

# AEC.AI

## INTELLIGENCE REVOLUTION WORKSHOP

**OCTOBER 26, 2023**

### The Artificial Intelligence Conference for A/E/C Professionals

Explore the landscape of generative artificial intelligence, with an emphasis on large language models, the technology that powers popular tools like ChatGPT, Microsoft Bing, Google Bard, and others. You'll learn what these tools are, how they work, and how to make use of them.

#### Schedule-At-A-Glance

**8:00AM - 9:00AM**

Breakfast & Registration

**NOON - 12:45PM**

Lunch (Provided)

**4:00PM - 5:00PM**

Wrap up & Town Hall

**9:00AM - NOON**

Programming

**12:45PM - 3:00PM**

Programming

#### Preliminary Workshop Outline

- **THE INTELLIGENCE REVOLUTION**
- **LARGE LANGUAGE MODELS**
  - How do Large Language Models Work?
  - Risks of Large Language Models
  - Scaling the Use of Large Language Models
- **PROMPT GOVERNANCE AND MANAGEMENT**
- **WHAT IS PROMPT ENGINEERING?**
- **SIX CATEGORIES OF USE CASES**
- **IMPACTS FOR MARKETING**
  - Brand
  - Publication
  - Community
- **WHAT'S NEXT?**
- **AUTONOMOUS AI AND AGENT SYSTEMS**
- **MULTIMODAL AI**
- **OPEN SOURCE MODELS**
- **AI ECOSYSTEMS**
- **SYNTHETIC MARKETING**
- **TRUE AI CREATIVITY**
- **AI ACCESSIBILITY VIA APPS**

#### Meet Christopher Penn, Facilitator

Christopher S. Penn is an authority on analytics, digital marketing, marketing technology, data science, and machine learning. A recognized thought leader, best-selling author, and internationally renowned keynote speaker, he has shaped five key fields in the marketing industry: Google Analytics adoption, data-driven marketing and PR, modern email marketing, marketing data science, and artificial intelligence/machine learning in marketing.