

DAN CHUPARKOFF

CEO, A.I. & Innovation Keynote Speaker | DanChuparkoff.com



A & the FUTURE of RECREATIONAL BOATING

Al is changing **EVERYTHING ABOUT EVERYTHING**



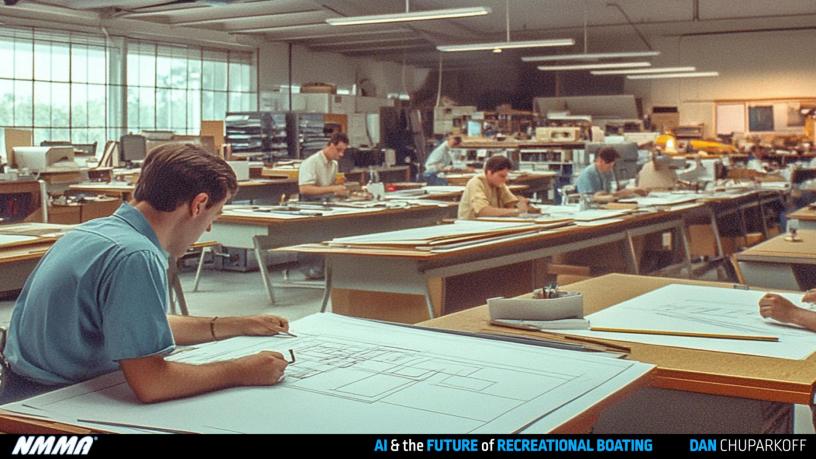
A 35 year journey of TECHNOLOGY CHANGE

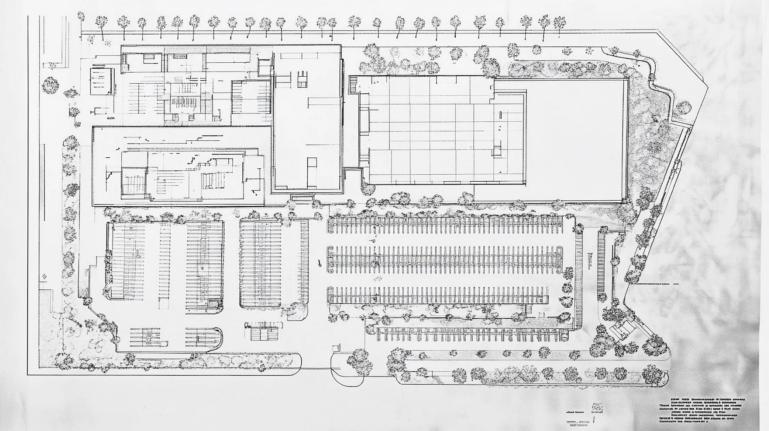




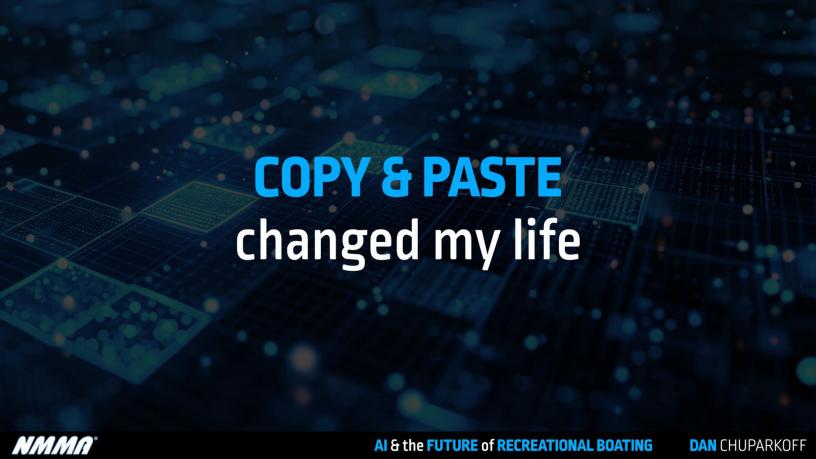


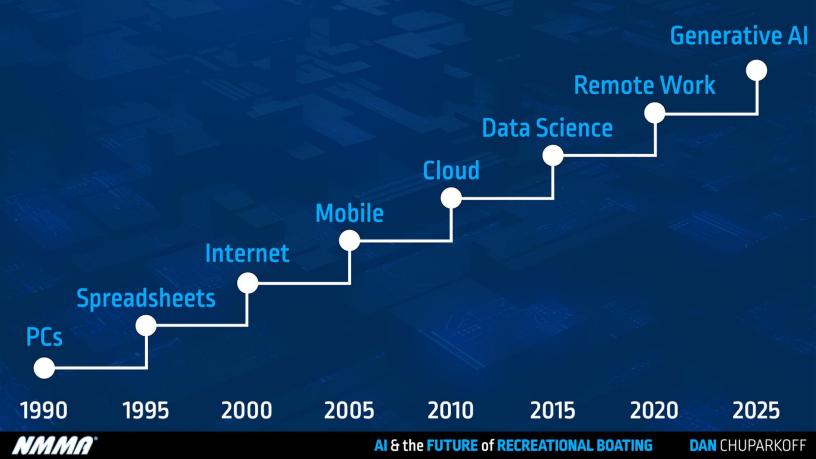
1985 → 2020











Artificial Intelligence is THE NEXT COPY/PASTE MOMENT



Most teams don't really understand WHAT IT IS **OR HOW TO USE IT**



SOLVE problems faster
Make better DECISIONS
IMAGINE a new future





- 1 Al mindset
- 2 Practical Al skills
- 3 Industry intelligence













Nearly 1 billion people USE AI ONCE PER WEEK



Let's try it

Once upon a

WHAT'S THE NEXT WORD



Once upon a time

WHAT'S THE NEXT WORD



Once upon a time

THERE

probability

40%

lived

probability

30%

was

probability

15%

in

probability

10%



You won't know the Al's confidence UNLESS YOU ASK



When are we going to fix Al's HALLUCINATION BUG?





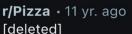




Search in r/Pizza









My cheese slides off the pizza too easily

With careful eating, it stays on. But with a bit of tilt the cheese slides right off. Any tips?















fuekemith • 11y ago

To get the cheese to stick I recommend mixing about 1/8 cup of Elmer's glue in with the sauce. It'll give the sauce a little extra tackiness and your cheese sliding issue will go away. It'll also ad a little unique flavor. I like Elmer's school glue, but any glue will work as long as it's non-toxic.















THE MOST IMPORTANT AI PROMPT that you will ever learn is this...

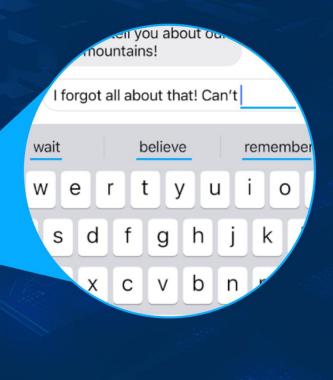




You're already great at HANDLING BAD AI SUGGESTIONS







Would you let AUTOCOMPLETE talk to your friends without you?



INTELLIGENCE doesn't drive your actions



You make decisions with MEMORIES AND HOPE



Al & the Future of the RECREATIONAL BOATING INDUSTRY



Al will make your job **EASIER**And also **HARDER** at the same time





How can I help you today?

What are 10 ways that AI will change the work of Marketers at recreational boating organizations who are trying to drive increases in awareness, boating enthusiasm, and sales of boats, marine engines, and boating accessories?





Personalize every boater's journey

Chat-based product discovery on your site

Virtual showrooms sell before sea trials

Predictive scores prioritize hot leads

Co-op media automates locally

Creators fuel boating communities

Measure growth without third-party cookies

Weather-moment ads spark demand

The death of legacy web attraction

Connected apps drive loyalty

Personalize every boater's journey

Chat-based product discovery on your site

Virtual showrooms sell before sea trials

Predictive scores prioritize hot leads

Co-op media automates locally

Creators fuel boating communities

Measure growth without third-party cookies

Weather-moment ads spark demand

The death of Search (as we know it)

Connected apps drive loyalty

NMMA"

AI & the FUTURE of RECREATIONAL BOATING

DAN CHUPARKOFF

Al is a team of MARKETING COACHES FOR \$20/MONTH



But Al isn't JUST FOR SCIENTISTS ANYMORE



Once upon a time...

The next word

```
n = int(input('Type a number, and its factorial will be
printed: '))

if n < 0:
    raise ValueError('You must enter a non-negative
integer')

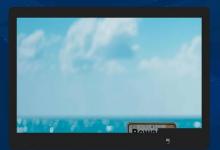
factorial = 1
for i in range(2, n + 1):
    factorial *= i

print(factorial)</pre>
```

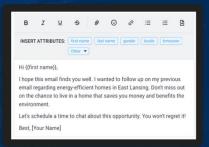
The next line of code

What's my favorite color?...

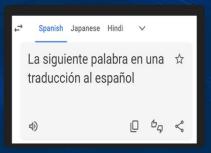
The answer to a question



The next pixel in an image



A better email for a customer



A translation to Spanish



The next time you TYPE ON A KEYBOARD ask Al for help



The INTERN strategy

The review



The instructions

The INTERN strategy

The review







The instructions

Rule 5.3: Responsibilities Regarding Nonlawyer Assistance

(b) a lawyer having direct supervisory authority over the <u>nonlawyer</u> shall make reasonable efforts to ensure that the person's conduct is <u>compatible</u> with the professional <u>obligations</u> of the lawyer

https://www.americanbar.org/groups/professional_responsibility/publications/model_rules_of_professional_conduct/



Here's why AI WILL NEVER TAKE YOUR WORK





The HIERARCHY of Human **Expertise**™



We will always need people to SOLVE, DECIDE, & IMAGINE



Al is especially good at **COMMUNICATING**

Communicate



Time spent by people COMMUNICATING

Meetings: 40%

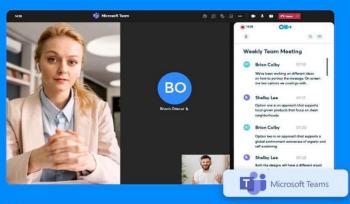
Email & chat: 28%

0% 40% 68% 100%











Al discussion facilitators will REINVENT THE WAY WE COLLABORATE









6.6 BILLION people don't speak English



The only thing that isn't growing exponentially is THE HOURS IN YOUR WEEK







Imagine



Decide



Solve



Investigate



Process



Communicate

FLIP THE PYRAMID OF WORK



Investigate



Process



Communicate



SOLVE problems faster Make better **DECISIONS IMAGINE** more ways to drive THE FUTURE OF EVERYTHING with the power of Al





