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Disrupting Disruption: How Technology Connects Consumers to Business Like Never Before. We live in a culture of exponential change. What's next? How do we decode the future? Most companies are overwhelmed by the massive shifts that they have to make to their business models. Disruption is everywhere. There are several new (and dramatic) realities that will force businesses to rethink many of their commonly held beliefs about what works in business today, and what the future may look like. Interestingly, this is less about the adoption of technology and much more about how consumers have become that much more efficient in this very different landscape. Consumers have adopted technology in a way that has fundamentally changed how they buy and interact with businesses today. The world continues to change and challenge brands like never before. Is your business ready to disrupt disruption?

The Future Is AI-ncredible: How AI Infuses Better Ideation, Creativity, And Storytelling In Business (And Your People) Today. The pace of change driven by artificial intelligence in recent years is astounding, and it has the potential to continue disrupting businesses in the future. Let's explore how it's driving better ideation, creativity, and storytelling. AI is already revolutionizing idea generation by analyzing massive amounts of data and providing insights that were previously unattainable to anyone on your team. While there are undoubtedly concerns about the impact of AI on society, it's critical to know and use the current platforms for positive business change. Let's dive into the challenges and opportunities that come with incorporating AI into your organization's content and storytelling. We will look at real-world examples of companies that are successfully (and subtly) integrating tools like ChatGPT and Descript into every level of how their teams work, and shares practical strategies for how your team can do the same. The future is AI-ncredible, and this presentation will provide a roadmap for how businesses can harness the power of AI to drive innovation, creativity, and storytelling.

Let's Chat: ChatGPT for Business Brainstorming, Creativity, Writing And Collaborating. Say hello to your new creative sidekick. Imagine a world where artificial intelligence becomes a trusted brainstorm buddy, junior copywriter, copy editor, research assistant, and virtual assistant. The future is now with ChatGPT (and similar AI-assisted writing and editing tools that seamlessly integrate into your everyday workflow). Let's explore how ChatGPT revolutionizes the way you work, by providing support and inspiration at every step of the writing and content process. We will deep dive into the importance of using AI as an assistant, rather than a creator, and discuss how it can help with research, frameworks, and asking the right questions, instead of providing all the answers and all of the copy (but, it's getting better and better at doing just that). By collaborating with ChatGPT, you can transform your writing process and eliminate the dreaded blank screen syndrome, open up new pathways to brainstorm ideas, refine concepts, and even work with the AI to suggest alternative angles, phrasing, and uncover overlooked areas of research. There is no doubt that ChatGPT can help any business of any size create compelling and differentiated content for various purposes — from simple email writing to co-crafting articles and white papers.

We will also look at the future of AI chatbots, and how they might disrupt search engines and eventually become capable of handling the entire writing process for creators. Let's experience the evolution of what makes a great prompt and how that will keep your creativity on track until you've connected all the pieces. And finally, witness the magic of AI-assisted copyediting that polishes your work to perfection.

The Long Tales: How to Build Nurture and Mature a Better Content Marketing Strategy. Content marketing and brand storytelling has matured. Has your business done the same? If you're thinking about how to build, nurture or mature a content center of excellence, this is for you. A strong center of excellence creates true value and lead generation. Most companies fail at content marketing to build their thought leadership and direct response strategies, because they are chasing content formats that don't fit their brand experience... or they don't know where to start. Mitch Joel has created a simple and practical strategy to help your business define its true Content Centre of Excellence. Why do this? Focus, growth, sales, customer loyalty, better consumer experiences and really getting your ideas to spread.