常见问题解答 (Frequently asked questions)

Contents

通用（General） 3

什么是 Microsoft AI Tour？What is the Microsoft AI Tour? 3

2025-2026 年 Microsoft AI Tour 会前往哪些城市？What cities is Microsoft AI Tour going to in 2025-2026? 3

谁适合参加 Microsoft AI Tour？Who should attend the Microsoft AI Tour? 3

为什么要参加 Microsoft AI Tour？Why should I attend the Microsoft AI Tour? 4

每个城市的活动都有哪些体验？What types of experiences can I expect from each location? 4

活动内容会录制或会后提供吗？Will sessions be recorded or available after the event? 5

是否有线上参加选项？Will there be a digital event option? 6

如何与其他参与者及专家交流？How can I connect with other attendees and experts at the event? 6

我可以带孩子参加本次活动吗？Can I bring my children with me to this event? 6

无障碍（Accessibility） 6

如何更改活动网站的语言设置？How can I change the language settings for the event website? 6

Microsoft AI Tour 提供哪些无障碍选项？What are the accessible options for Microsoft AI Tour? 8

注册（Registration） 8

在哪里注册？Where do I register? 8

参加 Microsoft AI Tour 是否需要提前注册？Do I need to register in advance to attend the Microsoft AI Tour? 9

是否需要佩戴胸牌进入会场？Will I need a badge to enter the event? 9

我可以带未注册的同事或嘉宾吗？Can I bring a guest or colleague who hasn’t registered? 9

何时能得知我的注册状态？When will I hear about my registration status? 9
赞助机会（Sponsorship opportunities） 11
什么是赞助计划？What is the sponsorship program? 11
微软活动赞助机会与其他活动赞助有何不同？What differentiates Microsoft event sponsorship opportunities from other event sponsorships? 12
我的公司如何成为赞助商？How can my company become a sponsor?..... 12
活动安全（Event security） 12
参加活动需要携带什么？What do I need to bring to the event? 12
活动现场有哪些安检措施？What security measures should I expect?..... 13
怎样能加快安检流程？How can I speed up the security process? 13
有违禁物品清单吗？Is there a list of prohibited items? 13
可以带可重复使用的水瓶吗？Can I bring a reuseable water bottle? 14

通用（General）

什么是 Microsoft AI Tour？ What is the Microsoft AI Tour?

Microsoft AI Tour 是一场免费的、为期一天的线下系列活动，旨在帮助专业人士和组织理解并应用最新的 AI 技术。我们将在全球各大城市举办活动，带来动手实验、专家讲座以及微软产品团队，分享解决方案、实用技能和可操作的见解，助力 AI 技术驱动的转型。

The Microsoft AI Tour is a free, one-day, in-person event series designed to help professionals and organizations understand and apply the latest advancements in AI. We're bringing hands-on workshops, expert sessions, and Microsoft product teams to cities around the world to share solutions, practical skills, and actionable insights to drive AI-powered transformation.

2025-2026 年 Microsoft AI Tour 会前往哪些城市？ What cities is Microsoft AI Tour going to in 2025-2026?

您可以在我们的官方网站上找到完整的城市列表。我们将在全球多个地点举办活动，努力让更多人能够参与。请访问我们的主页，查看逐步公布的城市列表，并立即申请您的席位。

You can find the full list of cities on our site. We're hosting the event at many locations around the world to make this experience accessible to as many people as possible. Visit our homepage to explore the full list of cities as they become available and request your spot today.

谁适合参加 Microsoft AI Tour？ Who should attend the Microsoft AI Tour?

Microsoft AI Tour 适合多种角色——无论技术还是非技术背景。许多会议聚焦于战略、影响力和真实案例，方便不同技术程度的人员参与。本系列活动非常适合高管、开发者、合作伙伴及技术从业者，尤其是那些希望探索最新 AI 技术和创新的人士。

The Microsoft AI Tour is designed for a range of roles—both technical and non-technical. Many sessions focus on strategy, impact, and real-world use cases, making it easy to engage no matter your level of technical expertise. This event series is ideal for

senior leaders, developers, partners, and technical practitioners who are interested in exploring the latest AI technologies and innovations.

为什么要参加 Microsoft AI Tour？ Why should I attend the Microsoft AI Tour?

参加 Microsoft AI Tour，您将获得来自微软及合作伙伴专家关于最新 AI 技术进展的见解。您可以从真实成功案例中获得灵感，参与帮助您构建实用 AI 技术技能的会议，并与同行及业界领袖建立联系。

Attending the Microsoft AI Tour will provide you with insights from Microsoft and partner experts about the latest AI advancements. You'll get inspired by real-world success stories, participate in sessions designed to help you build practical AI skills, and connect with peers and industry leaders.

每个城市的活动都有哪些体验？ What types of experiences can I expect from each location?

主题演讲

由高管和行业专家分享关于提升敏捷性、应对变革和用 AI 技术产生影响的洞见。这些环节为职业和组织加速创新、增强韧性提供实用策略。

交流中心

这是一个扩展主题演讲和分会内容的互动空间，展示微软及特邀赞助商的解决方案。您可以与专家交流、参加快闪分享，探索以 AI 技术为核心的现场演示。

分会场会议

这些 45 分钟的会议通过实际演示和客户案例，深入探讨关键话题。多场会议可供选择，您可挑选最契合自己行业和业务需求的内容。

动手实验营

由专家主讲的技术课程，涵盖如何设计和部署 AI 代理、利用 AI 辅助工具编写代码，以及尝试最新技术以提升生产力和创造力。这些现场深入工作坊提供可立即应用于实际工作的实用技能。请务必查阅您感兴趣城市的活动页面，了解各地具体体验。

Keynote Sessions

Learn from senior leaders and industry experts as they share insights on building agility, leading through change, and using AI to drive impact. These sessions provide practical strategies for accelerating innovation and building resilience in your career and organization.

Connection Hub

An interactive space that extends the keynote and breakout content, the Connection Hub showcases Microsoft and Featured Sponsor solutions. Connect with experts, attend lightning talks, and explore live demos focused on AI-driven advancements.

Breakout Sessions

These 45-minute sessions offer deep dives into key topics through hands-on demos and customer success stories. With multiple sessions available, you can choose the ones most relevant to your industry and business needs.

Workshops

Join expert-led technical sessions where you'll learn how to design and deploy AI agents, write code using AI-assisted tools, and experiment with the latest technology to enhance productivity and creativity. These live in-depth workshops provide practical skills you can immediately apply to your work. Be sure to explore the event page for the city you’re interested in to get details on the specific experiences available at each location.

活动内容会录制或会后提供吗？Will sessions be recorded or available after the event?

本活动为线下实时互动体验，强调现场交流与网络拓展。部分内容可能会后总结或分享，但我们建议您亲自参与，尤其是深入实验室和专家问答环节，这样能获得最大收获。

This is a live, in-person experience focused on real-time interaction and networking. Some content may be summarized or shared later, but we encourage attending in person to get the most out of the event - especially the in-depth labs and expert Q&As.

是否有线上参加选项？Will there be a digital event option?

本活动仅限线下参与。但部分城市可能会提供主题演讲的在线直播选项。

This is an in person only event. However, select cities may offer a live online viewing option for the keynote only.

如何与其他参与者及专家交流？How can I connect with other attendees and experts at the event?

Microsoft AI Tour 提供多样化的交流机会，包括可以与微软及合作伙伴专家见面的"交流中心"。您还可以在轻松的社交空间与同行和行业专家合作交流。

The Microsoft AI Tour offers various networking opportunities, including the Connection Hub where you can meet Microsoft and partner experts. You can also engage in casual networking spaces to collaborate with peers and industry experts.

我可以带孩子参加本次活动吗？Can I bring my children with me to this event?

所有参与者必须年满 18 岁，并且需单独注册才能进入活动现场。

All attendees must be at least 18 years old and individually registered to be allowed entry to the event.

无障碍（Accessibility）

如何更改活动网站的语言设置？How can I change the language settings for the event website?

部分 Microsoft AI Tour 活动网站支持本地语言，您也可以通过调整浏览器首选语言设置切换为英文。

Microsoft Edge

打开 Edge，点击右上角的三个点，选择“设置”，然后在侧边栏选择“语言”。点击“添加语言”，选择“中文”，并点击“添加”。在中文旁边点击三个点，选择“用此语言显示 Microsoft Edge”。重启 Edge 生效。

Google Chrome

打开 Chrome，点击右上角的三个点，进入“设置”>“语言”（如有需要，在“高级”下）。点击“添加语言”，选择“中文”，点击“添加”。在中文旁点击三个点，选择“用此语言显示 Google Chrome”。重启 Chrome 生效。

macOS Safari

打开“系统设置”（或“系统偏好设置”），进入“通用”>“语言与地区”。点击“偏好语言”下方的加号（+），添加中文并拖到列表顶部。重启 Mac 后，Safari 会应用新语言设置。

While some Microsoft AI Tour event websites are presented in regional languages, you may opt to view the sites in English by adjusting your browser's preferred language setting.

Microsoft Edge

1. Open Edge and click the three dots in the top-right corner.
2. Select Settings, then choose Languages from the side menu.
3. Click Add languages, select Chinese, and click Add.
4. Click the three dots next to Chinese and select Display Microsoft Edge in this language.
5. Restart Edge to apply the changes.

Google Chrome

1. Open Chrome and click the three dots in the top-right corner.
2. Go to Settings > Languages (under Advanced, if needed).
3. Click Add languages, choose Chinese, and click Add.

4. Click the three dots next to Chinese and select Display Google Chrome in this language.
5. Restart Chrome to apply the changes.

macOS Safari

1. Open System Settings (or System Preferences).
2. Go to General > Language & Region.
3. Click the plus (+) under Preferred Languages.
4. Add Chinese, then drag it to the top of the list.
5. Restart your Mac to apply the changes in Safari.

Microsoft AI Tour 提供哪些无障碍选项？What are the accessible options for Microsoft AI Tour?

我们致力于打造对所有人友好的活动体验。您可在“无障碍页面”了解详细的支持措施。

We strive to create digital and in-person experiences that are accessible and welcoming to everyone. Accommodation details can be reviewed on the Accessibility page.

注册（Registration）

在哪里注册？Where do I register?

当某城市的活动页面上线后即可开放注册。届时您可在城市页面顶部和底部找到“申请参与”活动的链接，按流程提交申请。申请会持续审核，审核通过后您将收到确认邮件。席位有限，建议尽早报名。微软保留基于审核结果拒绝注册的权利。

Registration opens as each city’s event page goes live. When available, you’ll find a “Request to attend” link at the top and bottom of the city page, directing you to the registration process. After submitting your request, your request will be reviewed on a rolling basis. You’ll receive confirmation email if approved for badge pickup at the event. Seats are limited, so we recommend requesting your spot as early as possible. Microsoft reserves the right to decline registrations based on review.

参加 Microsoft AI Tour 是否需要提前注册？Do I need to register in advance to attend the Microsoft AI Tour?

是的，需提前注册。名额有限，申请后可获得活动信息、讲者预告及个性化会议安排。请访问活动主页查看当前城市的可用席位并提交申请。

Yes, advance registration is required. Space is limited, and requesting to attend ensures you receive event updates, speaker announcements, and access to sessions tailored to your interests. Visit the event homepage to check availability and submit your request to attend.

是否需要佩戴胸牌进入会场？Will I need a badge to enter the event?

需要。活动期间请全程佩戴胸牌。胸牌在活动当天签到时领取。到场时请出示确认邮件及有效带照片的身份证件。

Yes. Your event badge is required for entry and must be worn at all times while on-site. You can pick up your badge during check-in on the day of the event. Please have your confirmation email and a valid photo ID ready when you arrive.

我可以带未注册的同事或嘉宾吗？Can I bring a guest or colleague who hasn’t registered?

所有参与者都需单独注册。未注册嘉宾不得进入会场。建议您的同事尽早注册，名额有限。

All attendees must be individually registered. Unregistered guests will not be permitted into the event space. We recommend your colleagues register as early as possible, as space is limited.

何时能得知我的注册状态？When will I hear about my registration status?

在您报名所在城市的 Microsoft AI Tour 后，一般会在 10 个工作日内收到审核结果。

You can expect to hear about your event application within 10 business days of that specific Microsoft AI Tour event.

我想参加的活动已满员，怎么办？The event I want to attend is at capacity. Now what?

由于活动报名火爆且名额有限，我们无法批准所有申请。建议您申请参加附近其他城市的活动，或关注微软活动页面，参与后续的线下或线上活动，获取类似洞见与体验。虽无法保证未来优先，但越早申请越有机会。

Due to high demand and limited capacity, we're unable to approve all applications for the Microsoft AI Tour. We encourage you to request to attend an event in another city near you or check out the Microsoft events page for upcoming in-person and virtual events, where you can enjoy similar insights and experiences. While we can't guarantee priority for future events, submitting your request early can increase your chances.

活动已满员，我还能使用邀请码吗？The event is at capacity. Can I still use my registration code?

如果您已有邀请码，仍可用于对应城市的报名。达到容量上限后将不再发放新码。

If you have a registration code, you can still register for the city your code is associated with, using your existing code. No new codes will be issued after we reach capacity.

为什么我的申请被拒？Why was my application declined?

由于需求量大且名额有限，无法批准所有申请。建议您报名参加附近其他城市的 Microsoft AI Tour，各地均提供同样宝贵的见解、深入学习机会及与行业领袖、同行交流的机会。

Due to high demand and limited capacity, we're unable to approve all applications for the Microsoft AI Tour. We encourage you to apply for the Microsoft AI Tour in another city near you if available. Each event offers the similar valuable insights, live in-depth learning experiences, and opportunities to connect with industry leaders and peers.

如果被拒，重新申请其他城市会有优先权吗？ If declined, will my attendance request be prioritized if I apply to another city?

我们无法保证优先权，但建议您尽早申请，每份申请都会根据现场容量和参会标准单独审核。

While we can't guarantee priority, we recommend submitting your request early to increase your chances of being approved. Each application is reviewed individually based on the event's capacity and attendee criteria.

可以现场注册或当天直接入场吗？Can I register onsite or walk-in the day of the event?

不允许现场或当天注册。所有参与者必须提前注册。

No walk-ins or day of registration is permitted. All attendees must be pre-registered to attend.

如果丢失了胸牌怎么办？What if I misplace my badge?

现场不提供胸牌补办，您可能无法重新入场。

No badge reprints will be available onsite, and you may not be able to gain re-entry.

赞助机会（Sponsorship opportunities）

什么是赞助计划？What is the sponsorship program?

微软活动赞助计划为您的组织提供了一个强大的平台，可以向全球高质量受众展示企业故事，拓展影响力，助力目标达成。该计划与 Microsoft AI Tour 完全融合，为企业高管、开发者、AI 爱好者、IT 专业人士和合作伙伴带来全球曝光和有意义的互动。赞助内容与微软新闻和节目无缝结合，保障了贯穿参会者全程的真实体验。

The Microsoft event sponsorship program is a powerful platform for your organization to share your story with qualified audiences from around the world, expanding your reach and supporting your goals. Fully integrated into the Microsoft AI Tour, the event sponsorship program provides global visibility and meaningful engagement opportunities for business leaders, developers, AI enthusiasts, IT professionals, and

partners. Sponsor content is seamlessly integrated with Microsoft news and programming, ensuring an authentic experience throughout the attendee journey.

微软活动赞助机会与其他活动赞助有何不同？What differentiates Microsoft event sponsorship opportunities from other event sponsorships?

微软活动赞助计划将赞助商全方位融入活动，为赞助商和参与者带来更多价值。通过将合作伙伴内容与活动主题紧密结合，提升参与度，增强曝光度，并最大化流量。该项目对所有微软云与 AI 合作伙伴计划成员开放。

Unlike other sponsorship models, the Microsoft event sponsorship program integrates sponsors into the event in all dimensions to bring more value to sponsors and attendees. It's designed to enhance attendee engagement by aligning featured partner content with the overall event narrative. This ensures increased visibility and maximizes traffic to your offerings. The program is open to any company in good standing that is a member of the Microsoft Cloud and AI Partner Program.

我的公司如何成为赞助商？How can my company become a sponsor?

我们提供多种价位的赞助机会。如需了解 Microsoft AI Tour 赞助套餐、价格，或申请更多信息，请访问

https://sponsor.microsoft.com

There are various sponsor opportunities available at different price points. To learn more about Microsoft AI Tour sponsor packages and pricing and to request more info, visit

https://sponsor.microsoft.com

活动安全（Event security）

参加活动需要携带什么？What do I need to bring to the event?

所有参与者需携带有效的政府签发身份证件（电子身份证亦可）。

All attendees must bring a valid government-issued ID. Digital formats are accepted.

活动现场有哪些安检措施？What security measures should I expect?

所有城市均设有包袋安检，部分城市还将使用金属探测门。所有参与者都需要通过安检。

Security checkpoints will include bag screenings in all cities and magnetometers (metal detectors) in select cities. All attendees must go through these checkpoints.

怎样能加快安检流程？How can I speed up the security process?

建议提前到场以预留安检时间，尤其高峰时段可能会有延迟。如条件允许，请将包袋及大型设备留在酒店或家中。随身包、背包及大型电子设备需接受二次安检，包括包检查。

Arrive early to allow time for security screening—delays are expected during peak arrival times. If possible, leave bags and larger devices at your hotel or home. Personal bags, backpacks, and large electronics will require secondary screening, including bag inspection.

有违禁物品清单吗？Is there a list of prohibited items?

请在到场前查阅违禁物品清单，确保顺利入场。

违禁品：武器、枪支、刀具、电击器、防卫喷雾、警棍、开封容器

禁止带入扰乱性或示威物品：任何代表政治团体或带有辱骂性信息的标语、旗帜、帽子、衣物，扩音器、噪音器等。

禁止携带行李箱或超大包，部分城市可提供寄存服务。

Yes, please review the list of prohibited items before arriving. This helps ensure a smooth entry process.

Prohibited items: weapons, firearms, knives, tasers, personal defense sprays, batons, open containers

No disruptive or demonstrative items: signs, banners, or flags representing political groups or with derogatory messaging, hats or clothing representing activist groups or with derogatory messaging, bull horns, noise makers.

No suitcases or oversized bags: bag check is available in select cities.

可以带可重复使用的水瓶吗？Can I bring a reuseable water bottle?

不允许携带外部饮品。仅可携带空水瓶，可在场内补水站加水。

Outside beverages are not permitted. Only empty water bottles are allowed and can be refilled at hydration stations inside the venue.