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| ABOUT  DAVID MEERMAN SCOTT  David Meerman Scott spotted the real-time marketing revolution in its infancy and wrote multiple books about the topic. Now David says the pendulum has swung too far in the direction of superficial online communications. Tech-weary and  AI-wary people are hungry for true human connection. Organizations have learned to win by developing what David calls a Fanocracy — (the subject of his *Wall Street Journal* bestseller) — tapping into the mindset that relationships with customers are more important than the products they sell to them.  David is a pioneer in content marketing and applying artificial intelligence to content creation that helps to position companies for success and is an advisor or investor in several AI companies.  David has written 12 books including 4 international bestsellers. His books are published in 30 languages and have sold nearly a million copies worldwide. [*The New Rules of Marketing and PR*](https://www.davidmeermanscott.com/books/the-new-rules-of-marketing-and-pr) is an international bestseller now in its 9th edition with more than 500,000 copies sold in English and available in 29 languages from Albanian to Vietnamese. David wrote the *Wall Street Journal* bestselling book [*Fanocracy: Turning Fans into Customers and Customers into Fans*](https://www.fanocracy.com/) from Portfolio / Penguin Random House with his daughter, Reiko. The book is about Fandom culture and how any business can grow by cultivating fans.  He has presented at over 500 conferences and events  in more than 40 countries and on all seven continents. |





LEADERCAMP

## ARTIFICIAL INTELLIGENCE-POWERED PERSONAL BRANDING

WITH

DAVID MEERMAN SCOTT

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Artificial Intelligence-powered content delivery has exploded in seemingly every aspect of our lives. For example, recommendation engines on services like YouTube, Netflix, and Amazon take in the massive amounts of data generated by hundreds of millions of users to figure out what videos, books, and movies you might like.

In this Leadercamp, you will gain an understanding of how to write better social profiles and biographies as well as ideal ways to create posts and articles that get noticed by more people. Especially now in our world of online skepticism, showcasing who you really are to interested people is a smart approach. It helps to open interesting doors that lead to career success.

Join us in this engaging Leadercamp with internationally recognized marketing strategist, David Meerman Scott. David will provide a detailed overview of how Artificial Intelligence powers social networks like LinkedIn and how you can use this understanding to showcase your expertise to many more people than you do today.

The world wants to know who you are! We want to engage with you! And we’d like to learn about you in your own words. David will show you how.

PARTICIPANTS WILL LEARN:

* The super simple way to understand AI and how to use it
* Why AI-created content from tools like ChatGPT can harm your personal brand
* How a biography written in first person makes you more approachable
* The top ways AI powers social networks like LinkedIn
* Strategies and tactics for social amplification on AI-powered social networks
* The 6-step process for using AI to help create content, saving time   
  and money

#### PREPARING FOR THE LEADERCAMP

The Leadercamp Guide can be used as a tool for facilitators and participants to get the most out of a Leadercamp experience. It includes an overview of what will be covered in the Leadercamp, information about the presenter, and suggestions for different ways you and your team can learn together or individually. Each guide concludes with application and reflection prompts to apply what you've learned.

##### About This Guide

This guide will help you prepare for and facilitate the program ***ARTIFICIAL INTELLIGENCE-POWERED PERSONAL BRANDING***. The purpose of this guide is to help you generate a dialogue among participants and apply key concepts from the presentation to your own learning objectives. The guide can be leveraged effectively for both large and small groups.

##### The Audience

This program is for executives, managers, supervisors, and line staff. Ideally, the materials should be presented in a group setting, where the responses of others can be discussed and shared.

##### Watch As a Team

Prior to the Leadercamp, Zoom links are set up in Percipio. To host the Leadercamp for your team with Zoom, clink on the Zoom link for the Leadercamp so that it's ready to start on your screen. Then start a Zoom meeting, share your screen, and when you get asked what you want to share, choose the browser window with the Leadercamp ready to play. Select **Share** and enjoy! Be sure to contribute to the discussion in the chat feature.

##### For Individual Viewers

Watching alone this time? No problem. Click on the Zoom link in Percipio for the Leadercamp and begin watching. Get the most out of the event by participating in the conversation via the chat feature and by taking notes. And don’t forget to ask any questions you may have during the Q&A session.

#### APPLY WHAT YOU’VE LEARNED

Answer these questions to reflect on the Leadercamp and reinforce the ideas, practices, and strategies you’ve learned.

How has what you learned today about AI and social networks changed your perspective on personal branding and online engagement?

What are some of the key takeaways you got from this session that you will start applying to your personal branding strategy?

How can you use the strategies and tactics for social amplification on AI-powered social networks like LinkedIn to build stronger relationships with your audience?

How can you use the concept of personal passion to inspire others and build a stronger personal brand online?

What are some of the ways that selfies can be used as a powerful personal branding tool, and how can you use them effectively on social networks like LinkedIn?

How can you use your new understanding of AI and social networks to stay ahead of the curve and keep building your personal brand in the online world?