
The Business Case for AI in Marketing

09:00 - 10:30

- The new AI paradigm
- AI's impact on marketing and wider business functions of sales, HR and customer service
- Debunking AI myths – supported by works such as Life 3.0 – Max Tegmark, MIT.
- Hype vs reality: expert insights from Gartner, PWC, KPMG and McKinsey

Powerful Use Cases of AI in Marketing

10:30 - 12:00

- Analytics tools in use in marketing, plus key vendors and tech disruptors
- The Personalisation Paradox: Predictive Analytics, Sentiment Analysis and Customer Segmentation
- The changing customer journey: Chatbots and predictive analytics
- The impact on SEO and programmatic
- Case studies from telecoms, banking, retail and tourism
- Group feedback: how is/will AI impact your industry sector

Lunch Break

12:00 - 13:00

Innovation & Change Management

13:00 - 14:30

- Thinking laterally; thinking integrated; thinking of the customer journey. How to apply this training in your markets/companies
- Instilling behaviours to effect change
- AI's impact on jobs. How will marketing roles change?
- Group exercise: how might AI affect marketing in your company: impact on culture, structure, departmental collaboration, hiring, training and KPIs
- Creating a watching brief for ongoing innovation

Strategy and preparedness: applying this to your business

14:30 - 16:00

- Scorecard for success
- The wider battle for trust, transparency and ethics.
- 5 key lessons learned and next steps to be taken.
- Group session: Your action plan

SCHEDULE

A PRACTICAL GUIDE TO AI IN MARKETING -

A Practical Guide to AI in Marketing

11th June 2019
Academy London, a Google Space
London

TIME	
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