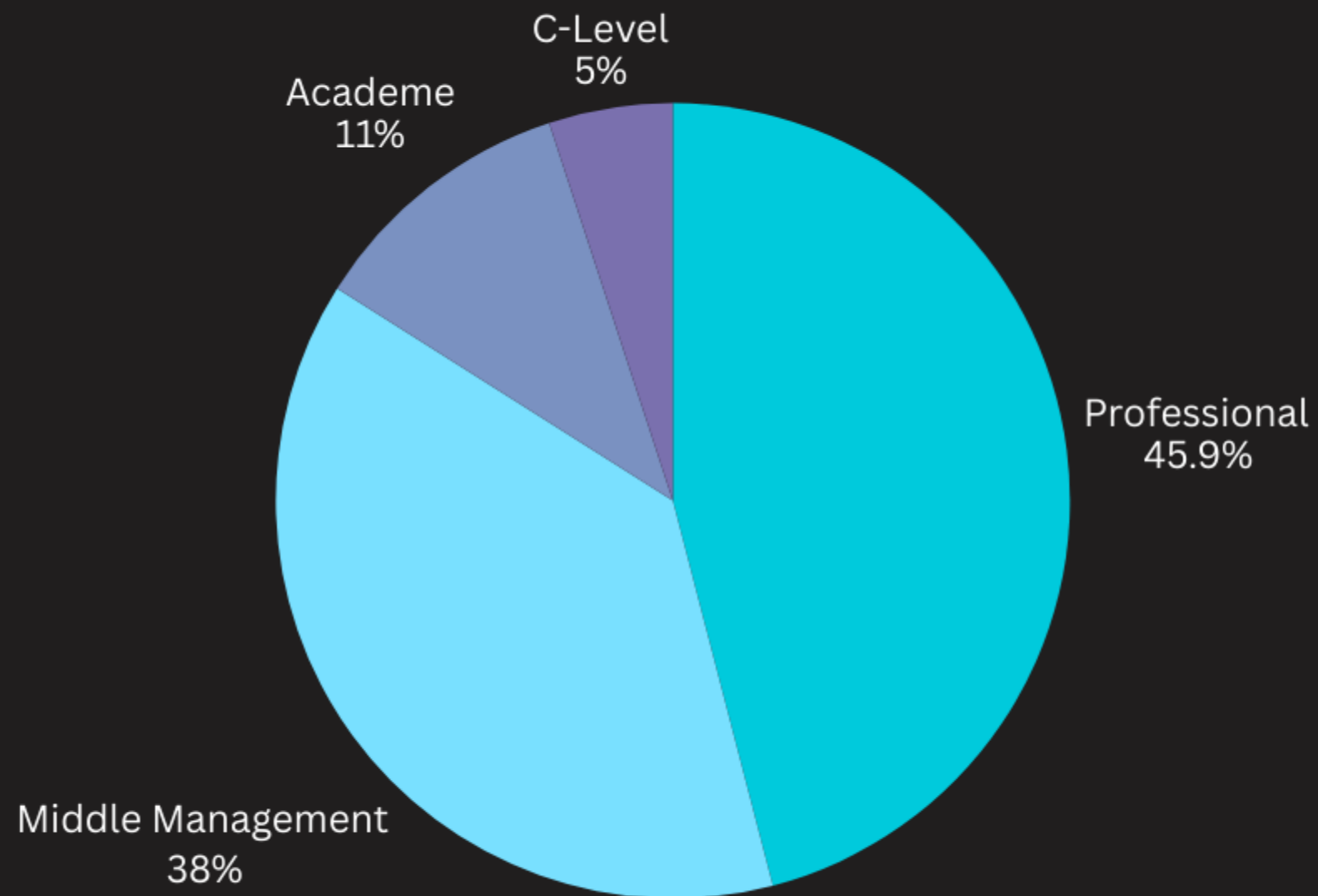
VRITIMES



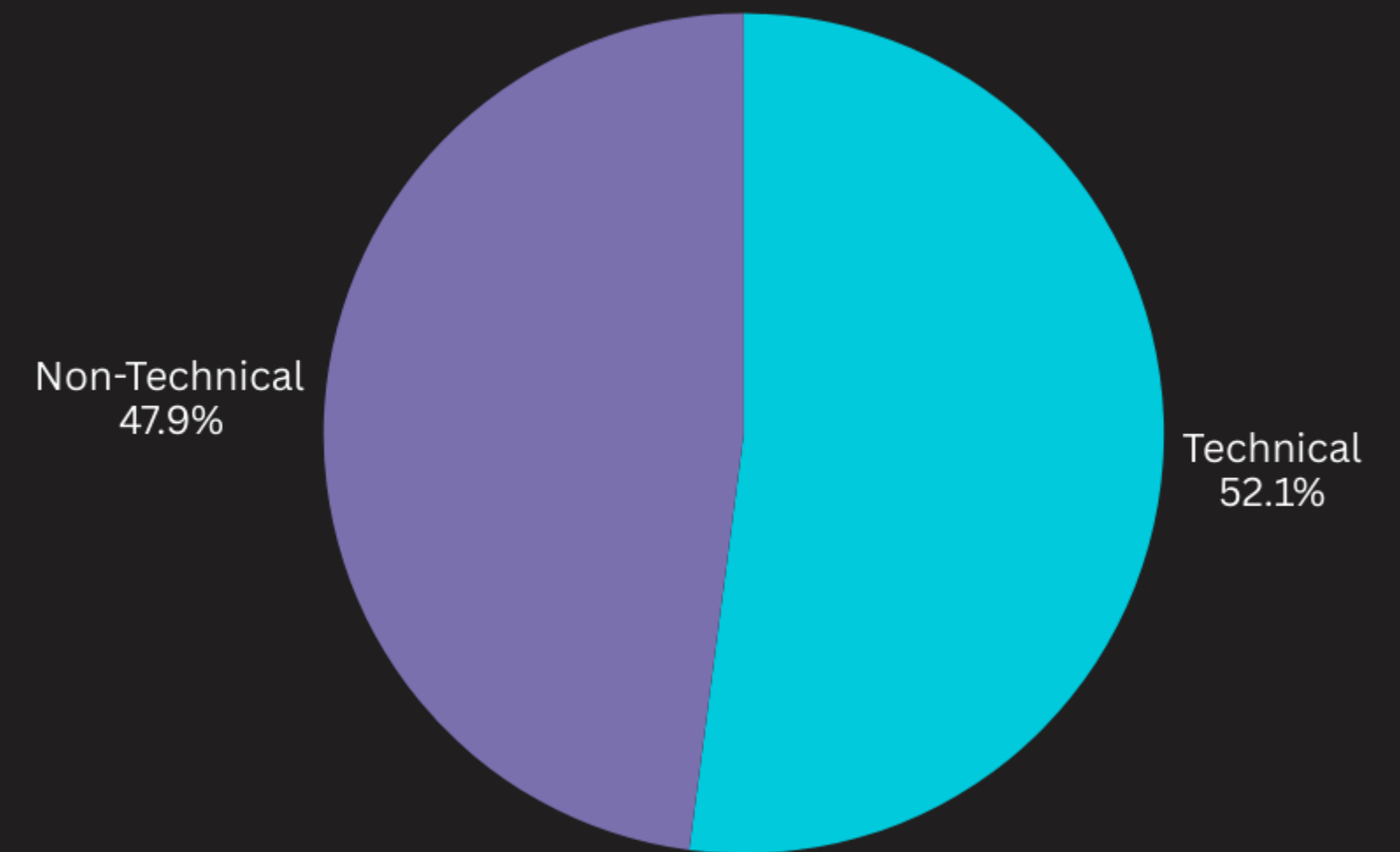


AUDIENCE DEEP DIVE

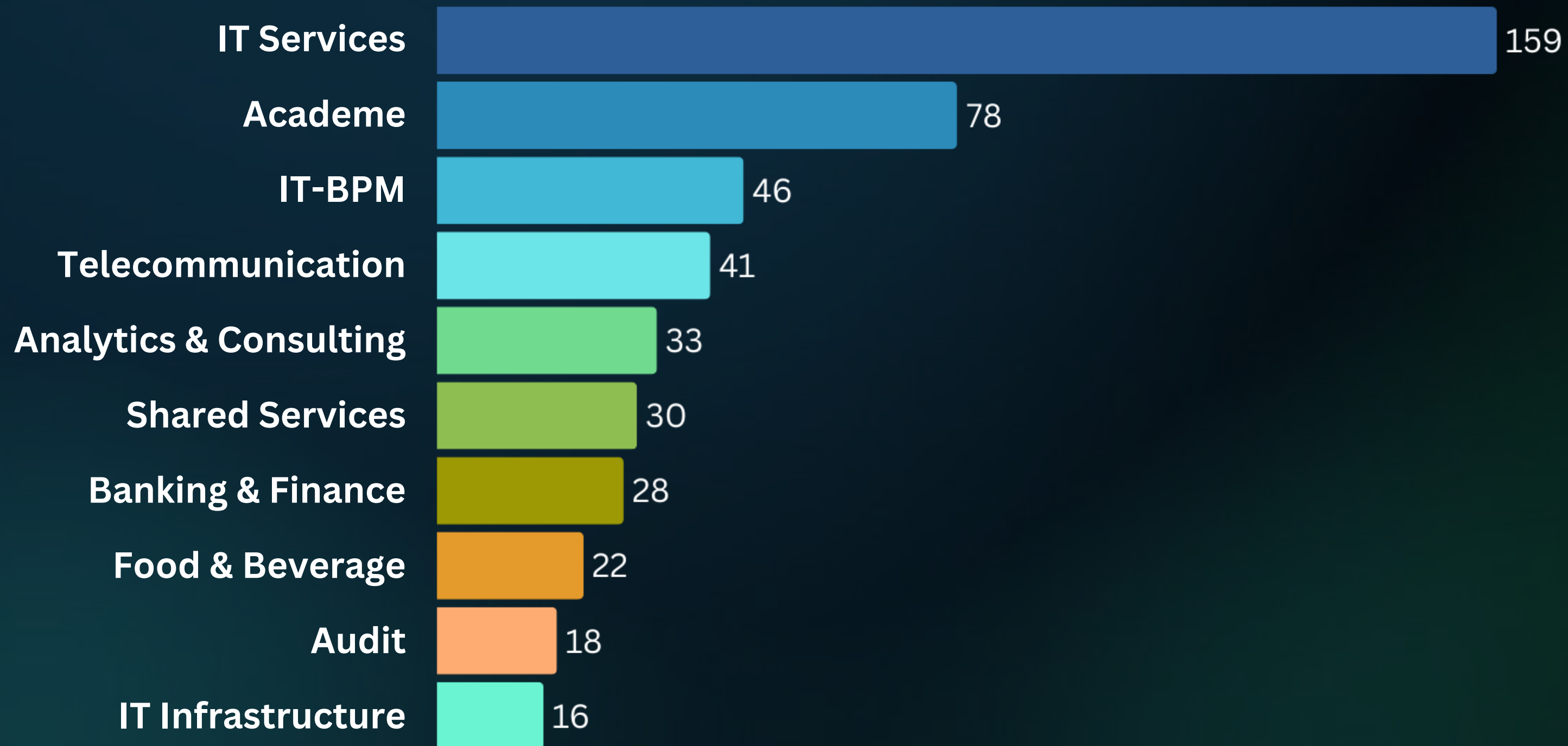
WHO THEY ARE: SENIOR PROFESSIONALS AND MANAGERS



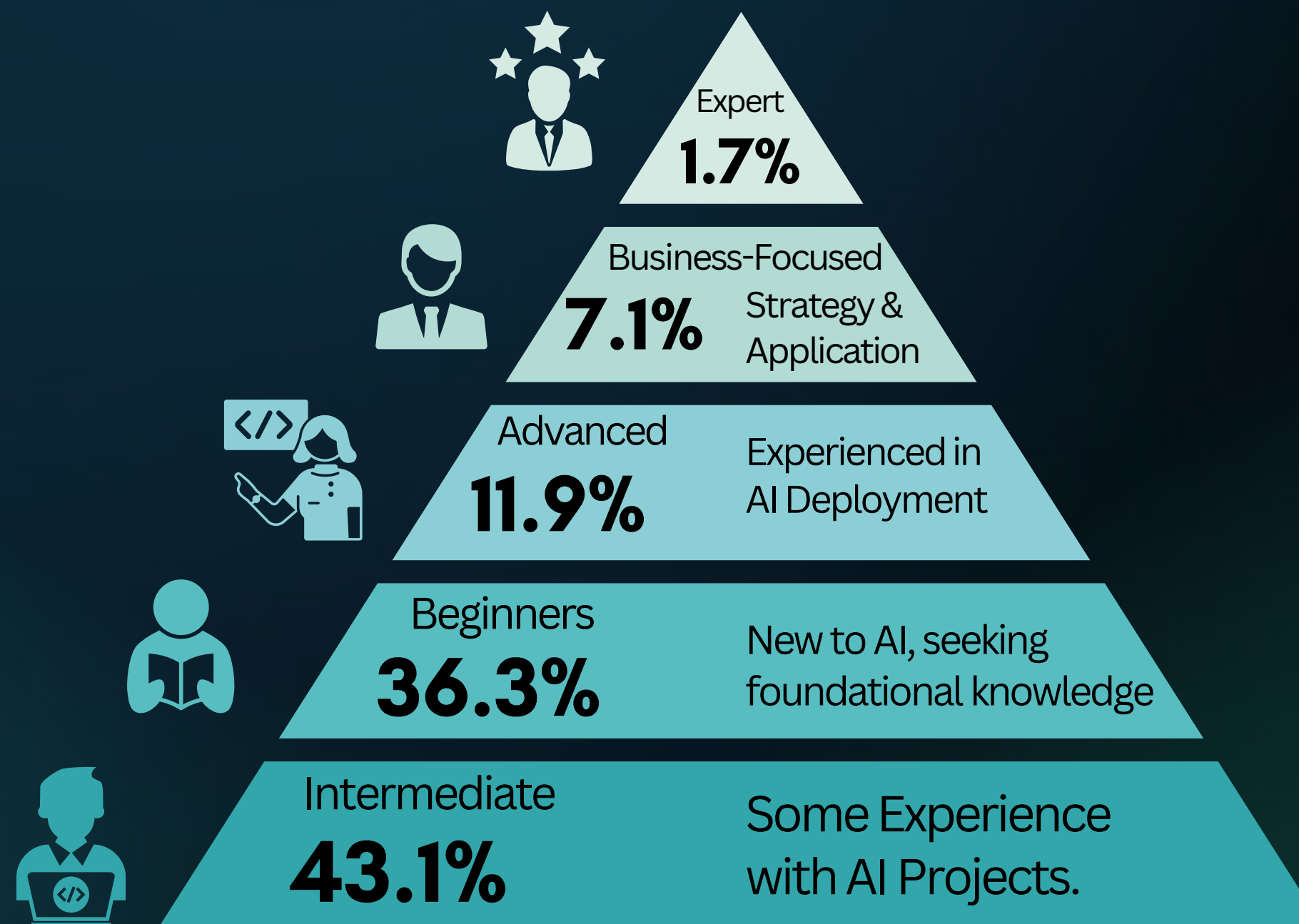
THEIR EXPERTISE: NEAR-EVEN SPLIT IN EXPERTISE



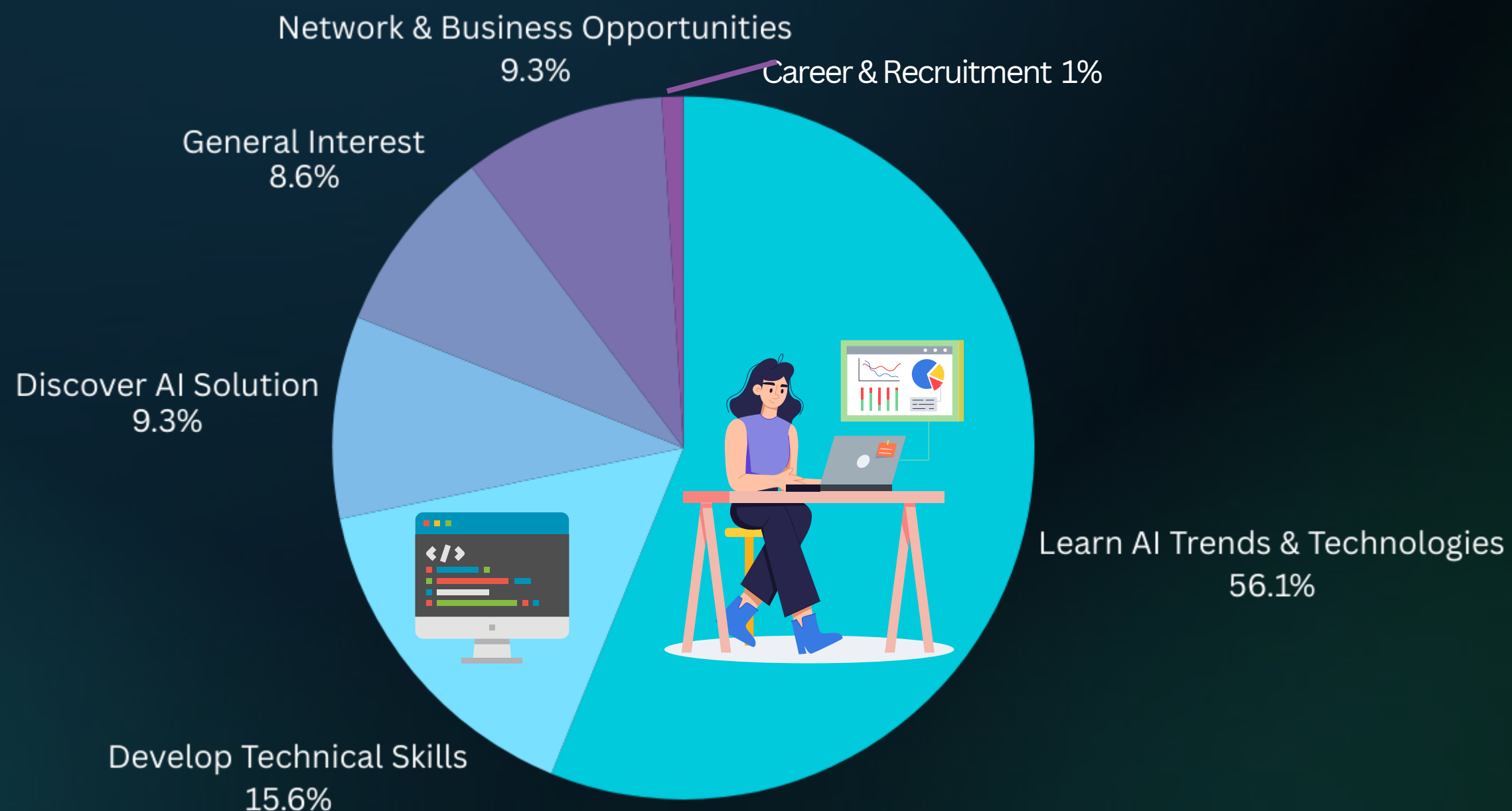
TOP 10 INDUSTRIES REPRESENTED



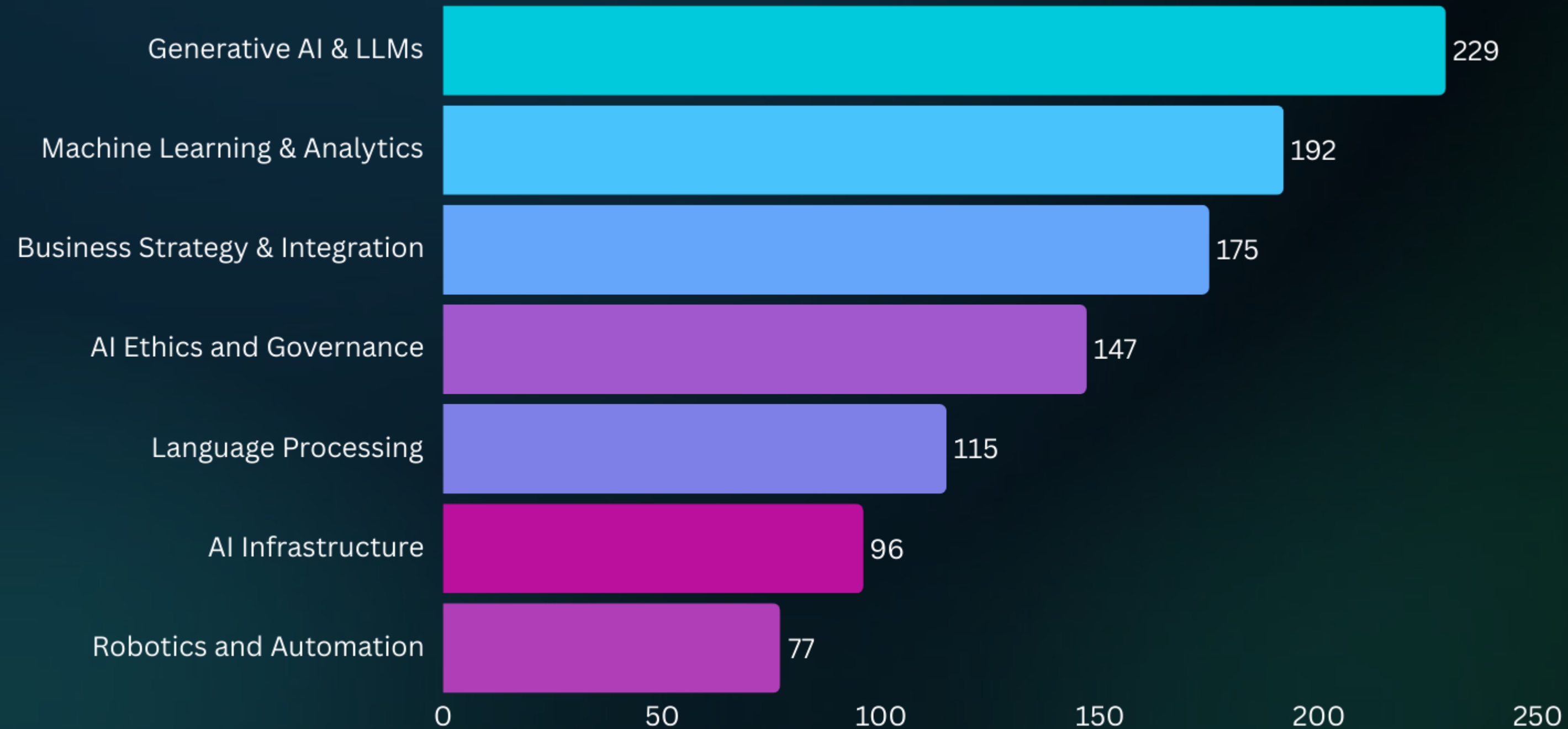
AI KNOWLEDGE & EXPERIENCE LEVELS



PRIMARY GOAL FOR ATTENDING



COMMUNITY AI INTEREST AREAS





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ASSOCIATION OF THE PHILIPPINES



AUDIENCE EXPERIENCE

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EVENT FEEDBACK SUMMARY

Overall Satisfaction

+73

NET PROMOTER SCORE

This "Good" score indicates a highly positive reception from attendees.



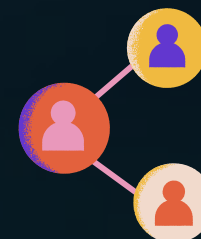
Content & Speakers Were a Major Success

The highest-rated aspects were content and delivery, with over **90% positive feedback** for speakers and relevant topics.



Strong Perceived Value

A strong **majority of attendees (78%)** felt the event provided good value for the registration fee.



Opportunity: Enhanced Networking

The clearest area for improvement is networking, which had the lowest satisfaction score at **63%**.

EVENT ATTENDEE FEEDBACK



93%

Helpful &
Courteous
Staff



92%

Quick &
Efficient
Registration



87%

Appropriate &
Convenient
Venue



83%

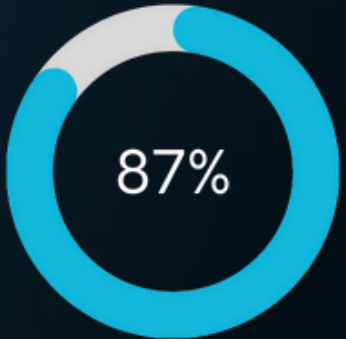
Timely
Pre-Event
Communication



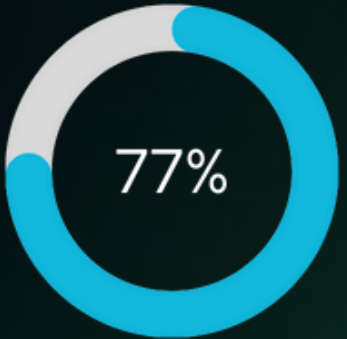
90%

Informative
Social Media
Posts

PANEL DISCUSSION 1 AUDIENCE FEEDBACK



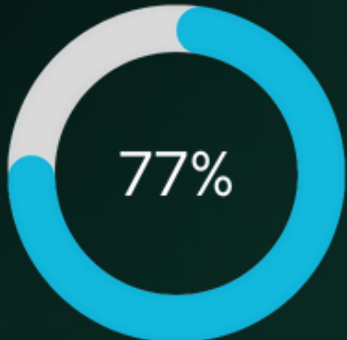
Panelist Knowledge



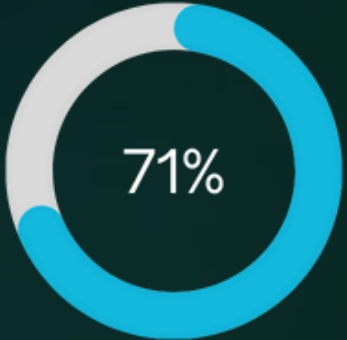
Moderator Facilitation



Panelist Diversity

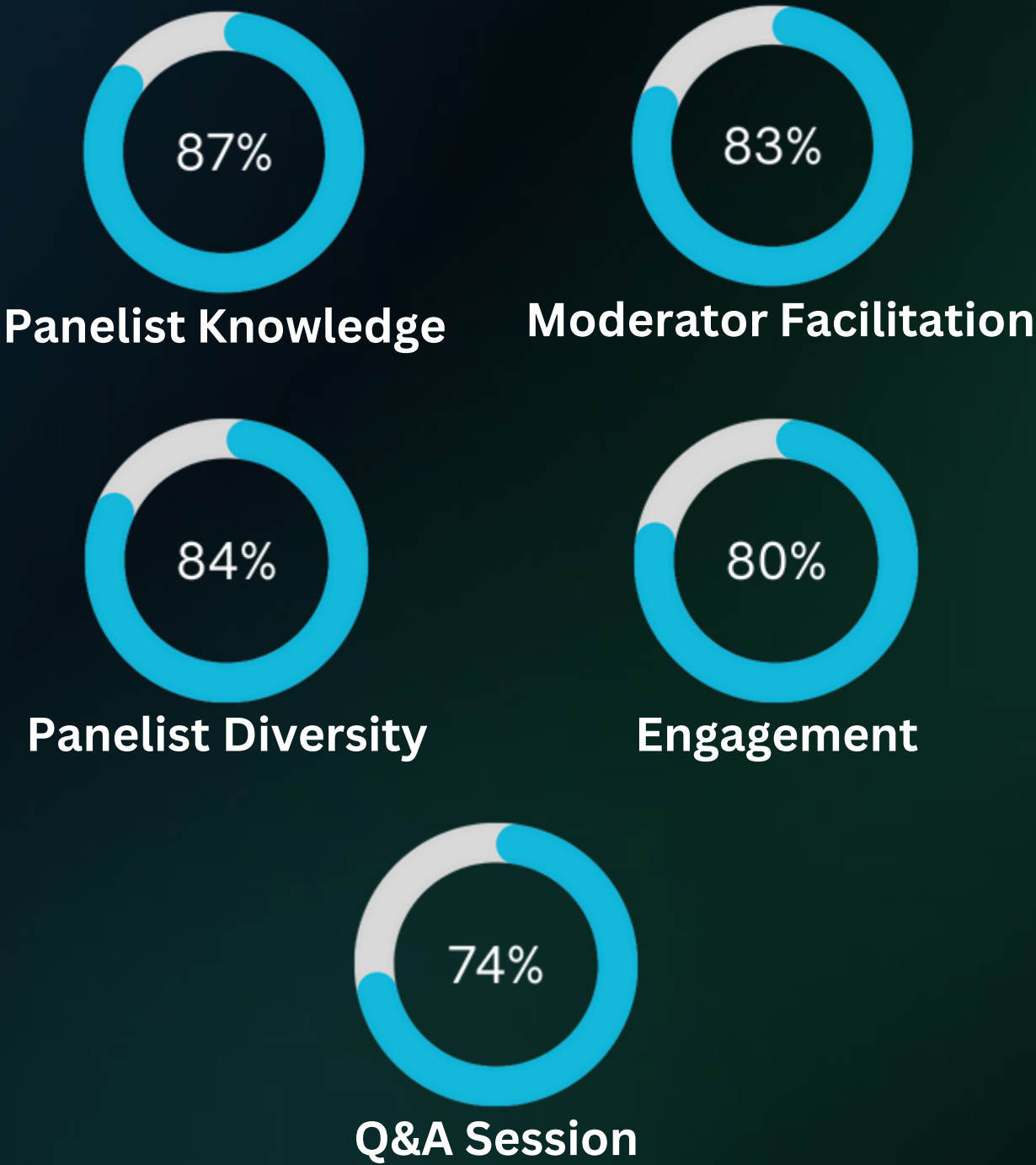


Engagement



Q&A Session

PANEL DISCUSSION 2 AUDIENCE FEEDBACK



BREAKOUT SESSIONS



90%

Breakout Session Attendance

68%

of attendees Voted Breakout Sessions as Most Valuable Aspect of the Event

Average Audience Distribution

AI Developer



AI Development Manager / Tech Leader



AI Strategist / Business Leader



AI Deployer

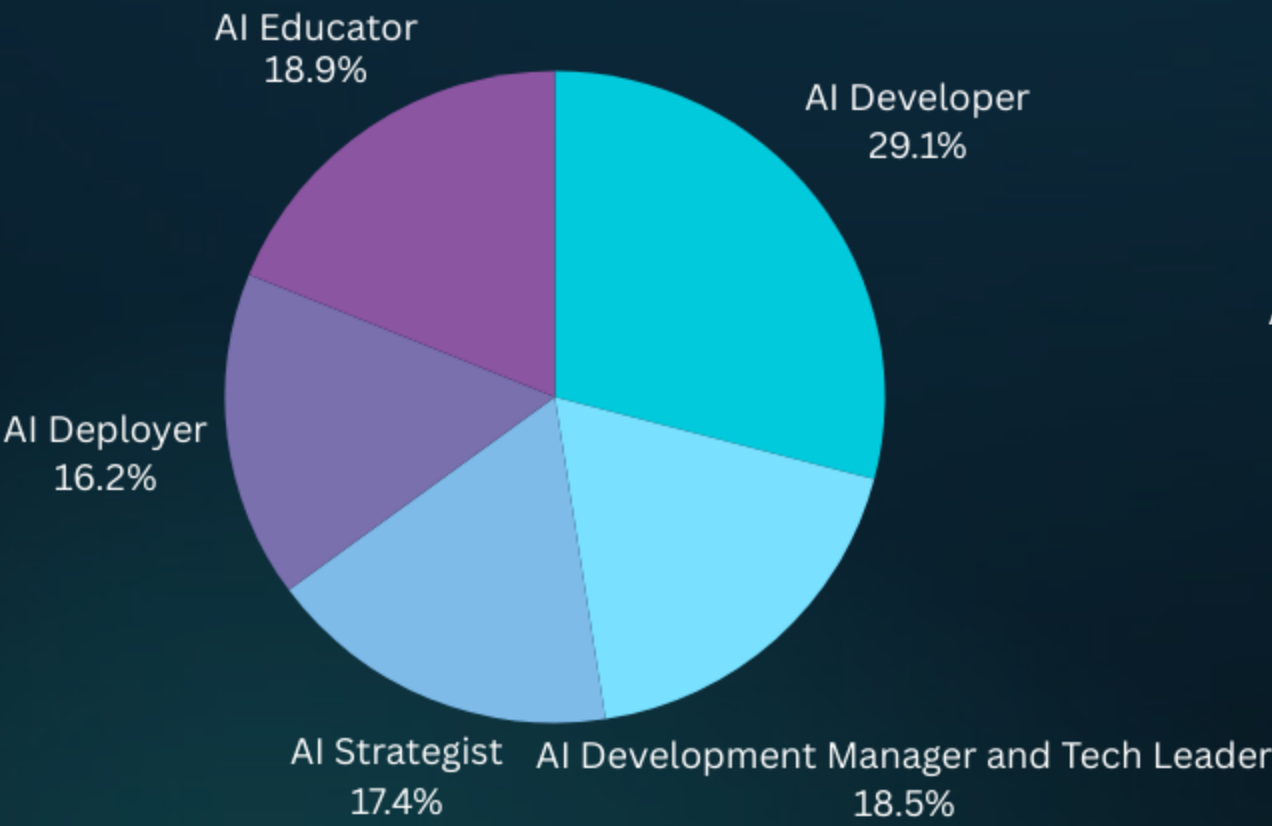


AI Educator

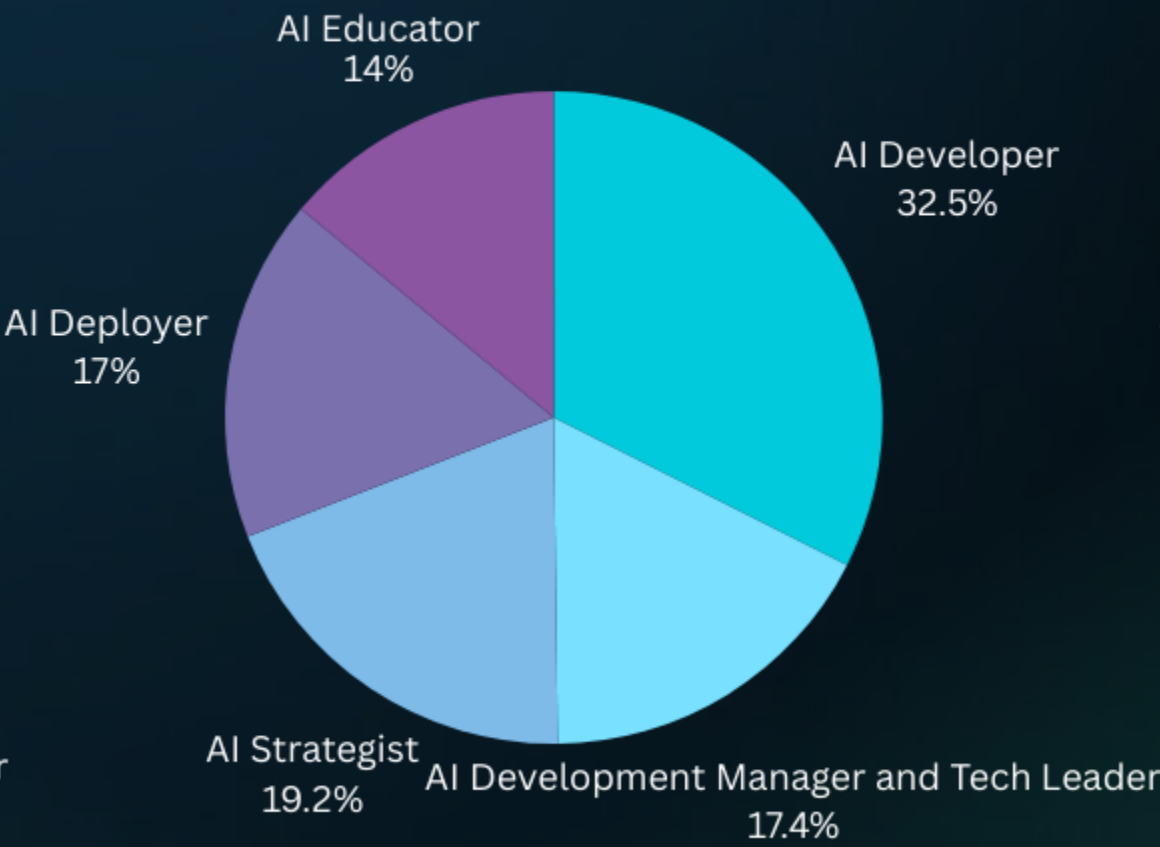


BREAKOUT SESSIONS ATTENDANCE BREAKDOWN

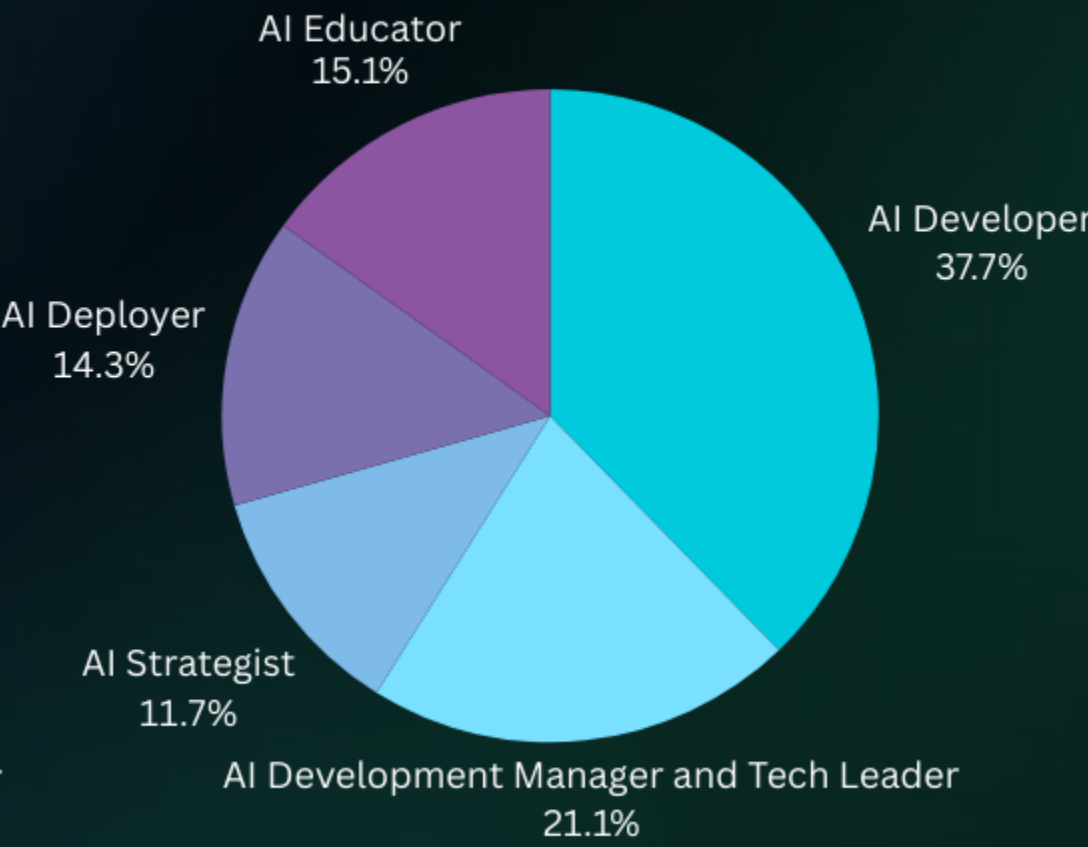
Breakout Session 1



Breakout Session 2



Breakout Session 3





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EXHIBITORS IMPACT

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EXHIBIT HALL: A HUB OF ENGAGEMENT

Attendee Traffic

92%

of participants visited the exhibit booths, ensuring high visibility for all partners.

Key Experience Metrics

Metrics demonstrate high traffic and a quality attendee experience.

Layout & Organization

83%

Professional Exhibitor Interactions

83%

Engaging & Informative Booths

81%

Variety of Relevant Exhibitors

82%

AUDIENCE EXHIBIT FEEDBACK



“Nice and very informative Posters, standees, and Flyers. The exhibitors are well verse of the product and accommodating. Freebies are nice.”



“Very friendly reps. It was great and informative.”



“It was a great experience. It would be great if each booth could truly showcase their AI solutions in action.”

Highest Foot Traffic (Top 5)

1. Alibaba Cloud
2. SGV
3. Emerson
4. Safeway Philtech
5. Cambridge

Top Voted Exhibitors (Top 5)

1. Google/Globe
2. Cambridge
3. Safeway Philtech
4. Alibaba Cloud
5. LTP Labs





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Alibaba Cloud



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Joanne Briones - Alvarez, CRSP  • 2nd
Talent Acquisition Leader @ Insight | Global Talent Acquisition
1w • 


What an amazing day at AiCon PH 2025!


Our team had an amazing time connecting with over 100 attendees who ...more




76

5 comments • 7 reposts





Itplabs • [Follow](#)
Manila, Philippines



Itplabs 1w
[@Itplabs](#) was present at AICON PH 2025, where we had the chance to connect, share, and learn. Our team was there throughout the day, at our booth and on stage. Pedro Campelo, Partner at [#LTPlabs](#), joined the opening panel on human development in [#AI](#) and shared our perspective on how organizations can approach data and AI in a practical, responsible way.

Thank you to everyone who stopped by, and to the Analytics & Artificial Intelligence Association of the Philippines (AAP) for bringing together such a thoughtful community.

[#AICONPH2025](#) [#DataDriven](#)

24 likes
July 24

[Log in to like or comment.](#)

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AMPLIFIED REACH: BRAND EXPOSURE

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Facebook Performance during the peak promotion period of July

Our focused July promotion placed partner brands in front of a large and rapidly growing digital audience, demonstrating significant value and visibility beyond the physical event.

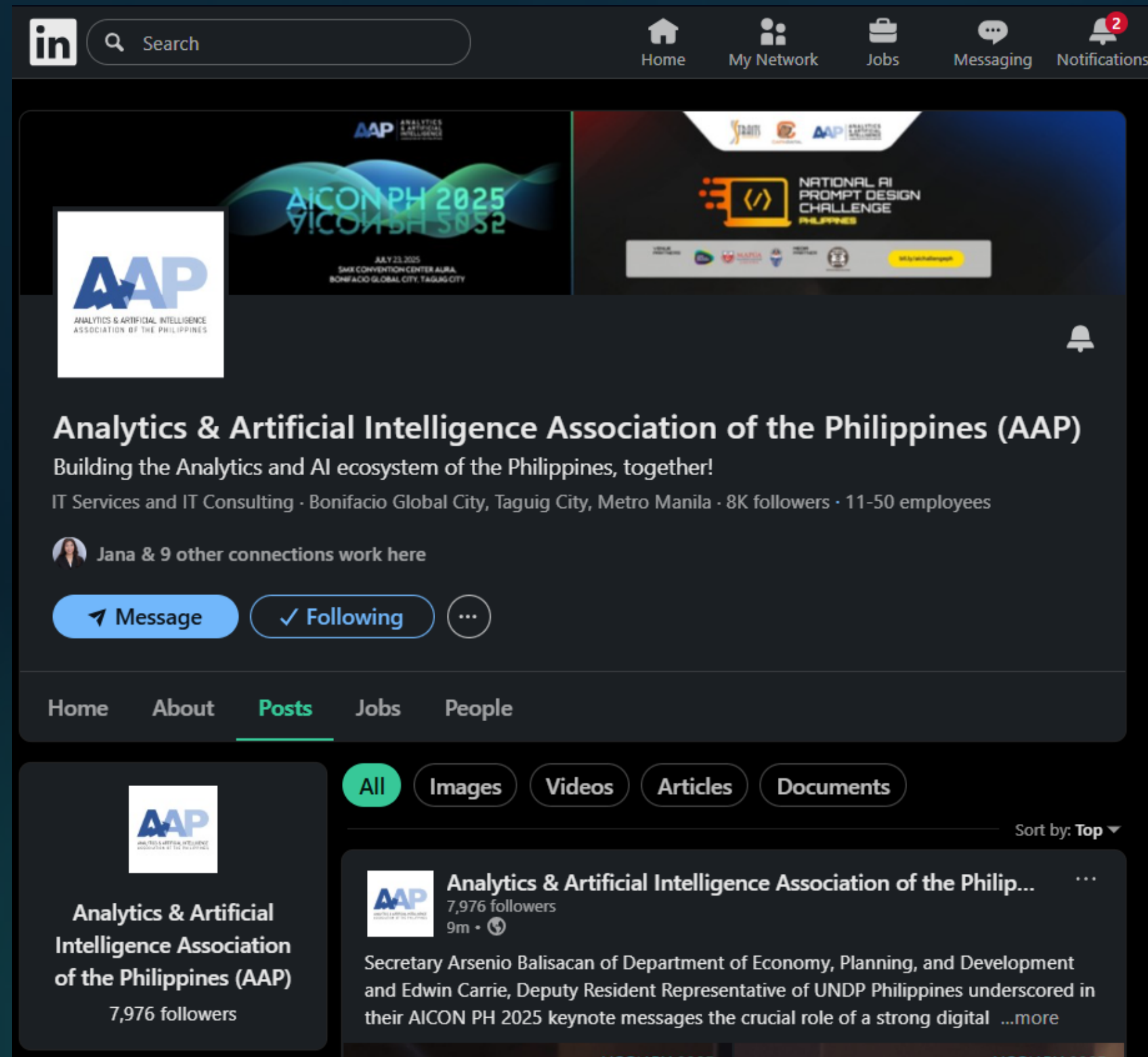


Total Views

185,356

Unique People Reached

29,720



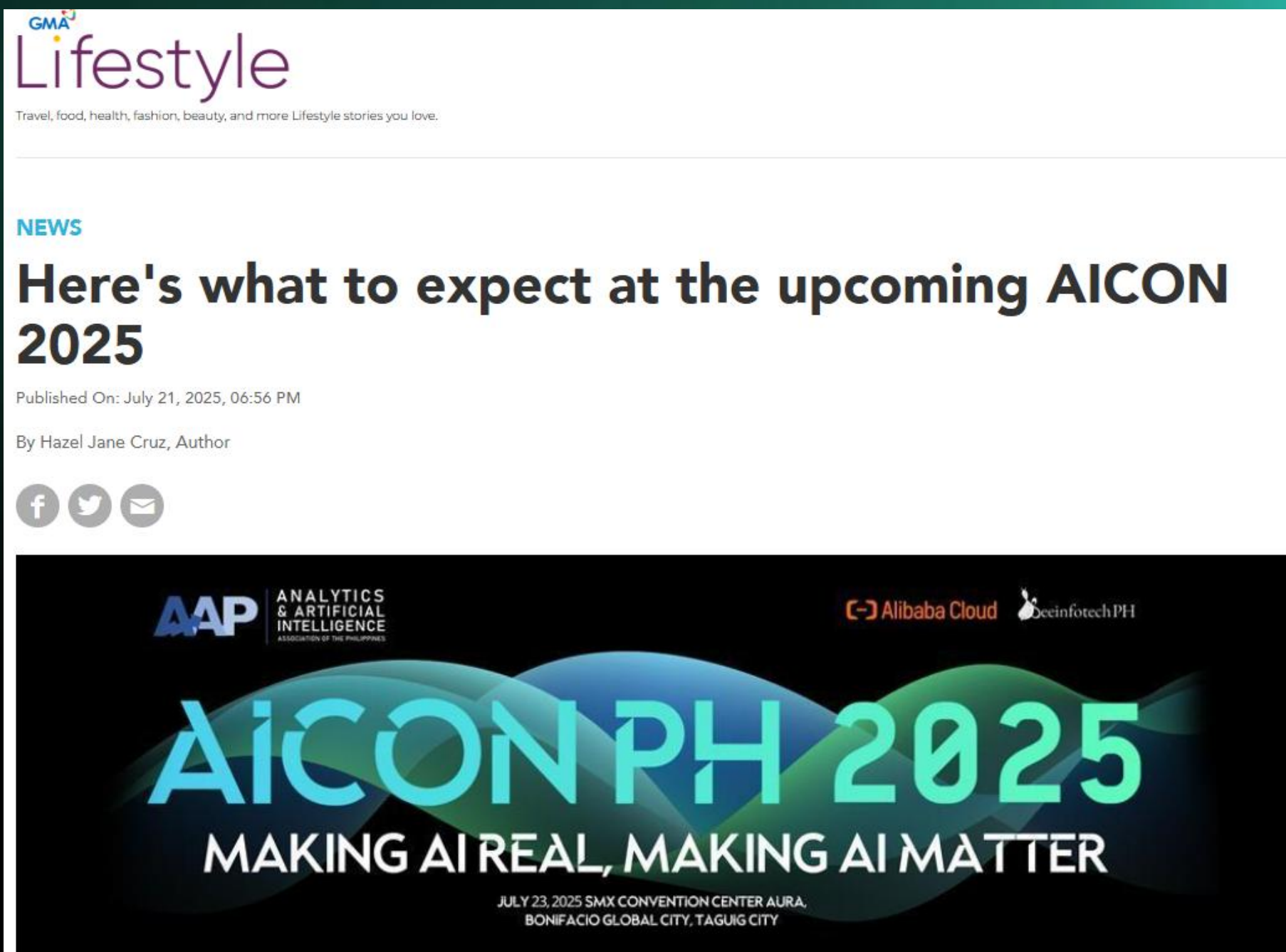
LinkedIn Performance during the peak promotion period of July.

Our content successfully reached a highly relevant audience of tech professionals and decision-makers on their primary professional network, ensuring brand alignment with industry expertise.

Organic Impressions on LinkedIn

48,254

INDUSTRY & MEDIA RECOGNITION



Cruz, H. J. (2025, July 21). Here's what to expect at the upcoming AICON 2025. GMA Network. [Here's what to expect at the upcoming AICON 2025.](https://www.gmanetwork.com/lifestyle/news/124537/heres-what-to-expect-at-the-upcoming-aicon-2025/story) GMA News Online, 21 July 2025, <https://www.gmanetwork.com/lifestyle/news/124537/heres-what-to-expect-at-the-upcoming-aicon-2025/story>, 21 July 2025

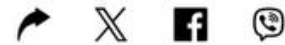
Manila Bulletin > Technews > AICON PH 2025: The biggest AI learning event in the country

Technews

AICON PH 2025: The biggest AI learning event in the country

By MB Technews

Published Jul 21, 2025 08:52 am



EVENTS

AICON PH 2025 to highlight real-world, inclusive uses of AI



By Back End News

JUL 21, 2025

AICON PH 2025 will gather leaders, professionals, educators, and students on July 23 at SMX Convention Center Aura in Bonifacio Global City for a full day of discussions on artificial intelligence.

Marking its 10th year, the event, organized by the Analytics & Artificial Intelligence Association of the Philippines (AAP), continues its mission of making advanced technologies more useful and accessible. Originally launched in 2016 as the Big Data Analytics Conference, it has grown into a national platform for learning and collaboration.

With the theme, "Making AI Real, Making AI Matter," this year's edition focuses on real-world applications of AI, challenges in fairness and accessibility, and ways to help more Filipinos benefit from intelligent systems.

Back End News. (2025, July 21). AICON PH 2025 to highlight real-world, inclusive uses of AI. Backend News. MB Technews. (2025, July 21). AICON PH 2025: The biggest AI learning event in the country. Manila Bulletin. <https://mb.com.ph/2025/07/21/aicon-ph-2025-the-biggest-ai-learning-event-in-the-country>

MB Technews. (2025, July 21). AICON PH 2025: The biggest AI learning event in the country. Manila Bulletin. <https://mb.com.ph/2025/07/21/aicon-ph-2025-the-biggest-ai-learning-event-in-the-country>



Malaya Business Insight. (2025, August 6). AICON PH 2025: The biggest AI learning event in the country. Malaya Business Insight. [MB Technews. \(2025, July 21\). AICON PH 2025: The biggest AI learning event in the country. Manila Bulletin. https://mb.com.ph/2025/07/21/aicon-ph-2025-the-biggest-ai-learning-event-in-the-country](#)



WhenInManila. (2025, July 23). AICON PH 2025: 10 years of making AI real and relevant. When In Manila. <https://www.wheninmanila.com/aicon-ph-2025-10-years-ai>

ATTENDEE TESTIMONIALS

Ma. Michelle Arcenal, MPM • 2nd
Helping Australian Companies build their dedicated IT Team / C...
1w •

Flexisource IT proudly participated in AICON PH 2025 at SMX SM Aura, an event dedicated to the transformative power of AI and data analytics. ...more

Flexisource IT
14,553 followers
1w • Edited •

Flexisource IT proudly joined AICON PH 2025 at SMX SM Aura—an event that champions AI and data analytics for real-world impact. ...more



Jonathan Jaro • 2nd
Business Senior Specialist | Insights Engineering | Planning and ...
1w •

Telstra Philippines is proud to have supported AIcon PH 2025, organized by the Analytics & Artificial Intelligence Association of the Philippines (AAP). Despite the challenging weather, delegates from various business sectors attended ...more



Rizelle Bautista and 50 others

4 comments · 5 reposts

Tessa Mijares • 3rd+
Executive Director- Data&Analytics Reporting Team at JPMorga...
1w • Edited •

#AICONPH2025
#JPMorganChase ...more

Albert Ocampo, MBA • 2nd
Program Leadership | Digital, Digital & Tech | Ally Lead | Dad to a N...
1w • Edited •

JPMC Philippines x AAP: Strengthening AI Innovation at #AICONPH2025! PH

Despite the non-stop rain and challenging weather conditions ☁️, our ...more



15



EVENT SUMMARY & KEY TAKEAWAYS



Audience Engagement

Successfully convened a targeted, high-value audience of AI leaders and practitioners.



Community Reach

Achieved extensive exposure to thousands of professionals, both on-site and online.



Industry Leadership

Established as a successful, highly-rated event at the forefront of the AI industry in the Philippines.



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AICON PH
2025

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Customizable Benefits Package

**with chosen add-ons worth
PHP 10,000 or higher*

**All sponsorship rates are + VAT*

SUPPORTER



Company logo in all marketing materials

2 Complimentary attendee registration

Flyer in event attendee kit

50,000

EXHIBITOR



Company logo in all marketing materials

2 pull-up banners at the event

3 Complimentary attendee registration

Flyer in event attendee kit

Booth Space
(2x2 ft) w/ 2 exhibit passes

75,000

AMBASSADOR



Company logo in all marketing materials

Sponsor feature in event website & marketing channels

2 pull-up banners at the event

4 Complimentary + **1 VIP** seat (priority seating)

Company AVP during breaks

Flyer in event attendee kit

Booth Space
(3x3 ft) w/ 3 exhibit passes

120,000

CO-PRESENTER



Company logo in all marketing materials

Sponsor feature in social media channels

Mention in all event marketing materials

3 pull-up banners at the event

5 Complimentary + **2 VIP** seats (priority seating)

Flyer and Merch in event attendee kit

Booth Space
(4x4 ft) + **1 Breakout Room Branding** w/ 4 exhibit passes

Panel session participation or Breakout session slot

Company AVP during breaks

Access to post-event report and attendee list

250,000

CO-ORGANIZER



Company logo in all marketing materials

Sponsor feature in social media channels

Mention in all marketing materials

4 pull-up banners at the event

10 Complimentary **(w/ Priority Preregistration)** for breakout sessions of their choice) + **3 VIP** seats (priority seating in plenary and breakout)

Flyer and Merch in event attendee kit

Booth Space
(5x5 ft) + **1 Breakout Room & Plenary Hall Branding** w/ 5 exhibit passes

Company AVP during breaks

Access to post-event report and attendee list

Keynote Speaking Slot, Panel Session Participation, or Breakout session slot

Exclusively present breakout session topic at AAP Monthly Meetup

400,000

Customizable Benefits (add-ons)

Benefit	Tier I	Tier II	Tier III	Tier IV	Tier V
Booth Space (additional 1x1 ft) <i>*2 max for 4x4; 3 max for 3x3; 4 max for 2x2;</i>	Add 30,000				
20-minute Keynote Speaking slot	Add 300,000				
10-minute Company Presentation <i>*in plenary program</i>	Add 200,000				
40-minute Breakout Session slot	Add 150,000				
Access to post-event report and attendee list <i>*subject to data privacy regulations</i>	Add 50,000				
Company flyer/merchandise on event attendee kit	Add 25,000				
Mention in all event marketing channels	Add 15,000				
Sponsor feature in event website and social media channels	Add 10,000				
Company AVP played during breaks	Add 30,000				

**Note: Checked benefits are already applicable to the specific tier level if you go for higher tiered packages.*

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November 27, 2025
Quest Hotel & Conference Center
Archbishop Reyes Avenue, Camputhaw, Cebu City

For partnership opportunities:
nathan.samiley@aap.ph