



AI x MUSIC

Edward Salmon aka PINKFISH

PINKFISH™

Ed's talk was hands-down one of the most enjoyable and engaging experiences at the Dubai Future Foundation. Picture this: AI-powered music-making, creative cover art and a full-blown DJ battle all in the name of creating the soundtrack of the future. The energy was electric and the results were next-level. Not only did we create something truly unique, but we also left with a killer track, great memories and an even stronger sense of community. Absolute 10/10 experience—sign me up for the next!"



Why your event needs this now?



High Energy Learning

This isn't just another AI talk. It's a live, interactive experience where audiences see AI in action transforming music, creativity and engagement in real time. Expect big energy, big ideas and unforgettable moments



Totally Unique Keynote

There is no other session in the world that combines AI education, music creation and live audience participation into a high-impact, visually and sonically engaging experience



Designed for Large Scale

Whether it's a tech summit, innovation conference, or corporate leadership event, this keynote is crafted to captivate, educate and entertain. AI-powered music brings a unique, future-focused edge to any stage



AI for Everyone

This keynote demystifies AI in an engaging, accessible way, inspiring audiences of all backgrounds to think differently about the future of creativity, technology and collaboration

Why Work with Edward Salmon?



AI & Tech Thought Leader

With over 13 years of experience in AI and technology, Ed graduated top of his class from The Oxford University AI Programme and was one of the first to receive the prestigious Golden Visa by H.E. The Minister of State for AI, UAE



Experienced Speaker

A sought-after speaker at major global events, Ed has delivered keynotes at LEAP, Biban, Dubai Future Foundation, Museum of the Future, AI Week, Creators HQ and more, captivating audiences with his insights on AI, creativity and the future of innovation



Global DJ and Producer

Ranked in the top 1% of global artists, Ed has amassed over 7 million streams and performed on mainstages for audiences of 10,000+ with some of the biggest names in the industry



International Perspective

Having lived and worked across the Middle East, Europe, the US and Australia, Ed brings a rich multicultural perspective offering fresh insights and a broad, forward-thinking approach to creativity, technology and business



What to Expect:

1

Intersection of AI and Music

AI is transforming the music industry- from production and live performances to the way audiences experience sound. This keynote dives into real-world case studies, explores the ethical implications, and uncovers how AI is shaping the future of music for creators, businesses and audiences worldwide

2

Theory and Practical use of Generative AI tools

See firsthand how AI is reshaping music and art. This keynote breaks down breakthrough AI tools that allow anyone- regardless of skill level to create studio quality music and visuals in minutes. From AI-generated compositions to real-time music creation, experience the future of creativity in action

3

Interactive Experience: Create Music and Art with Generative AI

This isn't just a talk- it's a live demonstration of AI-powered music in action. Engage your audience, spark curiosity and leave them with a new perspective on the intersection of technology, creativity and human expression

Interactive Keynote Details:

Duration

60 minutes

Delivery

In-person immersive experience

Pricing

Custom-tailored based on event size & format

Audience size

Unlimited– perfect for large conferences, summits & corporate events

Interactive Workshop Details:

Duration

90-120 minutes

Delivery

In-person immersive experience

Pricing

Custom-tailored based on event size & format

Audience size

20-40 participants

Testimonials

"Ed's session was an absolute delight! The process of creating customised music using AI was not only incredibly fulfilling but surprisingly easy and enjoyable. What truly stood out was Ed's infectious energy and charisma, which kept the entire audience engaged and inspired throughout. I left the session feeling empowered, realising that even something as unique as personalised music can be created in a fun and impactful way. I highly recommend this session for team-building activities, crafting a business theme anthem, or even finding a unifying song for sports teams or C-level executives. Whether it's about fostering collaboration, sparking creativity, or just having a great time competing for the best song, Ed's session hits all the right notes. It was simply fantastic!"

Hani Al Aita, Managing Director QFIL

"Ed's workshop was hands-down one of the most enjoyable and engaging experiences at the Dubai Future Foundation. Picture this: AI-powered music-making, creative cover art, and a full-blown DJ battle all in the name of creating the soundtrack of the future. The energy was electric, the competition was fierce (but friendly!) and the results were next-level. Not only did we create something truly unique, but we also left with a killer track, great memories and an even stronger sense of community. Absolute 10/10 experience—sign me up for the next!"

Jo McCallum, CEO Crafting Futures

"Ed knows how to get an audience engaged! By beautifully combining his passion for music with a few easy to use AI tools, Ed delivered a very entertaining masterclass on the potential of artificial intelligence in the music industry. Beyond that, he quickly created a fun atmosphere bringing out the creative side of the people in the room. This was one of the highlights of the programme where we saw a glimpse of the future while composing music together."

Jorge Carrasco, Managing Director FTI Consulting

"Ed's Music AI session was a refreshing experience. It's easy to forget that AI can be fun, especially when you're focused on the technical side like I do as a software engineer. This session was a great reminder of how AI can be used for entertainment. It also encouraged participants to practice prompt engineering and think about how AI algorithms generate musical elements like key, tempo, and rhythm. Whether you have an engineering background or not, this session was enjoyable for everyone. Highly recommended!"

Hailey Yoon, CEO DevelopL

"Ed surprised us with a session that turned out to be one of the best, because not only did he manage in a few minutes to help us build a team with multiple and diverse skills but all focused on a single goal. At the same time he put us in direct contact with the most advanced of Generative AI to see and visualise its full potential. Edward's workshop is one of the best for building solid teams through the fascinating world of AI. Highly recommended"

Alex Nomberto, CEO Moddula

"Ed's 'FEEL THE MUSIC' session during the FEEL program was nothing short of inspiring! His ability to simplify complex concepts and showcase the creative potential of AI in the music industry was truly remarkable. It opened my mind to how technology and creativity can merge seamlessly. I'm excited about the possibility of bringing Ed in for a team-building session at Vault Hill- his approach would be a game-changer in fostering innovation and collaboration within our team!"

Folajimi Daodu, CEO - Vault Hill

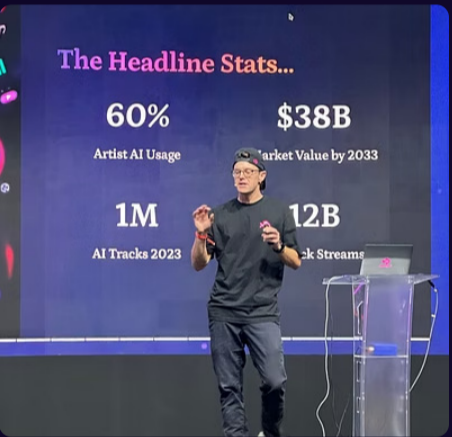
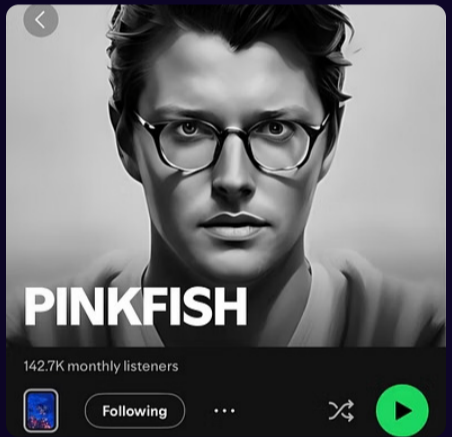
"Ed's session was nothing short of inspiring. As a true music enthusiast, Ed showcased the incredible potential of AI in generating music based on simple prompts. His approach made the complexities of AI feel accessible and engaging, demonstrating how creativity and technology can harmoniously work together. Seeing how AI could transform ideas into beautiful musical compositions was fascinating. Edward's passion and expertise left a lasting impression, and I'm excited to see where his innovative journey in AI and music takes him next!"

Ali Taheri, CEO AliNull

"Ed's lecture was exceptionally insightful, particularly because it spotlighted intersection of AI, music and the arts. The clarity with which the complex concept, and application, coupled with the hands-on workshop, provided a surprisingly engaging experience. It was a great blend of theory and application that left us all with a deeper appreciation for the possibilities at the convergence of technology and creativity."

Lana Abdelhameed, Director Expo City Dubai

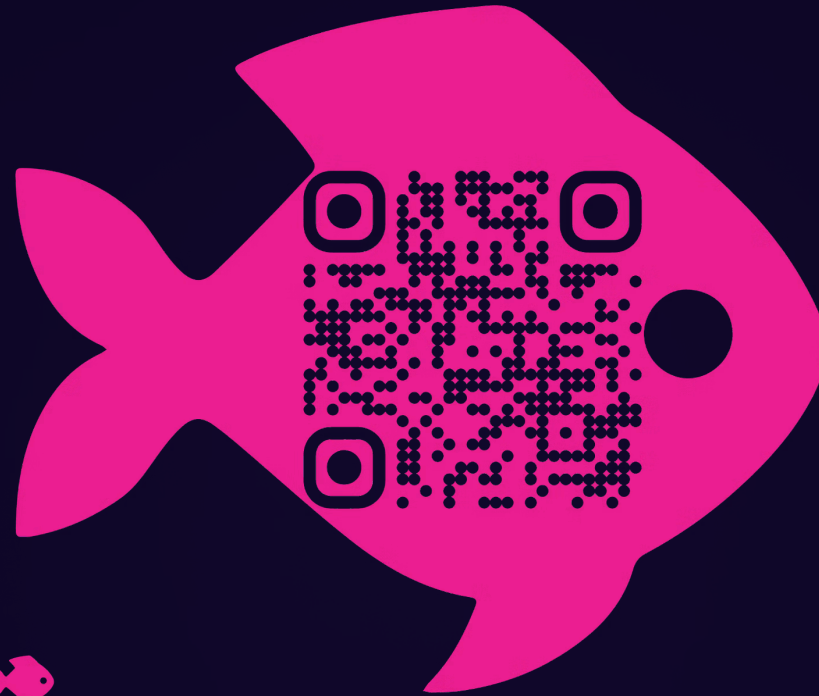
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Get in touch...



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