

Best Practice in Marketing

Management Focus Group

“Artificial Intelligence (AI) & Data-driven Marketing”

“We need to ask ourselves not only what computers can do, but what computers should do – that time has come”

Satya Nadella (2018)
CEO of Microsoft

Many alarms have sounded on the potential for Artificial Intelligence (AI) technologies to change the workforce, especially for easy-to-automate jobs. As a result, managers at all levels will have to adapt to the world of smart machines.

The AI revolution in marketing has been influenced by more affordable and accessible datasets, and a growing acceptance among marketers of the potential of data-driven approaches to marketing decision making. In the future, AI appears likely to influence marketing strategies, including business models, sales processes, and customer behaviors. This development is not only exciting for companies, but also for customer interaction: through numerous applications such as Alexa and Google Home.

In this management focus group, we want to discuss diverse aspects of AI in marketing. More precisely: What do people mean when they talk about AI? What can we realistically expect from AI? What challenges arise when deploying AI? How do we overcome these? Looking at the topic from diverse angles – through a mixture of presentations, use cases and practical exercises – this focus group will help understand the implications of AI for marketing.



SwissLife



Keywords

- Discover the AI landscape in Marketing
- Identify the demand for AI in marketing
- Learn how AI tools can improve the customer journey
- Discuss expectations vs. reality when talking about AI
- Understand how Best-Practice companies implement AI technologies (B2B & B2C)
- Assess current challenges of AI technologies

Your Benefits as a Participant

- Enjoy a two, two-day workshop in an attractive locations in Germany and Switzerland (excl. board and lodging)
- Experienced moderators and guest speakers
- Suggest preferences regarding guest speakers and content
- Exchange experiences with managers from a vast array of industries, and
- Work on solutions for your own challenges related to this workshop series by reflecting and discussing ideas with other managers.

Participation and Additional Information

- Target group: Marketing Manager, Business Development, Digital Marketing, Market & Customer Intelligence, Product Manager
- Date: **25-26 August 2020** (Schloss Marbach, Öhningen. DE) and **27-28 October 2020** (Säntispark, St.Gallen)
- Language: English
- For additional information on this Management Focus Group, please do not hesitate to contact Katja Söllner:
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- If you are interested in participating in this Management Focus Group, please contact the coordinator within your company.