

## Marketing AI: The Double-Edged Sword?


13 September 2023 | 240 Blackfriars, London




Speakers




Registered



Hour Session



Live Entertainment



Networking



Audience Engagement

### Are you using any AI tools currently within your marketing organisation?

Yes, we have invested heavily and have a digital strategy on place | **4%**

Yes, we are using various tools on a regular basis | **24%**

Yes, we are occasionally - mainly ChatGPT when we need it | **49%**

Not currently = but looking into it | **27%**

Not at all - not of interest to us | **0%**



Stunning venue, very well organised, great speakers and great facilities. Really enjoyed!

A maritime event different from the rest

Two for two, Marketing in Maritime knocked it out of the park. This is a must-go-to event for anyone in maritime marketing!

Wonderful, insightful, collaborative



overall experience



GenAI means more creativity, faster campaigns/execution, lower cost to marketing, better client retention.

Danilo McGary  
Head of Digital Transformation, Alter Domus



AI won't steal your job. But it might be stolen by a human who uses it better than you.

Richard Norton  
Co-founder, The Peeps

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