



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

Workshop Description

As AI reshapes the landscape of modern marketing, the opportunity for brand leaders is no longer just to automate—it is to humanize at scale. Artificial Intelligence is becoming an essential tool for delivering smarter brand strategies that are more personalized, adaptive, and impactful across the entire customer journey. This workshop helps brand and marketing professionals shift their focus from one-off AI tactics to an **enterprise-wide AI strategy grounded in brand objectives**.

In this interactive, hands-on session, participants will explore how AI can drive key brand outcomes—from enhancing relevance and emotional connection, to improving loyalty, retention, and conversion. *Rather than treating AI as an endless array of features and capabilities, this workshop positions it as a strategic enabler of brand growth.* Through guided exercises, real-world case studies, and collaborative activities, attendees will learn how to apply AI tools and techniques to amplify business performance across **seven core brand-related objectives**—from message personalization to omnichannel consistency.

Key Take-aways

- A strategic framework for aligning AI initiatives with **brand-specific objectives** such as awareness, relevance, engagement, loyalty, and retention
- Tools and use cases for delivering the right message to the right person using behavioral, contextual, and predictive signals
- Best practices for using AI to generate adaptive content and experiences that evolve in real time
- Methods for activating personalized loyalty, re-engagement, and retention strategies
- Techniques to enhance omnichannel consistency across digital, mobile, and physical touchpoints
- Guided exercises to evaluate current AI maturity and identify high-impact brand use cases
- Case studies from leading brands applying AI to improve resonance, conversion, and value

Outcome

A clear understanding and prioritization of the optimal ways AI should be employed to drive long-term, sustainable brand growth.

Who Should Attend?

Brand leaders/executives, 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, and real-world case examples.

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