

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)



LEADING PRACTITIONERS SHARE PROVEN METHODS TO EXECUTE A SUCCESSFUL, REVENUE-DRIVING MARKETING AI STRATEGY.

PRESENTING THOUGHT LEADERS:



Manail Anis, *Principal, Agile Ethics,*
Princeton University



Jim Tobin, *Founder & President,*
Ignite Social Media



Erik Huberman, *CEO & Founder,*
Hawke Media



Jon Chang, *Vice President,*
Growth Marketing,
theSkimm



David Yunger, *CEO,*
Vaital



John Duffield, *Innovation Strategist,*
thejohnduffield.com



LaSandra Brill, *VP, Global Digital Marketing,*
NVIDIA



Cristina Jones, *Chief Brand Officer,*
Anthem Agency



The sessions cover a range of topics and inspire you to take action. There is also plenty of networking opportunities with like-minded and passionate people. Can't wait for next year!

- 3 Day Blinds



Leaving the summit, I feel way more up-to-speed on trends and insights than I can keep up with on my own. Carving out time for this to spur ideas and gather learnings has been invaluable.

- Vituity



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.

8:00am - 11:00am Pacific Time

MORNING TRAINING

AI as Your Collaborative Partner: Unleashing the Power of ChatGPT in Sales and Marketing

Josh Blanton, *VP of Marketing*, **Vividly**
Ari Setalvad, *Director of Content*, **Vividly**

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.

You'll learn how to:

- Craft effective prompts to get the best out of ChatGPT
- Successfully integrate ChatGPT into various sales and marketing functions, from automating customer support to crafting engaging content and beyond
- Learn the one trick that helped us unlock the potential of ChatGPT

12:00pm - 3:00pm Pacific Time

AFTERNOON TRAINING

How & Where to Capitalize on AI: A Design Thinking Workshop to Help Get You Started

Joe Lalley, *Founder*,
Joe Lalley Experience Design

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.

This workshop is designed to help you determine how and where to capitalize on AI.

- We'll do this by applying the principles of Design Thinking to identify real problems and potential use cases for AI in your work.
- We'll get hands-on, experimenting with AI tools to learn where they might or might not play a role for you.
- The goal of this workshop is to identify a few areas you should use AI in your work, not all the ways you could.

**No expertise required! We will meet you where you are in your AI journey! Hope to see you there!*

Please Note: These workshops are not included in the general conference ticket. It is an add-on that must be purchased separately.



AGENDA AT A GLANCE

GENERAL SUMMIT | WEDNESDAY, NOVEMBER 15, 2023

8:00am - 8:15am PT	Welcome Remarks by Summit Emcee Elizabeth R. Hornsby, <i>Ph.D., Asst. Professor & Graduate Coordinator, Dept. of Comms and Media Studies</i> , Southeastern Louisiana University
8:15am - 9:00am PT	How AI is Changing the Game for Marketers Patricia Santos Mestre, <i>CMO</i> , Microsoft Portugal
9:00am - 9:30am PT	BREAK
9:30am - 10:15am PT	Generative AI and Content Marketing: How to Maximize for Strategy, Opportunity, Ideation, & Considerations Tuck Ross, <i>SVP Marketing</i> , Synchrony Bank
10:15am - 11:00am PT	AI Within The Social Intelligence Space: The Latest Innovations & How to Scale Your Company's Capabilities Frank Gregory, <i>Social Intelligence Lead</i> , Nestlé
11:00am - 11:45am PT	NETWORKING BREAK
11:45am - 12:30pm PT	Panel: Integrating AI with Marketing Operations: Driving Efficiencies & Supporting Business Growth Erik Huberman, <i>CEO & Founder</i> , Hawke Media Vince Venditti, <i>CMO</i> , ARS/Rescue Rooter Jon Chang, <i>Vice President, Growth Marketing</i> , theSkimm David Yunger, <i>CEO</i> , Vaital
12:30pm - 1:15pm PT	Case Study: How AI Tech's Data & Personalization Capabilities Can Support B2B Marketing & Sales Teams Kaycee Kalpin, <i>Chief Marketing Officer</i> , Premier, Inc.
1:15pm - 2:00pm PT	Marketer's Secret Weapon in an AI World Rose Jia, <i>Head of Growth Marketing</i> , Amazon Grocery
1:30pm PT	Day 1 Concludes

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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

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AGENDA AT A GLANCE

GENERAL SUMMIT | THURSDAY, NOVEMBER 16, 2023

8:00am - 8:15am PT	Welcome Remarks by Summit Emcee Elizabeth R. Hornsby, <i>Ph.D., Asst. Professor & Graduate Coordinator, Dept. of Comms and Media Studies, Southeastern Louisiana University</i>
8:15am - 9:00am PT	Responsible AI: What Marketers Need to Know About Emerging AI Regulatory Frameworks Manail Anis, <i>Principal, Agile Ethics, Princeton University</i>
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, <i>CMO, XO</i>
10:15am - 11:00am PT	The Role of AI in SEO: How it Can Help You Rank Higher in Search Results Justin McGinnis, <i>VP, Search, Syneos Health Communications</i>
11:00am - 11:45am PT	NETWORKING BREAK
11:45am - 12:30pm PT	Mobilize Your Business for AI: A Gen-AI Blueprint You Cannot Ignore John Duffield, <i>Innovation Strategist, thejohnduffield.com</i>
12:30pm - 1:15pm PT	Building Brands for the Health Sciences Schools at the University of Pittsburgh Using ChatGPT RJ Thompson, <i>Manager of Multimedia and Digital Strategy - Health Sciences, University of Pittsburgh</i> Nicole Matthews, <i>Writer in the Office of Strategic Communications and the Office of the Senior Vice Chancellor, Health Sciences, University of Pittsburgh</i>
1:15pm - 2:00pm PT	Panel: The Future of Generative AI in Marketing: Trends, Innovations, and Predictions for the Year Ahead Jim Tobin, <i>Founder & President, Ignite Social Media</i> Heather Rim, <i>Chief Marketing Officer, Optiv</i> LaSandra Brill, <i>VP, Global Digital Marketing, NVIDIA</i> Cristina Jones, <i>Chief Brand Officer, Anthemic Agency</i>
2:00pm PT	Day 2 Concludes



AI for Marketers Summit

NOVEMBER 15-16, 2023 | VIRTUAL CONFERENCE



GENERAL CONFERENCE TUITION (NOVEMBER 15-16, 2023)

PRESALE TICKET

Discount Expires
August 24, 2023,
11:59pm Pacific Time!

\$349 \$749
Save \$400

EARLIEST BIRD TICKET

Discount Expires
September 21, 2023,
11:59pm Pacific Time!

\$449 \$749
Save \$300

EARLY BIRD TICKET

Discount Expires
October 19, 2023,
11:59pm PST!

\$549 \$749
Save \$200

LAST CHANCE TICKET

Discount Expires
November 9, 2023 at
11:59pm Pacific Time!

\$649 \$749
Save \$100

AT THE DOOR TICKET

Starts
Ticket price starting
November 9, 2023

\$749

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](tel: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:

Tel: [619-597-7315](tel:619-597-7315) Mon - Fri | 8:00AM- 6:00PM PDT

Fax: (619) 923-3542 | 24 hours a day

Mail: 1501 India St, Suite #103-60, San Diego, CA, 92101

Email: jessica@gsmiweb.com
Please include your name & telephone number

Web: artificialintelligencesummit.com

REGISTRATION:

Name: _____

Title: _____

Job Title, Department: _____

Company: _____

Approving 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: _____

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. GSMI 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 GSMI be obligated to refund all or a portion of the registration fee.

If GSMI 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") GSMI 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 GSMI will reschedule the affected Virtual Event and your registration fee will be applied to the rescheduled Conference.