

What will be covered:

- **AI Will Always Be a Puppy – Joyann Boyce (InClued.ai)**

AI undoubtedly has the potential to improve efficiency, data management and communication in the workplace but it needs both training and guidance to be truly effective. This session will help demystify artificial intelligence and reduce common fears, address AI's biases and encourage participants to adapt AI tools to their specific day-to-day work and needs.

- **How AI Is Changing Search Engine Optimisation – Ian Lockwood (Ian Lockwood Digital Consultancy)**

Discover how artificial intelligence is revolutionising search engine optimisation (SEO). This presentation explores AI-powered tools, changes in search algorithms & results, and ways to utilise AI in SEO. Learn how AI improves keyword research, content creation, and how to stay competitive in an evolving search landscape.

- **AI in 2025: Assistants, Agents, and Advanced Reasoning – Martin Broadhurst (Broadhurst Digital)**

Agentic systems and automated workflows can solve multi-step problems including simplifying data analytics, streamlining strategies and boosting customer engagement. This session will explore the growing power of transformative tools like ChatGPT, Gemini and Claude Uncover as well as the future of advanced reasoning, and how these innovations can be harnessed to reimagine productivity, creativity and decision-making.

- **Generative Experiences: The Future of AI Enabled Websites – Rob Gregory (Magnifica)**

It's time to super-charge your website and AI can help! Generative AI is reshaping the future of websites, particularly through enhanced user experiences and dynamic, tailored interactions. This session will explore how AI-enabled websites, powered by generative technologies, are paving the way for hyper-personalised user experiences.

- **Trust through Transparency: Ethical AI Guidelines for Content Marketing – Paul Ince (LikeMind Media)**

Learn how to introduce AI technology into your content creation in a way that maintains your authentic human voice, makes real connections with your audience and avoids over-use of words like “Elevate” and a rocket emoji! This session looks at how to take charge of AI in content marketing, and when and how to declare its use.

- **The Impact of AI on Paid Digital Marketing - Help or Hindrance? – Liam Lally**

(Zaddle Internet Marketing)

Has the addition of AI related features to digital marketing platforms like Google and Meta truly improved advertising campaigns? This session will navigate the features now available, looking at how they work, their usefulness and whether they can be trusted to automate all the decisions within your advertising accounts.