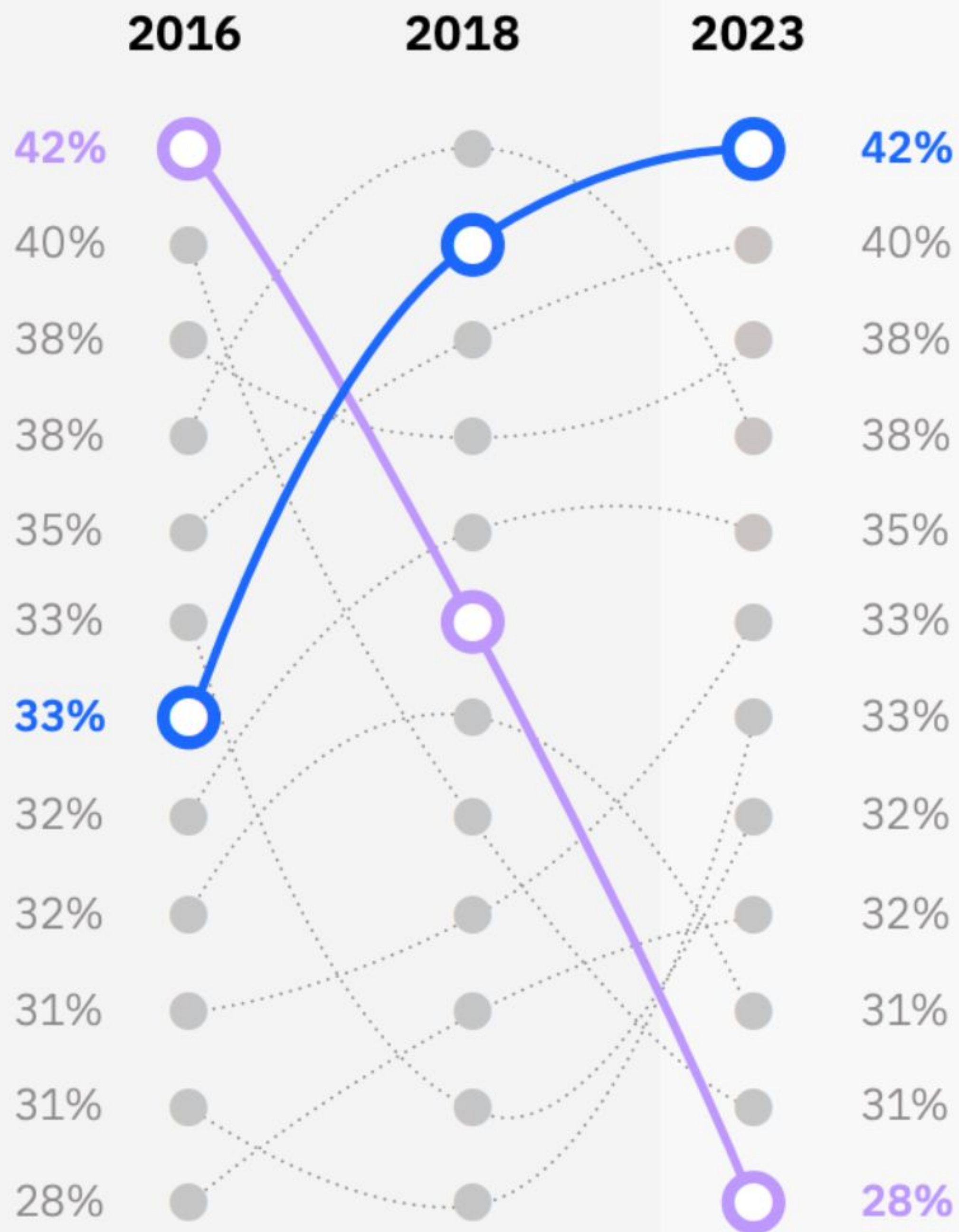




INDUSTRY PLENARY

THE ART OF TRANSFORMING TOMORROW: A NEW RENAISSANCE





Most critical skills required of the workforce

Time management skills and ability to prioritize

Ability to work effectively in team environments

Ability to communicate effectively

Willingness to be flexible, agile, adaptable to change

Analytics skills with business acumen

Ethics and integrity

Industry/occupation specific skills

Proficiency in reading, writing, and mathematics

Foreign language

Capacity for innovation and creativity

Basic computer and software application skills

Proficiency in STEM

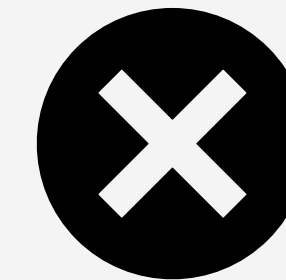


“Generative AI without quality data is like having a key without knowing which lock it will fit into.”

NEW TECHNOLOGIES ALWAYS REQUIRE A NEW MINDSET



To find questions
As a Reasoning Engine
To have New Ideas
As a Co-pilot



Not Answers
Not a Fact Database
No Copy/Paste
Not a Substitute

	PRE - 2020	2020	2022	2023?	2025?	2030?
TEXT	Spam detection Translation Basic Q&A	Basic copy writing First drafts	Longer form Second drafts	Vertical fine tuning gets good (scientific papers, etc)	Final drafts better than the human average	Final drafts better than professional writers
CODE	1-line auto-complete	Multi-line generation	Longer form Better accuracy	More languages More verticals	Text to product (draft)	Text to product (final), better than full-time developers
IMAGES			Art Logos Photography	Mock-ups (product design, architecture, etc.)	Final drafts (product design, architecture, etc.)	Final drafts better than professional artists, designers, photographers)
VIDEO / 3D / GAMING			First attempts at 3D/video models	Basic / first draft videos and 3D files	Second drafts	AI Roblox Video games and movies are personalized dreams

Large model availability:



First attempts



Almost there



Ready for prime time

BASIC

Content creation
Marketing Research
Administrative tasks
Social Media Management
Communications
Brainstorming

INTERMEDIATE

Data Analysis
Chatbots
Data Visualisation
Segmentation
Team Management
Custom Advertise
A/B Testing

ADVANCED

Predictions
Custom AI apps
Automated processes
Real time analysis

COMMUNICATION & MARKETING

- Idea Generation and Brainstorming
- 1:1 Marketing Campaign
- Copywriting
- Visual and Moodboard
- Photos and Illustrations
- Music and Audio
- Video and Editing
- Email Marketing
- Chatbot
- CRM and Community Management
- Feedback and Reviews Analysis
- AI Influencer Marketing

COMMUNICATION & MARKETING: MAIN ADVANTAGES

QUANTITATIVE

Time Saving

Money Saving

*Do something that could
have been done with more
time and budget*

QUALITATIVE

Customized

Conversational

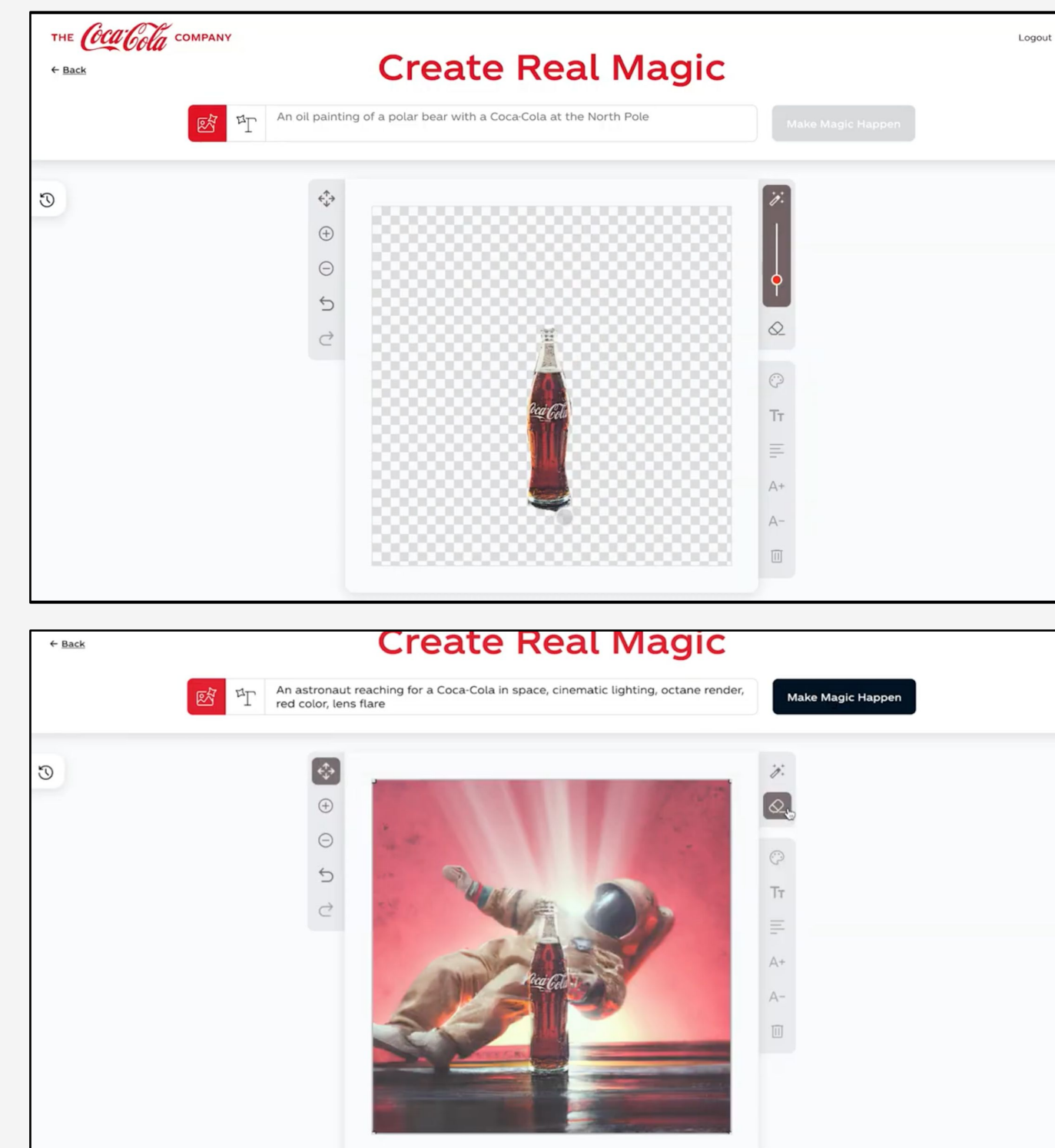
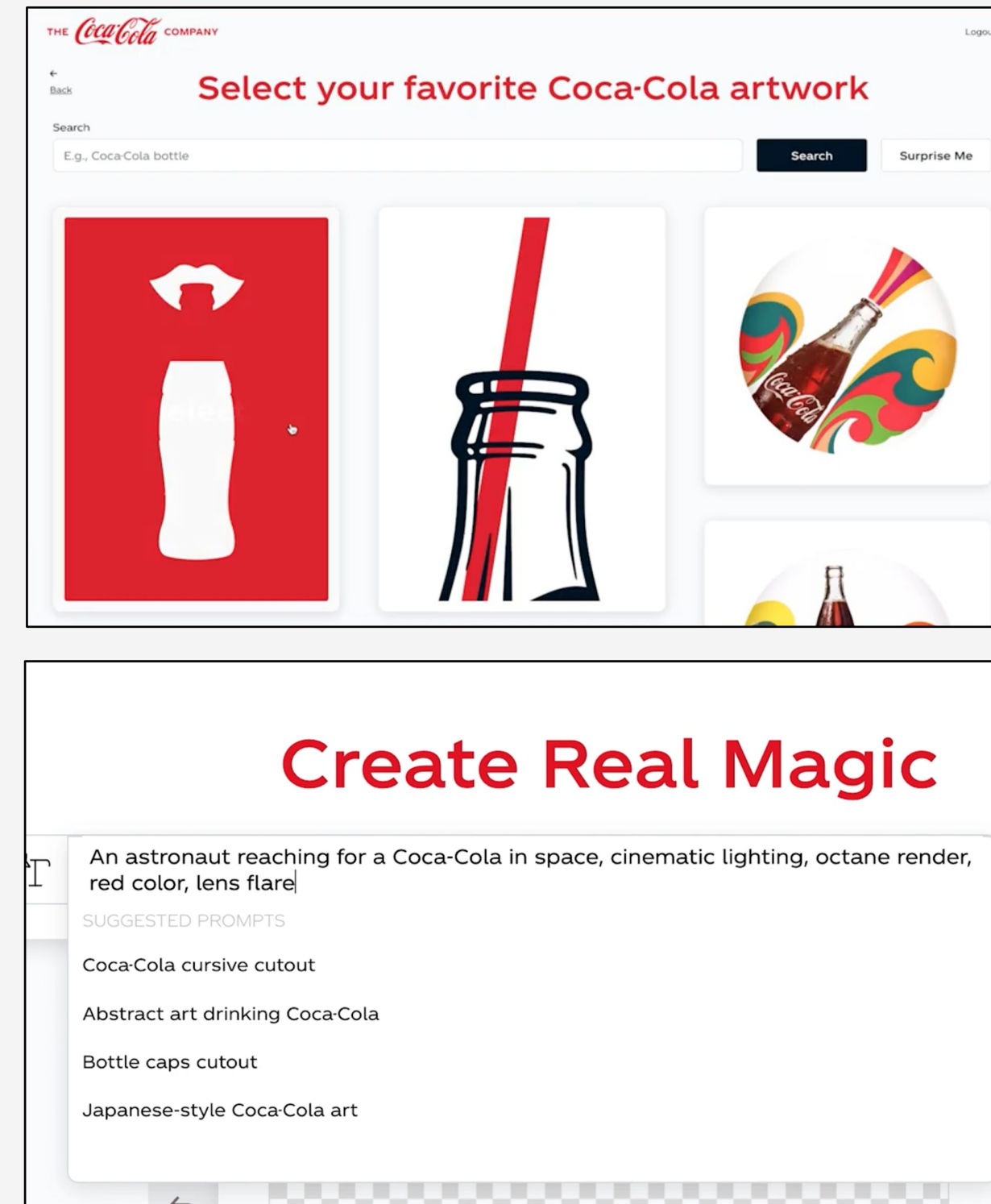
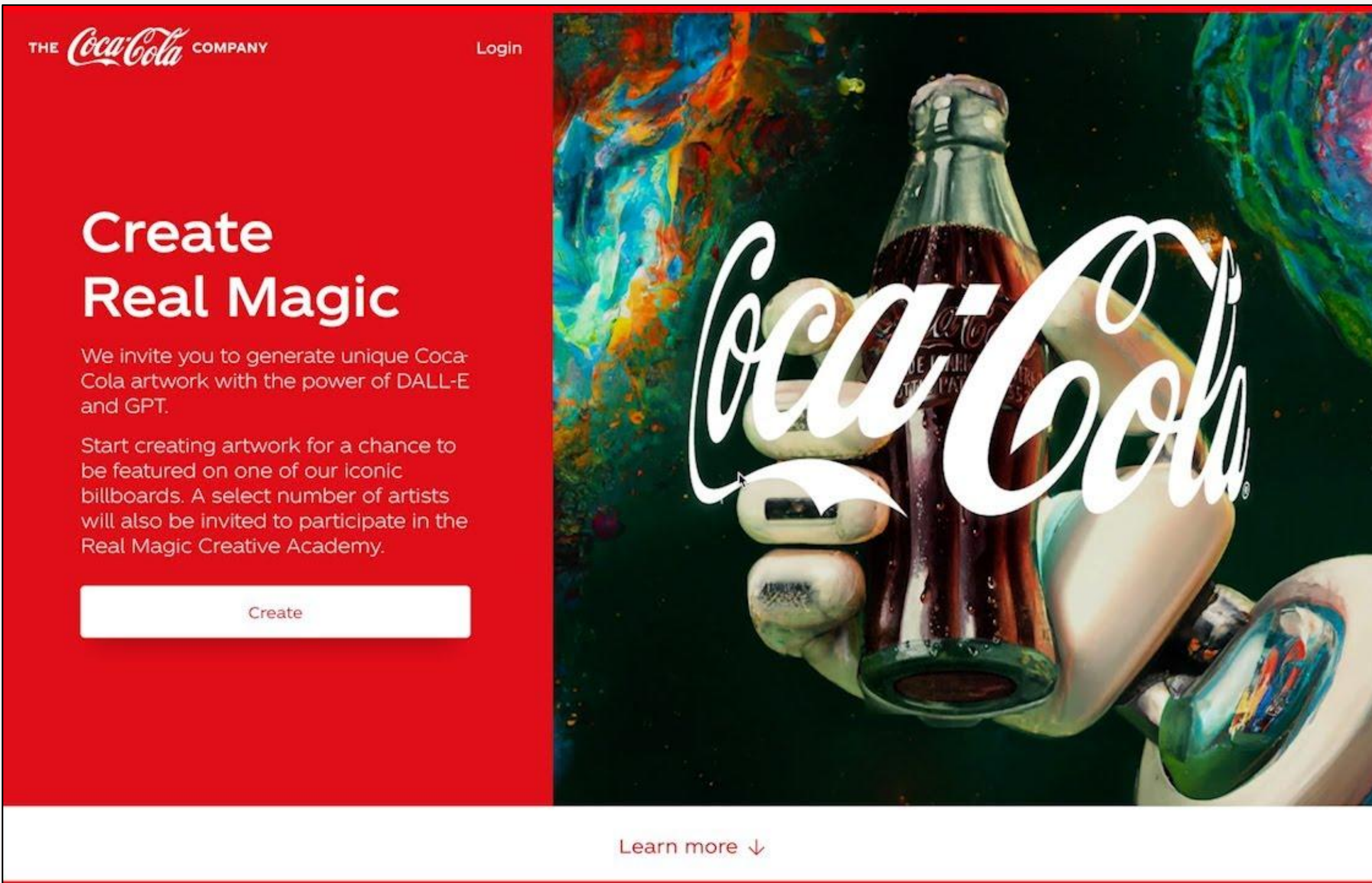
*Do something new that
would not be possible
without AI.*

CUSTOMIZED / "THE GREATEST GUIDE" BY BIMBO

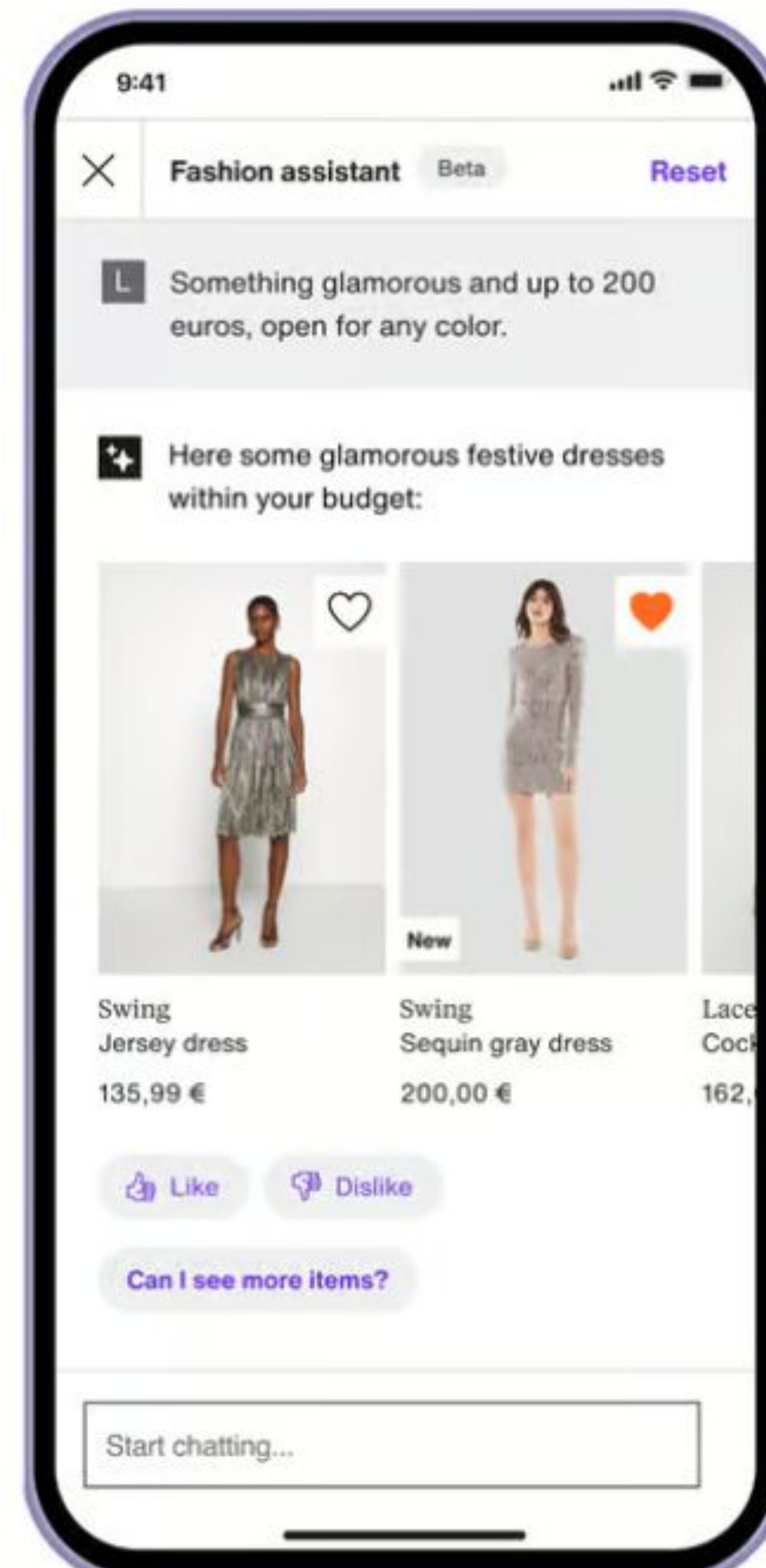
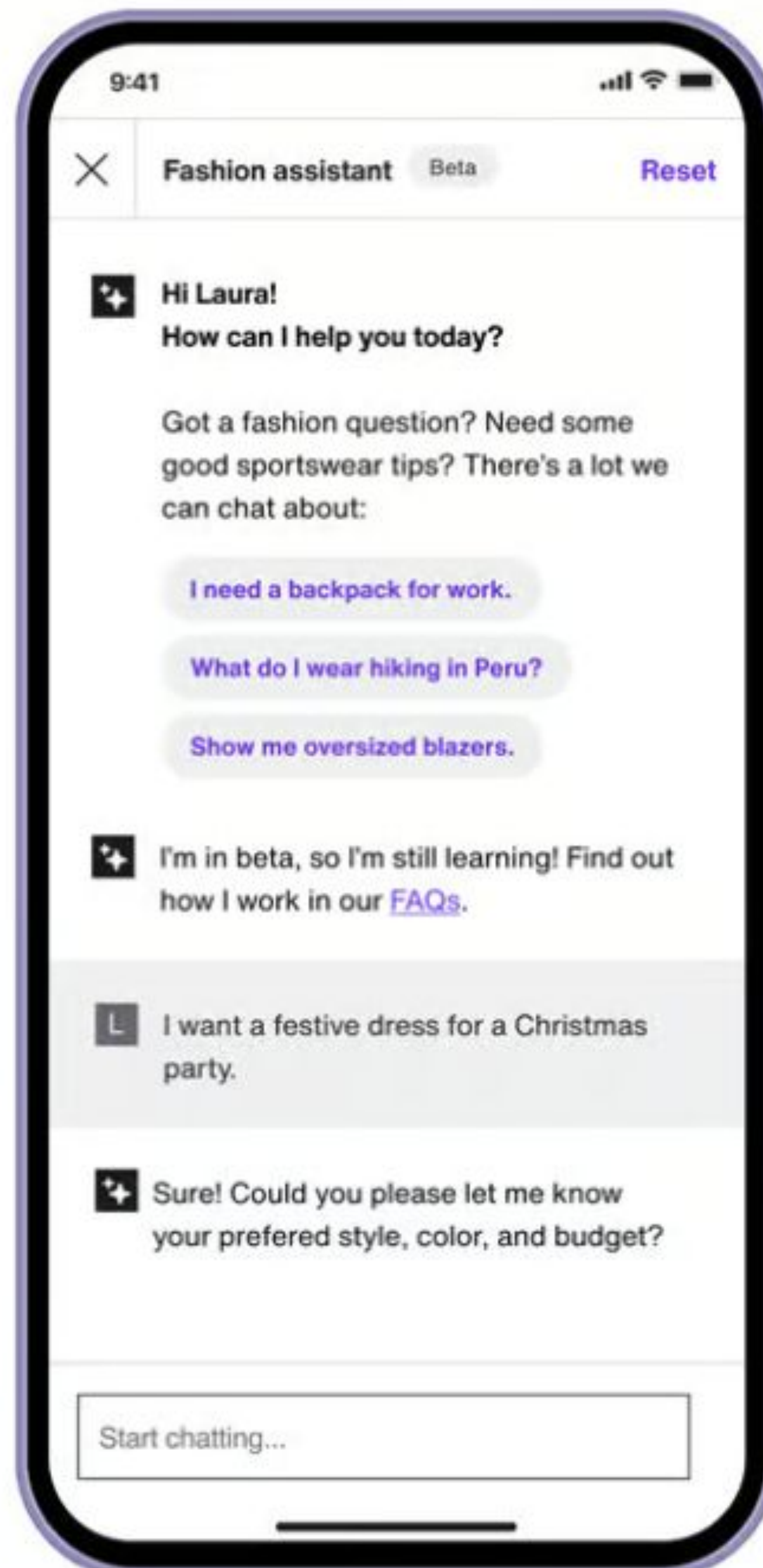
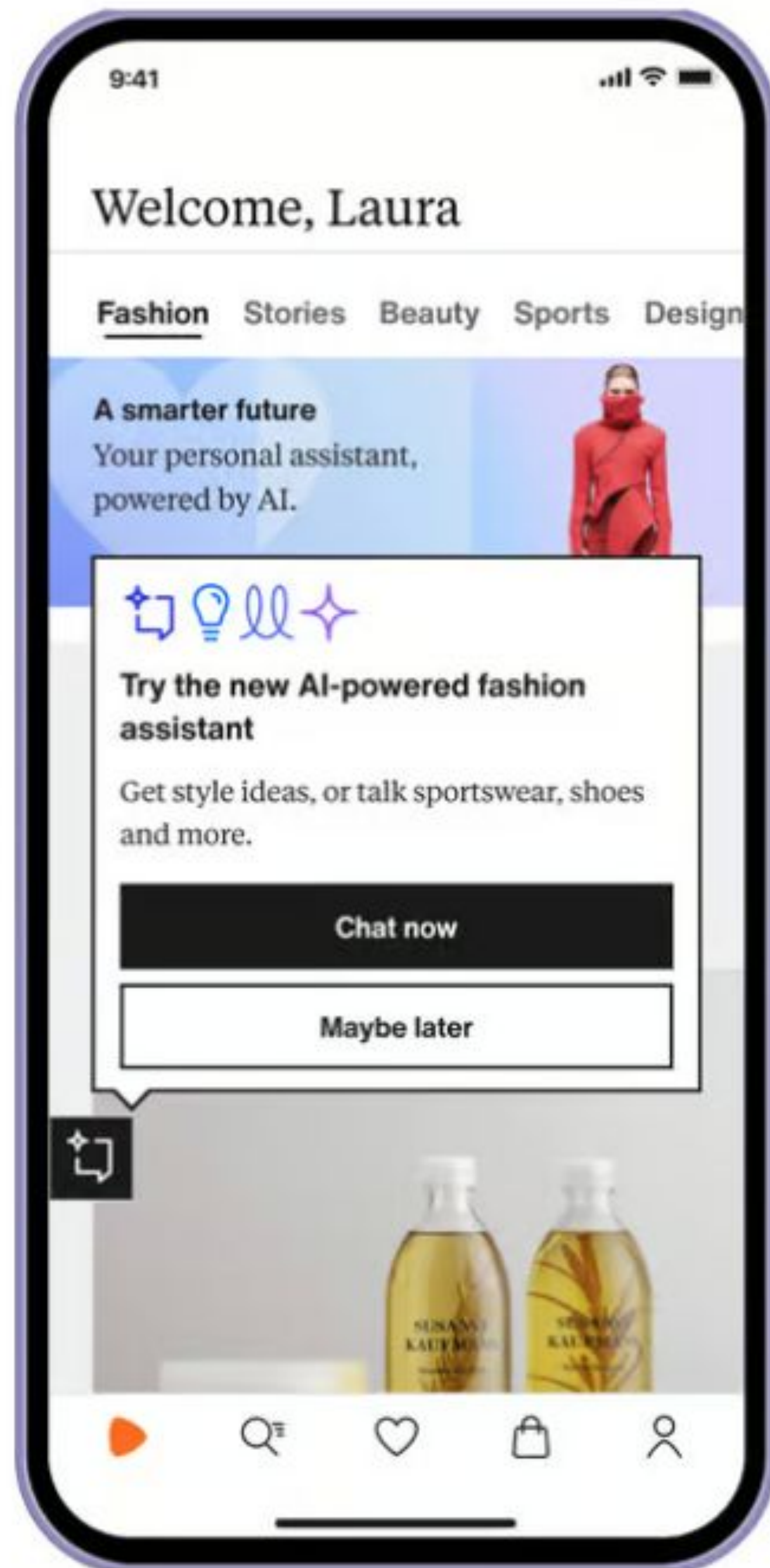


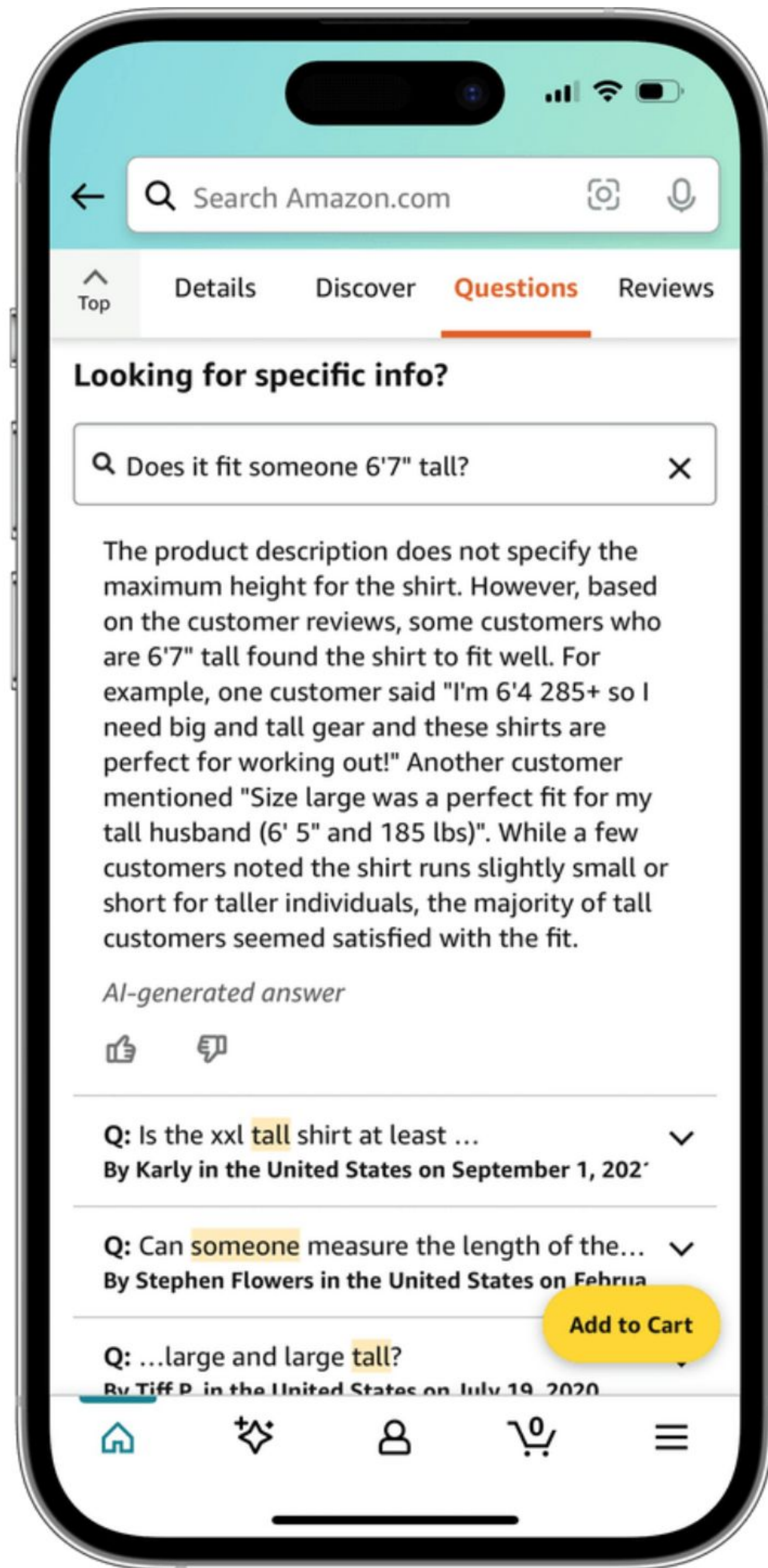
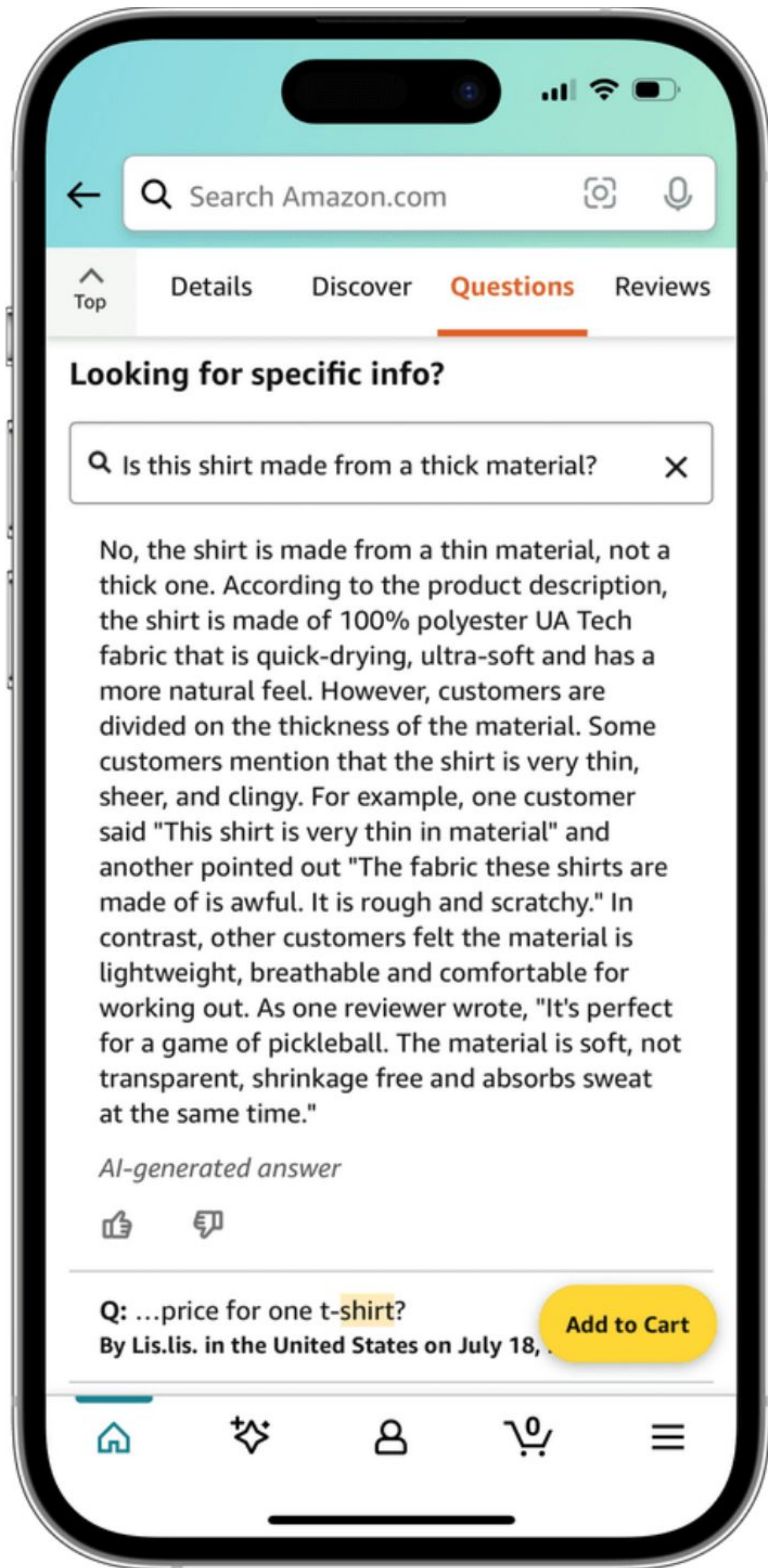
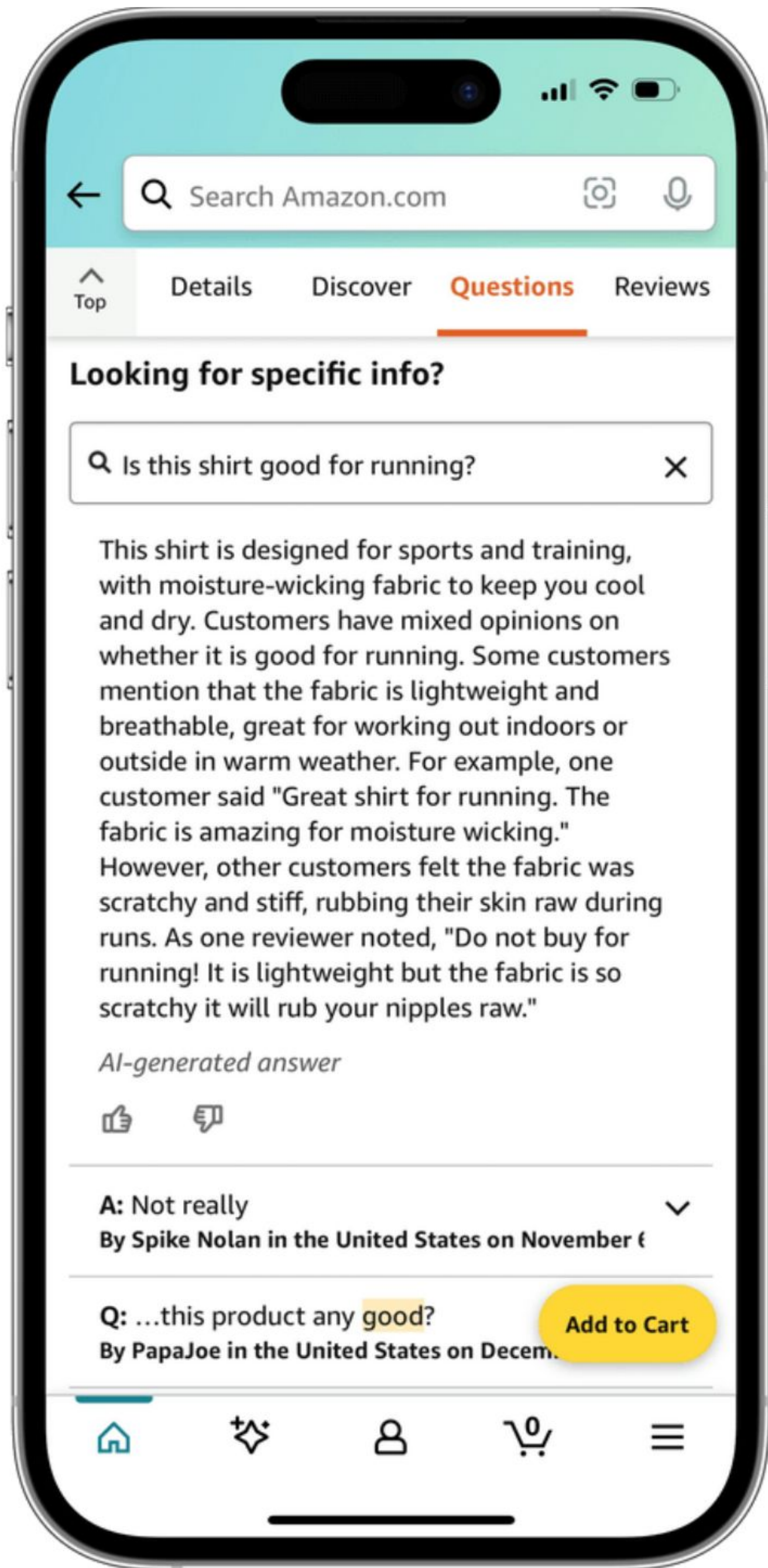
More than 8,000 personalized signs created, using Generative AI, for each of the vendors highlight their individual specialties.

CUSTOMIZED / "CREATE REAL MAGIC" BY COCA-COLA



AI platform to generate original artwork with iconic creative assets from the Coca-Cola archives.







Paste Marchesi

Fior di Grano



100%
Transforming
Tomorrow