

Check-In & Earn Points!

- Already got the **Cvent App**? Tap **CHECK IN** and enter the session code “JumpstartAI”
- Prefer a faster option? Just scan the QR code to check in directly!



Jumpstart AI Implementation

How Your Marketing Team Can Be Your Early Adopters



Hi, I'm Kelsey

Brand Strategist & Graphic Designer @ CIT



Strategy



Creative



Marketing Ops

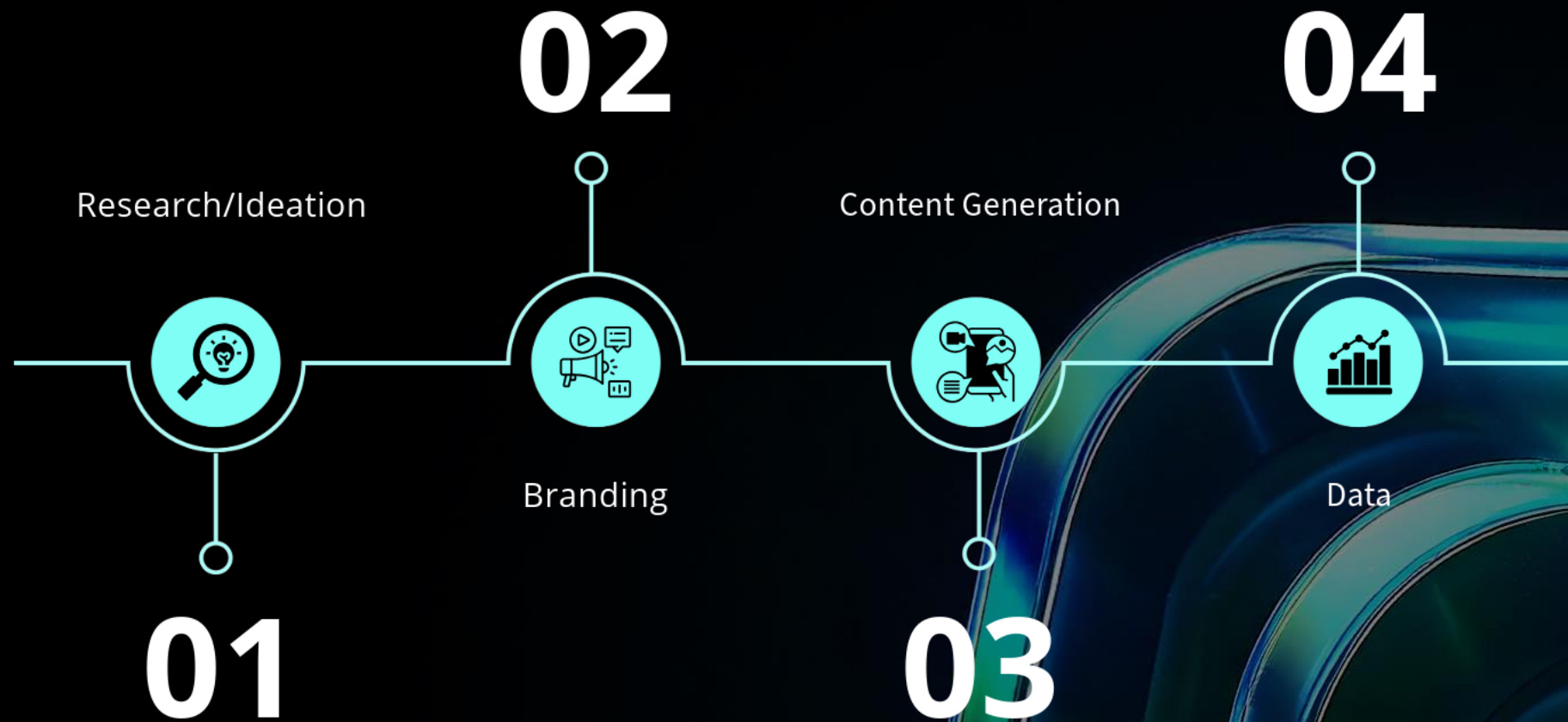


Digital Ads

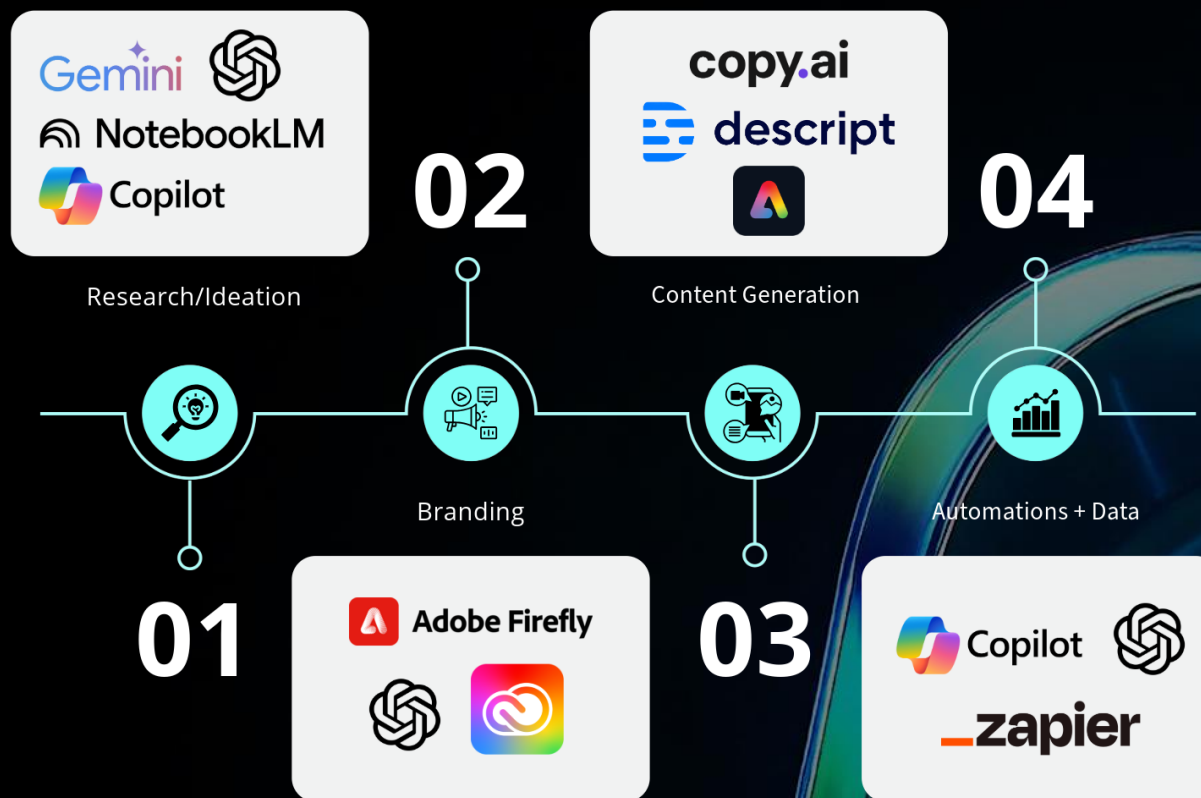


Cat Whisperer

The Journey



The Journey Recap



Takeaways

- Experiment
 - Document
 - Define the Why
- QR code to guide



Q&A



Coming up next at 10:15am

TECH CON

Grand Ballroom

Cybersecurity Trends for 2025

Panel Discussion with
Nate Schmitt & Todd Sorg

Junior Ballroom

Unleashing Productivity with Microsoft Copilot

Live Demo with
Andrew Brathwaite

London/Edinburgh

AI Policy Blueprint

Workshop with
Ann Platson

Cambridge

AI for Competitive Edge & Compliance in Manufacturing

Roundtable Discussion
with CIT vCISO