



Conversations with Creatives: Artificial Intelligence
November 7, 2023
Webinar Chat Transcript

Kevin Culligan: Welcome, everyone!

April Dlugokeski: Hello!

Bacari Forester: Hello

Kat Vee: hi

Mehvish Ali: Hi!

Chris Freyer: hey

Katie Welker: Hi!

Ed Arsuffi: Hi.

Katherine Forbes: Hi!

Ivonne Ward: Good morning from Seattle! 😊

Karla Bermúdez Huelva: Hi!

Mika Nishiguchi: Hi!

Marie-Eve Tremblay: Hi!

Dalit Barrett: Hi!

Marlon Zanatti: Hi all

Jon Collette: Are we at a party?

Conor Murphy: Hey!

Noel Mayeske: Greetings!

Samantha Edington: hi!

Maia Homstad: Hi!

Alicia Kramer: Hi!

Kelvin Chua: Hi Kevin

Carly Perahia: Hello!

Ellen Showalter: Hiya

Rayna Lewis: Hello!

Heather Wagner: morning

Damion Tedeschi: Hello!

Leslie Weller: helo

Sharon Austin: Hi from Canada

Kevin Carboni: Hi! Happenin' song

Jenna-Rose Hannah: Hello! LETS DO THIS! 😊

Kelsey Kollar: Hello (:

Peggy Meyerhofer: Hello!

Xuan-Yi Yeh: Hi

Marc Vaillancourt: Hello from Montreal

Heather Egbert: Hello!!

Jarryd McDonald: Howzit

Regina Zas: hello everyone



Maarit Kaaihue: Hello!

sharon brown: excited to be here!

DARLENE STIMAC: Hello there.

Gabi Klausner-Abrahamson: Hey from Berkeley CA

Nils Timmermann: Hello

Katie Welker: love the music

Rebecca Rafferty: Hi from Portland, OR!

Curt Janka: Waving from San Francisco

Eric Campos: Will this be recorded and sent to attendees?

Jenna-Rose Hannah: I ain't worried about it right now...just saying!

Jennifer Darling: Hello 😊

Chelsey Wassel: Hey everyone!

Denise Rustning: Hello from Denver, CO!

Noel Mayeske: Hi from the ATL

Chris Yong-Garcia: Hola

Theo Waddell: Hey hey all

Kevin George: Happy to be here with you all!

Jennifer Darling: Yes, love the music 🎵

Gus Hardt: Hey from Brazil!

Carlene Welsh: Hi Everyone from Los Angeles, CA

Wendy Kitchens: hello from Atl! ❤️ 🎵

Kevin Culligan: Yes, a recording will be sent to all registrants!

Leslie Weller: 🤝 from San Diego

Karlo Ozaeta: Hello from Los Angeles

Dana Brumitt: HI from beautiful Lake Minnetonka

Barbara Finnerty: hi!

Maribell Smith: Hello from St. Louis

Elizabeth Bassel: Hi from Los Angeles!

Aron Swanson: Hello from Seattle

Michelle Miner: 🏠 Marina del Rey

Nestor Brito: Hi all

Erin Head: Hi from Milford, OH

andi verdi: Hi, Manhattan

Megan Hofer: Hi from Washington State!

Karla Bermúdez Huelva: Sofia

Richard Levitt: Hey ... how do I know you aren't all chatbots?

Van Chuchom: Hiya, from SF

Jenna-Rose Hannah: San Diego :)

Cole Meador: Hey from Nashville

Ellen Showalter: Hi From DC

Abbe Eckstein: Hello from NYC



April Dlugokeski: Baltimore, MD
Marc Vaillancourt: Montreal
Audrey Ashburner: Denver!
Alicia Kramer: Seattle!!!!
Regina Zas: hello from Toronto
Sean Melnick: Chicago
Deborah Baldwin: Hi from Philly!
Marlon Zanatti: Miami!
Gloria Olegario: Hello from Pasadena!
Emily Sager: Santa Fe, NM!
Erich Archer: Gloucester, MA
Sonora Jackson: DC
Nicole Casper: Brooklyn!
Katie Welker: Hi from Rochester, NY :)
Chelsey Wassel: Atlanta!
Jeff Chenault: Baltimore in the house!
Symony De Souza Monteiro: Hello from Ohio!
Robin McGuire: Hello from Charlotte
Tom Hastain: Charlottesville
Marie-Eve Tremblay: Boston!
Maarit Kaaihue: Hi from Colorado!
Brian Sloan: Hello From Astoria QUEENS! :)
Chris Freyer: Eastchester
Laura Solomon: Howdy from Michigan
Froilan Miranda: Tunisia
Kevin Roberts: Heyo from Wisco!
Jennifer Prindle: Chicago burbs
Christopher-Ian Reichel: Los Angeles
Carly Perahia: NYer but studying in Bath, UK!
Anna Mather: Athens, Ohio!
Byron Olsen: South Carolina
Courtney Kraus: 🤝 from the STL
Heather Wagner: Portland, OR
Ed Arsuffi: Salt Lake City
Joseph Pan: Hi from NYC
Stephen Lennartz: St. Louis!!!!!!!!!!
Jamie Hinderer: Seattle
David Prickett: Hello from Chicago
Matt Riley: Hi Ash! Seattle IN THE HOUSE!!!
Tony Gold: Hey from Toronto, Canada!
Jenna-Rose Hannah: SAN DIEGO BABY!



Raymond Gardener: Hello from Toronto
Matthew Mali: Hi from Boston
Pablo Lozano: Denver!
Kevin Carboni: Nashville
Chris Haldane: Hello from Detroit!
Greg Spraker: DC -ish area!
Nnenna Jemie: Greetings, Andrew and everyone! I'm Naya, logging in from DC Metropolitan Area. I'm passionate about tapping into AI to enhance marketing and authentic connections between brands and consumers. Excited to be here

Andres Fernandez: Hello Andres from New York
Pamela Jessica Zito: Montreal, Canada!
Paula Myers: LA in the house!!! AI Love it!!!
Kristen Garman: northern VA
Briant Wells: San Diego
Karly SO: Dallas, TX
Melissa LaValle: Hello from Oceanside, CA
Conor Murphy: Providence
Tom Schreiber: Hi all! Tom from Silicon Valley here!
Burke Moeller: Hi from Richmond
Michael Womack: From Chicago - husband and wife duo
julia staggenborg: Hey from Saint Louis!!
Emily Morrow: San Diego here!
Sandra Martinez: Chicago here
Sandra Hickey: Hello from NH!
Stacey Posnett: Hi from Jersey City Heights!
Natalie Swanson: Los Angeles
Adam Bookbinder: QUEENS HERE
Dalit Barrett: Hi from Austin TX
Natalie Swanson: angeles
Andrew Lekashman: hello from silicon valley!
Jan Michell: Hi from Jan in Manhattan
Scott Headberg: palm beach
Stephanie Dowling: Hey from Orlando!
Teresa Dinis: Hello from Jersey City, NJ
Richard Pliskin: DC, the nation's capitol.
Mark Burdon: Toronto, Canada here. Hello!
Jenna-Rose Hannah: San Diego!
Andrea Nowacki: HI CLAIRE!!!
Tatjana J: Serbia via Chicago 😊
Ginny Clougherty: Hi from Frisco, TX
Anna Mather: Yay Claire!!
Erin Head: How long is this?



Briant Wells: Hey Claire!
Sylvie Brown: Hey from BKLYN!
Kailey Pagano: This will run for 1 hour, Erin!
Theo Mandel: Hello from Scottsdale, AZ
Clare Jones: Hi from Cleveland
Peter Dodd: Hello from Rhode Island
Erin Head: Thanks!
Blanca Cortes: Hi from Chicago
Sarah Krueger: Hello from Austin, TX!
Michelle Malawer: Hi from Arlington, VA
Cole Meador: How many people are attending this Zoom?
Jane Muller: Hello from Flagstaff, AZ
Rick Homuth: Hi from Palestine!
Jason Thompson: Hello everyone from Los Angeles CA
Tani Lopez: Hello from Lisbon, Portugal!
Josh Anderson: Hello folks, I am from Albemarle, NC
JC: Hello From Honolulu
Audrey Ashburner: Where is the AI tools glossery?
Lorina Nilsson: Hello from Idaho 😊
Karen Schuster: Hello from New Hampshire!
Toni Reed: Hello from Cornelius NC
TRACEE KELLER: Hi from Freehold, NJ
Jackie Johnston: Hello from Minneapolis, MN!
Jeff Miller: Hello from Spokane, WA...
Isba Edwards: Hi From NewYork City
Reggie Bliss: Hello from PDX!
Kailey Pagano: so happy you're here, Laura!
Kailey Pagano: Welcome, Andrew!!
Feridoon Malekzadeh: Hello from Seattle!
Erin Head: GO BOBCATS!
Jena Lepkowski: O-H-
Colleen Riddell: Hello! From Cincinnati
Kevin Culligan: Love the professional mic, Andrew! 🗣️
Lorina Nilsson: Such good vibes here ✨
Nnenna Jemie: Strong lineup. I love it
Kailey Pagano: Claire, so happy to have you on the panel!
Katie Welker: Awesome lineup. Awesome energy!
Barbara Finnerty: Go BOBCATS!
Anna Mather: Go BOBCATS! Woohoo Claire!
Marlene Shaffer: Chicago here!



- Jon Collette:** Who all is already using AI extensively? Photoshop just implemented Gen AI straight into the program. Chat GP is already able to generate content, intake images, and Dalle is able to generate
- Tom Hastain:** I love Photoshop's AI tools.
- Gary Meade:** Go Bobcats!
- Tom Di Mino:** I use everything from ChatGPT to Perplexity and Metaphor Systems
- Tom Di Mino:** Midjourney was my entry into AI last summer
- Kevin Culligan:** Love all the questions in the Q&A! We'll get to some of them throughout this conversation and others at the end 👍
- Jarryd McDonald:** With this talk about Alexa, who is using the Lex algorithm?
- Michelle Malawer:** What's the Lex algorithm?
- Carly Perahia:** I think you might have convinced me to finally get an Alexa, Laura
- Wendy Kitchens:** same
- Lorina Nilsson:** It helps me SO much to develop website templates! 😊
- Richard Levitt:** I use ChatGPT as a smart thesaurus
- Jarryd McDonald:** It's the AI algorithm that Alexa is based on.
- Zainab Fatima:** I also love Bing AI
- Sean Melnick:** Do you feel AI, is hurting the Graphic design, and retouching field, since now "anyone" can create a graphic, or image, by typing a few words? I know my workload has definitely been reduced, the industry is going towards a "good enough" attitude
- Richard Levitt:** ... but the idea of leaning on it for draft copy is kind of gross
- Jarryd McDonald:** The "brain" behind Alexa..
- Howie Fenton:** I use ChatGPT as a editor
- Zainab Fatima:** Microsoft Edge has become a much better browser than chrome when it comes to integration with AI
- Jason Thompson:** gathered information from years of integrated personal information and algorithms
- Lorina Nilsson:** It's also great with SEO so I'll ask for chatGPT to write an elevator pitch for [so and so business] "using these keywords ..." and it does such a great job.
- Robert Burdeau:** One question is where does the large datasets come from and is the content public domain or open source? What about licensing?
- Brandee Plott:** What are your thoughts on the hallucinations in ChatGPT 3.0 vs. the advances of 4.0.
- Andrea Nowacki:** Its a good tool to get you started but you still need that human touch
- Zainab Fatima:** ChatGPT4 is definitely worth it!
- Jason Thompson:** think of it like a sous-chef
- Andrea Nowacki:** It's all in the prompt
- Jon Collette:** Alexa feels dumb — it fails at basic conversational queries: "Can you repeat that?" And relies on quora / google answers for too many basic questions
- Howie Fenton:** It is true that Chat GPT can make mistakes and you have to use it iteratively to help eliminate those errors
- Jason Thompson:** AI is the Sous-Chef and you're the chef...create, make and prompt
- Maribell Smith:** That is exactly how I use it, Claire.



James Bartlett: Bing AI search results could be a long term detriment as it short circuits the path of consumers to the actual websites - they get their answer without a visit and stops the site owner from beginning to form that relationship with the user

Shawn Wilson: I use ChatGPT as a natural-language search engine.

Paula Myers: I agree Claire

Shawn Syms: I've asked ChatGPT to provide a summary of a particular short story -- it invented characters and scenarios that did not take place in the story

Zainab Fatima: Actually its really important to follow the Bing AI thread onto the website.

Howie Fenton: To get the best results you have to constantly improve your prompts within each Chat

Kelvin Chua: it doesn't replace a marketer.. but it replaced an editor and even a copywriter

Melissa LaValle: Are there any AI tools that are up to date with data? ChatGPT (paid version) is not.

Jon Collette: @Howie yes, it can fail pretty badly sometimes: I've seen standard math failures and making fictitious statements.

Maribell Smith: Four day work week is on the horizon lol

Kate DeAgostino: This is as much of a tool as Figma / Photoshop etc

Tani Lopez: Has anyone seen if its affected copywriters?

Tani Lopez: from being hired, i'm assuming folks probably think they don't need to outsource if they can use AI

Michelle Malawer: chatGPT had made up so many false sources when I've used it

Kate DeAgostino: It has, but I don't think it will continue, just based on seeing things in the corporate space

Howie Fenton: It does put pressure on Copyrighters because it helps you streamline your process

Zainab Fatima: @Claire - Otter.ai is so great!

Jan Michell: It has definitely affected copywriters...every writer I know is panicked yet I think there will be more of a need for really good editors

Wendy Kitchens: I really like Poe's aggregate ui

Zainab Fatima: As a scientific writer, I find ChatGPT4 has exponentially improved my writing!

Theo Mandel: Please name some AI note-taking apps for Zoom calls!

James Bartlett: Currently in an advanced technologies in legal studies program - using AI for creation of legal briefs is a quick way to get disbarred. Many of the available tools create completely fictitious precedent cases :)

Zainab Fatima: Otter.ai

Maribell Smith: Great for framework

Kate DeAgostino: We can use ai to automate processes, find patterns in huge note-taking or research files, generate images of pets for businesses that don't have stock images... it can help teams look for holes or ideate!

Robert Burdeau: I see a lot of buzz about AI being the "easy button" that cuts out most of the hard work and due diligence normally associated with creating great content

Shawn Wilson: I use Bing's version of ChatGPT because it actually shows you its sources. You can confirm what it's saying

Jon Collette: Chat GPT has really killed my google search sprees — need a 12-week TOFU marketing campaign topics? Boom framework done

Zainab Fatima: @Shawn - yes!!!

sharon brown: To me it gives you the ingredients but you still have to bake the cake



- Jason Thompson:** transcendence concept is a good ai animation
- Lorina Nilsson:** You can ask ChatGPT to create 30 days of social media content for [describe your brand] and it does it in a few seconds vs a marketing expert spending time to research and create that.
- Zainab Fatima:** I barely Google now as well. But I use Edge all the time because of Bing AI
- Jessica Sanderson:** I just created an entire campaign brief based on our target demo and goals using ChatGPT 4, adding in brand guidelines, etc. What motivates them? What are some questions to ask? What topics are motivational and trending?
- Lorina Nilsson:** Content ideas**
- Brandee Plott:** This is fascinating. Chat GPT 3.0 <https://chat.openai.com/share/455a02ed-90ef-461d-91ea-ebae77af1df0>
- Feridoon Malekzadeh:** Beware of hallucinations. I asked ChatGPT to plan out my Bourbon trip recently... it made up distilleries and eateries.
- Kate DeAgostino:** At the Figma conference they talked about it being something that will lower the tech floor and help people learn quicker and innovate / create faster 😊 ++ more access to education. But the ethics and sourcing will be very important
- Tom Hastain:** For administrative functions, ChatGPT is amazing. Drop in your digital marketing metrics and let that write the summary for you to the COO. Filling out HR templates for hiring new people, promoting others, even annual evals...ChatGPT is an amazing tool.
- Andrea Nowacki:** Definitely fact check! It likes to hallucinate.
- Maribell Smith:** Be aware that there is a rabbit hole.
- Ivonne Ward:** It's not just writers. As an editor on staff full time at a large company, I'm nervous too. Worried that cost-cutting decisions will result in clients relying on AI more heavily and only bring in a writer or an editor for occasional work.
- Brandee Plott:** This too. <https://chat.openai.com/share/45069664-210c-46bd-9148-363548d8a3e2>
- Kate DeAgostino:** I've been trying to champion ai as a tool, and teach about how it can help within my workspace
- Robert Burdeau:** If I ask AI to create and iterate an image, can the generated images be copyrighted or is it just a collage of other copyrighted works?
- Zainab Fatima:** Miro AI is fantastic !!!!!
- Howie Fenton:** You have to be aware that CHatGPT is using 2 year old date. They have created an update but it is not available yet
- Zainab Fatima:** Or fermat.app
- Jill Bittner:** HOW?! Explain how you use it in graphic design!
- Jessica Sanderson:** What are some great AI tools for creating social media captions?
- Zainab Fatima:** ChatGPT4 is up today till Jan 2023
- Jon Collette:** @Robert I think AI generated images cannot be copyrighted, there was a case a little while back
- Zainab Fatima:** Fermat.app or Miro AI is amazing for teams
- Pablo Lozano:** Can you share the process of the use of AI in visual design?
- Lorina Nilsson:** What's the best ai tool to create an image based on a description?



Jarryd McDonald: Guys, let's start diving deep. We all know what ChatGPT can do. Let's start talking about how marketing departments can optimise systems and supercharge sales systems

Howie Fenton: Actually the ChatBPT has only been made available to companies licensing the technology not on the site

Zainab Fatima: @Lorinna - I love gencraft

Louie Bischoff: @Zainab - Not ALL users have updated access yet. :)

Ashley Kaiser: can you use ChatGPT to create images? I thought it only did words/writing?

Lorina Nilsson: Thanks!

Zainab Fatima: @Louie everyone can use Bing AI

Bobby Starks: at Ashley, yes but have to use Dalle-2

Feridoon Malekzadeh: Promote engineering turns everyone into a Product Manager, in a sense.

Sarah Krueger: Has anyone played with Adobe Firefly?

Jessica Sanderson: Great chat everyone! I would love more feedback on AI. I wish this was collaborative. Please feel free to reach out to me, because I'd love to know more!
<https://www.linkedin.com/in/sandjess/>

Howie Fenton: Correct LB .. the update is only available to licensing companies

Matthew Mali: @Jon Collette

Jon Collette: @Ashley, OpenAI owns ChatGPT and Dalle — Dalle is the gen AI

Jessica Sanderson: Dall E is fun

Jon Collette: Image gen AI **

Jessica Sanderson: Integrated into Canva

Maribell Smith: So true, Andrew

Aimée Starck: Love that, Andrew!

Jon Collette: The integration between Chat GPT and Dalle comes and goes in the paid version

Jessica Sanderson: 100% Andrew

Kevin Lee: Well said! Quality in, quality out

Bobby Starks: I use AI to create video from text prompts alone. it's called Gen-2

Samantha Edington: So using AI to write is like holding a mirror up to yourself

Brandee Plott: I love the plug-ins available with 4.0.

Zainab Fatima: There are cheat sheets for prompts!

Zainab Fatima: Lots and lots of lots

Marc Vaillancourt: What are AI site to create images?

Jon Collette: Ask Chat GPT for Chat GPT prompts 😊

Zainab Fatima: I have a bunch of worked out examples on my profile as well for those of you that are interested in market research and content strategies:
<https://www.linkedin.com/in/zainab-fatima-phd/>

Jessica Sanderson: My favorite AI prompts are "Shorten this", "Make this easy to understand", "Fix punctuation" or "create an idea based on my brand which is XYZ and our goal is ZXYZ. Give me hashtags and topics that will relate to our brand and audience.

Zainab Fatima: @Jon YESSS! that's so much fun

Neil Baleva: very interested in any good howto articles on best practices for creating prompts

Dave Hardin: For Images, recommend MidJourney



Brandee Plott: I'm very excited about the Viz GPT Plug-in.

Briant Wells: Have you seen the copy perform well?

Zainab Fatima: You can also give it "emotion" prompt

Lorina Nilsson: Midjourney was confusing cuz you have to get discord

Eric Campos: Anyone else think that while a neat tool, AI is just not a great idea? Anybody sci-fi?

Leslie Weller: @Sarah Kruegar - yes, I've played around with Adobe Firefly - insanely powerful for creating visuals from text. At least starter designs, they need retouching.

Howie Fenton: creating good prompts are all about loading up background information into the chat before asking to answer specific questions

Karlo Ozaeta: @Zainab Fatima, what do you mean by "emotion" prompt? That sounds interesting - Can you elaborate?

Zainab Fatima: @Howie - you can also give it roles

Jason Thompson: amazing @andrew

Robert Burdeau: If you use generative AI in Photoshop it will probably be different imagery than others like Bing Midjourney, etc because Photoshop is trained on its own licensed stock imagery

Zainab Fatima: "I'm a social media manager, help me do X"

Jon Collette: Yes, Chat GPT 3.0 is free and Dalle has a number of free tokens per month, just get started really

Eric Campos: I use AI, or have used it. I'm just very weary of it. As a tool, useful. Not a cure all solution.

Blair Harris: Is it true that Adobe started a credit system for generative fill?

Sarah Krueger: @leslie, absolutely agree. Curious to see how Adobe continues to grow in the AI x Creativity space

Howie Fenton: yes ZF you can say pretend you are a business consultant....

Robert Burdeau: I think China also has their own AI

Lorina Nilsson: Canva has been so impressive with their AI tools

Kate DeAgostino: My greatest wish is that ai makes everyone an incredible and through communicator 😊

Leslie Weller: +1 to the Canva gen AI

Zainab Fatima: Miro AI is also incredible

Jessica Sanderson: I have saved about 100+ prompt one pagers, happy to send them over to anyone. Message me if you want. I have to hop! Amazing call, everyone. CLAIRE, I LOVE YOUR HAIRRRRRRR.

Mark Spalding: How are you selling your artwork while using the likes of Dall-e and mid journey? Isn't copyright an issue for your clients?

Dave Hardin: Heard someone mention emotion prompt. It will give you a posture that matches an emotion in a subject, colors that match, and potential symbolism.

Jessica Sanderson: ^ <https://www.linkedin.com/in/sandjess/>

Tani Lopez: I love mailer lite's AI tool to help with email subject lines

Stephen Lennartz: Bummed ... I have to leave this amazing discussion for an 11th hour writing project. AI ... where are you??? Looking forward to the video replay. With appreciation, Stephen



Howie Fenton: but there are downsides too .. if you use it enough you can see the pattern of speaking which you need to edit

Michelle Malawer: What is Miro AI used for?

Zainab Fatima: @Howie - you can give it some writing samples from posts and content that you write ... it can learn your style

Howie Fenton: it is looked down upon if you pass off ChatGPT as your own writing so you need to edit out the signs that show you are using it

Zainab Fatima: It can learn your style and give you closer matches to what you would write. The whole point of LLMs to get them to learn

Howie Fenton: @ZF Yes I use it iteratively to edit my copy and then rewrite its copy etc until it is clearly mine

Jill Bittner: I hate chat bots.

Jon Collette: Our writers found a lot of the outputs from ChatGPT are very robotic. They're using it research and editing more vs raw/final output.

Zainab Fatima: @Jon that is about to change

Zainab Fatima: Now you can create your own GPT

Jarryd McDonald: @Laura, what tech platform are you using for the chatbot and which AI platform did you use to plug into it?

Zainab Fatima: Miro is huge for team brainstorming, mind mapping, customer journey mapping using AI

Howie Fenton: @JC that is smart thinking

Zainab Fatima: You get 3 free boards ... the AI is mind blowing

Feridoon Malekzadeh: I asked Canva's AI to edit an image of my dog. It was too easy.

tania sosa-lanz: This is a lot can we download recording

Michelle Malawer: Thanks, @ZF

Lorina Nilsson: @Zainab, any tips for how to use micro for creating a customer journey that's accurate?

Howie Fenton: I also combine ChatGPT writing with AI editing tools

Michelle Malawer: @Howie, what are the editing tools you use?

Howie Fenton: I like grammerly

Shawn Wilson: Did she say "persona research"? What is that?

Howie Fenton: Anyone else use AI editing tools?

Zainab Fatima: @Lorina ...YES! it auto populates so download and try it and message me on LinkedIn if you need help! <https://www.linkedin.com/in/zainab-fatima-phd/>

Lorina Nilsson: Can you use AI to learn how to target your audience using Facebook ads?

Lorina Nilsson: Thanks!

Zainab Fatima: YESSS @Lorina

Jeff Miller: Persona is UX/UI research....

Rachel McKelvey: Persona = target audience

Zainab Fatima: <https://userpersona.dev/>

Audrey Ashburner: I've learned more with AI persona research in 2 hours than I would have in 2 weeks on my own (secondary).



James Bartlett: @SW helping create Ideal customer profiles and generative characters within those profiles to craft the appropriate language and jargon to use in order to best get across your marketing goal to that particular user

Jon Collette: @Shawn More looking to get a perspective from your target audience. "I'm in ____ business. We want to sell it to [organization]. Give me the top 5 concerns that a CEO, CIO, COO, CFO have with making this purchase decision."

Kate DeAgostino: Ai could be a great way to bridge generational gaps

Ashley Kaiser: SW, "persona" research refers to research around consumer identities (aka personas) identified/informed by research and then created to help marketers know their audience(s) in a multidimensional manner so they can create relevant marketing materials for each group/persona.

Leslie Weller: Great discussion

Lisa Motel: That is fabulous advice, Claire...

Donna Shryer: I supply brilliant prompts, ChatGPT crawls the web for content, and I use ChatGPT's collected response as my muse. But...how do I know if "these perfect 5 words" are NOT lifted from another resource? How can I test originality?

Howie Fenton: I like what Andrews is saying

Shawn Wilson: Thanks for answers about personas.

Jon Collette: @Donna that's a concern 😊

Robert Burdeau: How do we know that what AI tells or designs is true or accurate? How does it fact check itself?

Howie Fenton: It is important to be transparent and engage clients in the process

Ashley Kaiser: I have actually had a client tell me to NOT mention I was using AI to the "boss" above her.... I was only using it for foundational/research so that was fine with me.... however if I was going to use actual copy, I would rewrite enough to ensure it was not plagiaristic

Zainab Fatima: You can ask AI to list in a table format, where it got it info

Zainab Fatima: Sometimes it will direct you to the actual sources

Shawn Wilson: @DS For one thing, ask Bing AI instead. It tells you its sources

Zainab Fatima: You can also tell chatgpt to put links for where it got it research

James Bartlett: @DS I know at least with certain types of content there are programs and algorithms you can use that compare it to known content and give you an originality score - college professors use it on every paper today

Melissa LaValle: I would like to know about copyright concerns.

paula: @claire Sounds like the next generation of what we used to leverage something like word cloud for: a high level snap shot before you go deeper in your analysis

Zainab Fatima: Also use Bing AI

Jon Collette: @Robert you can ask for sources for reference — I've queried ChatGPT for facts and then ask for the reference link. It fails to ingest correctly or produce a working link about 90% of the time

Howie Fenton: @ZF what is the prompt to add links?

Robert Burdeau: As AI improves it may eventually replace a lot of jobs, including creative

Stephanie Dowling: Are employers seeking professionals who can navigate AI software such as Persona for strategy, or is AI replacing the marketer? I haven't used it yet so idk how user friendly it is.



Jon Collette: How many people own a bike? "95% of people own a bike" "What's your source?" "Bike.com 🗺️"

Zainab Fatima: Create a table with X and Y data and add an extra column for the references you used or the hyperlinks

James Bartlett: @ZF and @ HF be very careful with that - in my research AI tools often hallucinate references

Zainab Fatima: Yes you have to follow the crumbssssss

Melissa LaValle: DALL-E 3 is only current to April 2023. Are there others that are more up to date?

Zainab Fatima: Bing AI is pretty good at this stuff

Ian Gertler: Huge element is that AI should help as a starting and evolving point vs the end result for now ... just like getting together to brainstorm together.

Judie Luszc: Wow, I wonder how long it will be before voice over talent won't be needed anymore 😞

Zainab Fatima: @Judie ... we will not get there anytime soon

Maribell Smith: It is a must

Zainab Fatima: People are getting smarter and smarter as they use AI

Meg Sauer: Thanks for clarifying earlier that it's not going to replace us! 😊👉 I've been out of work since January and the qualified job leads coming in have been super slow. (Recruiters are telling me this, too.)

Zainab Fatima: A calculator did not render math obsolete

Christofer Pierson: The actors are on strike so long largely because of AI.

Jon Collette: Chat GPT is hot garbage for data driven statistics but can provide references or google queries to find the real references

Shawn Wilson: I saw a job posting for someone to review AI-generated copy.

Jenna-Rose Hannah: haha

Mark Burdon: LOL.

Maribell Smith: ha

Robert Burdeau: They already have HR training videos that you can choose your avatars

James Bartlett: 👍👍👍 yep many hallucinations of AI

JoEllen Smith: But what is forecasted for our industry as AI advances?

Tanay Bradley: That is so a

Tanay Bradley: Awesome

James Bartlett: Got disbarred

James Bartlett: I did a law school research paper on this topic

Zainab Fatima: Privacy and confidentiality is really big in the Pharma and biotech space

Zainab Fatima: So lots of resistance to adopt

Howie Fenton: @JS the future for AI is exploding with new features and services

Zainab Fatima: @Howie - its only a matter of time

Robert Burdeau: Everyone is already putting all their chips in on AI

Zainab Fatima: And with openAI launching make your own gpt

Denise Rustning: I've had AI scramble up quotes from transcripts when writing articles. Only discovered it when I went back to the original recordings to double-check

Kelvin Chua: a calculator doesn't do equations by telling it



Maribell Smith: facts

Zainab Fatima: People will start creating their customized bots

Robert Burdeau: Elon Musk said AI will eliminate most jobs

Howie Fenton: Its like another tool .. you either master it or others will master it and leave you behind

Zainab Fatima: @Kevin voice activated calculators do lol

Maribell Smith: I created a prompt to write events coming up for a location and some were correct and some were totally made up. lol

Zainab Fatima: Projected 92 million jobs created in AI

Zainab Fatima: People will start upskilling and reskilling

Daniel Mason: The same is true of people. Hence, skeptics and the axiom, trust but verify.

Jennifer marshall: holler! be mindful!

Maribell Smith: Claire, that has been a concern for me

JoEllen Smith: @HF, totally! Very excited for developing features, and have been blown away thus far. I hate to be this person in the chat, but I was referring to employment. I know this is a whole rabbit hole so I apologize. But back to your point - totally agree!

Maribell Smith: Like... hello

Meg Sauer: Right. Because it can't pivot in the middle of a pitch... when you're thrown a curveball by the client and need to come up with different strategies or copy based on their feedback.

Jennifer marshall: ill wait for 20.0

Shawn Wilson: Isaac Asimov wrote a story where a guy rediscovered arithmetic. People had been using computers for so long they forgot that it was possible to do simple math on paper

Robert Burdeau: I can imagine lawsuits coming out if this

Maribell Smith: Love that phrase

Maribell Smith: lol

Chrys Sbily: I'm with you @JenniferMarshall

Shawn Wilson: Not sure that's related to the calculators mentioned in chat earlier, but whatever

Robert Burdeau: Training data has been known to be biased or false

Howie Fenton: Many companies including Chat GPT is offering copyright protections

Dave Hardin: Any ideas/ websites for small scale marketing of images for someone at the amateur/hobbyist level?

Briant Wells: Such a good point... It doesn't generate new ideas or writing based on results typically

Linda McDonald: My dog sings at sirens too!

Zainab Fatima: You can ask for context and history, Ashleigh

Mark Spalding: But what about Copyright when using images? Less an ethical problem more a potential financial one for our clients no?

Matthew Mali: @shawn willson

Howie Fenton: copyright for images is the wild wild west

Mark Spalding: my clients won't go near it for that reason.



- James Bartlett:** AI tools used by judges for sentencing recommendations have been found to be heavily biased
- Sandra Hickey:** I'd be interested in hearing how careers will change. Certain freelance creators of graphics/icons etc may be out of a job. Adobe is coming out with text to vector at some point. So those revenue streams may no longer be available.
- Aaron Koenigsberg:** Its hard not to feel like AI is de-valuing creative work....giving companies rationale for making major cuts to staff and hours...sacrificing originality and creativity to just recycle existing elements for the sake of cutting costs.
- Sean Melnick:** Do you feel that AD's and managers are using AI INSTEAD of calling on a professional to to the work? reducing the needs for creatives?
- Kevin Carboni:** Sean? Amen
- Howie Fenton:** careers will change because those that master it will get work done in half teh time
- Shawn Wilson:** If I have to illustrate a document I wrote, I may use Midjourney or something like it for "concept art". Presumably, a real artist would be used for the final art
- Zainab Fatima:** I think people will have to up their ante
- Robert Burdeau:** @Aaron yes
- Jon Collette:** Oh no, it's the Matrix!
- Zainab Fatima:** And start learning and unlearning
- Scott Rodgers:** Curious about mis/disinformation — intelligence agency, policy, issues, media, ... to competitive... to spam, scam. Seems fertile ground and a great tool for that end. What are we seeing here?
- Howie Fenton:** there are already examples of companies cutting staff and focusing on those already using it
- Zainab Fatima:** AI ethics is big and there is a lot of thought being put into regulations
- Samantha Edington:** Do you feel AI helps existing creatives but that it could hurt future ones?
- Jon Collette:** @Scott oh it's evolving... AI driven, A/B tests for scammers 😊
- Zainab Fatima:** I think future creatives will just use it even more as a tool
- Zainab Fatima:** And be more open
- Robert Burdeau:** Regulations will not be able to keep up with the advancements in AI
- James Bartlett:** difference between a physical drawing and digital photography tools - similar, but smaller scale conversations happened 25 years ago when photoshop first came out and most people were still using physical devlopment tools for film
- Adam Bookbinder:** AI is a form of inflation... devaluing the currency of human creatives.
- Sandra Hickey:** Right now it feels like there are a lot of creatives looking at a limited amount of jobs. My guess is that there will be less jobs in the future if people can work faster with AI and in some cases be replaced by AI
- Howie Fenton:** it will change how future creatives use it, it will be normal for them and they will start when they are young
- Chrys Sbily:** And that's scary — there's too much isolation
- Christopher-Ian Reichel:** Most clients can't even write a coherent Creative Brief. Most Big Agency planning and strategy teams even struggle with a brief, which means they have trouble adequately describing their work. If you're a "creative" who relies on Canva, you can be replaced. But if you're in the world of creating competitive differentiation instead of recycling the work of others, you'll be safe for a very long time.



Zainab Fatima: I agree 100% @Howie
Paula Myers: Exactly Laura
Maribell Smith: I have my own LLC and AI is my employee
Robert Burdeau: How many execs will be asking for AI generated content
Jennifer marshall: @Chris Sbily agreed and I feel so sad right now
Howie Fenton: Thanks @ZF
Judie Luszcz: I just find it weird that we are celebrating something that will eventually replace all of our jobs.
Jon Collette: @Christopher-Ian LOL AI written creative brief answered by AI generated deliverable...
Zainab Fatima: Credit cards replaced cash
Zainab Fatima: We gotta be more open minded
Robert Burdeau: @judie - yes, eventually it will replace creatives
Christofer Pierson: The money people will likely be determining how AI gets used, which probably means it will be used more and more (and humans less and less.)
Zainab Fatima: And now people use NFC and QR codes instead of business cards
Jennifer marshall: @ZF which is problematic for people who don't have credit cards and is not inclusive
Zainab Fatima: We're constantly evolving
Howie Fenton: it will not replace your jobs if you get good at using it
Josephine Kukla: I agree, it's a great tool but will probably put me out of work
Nnenna Jemie: @Ashleigh the MS Word analogy is so helpful. I'll definitely use that when speaking to clients who may be weary of AI
Zainab Fatima: @Howie YESSS PLEASE
Zainab Fatima: @Josephine ... not if you give it a chance
Howie Fenton: Use it or lose it
Jill Bittner: It'll come for your job Andrew. Give it time.
Judie Luszcz: People I know who are not designers are creating beautiful things with Ai. We won't be needed for much longer.
Matt Holden: Ai safe guard is need
Andrea Nowacki: Unfortunately there are execs out there that don't feel the same. They don't look at it as a tool but a replacement for humans
Christofer Pierson: It will replace jobs of people who don't keep pace with the expectations of the people in the C-suite.
Paula Myers: Andrew they said the same thing when the desktop computers came out
Jason Thompson: TRUE
Audrey Ashburner: 100% Andrew!!!
Christopher-Ian Reichel: "Creatives" who copy will struggle. Creatives who do their homework, research, explorations will still be Creatives. What AI can help with is accelerating the pace of exploration for those Creatives who are driving new visions.
Meg Sauer: 🙄🙄 Adam... right. It never existed pre-Covid. We didn't need it. I feel like if you're super dope at what you do, why do you even need it? It seems almost like a cheat sheet to me.



Jon Collette: I've got a real worry that AI enables a human to do way more ... does that mean there's far fewer jobs? 1000 jobs get reduced to 900? 800? 700?

Zainab Fatima: @Andrea ... from my conversations, people are looking for people that have growth mindset

Feridoon Malekzadeh: That's right. The human element (us) is still the most important part of the future of AI...

Chris Rubenstein: This is pretty nice too (not sure if it's already been shared)
<https://www.imagine.art/dashboard/tool/from-text>

Kate DeAgostino: Ideation will always take time, why not use ai to help sort through all the patterns and ideas we have? 😊

James Bartlett: @NJ wrote my term paper on that subject last semester. Compare and contrast the ethics of AI in writing and how it compares as a tool to things like spell check and grammar check that are taken for granted

Leslie Weller: Here's what ChatGPT says just now answering if AI will replace creative professionals. "I don't think AI will replace creative professionals entirely. While AI can assist and enhance creative processes, the human touch, intuition, and unique perspectives that creative professionals bring to the table are pretty irreplaceable. It's more like a collaboration between humans and AI, creating a blend of innovation and ingenuity. What's your take on it?" Which is about spot on with what the humans are saying here. 😊

Zainab Fatima: @Leslie 😊

Paula Myers: Just start using it

Zainab Fatima: YES Andrew

Jill Bittner: OMG! Andrew is AI!

Feridoon Malekzadeh: I used it to help me write my performance reviews. I went from spending over an hour on the write up to 5 minutes...15-20 total after edits.

Zainab Fatima: He could be a deepfake

Zainab Fatima: 😊

Howie Fenton: its getting close to the top of the hour I would like to thank everyone who made this chat FUN!

Nnenna Jemie: "Get into the playground and start playing." Love that, Andrew!

sharon brown: Are all of these free?

Karla Bermúdez Huelva: no, I just checked

Jill Bittner: I LOVE steroids Andrew!

Greg Spraker: @SharonBrown Yes and no.

Richard Levitt: Thanks everyone. GTG. Fascinating discussion.

Matthew Mali: Half the people here could be chat bots

Jon Collette: Chat GPT just walked me through setting up a GitHub repo and able to answer in real time questions, ingest errors and give me things to try when things weren't working. It just reduced a ticket from our dev team. When does that mean the job is gone?

sharon brown: Which one are worth the price?

Tom Schreiber: @Andrew at YouTube University :) right there with you!

Greg Spraker: Most have free "starter" plans, which are more limited

Jill Bittner: I got worms when I played in the sandbox Andrew.



Greg Spraker: MidJourney and ChatGPT

Matthew Mali: another advantage of Chat GPT is the lack of judgment and hostility when asking questions.

Colleen Riddell: lol tru

Sean Melnick: Does Anyone see any negatives in AI?? No one is addressing the negatives

Denise Rustning: Great session and presenters today! Thank you

Ginny Clougherty: Thank you!

Erin Head: Thank you to everyone This was interesting!

nancy brener: Thank you for fast intel packed session!

Jennifer marshall: that is capitalism ;) faster, cheaper

Jill Bittner: Andrew, you're so funny

Chrys Sbily: Creative Circle — please do a follow up on this! Thanks all!

Mika Nishiguchi: Thank you for this opportunity!

Greg Spraker: Watch for the “human made” trend to come

Jennifer marshall: so the concerns are real and we have to figure out how to own it and evolve with it

Gloria Olegario: Thank you!

Katherine Forbes: Thank you, Andrew!

Julie Heck: Can we access the recording of this afterward?

Anna Mather: This was very helpful - lots of great information!

Samantha Edington: AI's most important function: writing a breakup text

Frederic Tiberghien: Being positive is progressive and moves us forward! 😊

Denise Rustning: A lot of people will prefer to have someone else deal with AI - just like a lot of people pay someone else to change their car oil

Meg Gatterman: Thank you!

Feridoon Malekzadeh: Killer session. Thanks y'all!

Linda McDonald: Thanks all! Great information and helpful to hear your firsthand experiences!

Samantha Edington: Thanks for this great discussion!

Nicole Casper: Awesome perspective and info! Thanks!

Katherine Forbes: Thank you, Claire!

Jason Thompson: thank you everyone! and look forward to the future of creativity

Karlo Ozaeta: This helped bring so much more clarity to the field for me, thank you for your perspectives!

Jon Collette: That is a saving grace — Chat GPT is best used when you have a basic understanding of what you're asking it to do. It can help but you still need to DO a lot.

Anna Mather: The only Claire who is the best!

Meg Sauer: Can y'all drop your LinkedIn links in here? Please

Christofer Pierson: Oppenheimer didn't think his weapon would ever be used, but he didn't have the power to make sure it didn't.

Lisa Motel: Thank you

Regina Zas: everything will start looking the same with just AI



Lorina Nilsson: If anyone needs a website design can you send them my way? I'm a mama at home now and left the marketing field to start this <https://thefirstloft.com> <3
"Websites designed by marketing experts"

Mark Burdon: <https://www.linkedin.com/in/markburdon1>

Christofer Pierson: I don't know what Barbie would say about this.

Stacey Posnett: Thank you!

Colleen Riddell: Thank you!

Jenna-Rose Hannah: I like that comparison.

Howie Fenton: <https://www.linkedin.com/in/howiefenton/>

David Prickett: Thanks to CC and Ashleigh for organizing and leading a great panel

Katherine Forbes: Thank you, Laura!

Jon Collette: Does CC have coffee hours still? lol

Rachel Hinson: thank you all

Matt Riley: Thank you to the panel and Ashleigh for hosting!

Angie Huetteman: This was great. Thanks everyone!

Leslie Weller: <https://www.linkedin.com/in/wellerleslie/>

Emmanuel Poon: Great panel! Thanks!

Elizabeth Cruz: Thanks so much for the convo.

Kate DeAgostino: Thank you for a great chat!! 😊

Sheng Guo: Thank you all!

Rebecca Rafferty: Thank you so much! This was great!

Andrew Lekashman: <https://www.linkedin.com/in/lekashman/>

Cath Stor: Thank you!!

Barbara Finnerty: TY!

Reggie Bliss: Thanks everyone!

Leslie Weller: Thank you all!!

Marc Vaillancourt: Thanks!!!!!!!

Carly Perahia: Tysm!!!

David Riabov: TY!

Nestor Brito: Thank you!!!

Andrew Lekashman: thank you!

Lorina Nilsson: Anyone want meet monthly on zoom to talk about marketing and creative? 😊

Jason Lindberg: the issue i foresee. we as humans never stop advancing technology. to think it won't keep getting better to where the human element is not needed, is underestimating how much humans like to push things too far. that might be 10 or 20 years down the road, but i can't see how the human touch won't be negated at some point.

Lori Bender: Really nice presentation. Thank you so much!

Matthew Mali: Thank you for your time

Jenna-Rose Hannah: Thank you all!

Karlo Ozaeta: Thanks again. Cheers, all!

Wendy Poon: Thank you!!

Adam Bookbinder: TY



Mark Burdon: Best of luck everyone!
Nnenna Jemie: @Lorna. I'd love to meet monthly!
Sonia Ourmanova: <https://www.linkedin.com/in/sonia-ourmanova/>
Kimberly Gordon: Transcript too please!
Elizabeth Siuta: Thanks Ashleigh and panel!
Van Chuchom: Thx!
Nnenna Jemie: <https://linkedin.com/in/njemie>
Kevin Culligan: <https://www.creativecircle.com/cc-ai/>
Claudio Burgos: Thank you!
Matthew Mali: <https://www.linkedin.com/in/matthew-mali-84837014a/>
Jason Lindberg: thank you panel! great and interesting stuff.
Anna Mather: Thank you!!!
Marlene Shaffer: Great session! Thanks so much
Epitacio Arganza: Thanks from Los Angeles. Great session!
Kevin Roberts: Thank you!!!
Wendy Kitchens: thanks! this has been so inspiring! 🙌
Sandra Martinez: Thanks!
Michelle Miner: I appreciate this webinar
Laurie Taylor-Harrison: more of this please!!
Michelle Miner: xo
Lori Bender: Ashleigh I like your hair!
Karla Bermúdez Huelva: thanks
Jenna-Rose Hannah: Thank you!
Sarah Krueger: Thank you!
Frederic Tiberghien: <https://www.linkedin.com/in/frederic-tiberghien-b3550125/>
Matthew Mali: bye
Kailey Pagano: Thank you!!!
Paula Myers: bye
Regina Zas: thank you
Ivonne Ward: THANKS!
Josh Anderson: Thank you folks
Karla Bermúdez Huelva: bye
Alicia Kramer: Thank you!!
Steve Warnke: great stuff
Toni Reed: Great presentation!!! www.Linkedin.com/in/tonireed
Sarah Nichols: thank you!
Gary Meade: Great webinar!
Robert Burdeau: thanks