



Beyond Segmentation: The Future of AI and One-to-One Brand-building

Workshop Description

In today's experience-driven economy, mass marketing and traditional segmentation strategies are no longer sufficient to build enduring customer relationships. Artificial Intelligence (AI) is reshaping the future of branding by enabling unprecedented levels of personalization—at scale. Rather than categorizing consumers into static segments, forward-thinking marketers are embracing AI to deliver dynamic, real-time, one-to-one experiences tailored to individual needs, behaviors, and preferences.

This interactive, hands-on workshop empowers brand and marketing professionals to move beyond segmentation and unlock the full potential of AI-powered personalization. Participants will explore the tools and techniques used to activate hyper-personalized brand experiences across digital and omnichannel touchpoints—transforming transactional interactions into meaningful relationships. Through a combination of expert instruction, live demonstrations, and collaborative exercises, attendees will learn how to implement AI technologies that elevate loyalty, drive deeper engagement, and create scalable intimacy with consumers.

Key Take-aways

- A foundational understanding of how AI transforms segmentation into individualization through machine learning, predictive analytics, and real-time data streams
- A practical framework for deploying AI-powered content, messaging, and journeys tailored to each customer across the funnel
- Tools and best practices to orchestrate dynamic personalization across digital, mobile, and physical channels
- Guided exercises to help participants evaluate their brand's current personalization maturity and identify high-impact AI use cases
- Case studies illustrating successful implementations of 1:1 brand-building across industries

Who Should Attend?

Brand managers/directors, digital marketers, CRM leads, CX strategists, and marketing innovation teams seeking to lead the next evolution in customer engagement.

Format

3-4-hour workshop | Mix of expert insights, hands-on activities, peer collaboration, and real-world case examples.

Mitch Duckler: 312.451.2414 | mduckler@fullsurge.com | fullsurge.com