

Press Release

ISMA^{UK} Summit to Discuss How We Should Deal with Stress Caused by the Advancement of AI

Tuesday 5th November 2024

AI will feature as a key topic at the fifth Online Global Stress & Wellbeing Summit being hosted by The International Stress Management Association (ISMA^{UK}) on Wednesday 6th November.

With the release of ChatGPT4o in May the world woke up to realise that AI is much more powerful than previous thought, much more user friendly, and advancing much more quickly. We no longer have to be programmers to take advantage of powerful technology - we just need to be able to ask the right questions (in AI circles, known as prompt engineering). Combine that with the convergence of multiple crises (or the polycrisis) and talent shortages and you have a recipe for high stress. On top of a global pandemic, we have not yet recovered from the Brexit hangover and, taken with recent political upheavals and an imminent US election, it's no surprise that people are more fatigued and stressed than ever before in our lifetimes.

So how do we deal with the stress of the advancement of AI and the big questions it poses? The ISMA^{UK} Summit panellists Julie Holmes, an AI expert, tech founder and inventor; Tony Reeves, lead partner in the Digitising Defence practice at Deloitte; and Charlotte Kemp, The Futures Alchemist, say we must educate ourselves, train ourselves and prepare. They will be asking questions such as: Will AI take our jobs? What are the business and societal implications of AI? How can we prepare for the AI-driven future? How can we manage stress in this tech-driven world?

Julie Holmes explained further, "AI is supposed to add trillions to the global economy and, if used well, it will give us much more leisure time. But we need to be prepared for that. Doing less work and/or doing it differently will challenge some people's identity and sense of purpose. Governments and businesses alike need to start thinking about this now and decide how to support people as they go through this rapid transition. We need to critically rethink our workforces, our workplaces and our leadership to prepare for these changes".

ISMA^{UK} is the leading professional body for workplace and personal stress management, wellbeing and performance. This year sees them commemorate their 50th Anniversary, marking 50 years of dedication to reducing stress and advocating wellbeing. The Summit is being held on Stress Awareness Day, positioned at the centre of International Stress Awareness Week 4th – 8th November. The Summit theme is *Campaigning to Reduce Stress and Improve Wellbeing*. Other themes being explored at the Summit by over 20 world-class speakers include: The role of leaders in relation to wellbeing in organisations; How organisations champion health, safety and wellbeing; How to build resilience with a plant-based diet; Fostering a healthy workplace culture.

The Summit is being sponsored by PPWD, specialists in facilitating programmes that bridge non-technical skills from trauma management to wellbeing and leadership.

In this special year, ISMA^{UK} have launched their inaugural Stress Management Awards. Businesses and organisations of all sizes that are dedicated to reducing stress in the

workplace, improving mental health and enhancing employee wellbeing were invited to apply. The winner and runners-up will be announced during the Summit on 6th November.

Carole Spiers, Chair of ISMA^{UK}, said, “We are delighted to welcome Julie Holmes, Tony Reeves and Charlotte Kemp as our expert panellists in the AI session. They will show us that we have an opportunity to harness AI to help us solve some of the major challenges we are currently facing. They join over 20 expert speakers who will captivate our international audience of stress management professionals, HR managers, psychologists, therapists, business leaders, specialists in organisational change and anyone concerned about reducing stress. We are grateful to our sponsors PPWD for their generous support in ISMA^{UK}'s 50th Anniversary year.”

The Summit will be held live on Zoom from 9.00 am until 8.00 pm on Wednesday 6th November and also on catch-up until Tuesday 31st December. For more information about the programme and how to buy tickets go to <https://isma.org.uk/online-global-stress-wellbeing-summit-2024>. ENDS

Notes for Editors

- ISMA^{UK}'s Online Global Stress & Wellbeing Summit on Wednesday 6th November is the centrepiece of **#StressAwarenessWeek** and is being held on **#StressAwarenessDay**, both of which trend worldwide on social media. There are five panel sessions, and the panel on **AI and the Future: Minimising Stress in the Light of Technological Advancement** is being held from 17:00 to 18:00. Entry to the Summit is by ticket only. For more information about International Stress Awareness Week and the Online Global Stress & Wellbeing Summit visit <https://isma.org.uk/ismainternational-stress-awareness-week> and <https://isma.org.uk/online-global-stress-wellbeing-summit-2024>. To buy tickets, visit <https://www.eventbrite.co.uk/e/isma-global-online-stress-wellbeing-summit-2024-tickets-937845078877>. Ticket holders can view all sessions until Tuesday 31st December.
- The Summit is sponsored by PPWD, specialists in the facilitation of programmes that bridge non-technical skills from trauma management to investigations, learning reviews, fair culture, wellbeing, and leadership. Their multi-award-winning Compassionate Safety approach generates safe environments that accommodate humans for being human. For more information go to <https://www.ppwd-consulting.co.uk/about/>.
- For more information about ISMA^{UK}'s Stress Management Awards, go to <https://isma.org.uk/stress-management-awards>.
- For interviews, please contact Carole Spiers FISMA, FPSA, MIHPE, Chair, ISMA^{UK} on 07768 878910 or email her at chair@isma.org.uk.
- As a registered charity and membership-based organisation for 50 years in 2024, ISMA^{UK} exists to promote sound knowledge and best practice in stress management, both nationally and internationally, providing advice to a wide range of individuals, businesses and voluntary organisations, while supporting the Health & Safety Executive in delivering their requirements for Stress Risk Assessment.