

AI FOR MARKETERS SUMMIT

LEVERAGE AI TOOLS TO TRANSFORM AND
OPTIMIZE YOUR MARKETING STRATEGY

VIRTUAL CONFERENCE | WORKSHOPS: NOVEMBER 12, 2024 | GENERAL SUMMIT: NOVEMBER 13-14, 2024



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

AGENDA AT A GLANCE

TUESDAY, NOVEMBER 12, 2024

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

12:00pm - 3:00pm Pacific Time

MORNING WORKSHOP

AFTERNOON WORKSHOP

TOPIC TBA

TOPIC TBA

Details Coming Soon

Details Coming Soon

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



AGENDA AT A GLANCE

GENERAL SUMMIT | WEDNESDAY, NOVEMBER 13TH, 2024

7:55am - 8:00am PT	Welcome Remarks by Summit Emcee Elizabeth Hornsby, Asst. Professor & Graduate Coordinator, Dept. of Comms and Media Studies, Southeastern Louisiana University
8:00am - 8:45am PT	Panel: CMO Perspectives on Opportunities and Key Considerations for AI Adoption Josh Drean, CEO, DreanMedia Khatereh Khodavirdi, VP, Consumer, Global Growth & Enterprise: Data science, Analytics & AI recommendations product, PayPal Michael Nevski, Director, Global Insights, Visa
8:45am - 9:00am PT	Thought Leader Spotlight
9:00am - 9:30am PT	BREAK
9:30am - 10:15am PT	Exploring High-Impact, Everyday AI Use Cases for Maximum Results
10:15am - 11:00am PT	Driving Efficiency with Customer Journey Automation: Key Touchpoints & KPIs
11:00am - 11:30am PT	BREAK
11:30am - 11:45am PT	Thought Leader Spotlight
11:45am - 12:30pm PT	Panel: Crafting Your AI Integration Playbook Justin McGinnis, VP, Performance Media, Syneos Health Communications
12:30pm - 1:15pm PT	Compliance in AI Marketing: Navigating Regulatory Requirements and Ethical Standards for Data Protection
1:15pm - 2:00pm PT	Positioning Your Brand: Strategies for Getting Ahead with AI-Powered Visual Search and Recognition
1:30pm PT	Day 1 Concludes



"The sessions were engaging, relevant and each and every presenter provided valuable, actionable ideas we could implement immediately! Amazing event!!!"

- Talkdesk



AGENDA AT A GLANCE

GENERAL SUMMIT | THURSDAY, NOVEMBER 14, 2024

7:55am - 8:00am PT	Welcome Remarks by Summit Emcee Elizabeth Hornsby, Asst. Professor & Graduate Coordinator, Dept. of Comms and Media Studies, Southeastern Louisiana University
8:00am - 8:45am PT	Optimizing Ad Performance Through AI Personalization, Audience Targeting, & Predictive Analytics Arpit Shrivastava, Product Manager Core Ads, Meta
8:45am - 9:00am PT	Thought Leader Spotlight
9:00am - 9:30am PT	BREAK
9:30am - 10:15am PT	Next-Level ChatGPT Prompting Techniques for Streamline Campaign Development
10:15am - 11:00am PT	Understanding How to Leverage AI-generated Insights Effectively Anusha Yella, Principal Software Engineer, AT&T
11:00am - 11:30am PT	BREAK
11:30am - 11:45am PT	Thought Leader Spotlight
11:45am - 12:30pm PT	Transform Your Content Marketing & Creative Processes with Generative AI
12:30pm - 1:15pm PT	Panel: A Deep Dive into Top AI Tools, Platforms, Technologies Chris Duffey, Strategic Development, Emerging Solutions, Adobe Courtney MacConnell, Head of Shopping, Google
1:15pm - 2:00pm PT	Panel: The Future of AI in Marketing: Trends, Innovations, and Predictions for 2025 + Beyond Claudia Sandino, Director, Social Media Marketing/Advertising, Elevation
1:30pm PT	Day 2 Concludes



"The summit left me feeling empowered to really explore the new and transformative territory of AI!"

- Qube Investment Management



AI for Marketers Summit

NOVEMBER 13-14, 2024 | VIRTUAL CONFERENCE



GENERAL CONFERENCE TUITION (NOVEMBER 13-14, 2024)

PRESALE TICKET

Discount Expires
August 1, 2024,
11:59 pm PST!

\$349 \$749
Save \$400

EARLIEST BIRD TICKET

Discount Expires
September 5, 2024
11:59 pm PST!

\$449 \$749
Save \$300

EARLY BIRD TICKET

Discount Expires
October 3, 2024,
11:59pm PST!

\$549 \$749
Save \$200

LAST CHANCE TICKET

Discount Expires
November 7, 2024,
11:59 pm PST!

\$649 \$749
Save \$100

AT THE DOOR TICKET

Starts
Ticket price starting
November 8, 2024

\$749

November 12 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.