

AI in Action: What 750 Businesses Reveal About Retail & Leisure Property Services

Polly Barnfield OBE, CEO of Maybe*, is a trailblazer in making AI practical, secure, and profitable for businesses of all sizes. Drawing from hands-on experience with over 25,000 companies and exclusive insights from 750 organisations actively adopting AI, Polly will deliver a fast-paced, value-packed session that moves beyond the buzzwords.

Immediate, actionable takeaways for RLAS Members include how commercial property professionals can leverage AI today to save time, cut costs, and deliver quality output faster.

Attendees will discover:

- What's working: Highlight the most effective AI strategies and tools to automate admin, improve business and client returns, and drive growth.
- Lessons from the front lines: Common pitfalls, surprising wins, and what 750 businesses wished to know before starting their AI journey.
- Improve delivery: Accurate data analysis, automating real estate workflows, risk & opportunity reporting and increased output for all team members.

Recognised as one of The Times' "Top 50 Most Ambitious Business Leaders" and awarded an OBE for services to business and philanthropy, Polly brings unique authority and practical insight to the AI conversation. Her session will empower PMA members with the knowledge and confidence to harness AI's potential, delivering actual results for their teams and businesses.

This is the must-see session for any property professional ready to unlock AI's value.