AI FOR MARKETERS SUMMIT

LEVERAGE AI TOOLS TO TRANSFORM AND OPTIMIZE YOUR MARKETING STRATEGY

VIRTUAL CONFERENCE | WORKSHOPS: NOVEMBER 14, 2023 | GENERAL SUMMIT: NOVEMBER 15-16, 2023

JOIN YOUR MARKETING PEERS AT THE MARKETING AI SUMMIT OF THE YEAR

✓ Hear from senior executives from cross-industry brands share how they’re investing in AI and how it’s transforming their marketing strategies.

✓ Gain practical knowledge and skills immediately applicable to your work, and get expert feedback to help refine your strategies.

✓ Discover how and when to capitalize on AI through hands-on workshops that identify real problems and potential use cases for AI in your work.

✓ Understand the areas that AI is having the biggest impact for brands including content generation, marketing operations, brand building, customer experience, and more.

REGISTER TODAY! Call 619-597-7315 | artificialintelligencesummit.com
LEADING PRACTITIONERS SHARE PROVEN METHODS TO EXECUTE A SUCCESSFUL, REVENUE-DRIVING MARKETING AI STRATEGY.

PRESENTING THOUGHT LEADERS:

Patricia Santos Mestre, CMO, Microsoft Portugal

Tuck Ross, SVP Marketing, Synchrony Bank

Vince Venditti, CMO, ARS/Rescue Rooter

Lynn Fischer, CMO, XO

Kaycee Kalpin, Chief Marketing Officer, Premier, Inc.

Heather Rim, Chief Marketing Officer, Optiv

Rose Jia, Head of Growth Marketing, Amazon Grocery

Justin McGinnis, VP, Search, Syneos Health Communications

Frank Gregory, Social Intelligence Lead, Nestlé

Josh Blanton, VP of Marketing, Vividly

Ari Setalvad, Director of Content, Vividly

RJ Thompson, Manager of Multimedia and Digital Strategy - Health Sciences, University of Pittsburgh

Nicole Matthews, Writer in the Office of Strategic Communications and the Office of the Senior Vice Chancellor, Health Sciences, University of Pittsburgh

Joe Lalley, Founder, Joe Lalley Experience Design

Elizabeth R. Hornsby, Ph.D., Asst. Professor & Graduate Coordinator, Dept. of Comms and Media Studies, Southeastern Louisiana University (Emcee)

Manali Anis, Principal, Agile Ethics, Princeton University

Jim Tobin, Founder & President, Ignite Social Media

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AGENDA AT A GLANCE

TUESDAY, NOVEMBER 14, 2023

OPTIONAL PRE-SUMMIT INTERACTIVE WORKSHOPS

Join us for hands-on, small-group sessions with activities and discussions, led by an experienced trainer. These sessions can be added to your summit registration for an additional fee.

<table>
<thead>
<tr>
<th>Morning Training</th>
<th>Afternoon Training</th>
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<tbody>
<tr>
<td><strong>AI as Your Collaborative Partner: Unleashing the Power of ChatGPT in Sales and Marketing</strong>&lt;br&gt;Josh Blanton, VP of Marketing, Vividly&lt;br&gt;Ari Setalvad, Director of Content, Vividly&lt;br&gt;We’ll delve into the practicalities of using AI, specifically ChatGPT, as a creative collaborator in your brainstorming sessions, equipping you with the tools to generate innovative marketing strategies and campaigns.&lt;br&gt;You’ll learn how to:&lt;br&gt;• Craft effective prompts to get the best out ChatGPT&lt;br&gt;• Successfully integrate ChatGPT into various sales and marketing functions, from automating customer support to crafting engaging content and beyond&lt;br&gt;• Learn the one trick that helped us unlock the potential of ChatGPT</td>
<td><strong>How &amp; Where to Capitalize on AI: A Design Thinking Workshop to Help Get You Started</strong>&lt;br&gt;Joe Lalley, Founder, Joe Lalley Experience Design&lt;br&gt;Are you curious about AI but unsure where to begin? You’re not alone. For many, the rapid rise of Artificial Intelligence has been just as overwhelming as exciting.&lt;br&gt;This workshop is designed to help you determine how and where to capitalize on AI.&lt;br&gt;• We’ll do this by applying the principles of Design Thinking to identify real problems and potential use cases for AI in your work.&lt;br&gt;• We’ll get hands-on, experimenting with AI tools to learn where they might or might not play a role for you.&lt;br&gt;• The goal of this workshop is to identify a few areas you should use AI in your work, not all the ways you could.&lt;br&gt;*No expertise required! We will meet you where you are in your AI journey! Hope to see you there!</td>
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Please Note: These workshops are not included in the general conference ticket. It is an add-on that much be purchased separately.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>7:55am - 8:00am PT</td>
<td>Welcome Remarks by Summit Emcee</td>
<td>Elizabeth R. Hornsby, Ph.D., Asst. Professor &amp; Graduate Coordinator, Dept. of Comms and Media Studies, Southeastern Louisiana University</td>
</tr>
<tr>
<td>8:00am - 8:45am PT</td>
<td>How AI is Changing the Game for Marketers</td>
<td>Patricia Santos Mestre, CMO, Microsoft Portugal</td>
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<tr>
<td>8:45am - 9:00am PT</td>
<td>Thought Leader Spotlight</td>
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<tr>
<td>9:00am - 9:30am PT</td>
<td>Generative AI and Content Marketing: How to Maximize for Strategy, Opportunity, Ideation, &amp; Considerations</td>
<td>Tuck Ross, SVP Marketing, Synchrony Bank</td>
</tr>
<tr>
<td>9:30am - 10:15am PT</td>
<td>AI Within The Social Intelligence Space: The Latest Innovations &amp; How to Scale Your Company's Capabilities</td>
<td>Frank Gregory, Social Intelligence Lead, Nestlé</td>
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<tr>
<td>10:15am - 11:00am PT</td>
<td>Thought Leader Spotlight</td>
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<tr>
<td>11:00am - 11:30am PT</td>
<td>BREAK</td>
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<tr>
<td>11:30am - 12:00am PT</td>
<td>Thought Leader Spotlight</td>
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</tr>
<tr>
<td>11:45am - 12:30pm PT</td>
<td>Panel: Integrating AI with Marketing Operations: Driving Efficiencies &amp; Supporting Business Growth</td>
<td>Vince Venditti, CMO, ARS/Rescue Rooter</td>
</tr>
<tr>
<td>12:30pm - 1:15pm PT</td>
<td>Case Study: How AI Tech's Data &amp; Personalization Capabilities Can Support B2B Marketing &amp; Sales Teams</td>
<td>Kaycee Kalpin, Chief Marketing Officer, Premier, Inc.</td>
</tr>
<tr>
<td>1:15pm - 2:00pm PT</td>
<td>Marketer's Secret Weapon in an AI World</td>
<td>Rose Jia, Head of Growth Marketing, Amazon Grocery</td>
</tr>
<tr>
<td>1:30pm PT</td>
<td>Day 1 Concludes</td>
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Informative and captivating! Lots of networking opportunities and time to chat with other like-minded individuals interested in social, marketing, branding, and more. I would attend again and again!

- Ruckus
AGENDA AT A GLANCE

GENERAL SUMMIT | THURSDAY, NOVEMBER 16, 2023

7:55am - 8:00am PT  Welcome Remarks by Summit Emcee
Elizabeth R. Hornsby, Ph.D., Asst. Professor & Graduate Coordinator, Dept. of Comms and Media Studies, Southeastern Louisiana University

8:00am - 8:45am PT  Responsible AI: What Marketers Need to Know About Emerging AI Regulatory Frameworks
Manail Anis, Principal, Agile Ethics, Princeton University

8:45am - 9:00am PT  Thought Leader Spotlight

9:00am - 9:30am PT  BREAK

9:30am - 10:15am PT  Customer Journey Automation: Leveraging AI at Every Stage of the Conversion Funnel
Lynn Fischer, CMO, XO

10:15am - 11:00am PT  The Role of AI in SEO: How it Can Help You Rank Higher in Search Results
Justin McGinnis, VP, Search, Syneos Health Communications

11:00am - 11:30am PT  BREAK

11:30am - 11:45am PT  Thought Leader Spotlight

11:45am - 12:30pm PT  How AI Can Help You Make the Most of Your Advertising: Strategy, Targeting, Budget & Testing Creative
Speaker TBA

12:30pm - 1:15pm PT  Building Brands for the Health Sciences Schools at the University of Pittsburgh Using ChatGPT
RJ Thompson, Manager of Multimedia and Digital Strategy - Health Sciences, University of Pittsburgh
Nicole Matthews, Writer in the Office of Strategic Communications and the Office of the Senior Vice Chancellor, Health Sciences, University of Pittsburgh

1:15pm - 2:00pm PT  Panel: The Future of Generative AI in Marketing: Trends, Innovations, and Predictions for the Year Ahead
Moderator: Jim Tobin, Founder & President, Ignite Social Media
Panelist: Heather Rim, Chief Marketing Officer, Optiv

2:00pm PT  Day 2 Concludes

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**AI for Marketers Summit**  
**NOVEMBER 15-16, 2023 | VIRTUAL CONFERENCE**

**GENERAL CONFERENCE TUITION (NOVEMBER 15-16, 2023)**

<table>
<thead>
<tr>
<th>Ticket Type</th>
<th>Discount Expires</th>
<th>Discount</th>
<th>Price</th>
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<tr>
<td><strong>PRESALE TICKET</strong></td>
<td>August 24, 2023, 11:59pm Pacific Time!</td>
<td>$349</td>
<td>$749</td>
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<td><strong>Save</strong></td>
<td><strong>$400</strong></td>
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<tr>
<td><strong>EARLIEST BIRD TICKET</strong></td>
<td>September 23, 2023, 11:59pm Pacific Time!</td>
<td>$449</td>
<td>$749</td>
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<tr>
<td></td>
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<td><strong>Save</strong></td>
<td><strong>$300</strong></td>
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<tr>
<td><strong>EARLY BIRD TICKET</strong></td>
<td>October 19, 2023, 11:59pm PST!</td>
<td>$549</td>
<td>$749</td>
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<td><strong>Save</strong></td>
<td><strong>$200</strong></td>
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<tr>
<td><strong>LAST CHANCE TICKET</strong></td>
<td>November 9, 2023, 11:59pm Pacific Time!</td>
<td>$649</td>
<td>$749</td>
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<tr>
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<td></td>
<td><strong>Save</strong></td>
<td><strong>$100</strong></td>
</tr>
<tr>
<td><strong>AT THE DOOR TICKET</strong></td>
<td>Starts Ticket price starting November 9, 2023</td>
<td>$749</td>
<td></td>
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</tbody>
</table>

**November 14 Pre-Summit Workshop Tuition:**  
$199 each (Not included in general conference admission. Must be purchased separately)

**GROUP DISCOUNTS:** Please contact Jessica Vargas at jessica@gsmiweb.com or 619-597-7315 to register a group.

Please fill in the following information and fax back to: (619) 923-3542.  
Please submit one form for each delegate attending.

**GSMI OFFERS 5 WAYS TO REGISTER:**

<table>
<thead>
<tr>
<th>Tel:</th>
<th>619-597-7315</th>
<th>Mon - Fri</th>
<th>8:00AM - 6:00PM PDT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fax:</td>
<td>(619) 923-3542</td>
<td>24 hours a day</td>
<td></td>
</tr>
<tr>
<td>Mail:</td>
<td>1501 India St, Suite #103-60, San Diego, CA, 92101</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:jessica@gsmiweb.com">jessica@gsmiweb.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web:</td>
<td>artificialintelligencesummit.com</td>
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</tbody>
</table>

**CANCELLATION AND QUALITY ASSURANCE**

GSMI strives to provide you with the most productive and effective educational experience possible. If after completing the course you feel there is some way we can improve, please provide us in writing with your comments on the evaluation provided upon arrival. Should you feel dissatisfied with your learning experience and wish to request a credit or refund, please submit it in writing no later than 10 business days after the end of the Virtual Event to: VP of Educational Services, 1501 India St. Suite 103-60, San Diego, CA 92101.

We will evaluate individual complaints in a context of collective comments from the Virtual Event. As speakers are confirmed months before the Virtual Event, some speaker changes or topic changes may occur in the program. GMSI is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

Cancellations are subject to the entire Virtual Event registration fee. All sales are final. No payments will be refunded or refundable. Please note that if you do not cancel and do not access the Virtual Event, you are still responsible for payment. In no event shall GMSI be obligated to refund all or a portion of the registration fee.

If GMSI is prevented from carrying out its obligations as it pertains to the Virtual Event you registered for as a result of any cause beyond its control, or such Virtual Event cannot be Virtually conducted because of a software or issue with the hosting platform or due to acts of God, strikes, labor disputes, government requisitions, restrictions or war or apparent act of war, terrorism, disaster, civil disorder, epidemic or pandemic, curtailment or restriction on transportation facilities, or any other comparable calamity, casualty or condition (collectively a “Force Majeure”) GMSI shall have the right to immediately terminate the affected Virtual Event without liability and shall be relieved of its obligations to Registrant. If the affected Virtual Event is terminated due to a Force Majeure occurrence before the first day of the Virtual Event, then GMSI will reschedule the affected Virtual Event and your registration fee will be applied to the rescheduled Conference.

**REGISTRATION:**

Name:

Title:

Job Title, Department:

Company:

Approval Manager Name & Title:

Mailing Address:

City: 

State:

Country:

Phone:

Fax:

E-mail:

**METHOD OF PAYMENT:**  
- [ ] Credit Card  
- [ ] Amex  
- [ ] Visa  
- [ ] Mastercard  
- [ ] Check

Name on Card:

Card Number:

Expiration Date:

CVV: