

AI and its impact on our Industry, Opportunity or Threat?



Presented by

Richard Harbridge

CTO

2toLead



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Richard Harbridge
2toLead Chief Technology
Officer & Microsoft MVP



Tue., April 9, 2024

3:00 PM (EST)



Connecting, Shared Celebration & Discussion Has Been Around For A Long Time



The Technology Has Evolved Enabling Us To More Easily Present



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Educators in VR

Educators in VR

2020 International Summit

LGBTQ+ Diversity Panel
Q+ and Friends Meetup
JayW, Henry, Alan,
Meta, Warrior,
Smartiemarie

STAY CONNECTED

- @VRGLTQmeetup
- VRGLTQ Meetup
- https://discord.me/vrldg
- Chris, Discord Username: Coolpicks4928
- Thyrcgldly

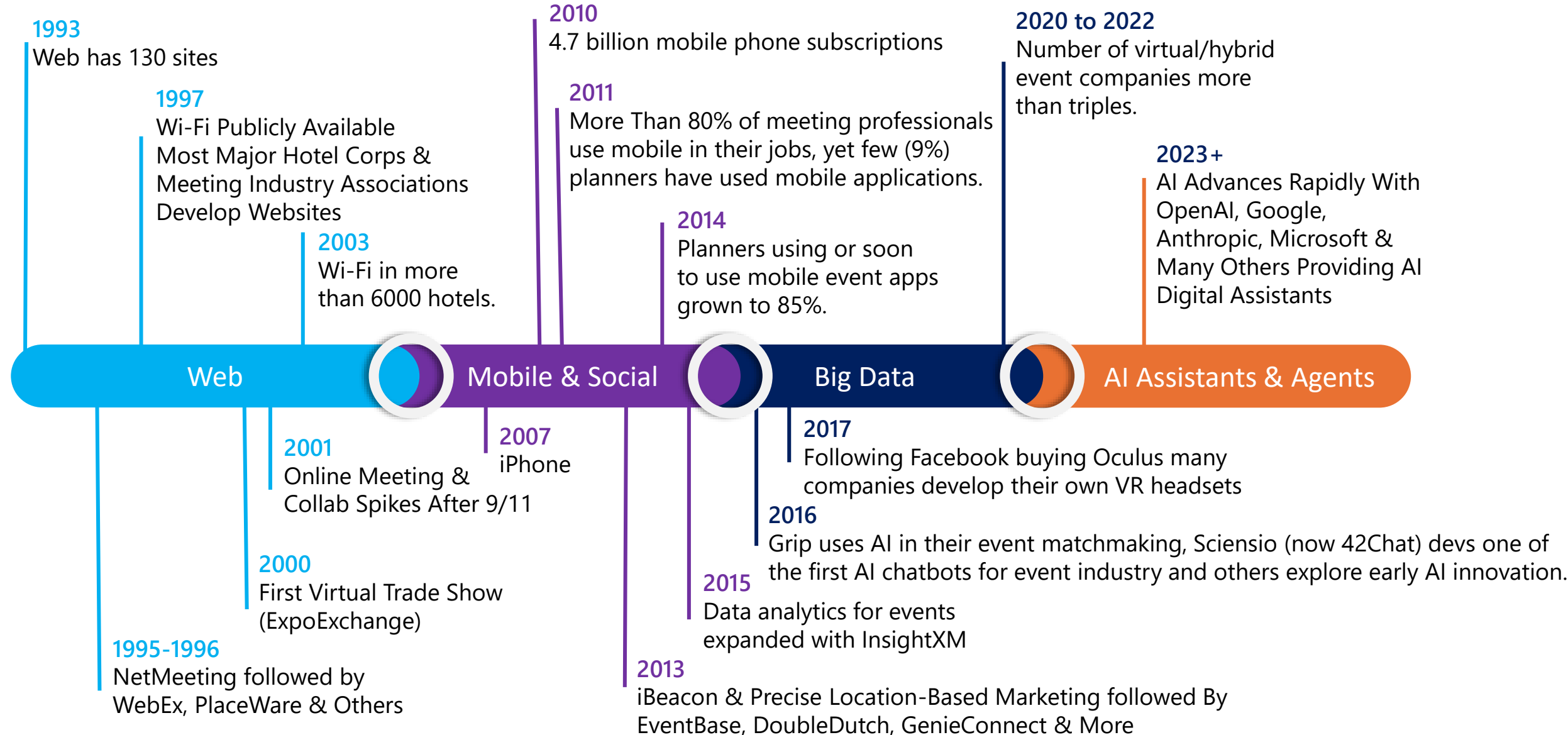
ENGAGE
COMMUNICATE / TEACH / LEARN

We Are Used To Technology Shifts In How We Connect With One Another

We Have Transformed With Technology Many Times Before...



Each major shift in technology takes us a few years (3 to 5 on average) to adapt to as an industry.

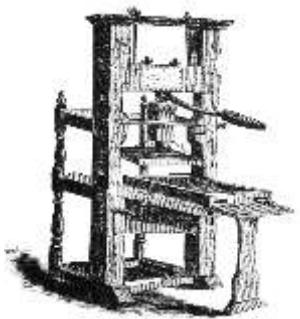


AI Is A Major Transformative Technology For Our Industry



AI change will be measured in years, not decades or generations. It's a bigger change and faster.

**New Work:
Printing**



This Led To:
The Spread Of
Societal Literacy

**New Work:
Standard Docs**



This Led To:
The Spread Of
Systematic
Management

**New Work:
eDocs**



This Led To:
The Spread Of
Information
Management

**New Work:
Websites**



This Led To:
The Removal Of
Communication
Barriers

**New Work:
Apps**



This Led To:
The Removal Of
Presence & Access
Barriers

**New Work:
Perspective?**



This Led To:
The Removal Of Skill
Barriers & Spread Of
Hyper-Personalization

Generational Changes

>

Change Over Decades

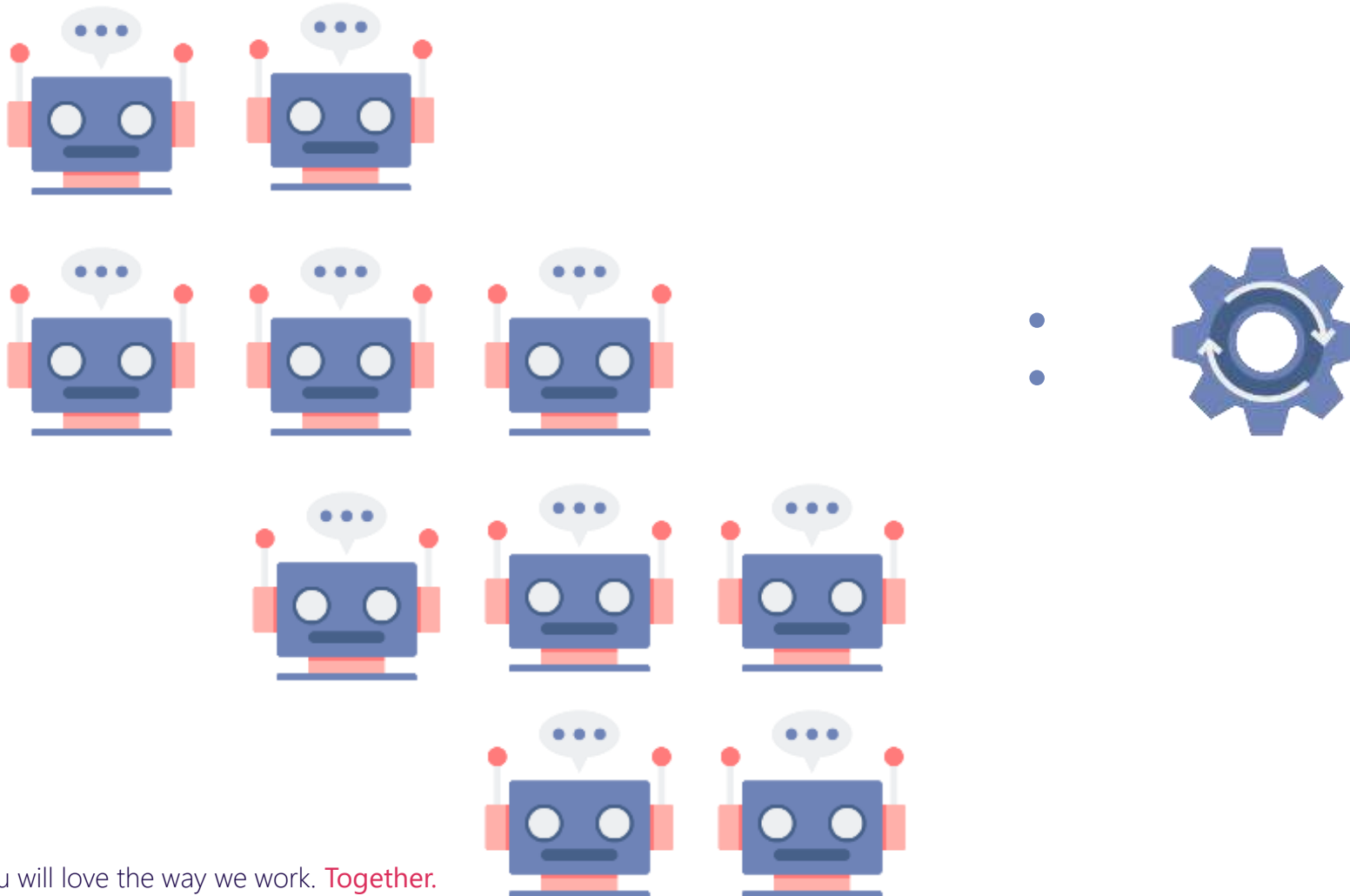
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Change Over Years

Success With AI In Communications Is About Collaborating With AI



For every one automation opportunity inside an organization there are 10+ more AI collaboration opportunities. *Collaboration with AI can be hard, but with the help of others it can be easier.*

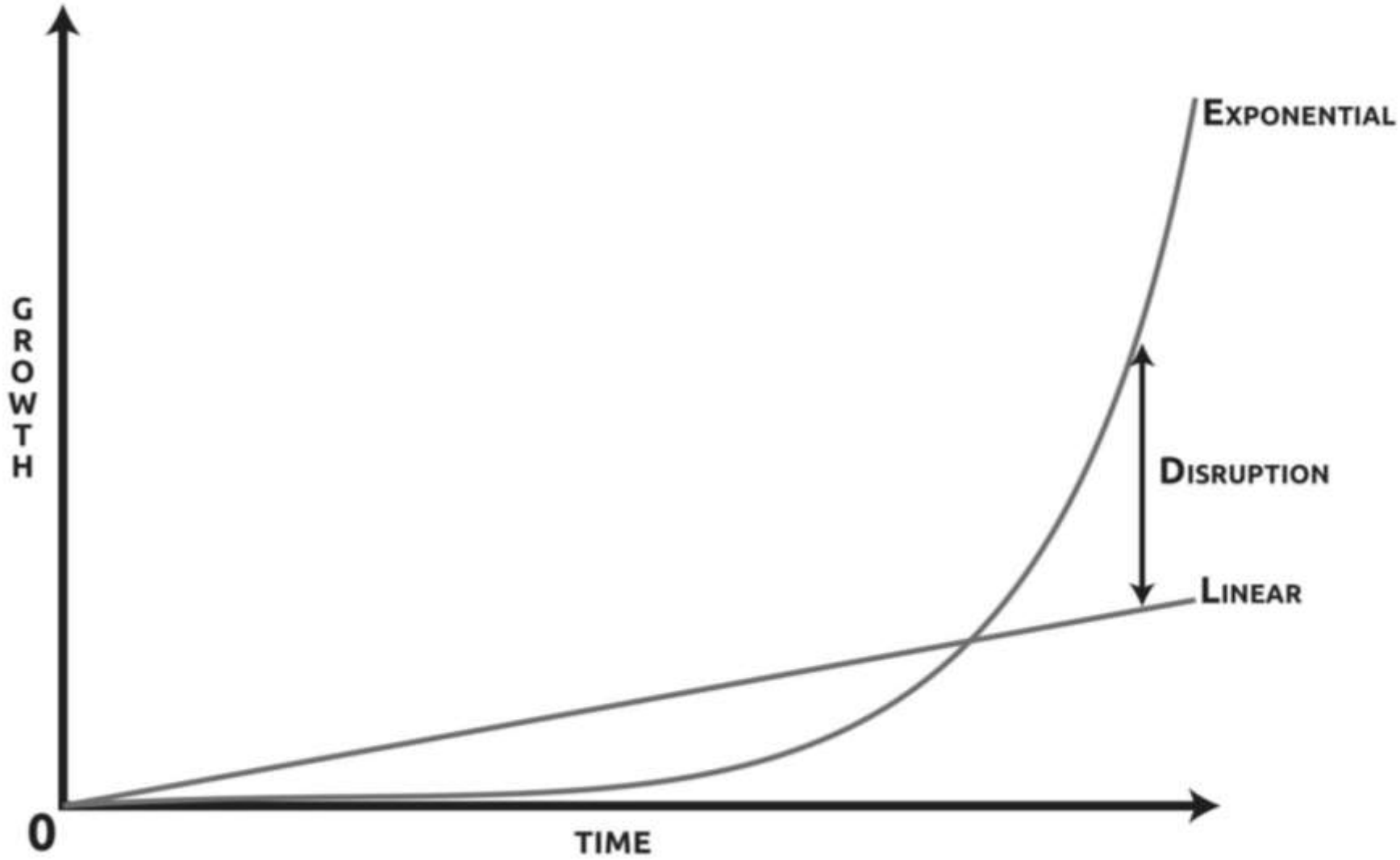


You will love the way we work. **Together.**

The Executive Discussion



It is imperative that AI be led and owned by the business. It is too important to be left in the hands of technologists alone. This is not a linear technology.



AI is changing our businesses (internally and externally), but if we **embrace it sooner**, and focus on **collaborating with AI** we will be better off and so will our organizations.

We Have Long Standing Event Planning Challenges

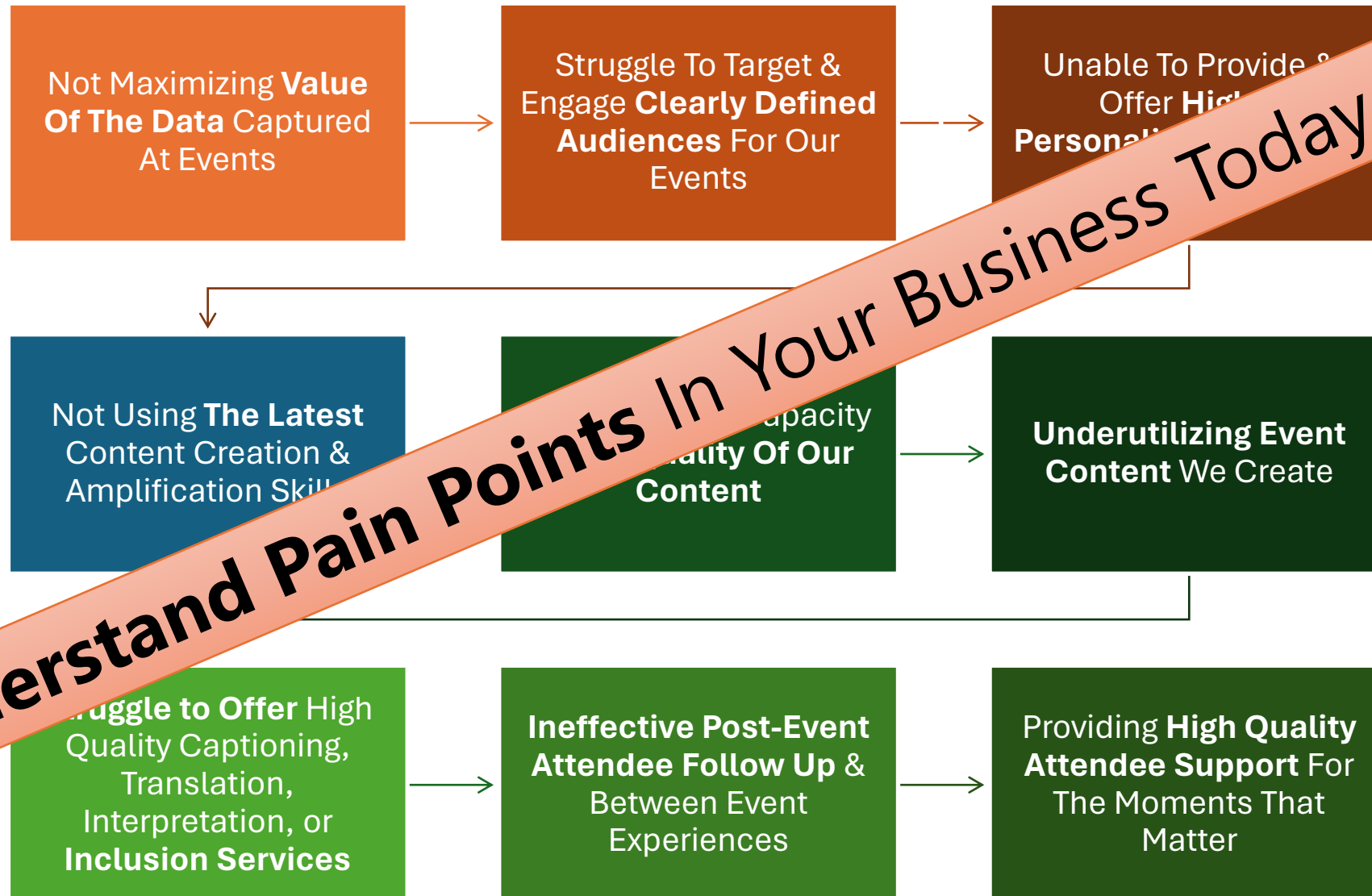


Multiple industry reports and surveys acknowledge gaps such as underutilization of the event content we create or capture at events, inability to offer highly personalized attendee experiences and more.





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There Are Many Opportunity Areas For AI To Drive Impact



Here are a few examples of the things AI can improve today and throughout this year.

Before

Improving Audience Definition & Targeting (Example Analysis & Segmentation)

Enhancing Event Creation (Example: Content & Alignment)

Accelerating & Simplifying Event Management (Example: Recommendations)

Registration Process Improvements (Example: Chatbot Instead Of Forms)

During

Create More Inclusion & Connectivity (Example: AI Captioning, Translation, Matchmaking, etc).

Improving Attendee Self-Service & Support (Example: Intelligent Virtual Agent)

Highly Personalized Attendee Experiences (Examples: Recommend Content, Expo Posts, etc).

AI Driven Insights & AI Assisted Engagement

After

Personalizing Attendee Follow Up

Improving Event Data Analysis

Maximizing The Value Of Event Content

Automated Production Of Secondary Event Assets (Examples: eBooks, short videos, etc)

Automated Distribution Of Secondary Event Assets

There Are Many Opportunity Areas For AI To Drive Impact

Here are a few examples of the things AI can improve today and throughout this year.

Before	Improving Audience Definition & Targeting (Example Analysis & Segmentation)
	Enhancing Event Creation (Example: Content & Alignment)
	Accelerating & Simplifying Event Management (Example: Recon)
	Registration Process Improvements (Example: Check-in, Forms)
During	Create More Inclusion & Connectivity (Example: Captioning, Translation, Matchmaking, etc).
	Improving Attendee Self-Service (Example: Intelligent Virtual Agent)
	Highly Personalized Experiences (Examples: Recommend Content, Expo Posts, etc).
	AI Assisted Engagement
After	Personalizing Attendee Follow Up
	Improving Event Data Analysis
	Maximizing The Value Of Event Content
	Automated Production Of Secondary Event Assets (Examples: eBooks, short videos, etc)
	Automated Distribution Of Secondary Event Assets

Understand Use Cases That Apply To Your Business Today

The Very Real Risks Of Getting It Wrong



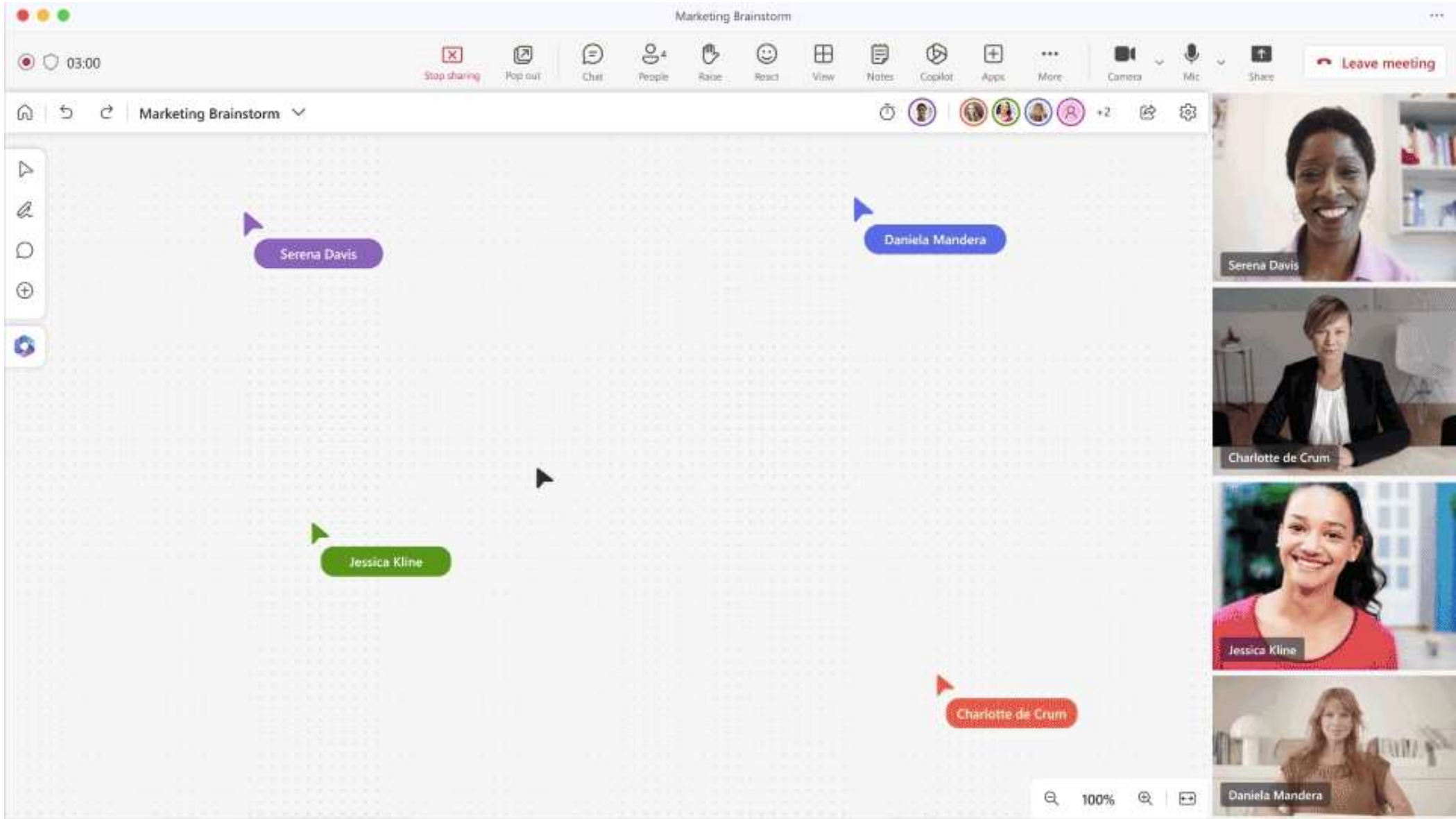
From losing trust and audience disconnects to adding too much noise there are real risks with AI in marketing.



Will this help us **connect with our customers** or will it push them away?

AI Without Any Risks?

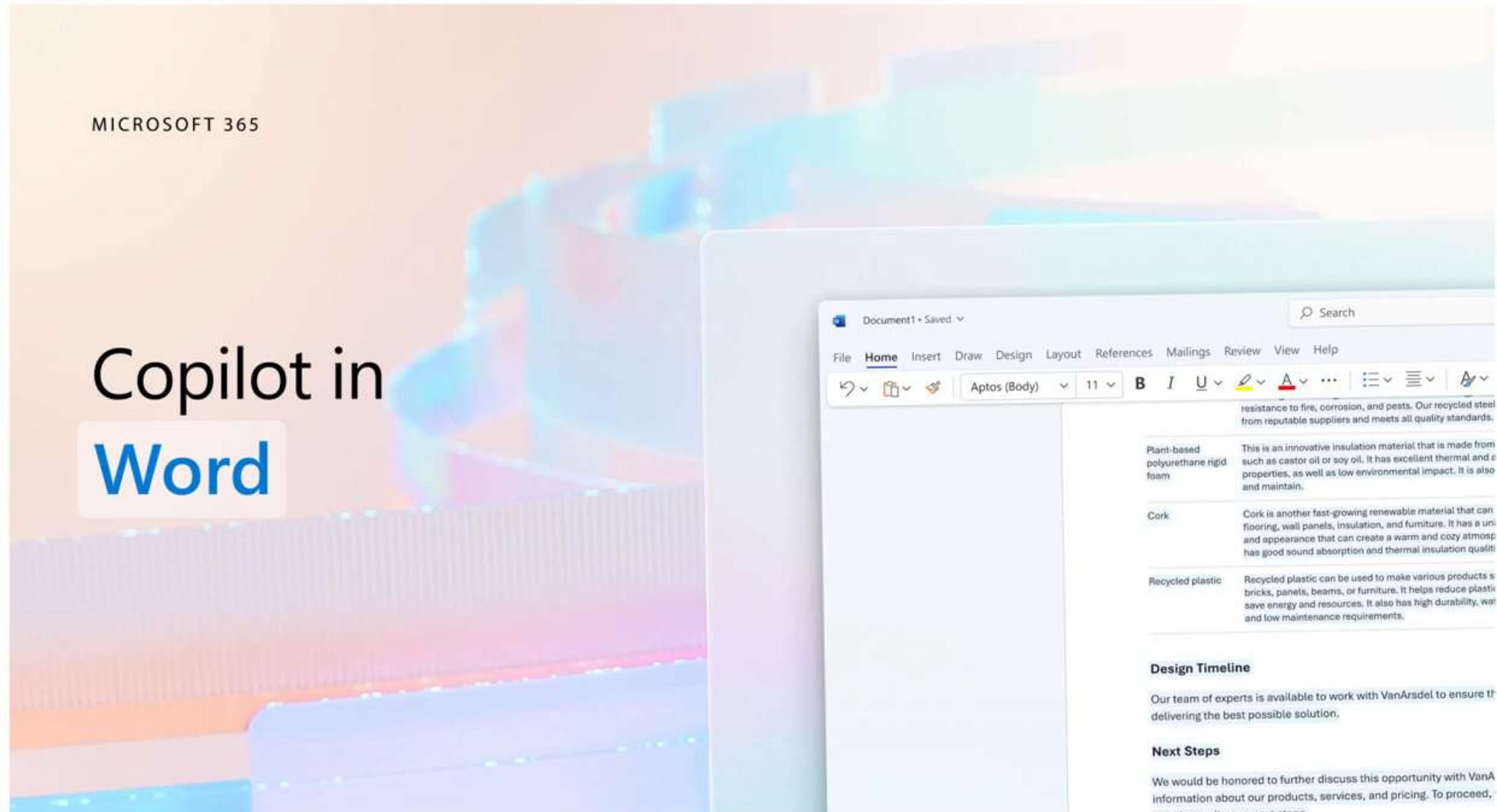
Using AI today to support **brainstorming**, organizing, editing, research and more is quite safe.



AI Without Any Risks?



Using AI today to support brainstorming, organizing, **editing**, research and more is quite safe.



It's Not About More Content, But Better Content



We accelerate our start, and we get integrated assistance on how to drive from good past great.






Product Promo Draft

Design Preview

From: Contoso Coffee Barista (hello@contosocoffee.com)
Subject: Introducing the Contoso Coffee Sustainability Program



Make your coffee habit more sustainable today!

Join Program

Enter your text here

Save Test send Check content Ready to send

Brand profile Contoso Coffee

Copilot Preview

Describe what your content is about
Enter up to five key points that you want to get across in your email. Copilot will generate a set of text suggestions.
[Use examples](#)

5 ways to make your coffee more sustainable

You'll be doing your part to help the environment

Join our program today

+ Add a key point Clear all

Well done!

Tone of voice
Engaged

Customer Insights

Show Chart + New Journey Refresh Email a Link Create View

All Journeys

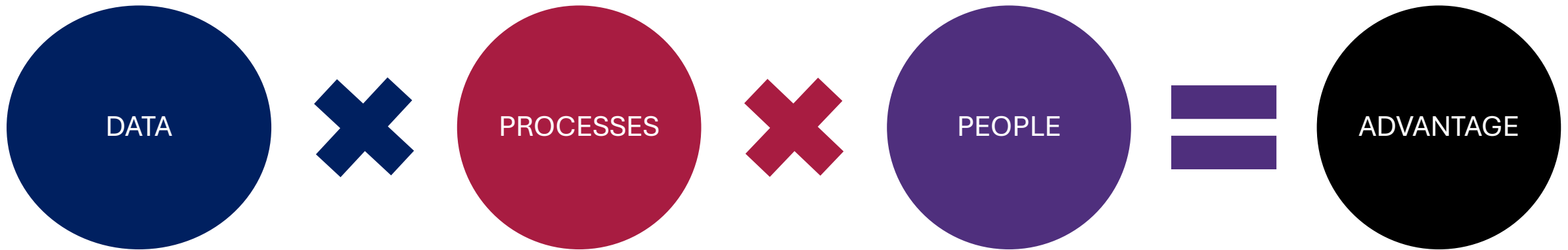
Name	Status	Created on	Modified on	Versions
Contoso Abandoned Cart	Live	3/1/2022 11:49 AM	3/1/2022 12:25 AM	1
Contoso New Coffee Subscriptions	Live	3/1/2022 11:49 AM	3/1/2022 12:25 AM	1
Contoso Coffee First purchase points	Live	3/1/2022 11:49 AM	3/1/2022 12:25 AM	1
Contoso In-Store Loyalty Points	Live	3/1/2022 11:49 AM	3/1/2022 12:25 AM	1

There Are Many Challenges & Risks With AI



The Formula That Drives Greater Success With AI Today?

If you want to drive the best competitive advantage each investment here matters.



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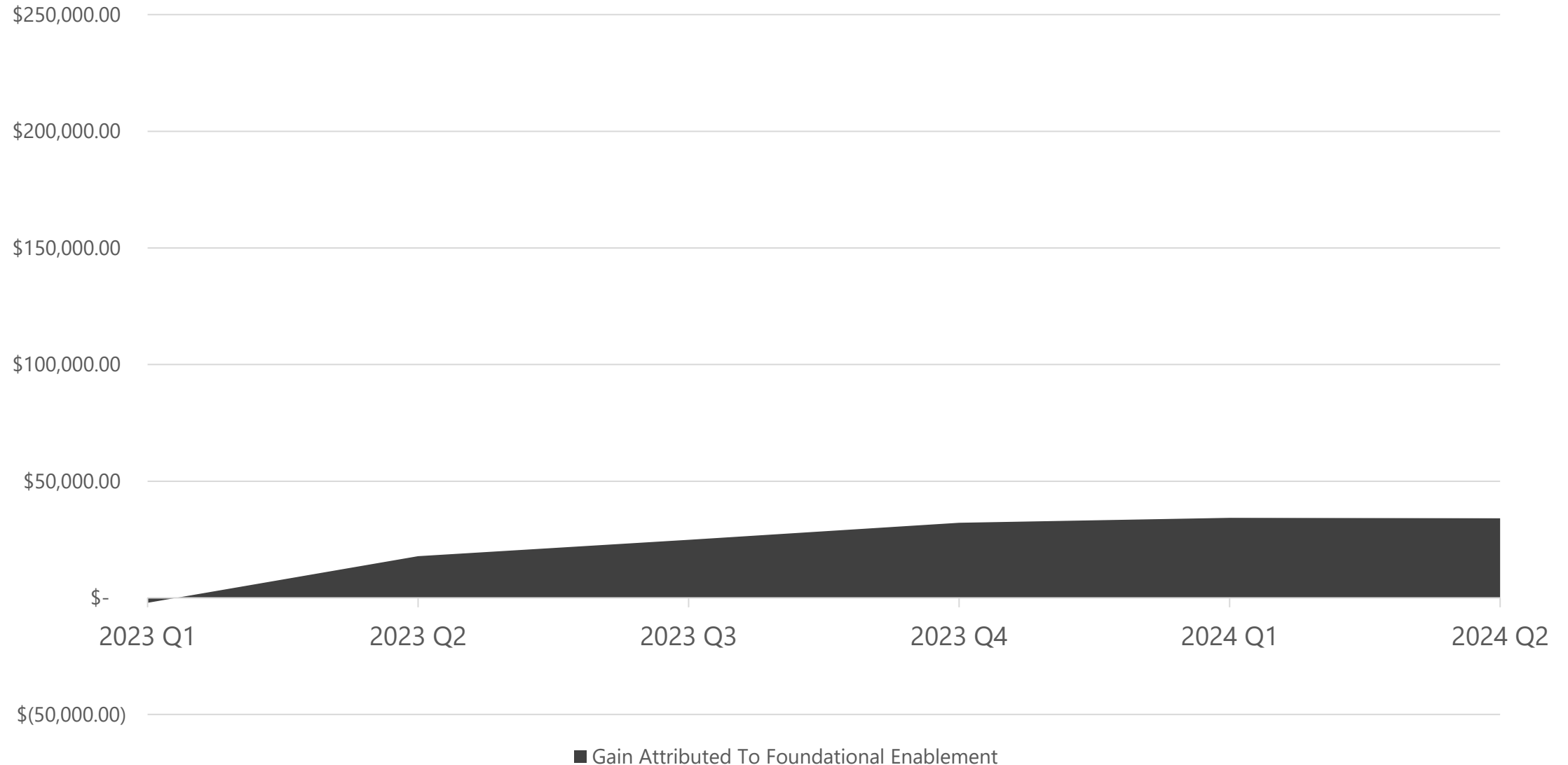


Let's Visualize What We Mean By Those Amplifying Each Other



Data, Systems, People, Processes, Adoption, and Usage all improve your return and advantage.

Copilot ROI Estimations (Composite)

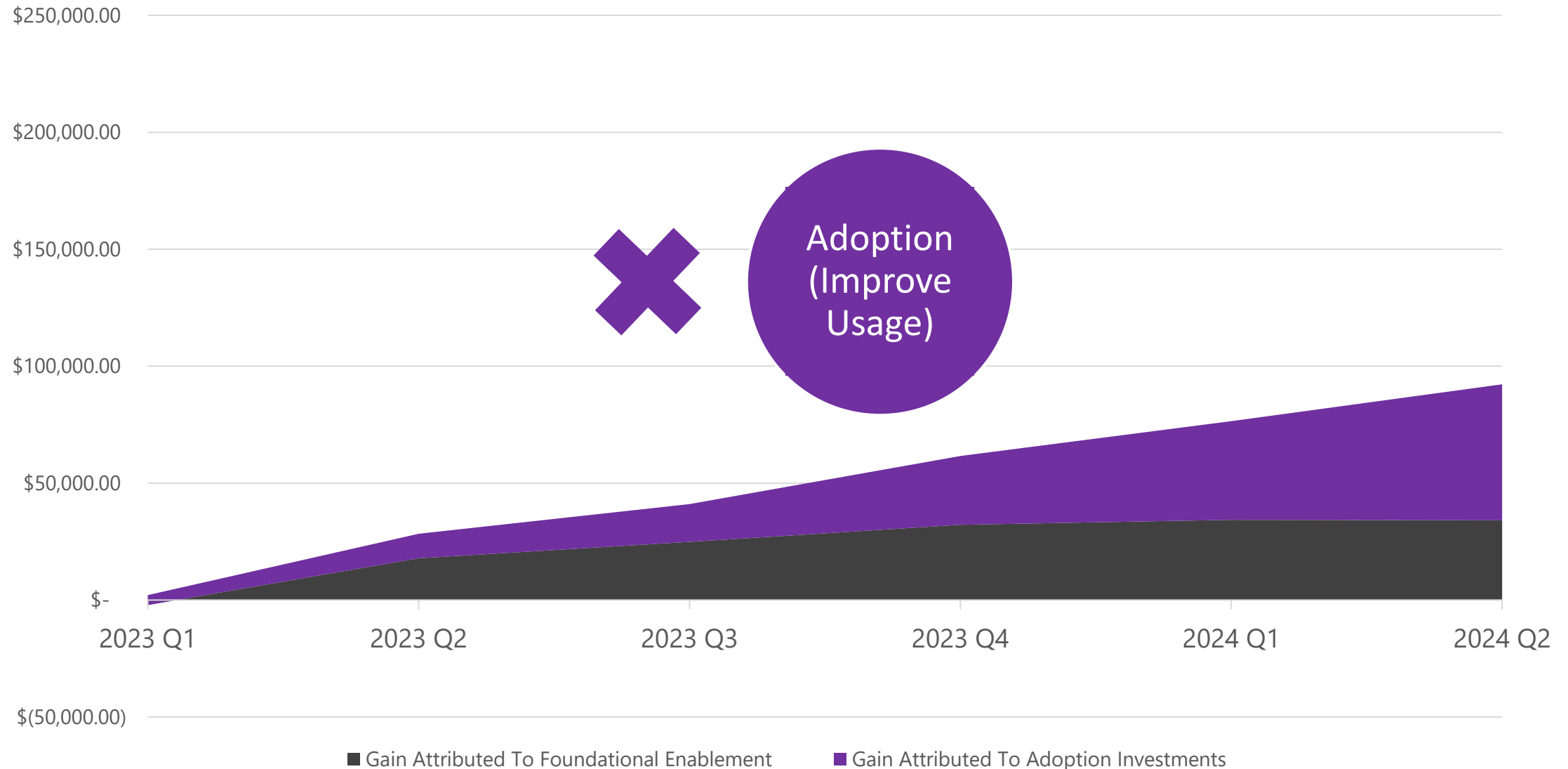


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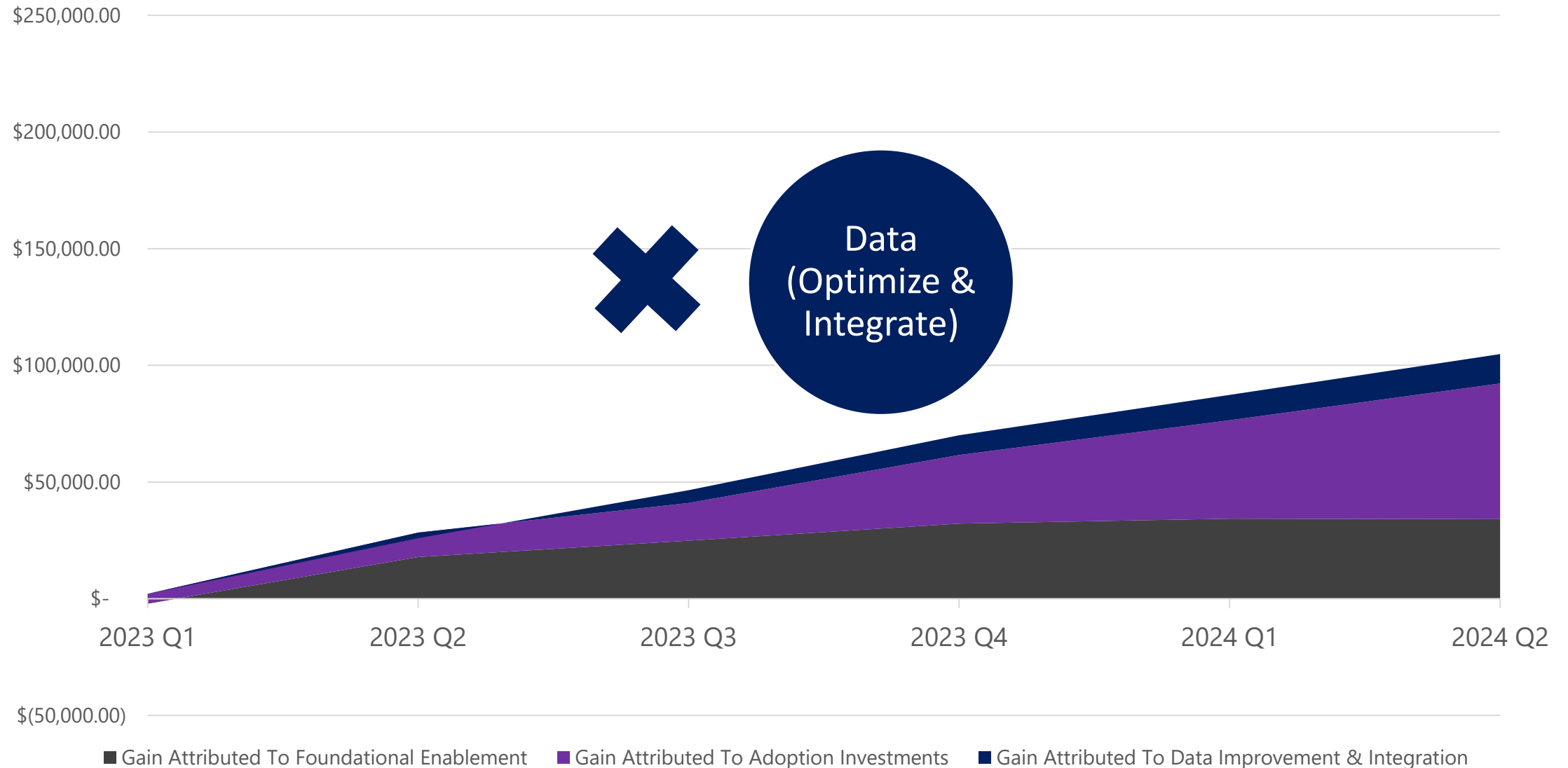


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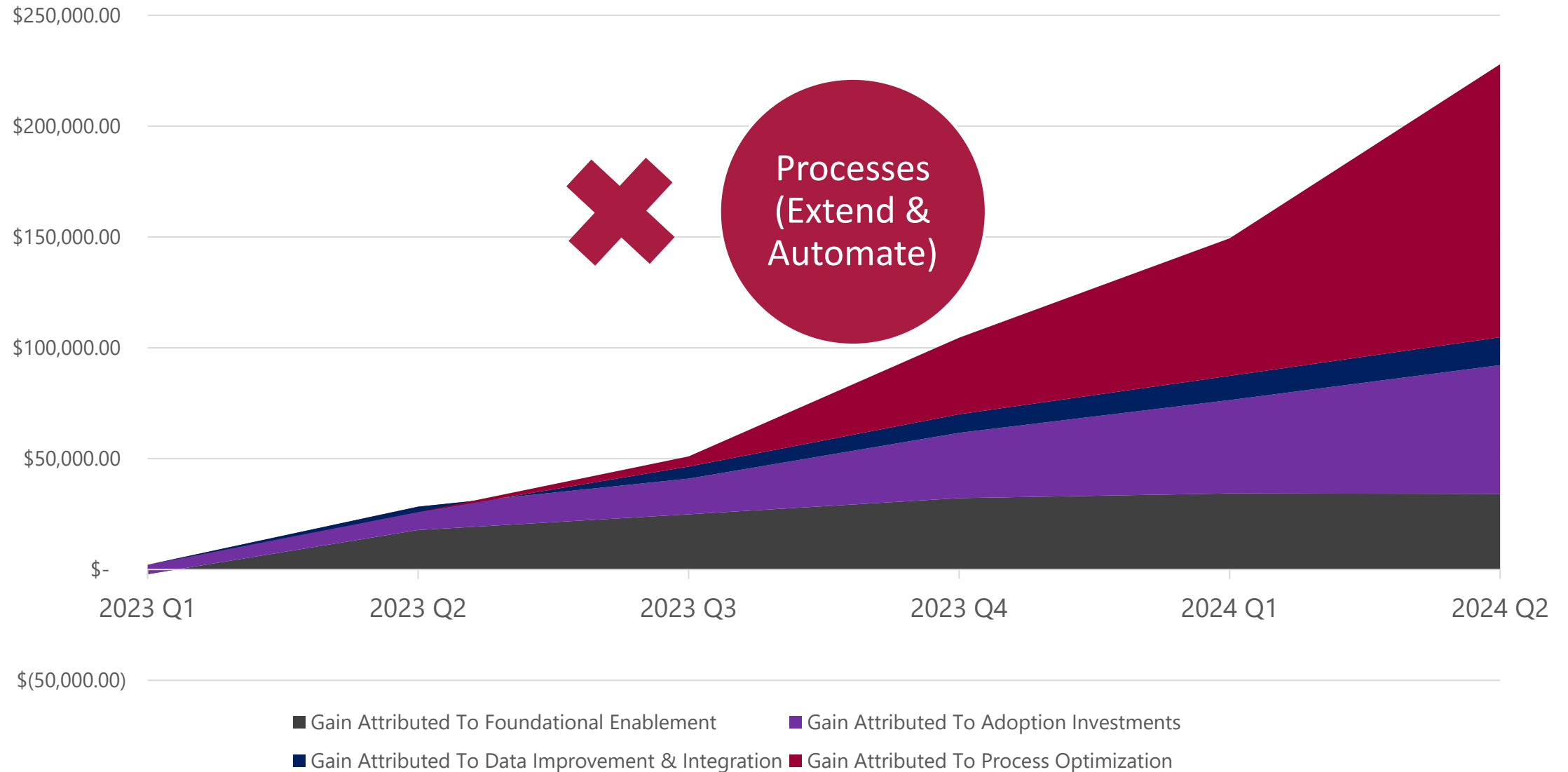


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Data, Systems, People, Processes, Adoption, and Usage all improve your return and advantage.

In less than 1.5 years with the right investments you can see a **2x** increased return.

Foundational Enablement:	\$141,207.00	<i>Based on a cumulative 1.5-year ROI estimate</i>
Adoption Investment Return:	\$160,611.00	<i>Based on a cumulative 1.5-year ROI estimate</i>
Data Optimization & Integration Return:	\$34,921.00	<i>Based on a cumulative 1.25-year ROI estimate</i>
Processes Extend & Automate Return:	\$224,276.00	<i>Based on a cumulative 1-year ROI estimate</i>

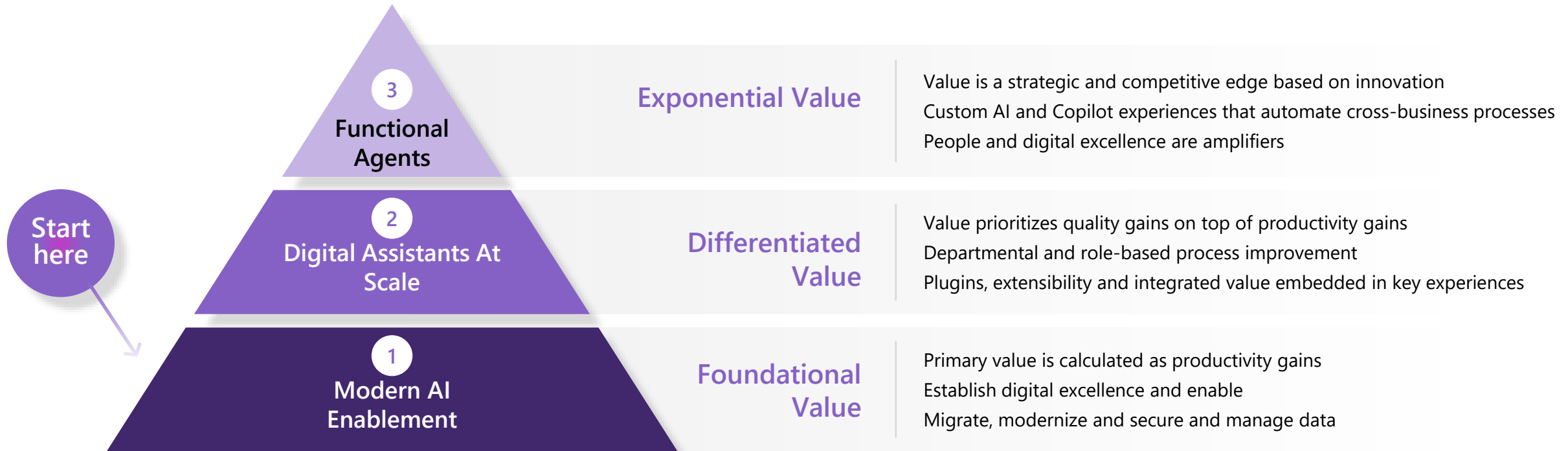
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The Journey With AI Today...

It is important to build a scalable foundation to achieve maximum impact over time.



1 Prepare, learn, pilot, and implementing AI, while also updating systems, protecting your data, and actively enhancing AI skills

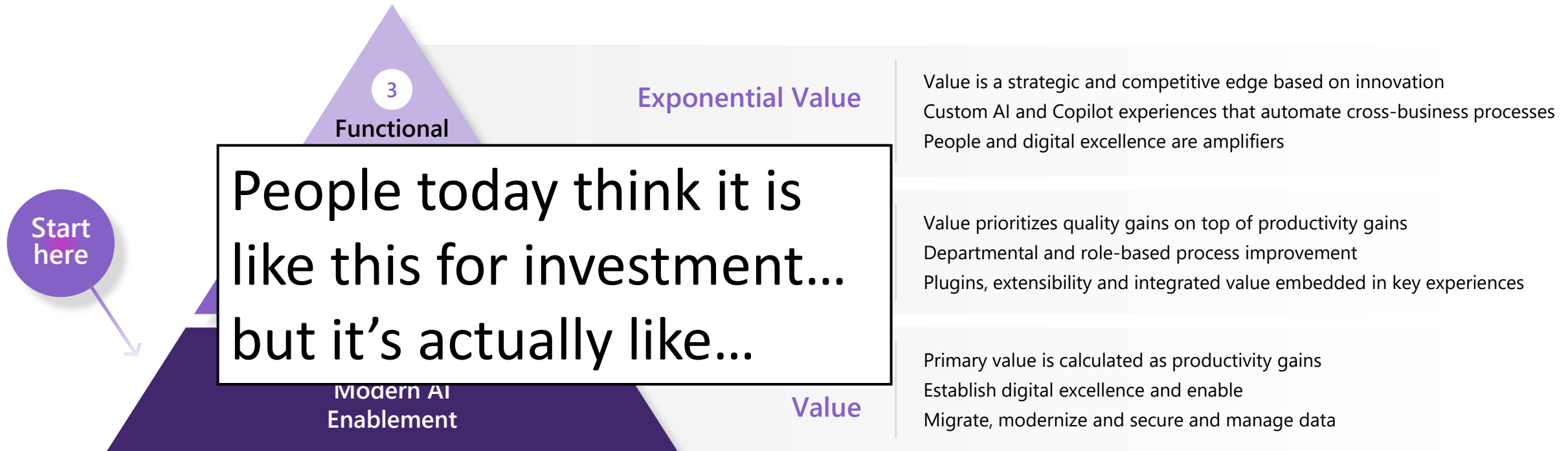
2 Mature your usage patterns and shift the focus to quality driven via process augmentation. Expand and extend capabilities and data.

3 Extend to line of business systems, streamline and automate for organizational level impacts on revenue and costs.

The business should drive this change and we need to prioritize peer-to-peer learning and knowledge sharing.

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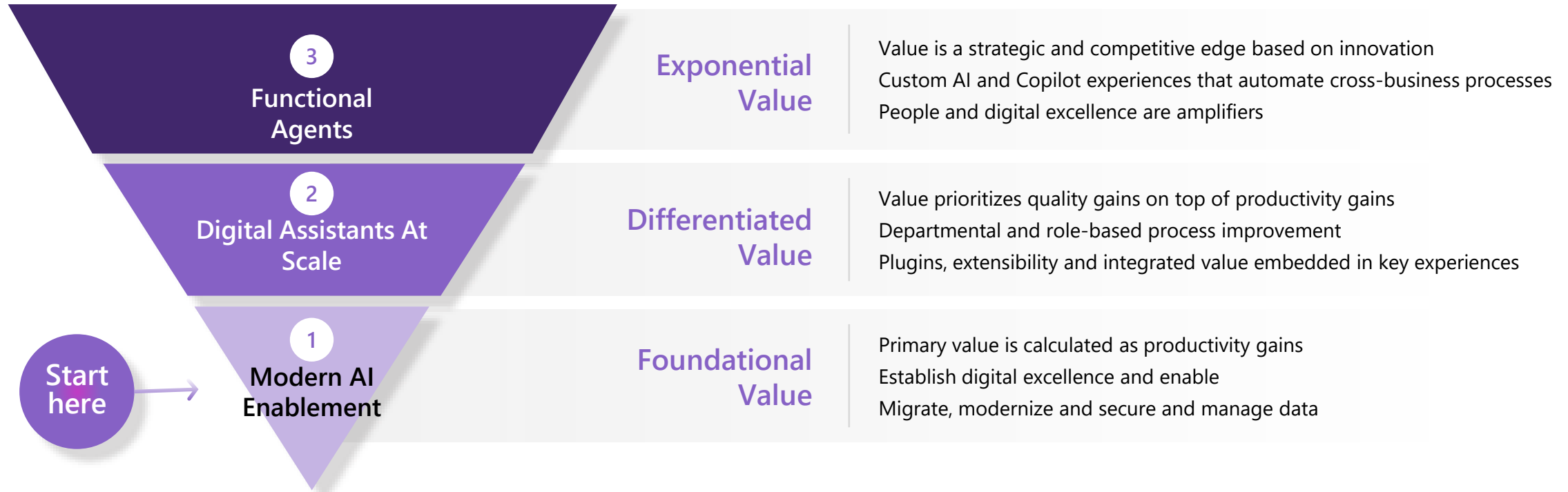
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Success With AI Requires Investment But Provides Big Returns



The effort and investment is inverted and better represented where investment increases over time.



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Focus today is on the tooling, but it's how we invest and direct our orgs that matter more. Focus on **responsible enablement, adoption** and **processes** and your experiences will improve year over year.



Connecting, Shared Celebration & Discussion Has Been Around For A Long Time

Human experience amplified by AI **doesn't change** how we value intent, novelty and relationships.

Our intent to do good and our relationships these aren't just vital they are the irreplaceable foundation of our shared humanity and the **heart of our industry.**