



AI for Enterprise Marketing SEMINAR

How to Supercharge Search,
CX, Data and More

VIRTUAL EVENT | October 15, 2020

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Artificial Intelligence is the next technological revolution. The last revolution, the Internet, has dramatically reduced the cost of entry in industry after industry, allowing smaller, faster rivals to take down corporate giants. The AI revolution is different. AI rewards scale--the kind of scale that large companies have. AI rewards data--the Big Data of big companies. Big company marketers will learn how AI is changing critical areas of marketing:

- Market research
- Search
- Customer experience
- Content marketing
- Personalization

Attendees will learn what AI can do to drive real business results along with simple first steps they can take to start realizing those results. The particular problems and solutions for large companies will be highlighted.

After attending this conference, you will be able to:

1. Identify the trends in Natural Language Processing most applicable to marketing
2. Choose the most appropriate technique for applying AI to search marketing campaigns
3. Learn how to personalize your customer experience without using personal data

Agenda

Thursday, October 15, 2020

11:00 – 11:10am

Opening

Tim Peter, Program Director, **The Conference Board**

11:10 - 11:45am

Machine Learning in the Cloud: How Marketers Can Take Advantage

Data scientists and ML experts are becoming increasingly hard to come by and are being applied to core parts of your business, not marketing. More and more, it makes sense for marketers to treat ML as a service to use, rather than one to build internally. Find out how to use ML to understand the customer journey, including predicting purchases and calculating Customer Lifetime Value. Employ ML to both identify your best customers and to improve your marketing outcomes with them.

Eric Obenzinger, Tech Engagement Manager, **Google**

Rebecca Gutteridge, Customer Solutions Software Engineer, **Google**

11:45am – 12:05pm

Break

12:05 - 12:35pm

AI in Search

Helping searchers find what they are looking for is how Google uses AI, but how does AI help companies succeed in search? We'll hear from our panelists in a wide-ranging discussion covering AI and data analysis to help companies succeed in Search Engine Optimization (SEO) and in site search--the search box on your own website.

Moderator:

Mike Moran, Program Director, **The Conference Board**

Panelists:

Ralph DeStefano, Director of Marketing Operations, **UL**

Deborah Johnson, Director Website and Online Services, **American Society for Mechanical Engineering**

Rajesh Singi, CTO of Digital Growth and Commerce, **IBM**

12:35 – 12:55pm

Break

12:55 – 1:30pm

Personalization without Personal Data

Another day, another announcement that takes more data away from marketers. First came GDPR, CCPA, and other regulations that limit personal data. Next Google recently announced the death of third-party cookies. AI thrives on data, so how can personalization work without knowing who the person is? The answer to that question sets the stage for the next era of personalized websites that drive website visitors to become customers.

Steve Zakur, CEO, **SoloSegment**

1:30 – 1:50pm

Break

1:50 – 2:25pm

Data, Rules, and Customer Experience

In recent years, many organizations have started AI and data science projects, but face challenges with the culture around data, exposing data across silos, and putting data to work in meaningful ways. This session

will discuss John Deere's journey around using data to drive decisions about the customer experience and, eventually, to drive experience in real time and deliver value.

Sean O'Hanlon, Dir. of Digital Customer Experience,
Deere and Company

2:25 – 2:45pm

Break

2:45 – 3:25pm

Proving the Impact of AI, Analytics, and Data Science on Marketing

In recent years, many large companies have started AI and data science projects but are now under increasing pressure to show results. Bigger companies have bigger problems in wrangling data across silos and putting that data to work in meaningful ways. We'll focus on using data not only for insights but to automatically improve processes to show value in a speedy manner.

Moderator:

Mike Moran, Program Director, **The Conference Board**

Panelists:

Jeff King, Senior Manager of Data Science, **Thermo Fisher Scientific**

Jeff Klag, Market Data Analytics Specialist, **Deere and Company**

Katie Paine, Senior Fellow, **The Conference Board**

3:25 - 4:00pm

A Conversation with the Man Behind IBM's Watson

Get the inside story of how Watson dominated Jeopardy, and how similar breakthroughs in Natural Language Processing are leading to new solutions to old marketing problems. Find out what's new now, and what's coming next.

Interviewer:

Mike Moran, Program Director, **The Conference Board**

Interviewee:

David Ferrucci, Director of Applied AI, **Bridgewater Associates**

4:00 - 4:10pm

Closing Remarks

REGISTRATION INFORMATION

Online www.conferenceboard.org/AlforMarketing

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Pricing:	
Members	Complimentary
Non-Members	\$295

Cancellation Policy

\$50 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.