HUB INSTITUTE

2027 EDITION

BUSINESS TRANSFORMATION ADVISORY FIRM

An advisory offer from inspiration to action.

For 15 years, HUB Institute has brought together the executive teams transforming their industries. A complete ecosystem, from vision to execution: the right insights, the right expertise, the right connections, at the right time.

MEMBERSHIP · INTELLIGENCE & COMMUNITIES

TRAINING · KEYNOTE, AI DAY, AI FOR EXCOS

INSIGHTS & FORESIGHTS · REPORTS & RESEARCH

AI ADVISORY · AGENTIC DAY, AGENT BUILDER DAY

FORUMS · TALKS · EXEC DINNERS

LEARNING EXPEDITIONS

HUBINSTITUTE.COM

HUB INSTITUTE

The trusted partner for major transformations

Your partner to see ahead of others, decide alongside the market's best decision-makers, and feed your corporate roadmap.

120	40 000	100	+15
MEMBER COMPANIES	ENGAGED DECISION-MAKERS	REPORTS & CASE STUDIES	YEARS OF EXPERTISE



WHAT YOU GAIN WITH HUB INSTITUTE

① SPEED OF EXECUTION
strategic topics already decoded, analyzed and ready to activate.

② LOWER DECISION RISK
the collective intelligence of the market's best decision-makers.

③ ALIGNED TEAMS
a stream of trends and business cases ready to use,
to feed and update your roadmap.

A unique ecosystem of leading groups: Accor, Allianz, BNP Paribas, Carrefour, Clarins, Danone, E.Leclerc, ENGIE, Groupe Rocher, Kingfisher, LVMH, La Poste, Leroy Merlin, Michelin, Nestlé, Orange, Renault Group, Rexel, Saint-Gobain, Sephora, SNCF, Total Energies...

OUR SUPPORT MODEL

An advisory offer built on the four key stages of business transformation

1 **INSPIRE** Watch & signals
2 **ENLIGHTEN** Events & LEX
3 **TRAIN** Keynote, Sprint & Day
4 **DECIDE** Strategy & roadmap
5 **BUILD** Builder Day, Solutions
6 **TRANSFORM** Solutions & support
7 **IMPLEMENTATION** Integration via partners
8 **OPTIMIZE** Updates, reviews & reporting

INSPIRE & ENLIGHTEN | **TRAIN & DECIDE** | **BUILD & TRANSFORM** | **IMPLEMENT & OPTIMIZE**

INSPIRE & ENLIGHTEN

- Membership : Intelligence & Communities
- Forums, Talks & Dinners
- Learning Expeditions (trade shows & cities)
- Insights Reports & Foresights Research
- Newsletters & books

A REFERENCE FOR 15 YEARS

TRAIN & DECIDE

- Masterclass & Keynote (IRL & webinar)
- Innovation & AI Sprint (½ day) / Day (1 day)
- Workshops & functional programs
- Strategic AI maturity audit
- Recommendations & roadmap

STRONG MARKET DEMAND

BUILD & TRANSFORM

- **Agentic Builder Day (1 day) · NEW**
- AI support engagement
- Agentipedia web & report
- AI solutions benchmark
- Adoption & transformation

FOCUS 2026/2027

IMPLEMENT & OPTIMIZE

- Implementation with partners (integrators)
- Rituals: AI expert sessions, demos
- Run, certification & governance
- Agentic use case observatory
- Measurement, reporting & optimization

WITH PARTNERS & THROUGHOUT THE YEAR

Each stage of transformation prepares the next: inspiration feeds decisions, decisions lead to building, and what is built lasts.

Your strategic decision engine

An exclusive community of decision-makers to anticipate, understand and act: forward-looking insights, tailored advisory, peer benchmarking, immersions.

CLASSIC

12 K€ /YEAR

The core offer for small business teams:
10 seats, reports in 🇫🇷 only, roadmap forums & talks, 3 field immersion days.

THE TEAM REFLEX
turnkey market intelligence and access to key events.

GLOBAL

20 K€ /YEAR

To accelerate with a mid-sized team: 100 seats, reports in 🇫🇷 and 🇺🇸, annual analyst briefing.

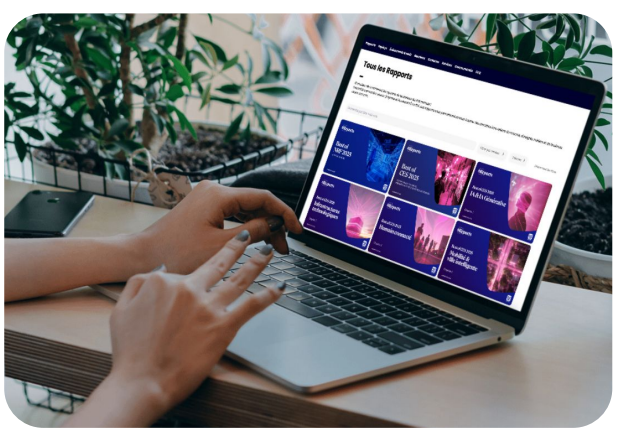
SCALING UP
100 employees aligned with FR/EN insights.

ADVISORY

36 K€ /YEAR

For international groups: 200 seats, 3 one-to-one executive briefings with a senior analyst, Foresights Research access and personalized C-level follow-up.

THE DIRECT LINE
your dedicated analyst and closed-door C-level benchmarking







INCLUDED INSIGHTS

Focus on major trade shows & countries

Best of CES, VivaTech, NRF, Cannes Lions, ...
China, South Korea, India,...

2026/2027 editorial focus

Agentic Commerce, Humanoids, SuperApps, AI Governance & Sovereignty, Future of Work...

Industry focus & circles

Banking & Insurance, Health & Pharma, Industry & Energy, Retail & Distribution, Luxury, Fashion & Beauty, FMCG & Consumer Goods, Mobility & Transport, Telecom, Consulting & Professional Services, Public Sector, Real Estate & Construction, Food & Hospitality, Tourism, Sport & Leisure.

Executive Boardrooms by thematic circle · exclusive field immersions
Your dedicated analyst: ambitious organizations do not transform alone.

AGENTIC BUSINESS ADVISORY

2027 starts now: four strategic formats

The CODA™ method (Copiloted, Orchestrated, Delegated, Agentic): a common language for delegating to AI agents, from the executive committee to the front line.
“You come in with a roadmap and zero agents in production. You leave with working agents, their specs, governance in place and certified teams.”
Our clients' typical path? The Masterclass opens the agentic topic, the Agentic Day supports the decision and the Builder Day builds.

MASTERCLASS · 1 hr
5 to 9 K€

The strategic wake-up call: the shift, the method, the proof. Align the executive committee.

AGENTIC SPRINT · ½ day
9 to 14 K€

A scan of your scope: a map of the first agentic use cases identified.

AGENTIC DAY · 1 day
14 to 24 K€

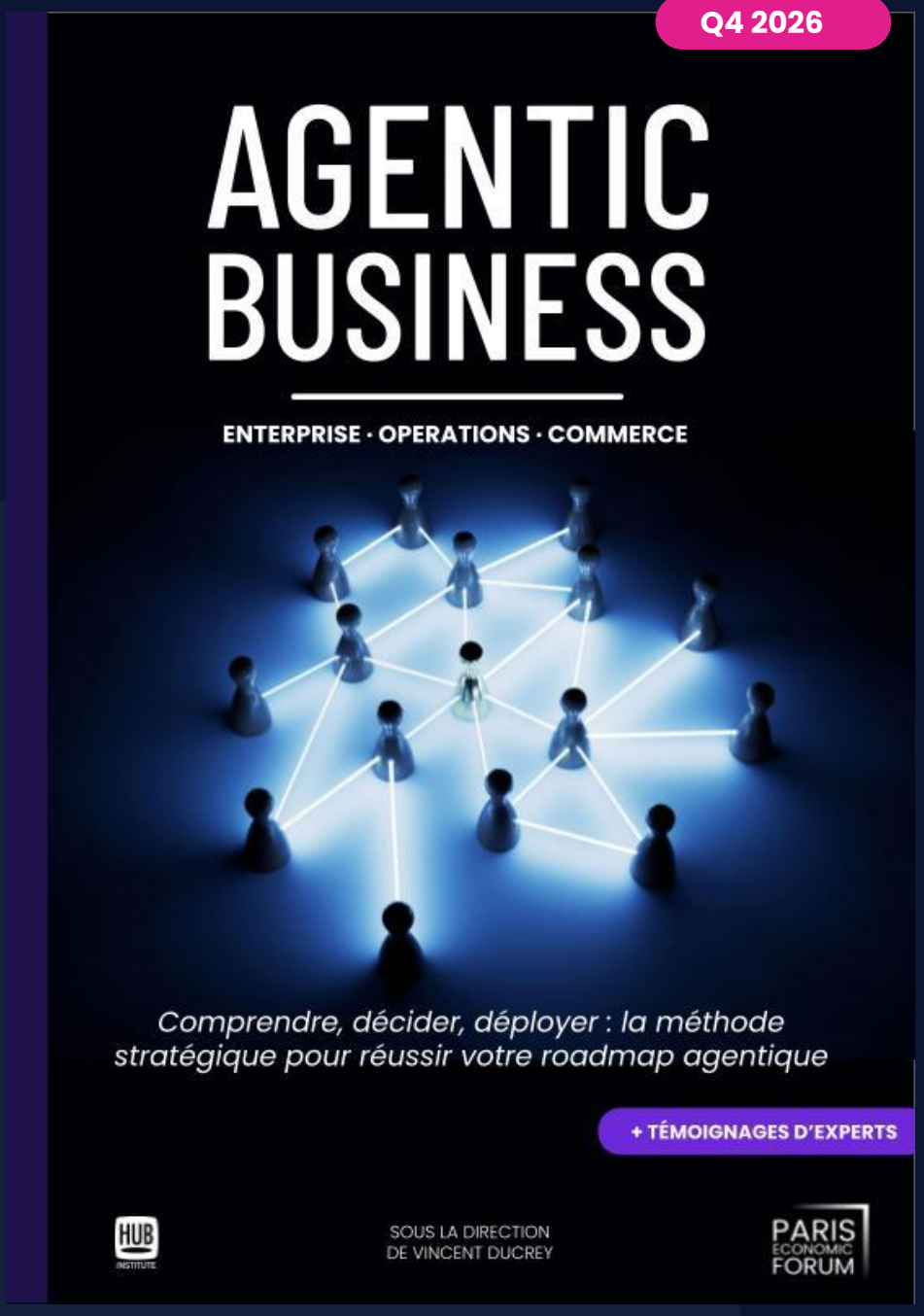
A signed-off agentic roadmap: scorecard, use cases.

2026

AGENT BUILDER DAY · 1 day
14 to 24 K€

The build: your teams create, test and govern real agents on your use cases. Certified the same evening.

Q4 2026



Agentic Business is **the strategic reference guide to deliver your agentic roadmap**: understand the shift from generative AI to agentic AI, decide what you delegate with the CODA™ framework, and deploy agents that serve your company, your operations and your customers.

AI TRAINING & LEARNING EXPEDITIONS

Upskill your teams









Keynote
Masterclass
interactive
from 5 K€

Workshop
Hands-on
use cases
from 6 K€

Half-day
Masterclass
+ workshop
from 8 K€

Innovation Day
Tailored format
from 14 K€

Workshops & functional programs

Training for business functions: HR, marketing, finance… Dedicated FR/EN sessions in France or across Europe.

AI for executive committees

Sessions designed and run for leadership teams to accelerate on AI and agentic AI.

LEARNING EXPEDITIONS: TURN INSPIRATION INTO DECISIONS

CES™ Powered by The Consumer Technology Association®

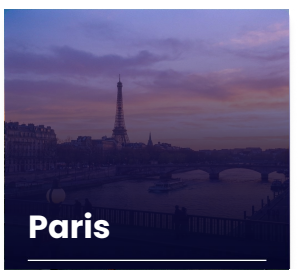
NRF' RETAIL'S BIG SHOW

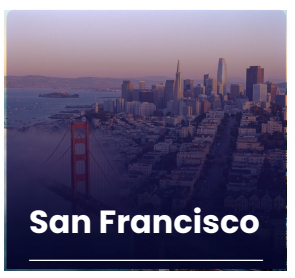
VIVATECH

SLUSH

Adopt AI GRAND PALAIS

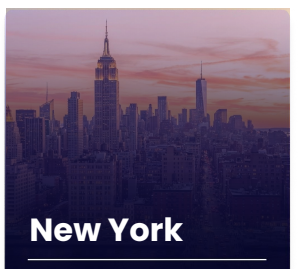
GITEX GLOBAL Dubai

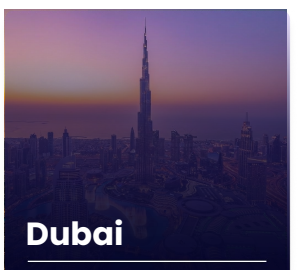












LEX TRADE SHOWS

CES, VivaTech, GITEX, NRF, Slush, Adopt'IA: exclusive meetings, peer exchanges, debriefs.

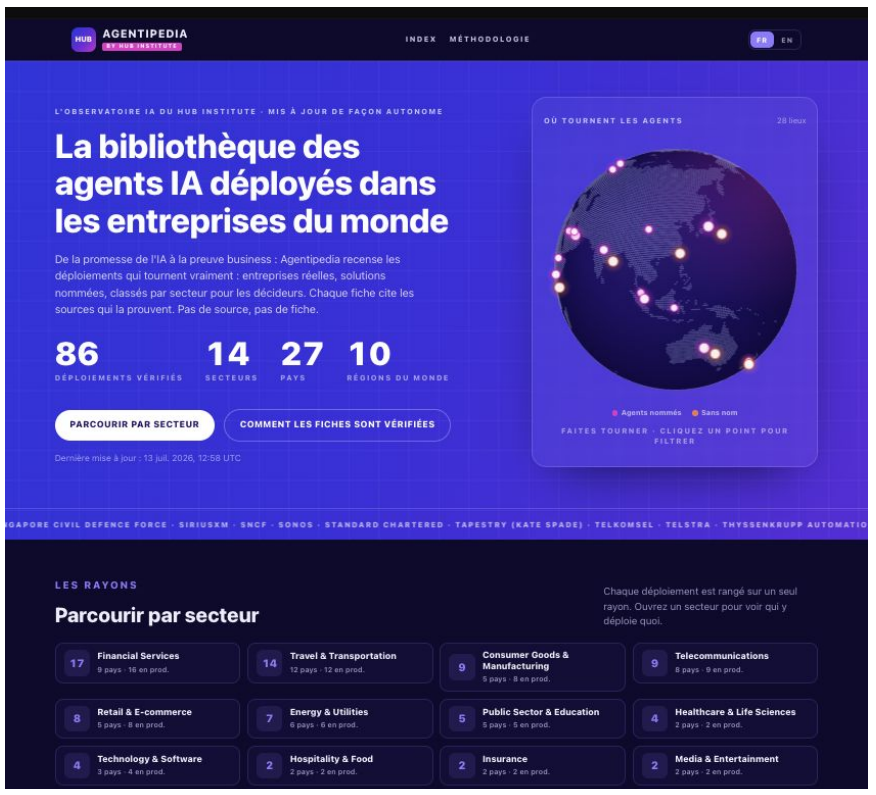
LEX INNOVATION CLUSTERS

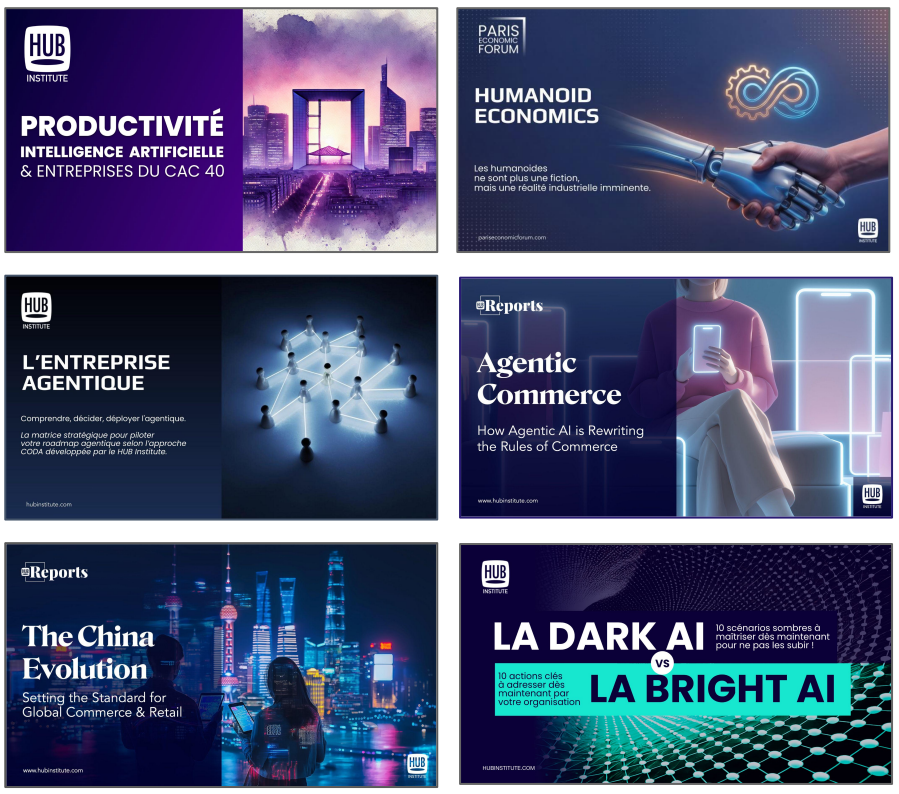
Paris, San Francisco, NYC, Seoul, Dubai, Shenzhen/Shanghai, Europe: AI & Tech, Industry 4.0, Retail, Future of Work.

Privileged access to key players · tailored programs · support before / during / after: you leave with identified opportunities.

KEY EVENTS

What feeds your roadmap all year round





Agentipedia

A live index of AI agents deployed in companies worldwide.

Reports & Research stream

Reports to help you find the best of global innovation.

OUR MEMBERS' 2027 CALENDAR

Retail Innovation Forum, with Conseil du Commerce de France — La voix du commerce	**FEBRUARY 3, 2027**
Agentic Business Forum	**MARCH 31, 2027**
HUBFORUM	**SEPTEMBER 29.**
HUB Immersions: lab visits, digital factories, retail tours…	**3 x a year**
Trends Dinner: 120 decision-makers gathered around the latest trends	**3 x a year**
HUBTALKS: morning exchanges on HR, Luxury, Banking & Insurance, B2B.	**4 x a year**

THE COMMON THREAD: every event feeds the HUB Intelligence platform, every case feeds Agentipedia, every insight can update your roadmap.

HOW CAN WE MOVE FORWARD TOGETHER?

Success in 2027 starts now







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