

# REX: How we deployed AI coding assistants to 80+ developers in a large enterprise—challenges, adoption, gains, and key lessons for future scaling.

DATE: Wednesday, September 17, 2025  
LOCATION: Paris, Île-de-France, FR

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## Event Description

REX: How we deployed AI coding assistants to 80+ developers in a large enterprise—challenges, adoption, gains, and key lessons for future scaling. is a premier conferences event in Paris. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** conferences  
**Importance Rank:** 34/100  
**Expected Attendance:** 158 people  
**Event ID:** UrRDgb67XkFr6MWAaJ

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 30 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 63 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*

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<https://becircadian.com/events/rex-how-we-deployed-ai-coding-assistants-to-80-developers-in-a-large-enterprisetchallenges-adoption-gains-and-key-lessons-for-future-scaling>

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