



The New Competitive Edge:

Harnessing

AI

in Marketing

Training Date : **30-31 / 1 / 2023**

Venue : **W Hotel /Amman**

Price : **600 JOD**

1. COURSE OVERVIEW

AI is a powerful tool for marketers. But with AI's ability to automate traditional marketing tasks, where does that leave the human workforce? The new marketing paradigm is all about experience, and it can be confusing to navigate at first.

Using insights from her long and successful career as a marketer as well as research from her two published books on AI in marketing, Katie King will outline what the marketers of the future can expect their roles to look like in the wake of AI.

2. LEARNING OBJECTIVES

- **Gaining a deep understanding** of what AI is and is not in business today, and what impacts it can bring in the future.
- **Grasping the key benefits that AI can** bring to marketing and CX, as well as other functions such as sales, IT, and HR.
- **Understanding how AI is** being practically applied by businesses across industries.
- **Application of both the STANDARDISE Framework and Scorecard for Success.**



Outline 2-Day Agenda

Day 1

- Introductions and sharing of objectives.
- AI today: what it is and what it is not
- Key statistics
- Current state of adoption worldwide.

Activity – Mythbusting AI

- AI's applications in Marketing.
- AI's applications in CX.

Activity – How Can AI Help You?

- **Real world case studies across industries:**
 - Retail.
 - Professional Services.
 - Banking and Finance.
 - Travel and Hospitality.
 - Telecommunications.
 - Manufacturing and Construction.





Day 2

- **AI in other Business Functions:**

- Sales
- HR
- Management
- IT
- Accounting

- **Select real-world case studies from other functions.**
- **Working through the STANDARISE Framework and its elements.**
- **Strategy, Time, Augmentation, Need, Data, Agile, Resources, Digital, Investment, Standards, Ethics .**

Activity – STANDARISE Self-Assessment

- Ethical considerations.
- Creating cultures of change.
- Hiring and upskilling.

Activity – What Would You Do?

- Key vendors.
- Scorecard for Success.
- Final thoughts.

Activity – Using the Scorecard

Activity – Wrap Up Quiz



INSTRUCTOR PROFILES

Katie King

Katie King is a published Author, Keynote Speaker and Consultant on Artificial Intelligence (AI), digital, STEM, leadership and business transformation.

Voted a **'Top 20 woman in AI'**, Katie has over **30 years** of consulting experience and has advised many of the world's leading brands and business leaders, including Huawei, Zain, BT, Alcatel and more.

Katie will be speaking at Gitex/Ai everything, Dubai, in October 2022. **Katie has delivered two TEDx talks** and is a regular speaker worldwide.

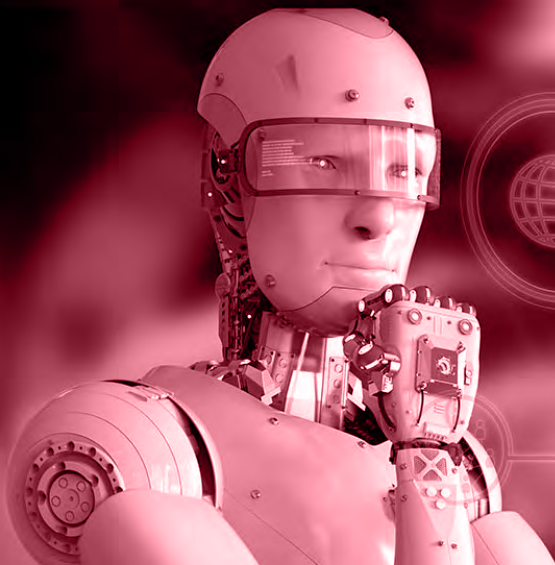
Her second book was published by Kogan Page in January 2022: AI Strategy for Sales and Marketing: Connecting marketing, sales and customer experience.

More Highlights:

Her first book, Using Artificial Intelligence in Marketing: **How to Harness AI and Maintain the Competitive Edge**, was translated into Russian, Chinese, Vietnamese & other languages. It was also listed as a reference source in the 'Brand Strategy' section of the World Economic Forum's Empowering AI Leadership AI toolkit for corporate boards.

In 2020, she launched a school AI programme, the Leaders of Tomorrow, to close the skills gap in education and show young people, especially girls, how STEM and AI will reshape their future careers.

Katie is a member of the UK Government All-Party Parliamentary Group (APPG) task force for the adoption of AI. She is also an **Editorial Board Member for the AI and Ethics Journal** (Springer Nature – global publisher).



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