

Case Study

Gherkin Roundtables: Industry-Focused AI Events for Finance & Public Sector

From Vision to Reality

Partners: Delaware UK & Microsoft

Location: The Gherkin, London

Format: 1 day, 2 industry-specific roundtables

Audience: Senior Finance & Public Sector Leaders



The Challenge

AI is a strategic priority across both Financial Services and the Public Sector, but leaders face very different pressures, maturity levels, and use cases. Delaware UK and Microsoft needed a way to engage senior audiences with relevant, practical AI insight – without relying on generic, one-size-fits-all events.



The Approach

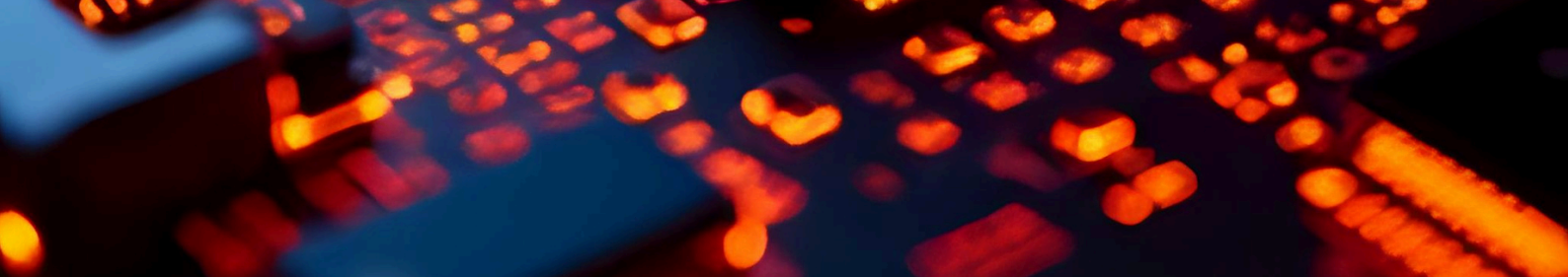
Delaware and Microsoft hosted two industry-focused roundtables in a single day, each with tailored content, speakers, and discussions. The events combined expert insight with interactive experiences to encourage participation, peer learning, and practical takeaways.

Both sessions featured:

- Sector-specific AI use cases
- Expert perspectives from Microsoft and Delaware
- Interactive “treasure hunt” sessions to explore real data value
- High-quality networking in a premium venue

Impact

- Strong attendance for senior, niche audiences
- High engagement driven by interactive, experience-led formats
- Clear resonance through industry-specific agendas
- Reinforced positioning of Delaware and Microsoft as trusted, practical AI partners



Event 1: Finance Roundtable

Theme: AI in Financial Services – from adoption to advanced innovation

The morning session explored how AI is transforming financial services, supporting organisations at every stage of their AI journey.

Results:

- **51** registrations
- **58%** attendance rate

Agenda highlights included:

- AI panel discussion with Microsoft experts and industry leaders
- Practical insights and real-world examples of AI adoption
- Interactive treasure hunt uncovering hidden value in data
- Networking over coffee and lunch at Searcys

Event 2: Public Sector Roundtable

Theme: AI in the Public Sector – From Adoption to Advanced Innovation

The more boutique event explored AI in public services and how to accelerate AI adoption and unlock greater value from their data.

Results:

- **21** registrations
- **65%** attendance rate

Agenda highlights include:

- Keynote from Microsoft on AI in local government
- Interactive Data Treasure Hunt to uncover hidden value in your systems
- Practical session to support your AI adoption journey
- Networking, canapés and conversation



The results have been fantastic and there's a real buzz from the outcome of each event – so thank you.

Alex Ascroft

Head of Marketing, Delaware UK

Conclusion

The Gherkin Roundtables showed that industry-focused, interactive events drive stronger engagement and more meaningful conversations around AI. By tailoring content to sector needs and focusing on real-world application, Delaware UK and Microsoft delivered two high-value events that resonated with senior decision-makers.