AI for Enterprise Marketing
SEMINAR
How to Supercharge Search, CX, Data and More
VIRTUAL EVENT | October 15, 2020
www.conferenceboard.org/AiforMarketing
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

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

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

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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

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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.