



Travelling on the AI Express An Odyssey anno 2024

**Mieke De Ketelaere –
www.gmdeketelaere.com**

Welcome in AI land



Productivity boost

OPENAI / ARTIFICIAL INTELLIGENCE / TECH

OpenAI releases GPT-4o, a faster model that's free for all ChatGPT users

Alphabet debuts beefed-up AI and chatbot as competition heats up

By Max A. Cherney and Jeffrey Dastin

May 15, 2024 8:17 AM GMT+2 · Updated 7 hours ago



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How generative AI can boost consumer marketing

December 5, 2023 | Article

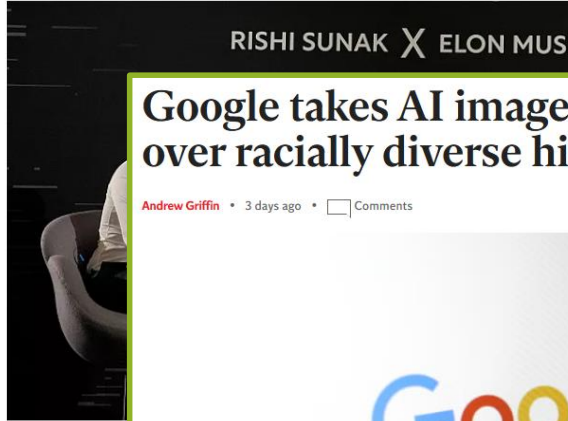
By Lisa Harkness, [Kelsey Robinson](#), Eli Stein, and Winnie Wu

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From automating processes and powering hyperpersonalization to permanently altering the idea generation process, generative AI is poised to be a catalyst for a new age of marketing capabilities.

Quality backfire

Elon Musk and Rishi Sunak discuss 'disruptive force' of AI at UK summit



Google takes AI image over racially diverse hi

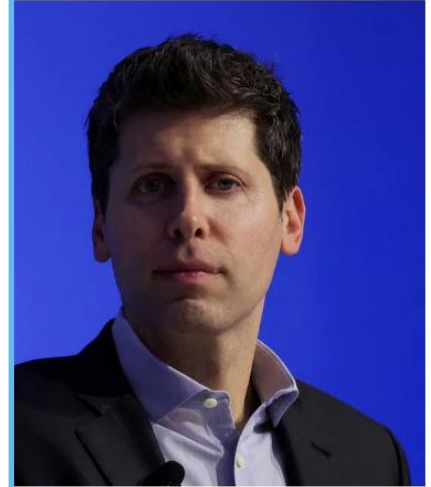
Andrew Griffin • 3 days ago • Comments

By Eur
Publis



Spea
play

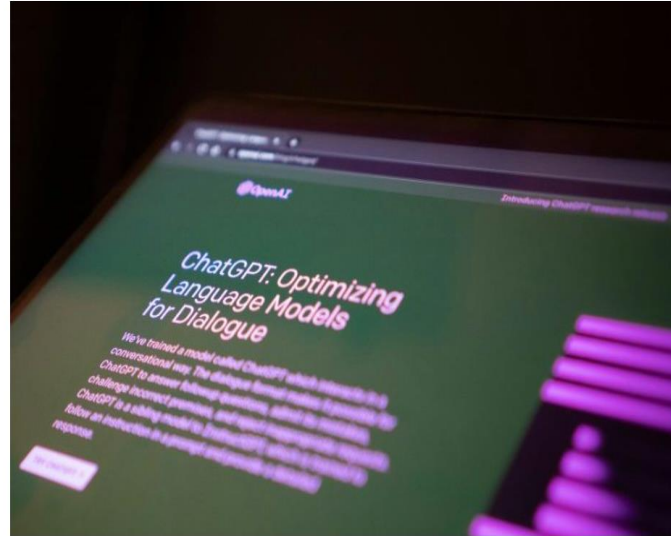
OpenAI CEO Altman says at Davos future AI depends on energy breakthrough



ic Cooperation (APEC) CEO Summit in San Francisco, California, U.S. November
Q Rights

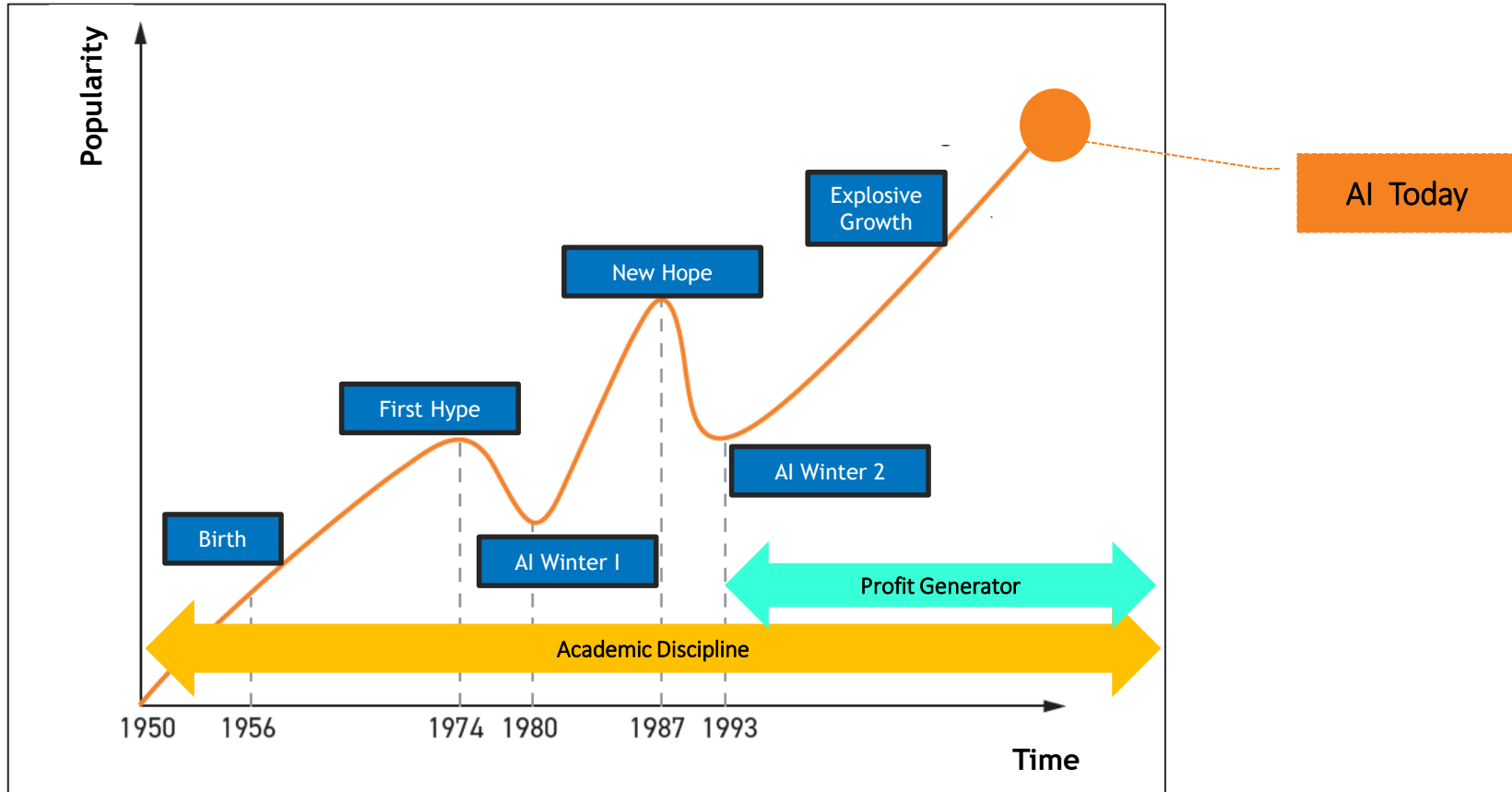
ChatGPT goes rogue with incorrect responses and gibberish interactions

James Jones / Last Updated: Feb 21, 2024 / ReadWrite



Google has said it is working to fix its new AI-powered image generation tool, after users claimed it was creating historically inaccurate images to over-correct long-standing racial bias problems within the technology (Tim Goode/PA) (PA Wire)

AI: A little history



AI and marketing jobs



**Will AI Replace
Marketing Jobs?**



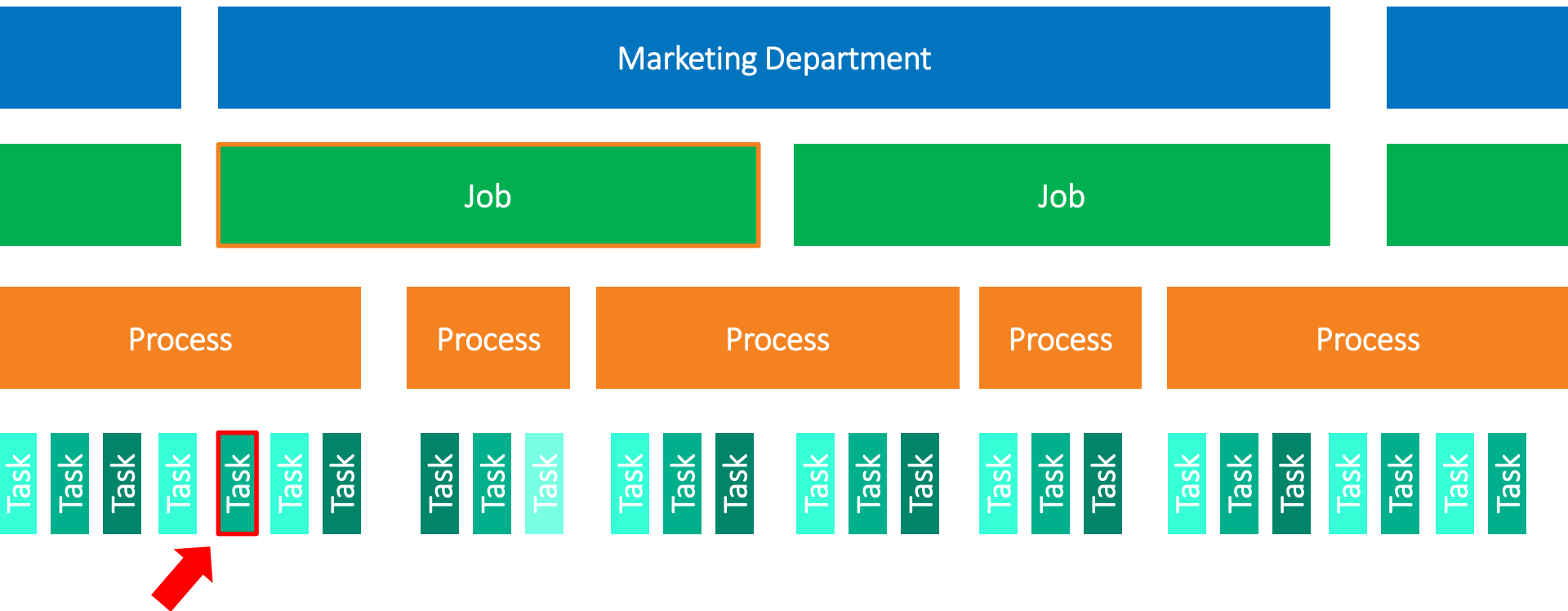
**Will AI really
replace
marketing
jobs in the
future?**



AI THE FUTURE
WILL AI REPLACE
DIGITAL
MARKETING
JOBS?

Exploring the Impacts of AI
Technology in Digital Marketing

Jobs versus tasks



Focus on tasks

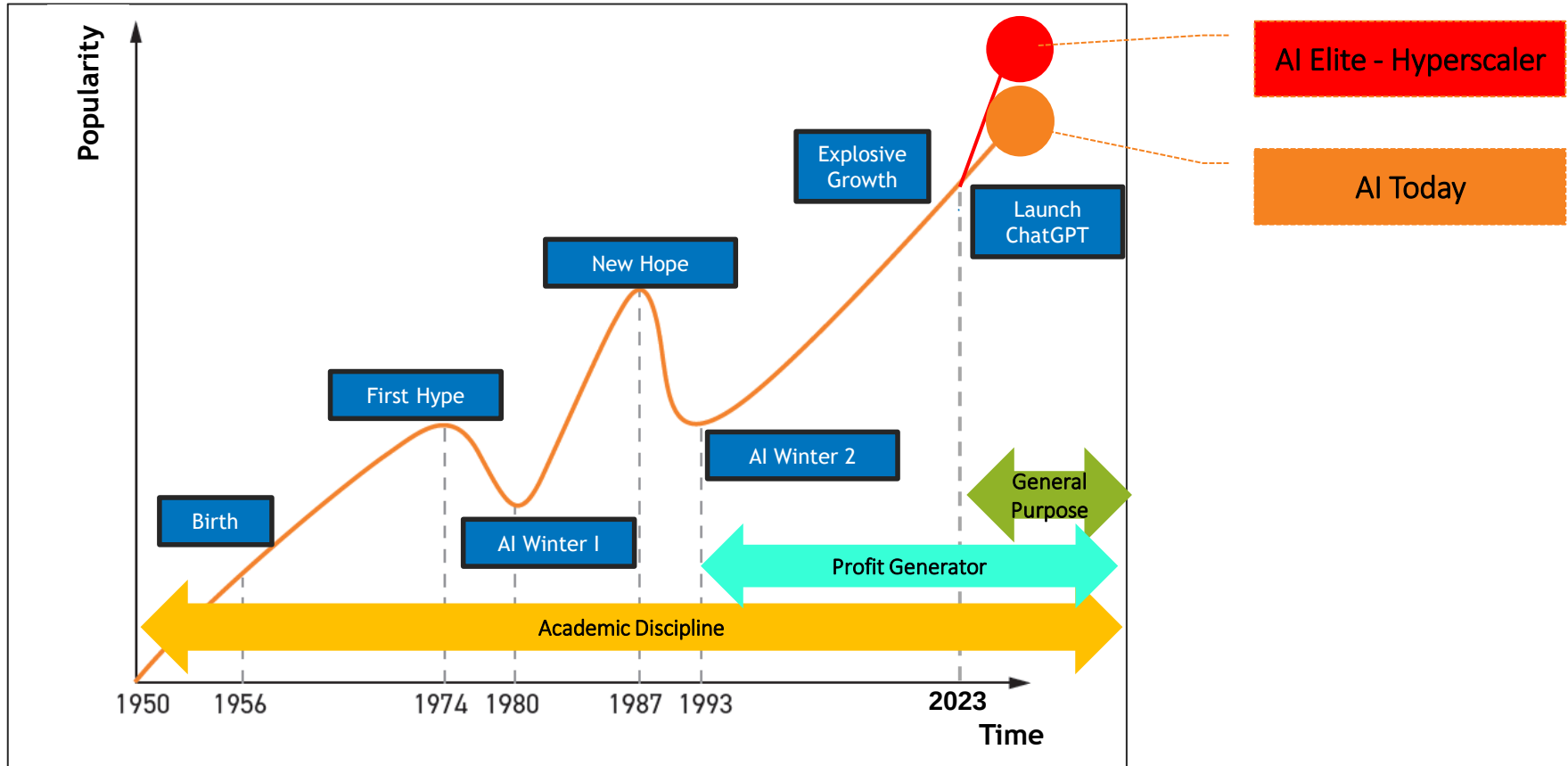


Difficult

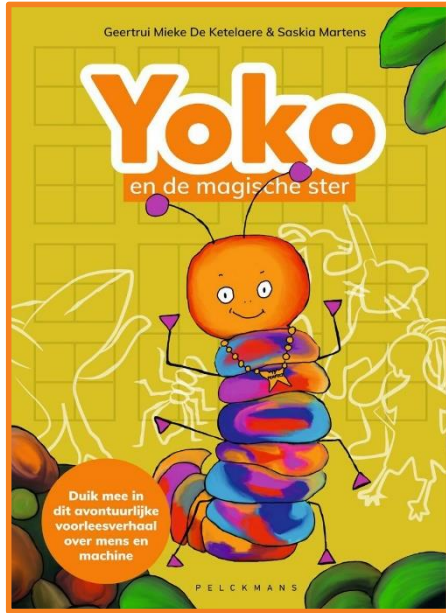


Dull

AI: A little history



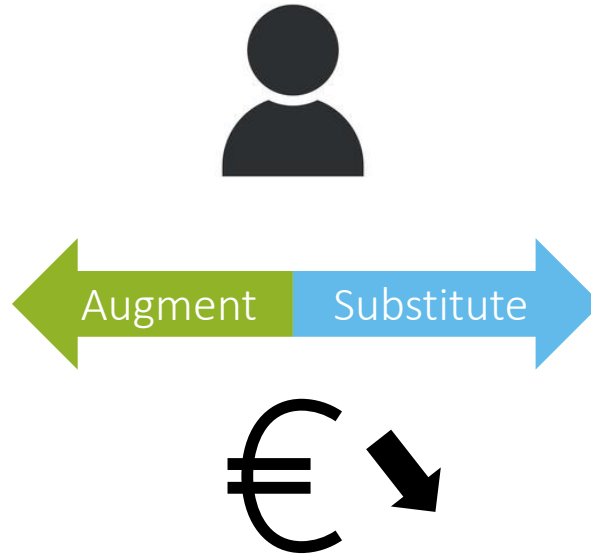
Generative AI beyond the “Spielerei”



New tasks with generative AI – Cost reduction

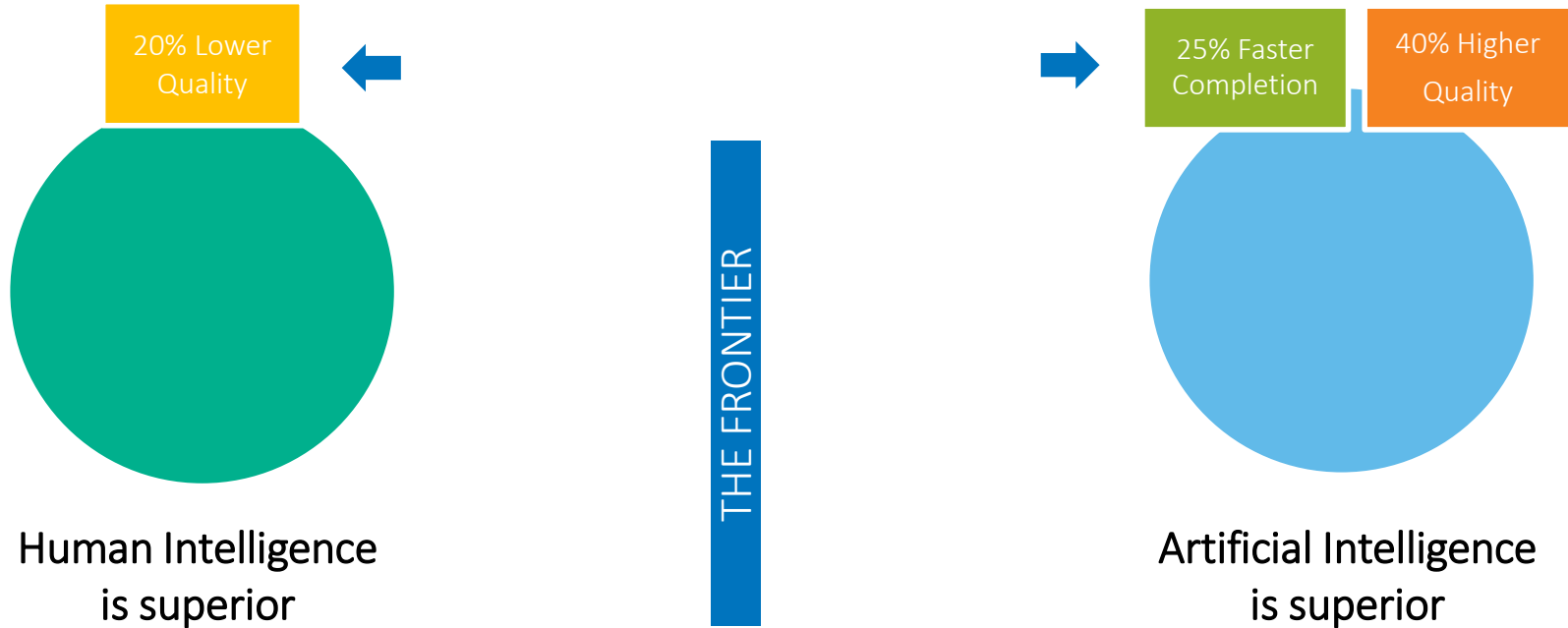


Dally



Dear

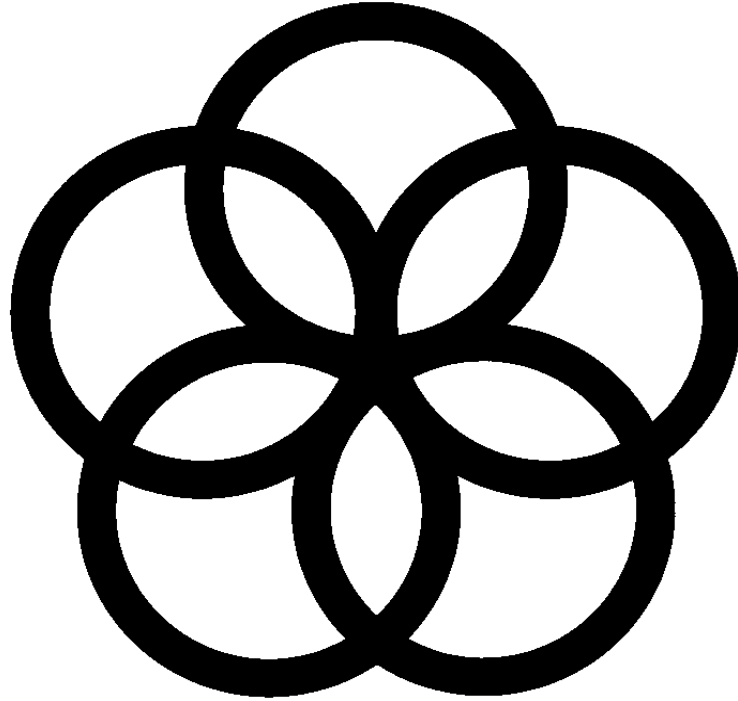
Impact on efficiency and quality of work



Moment of self-deception



Get the balance right

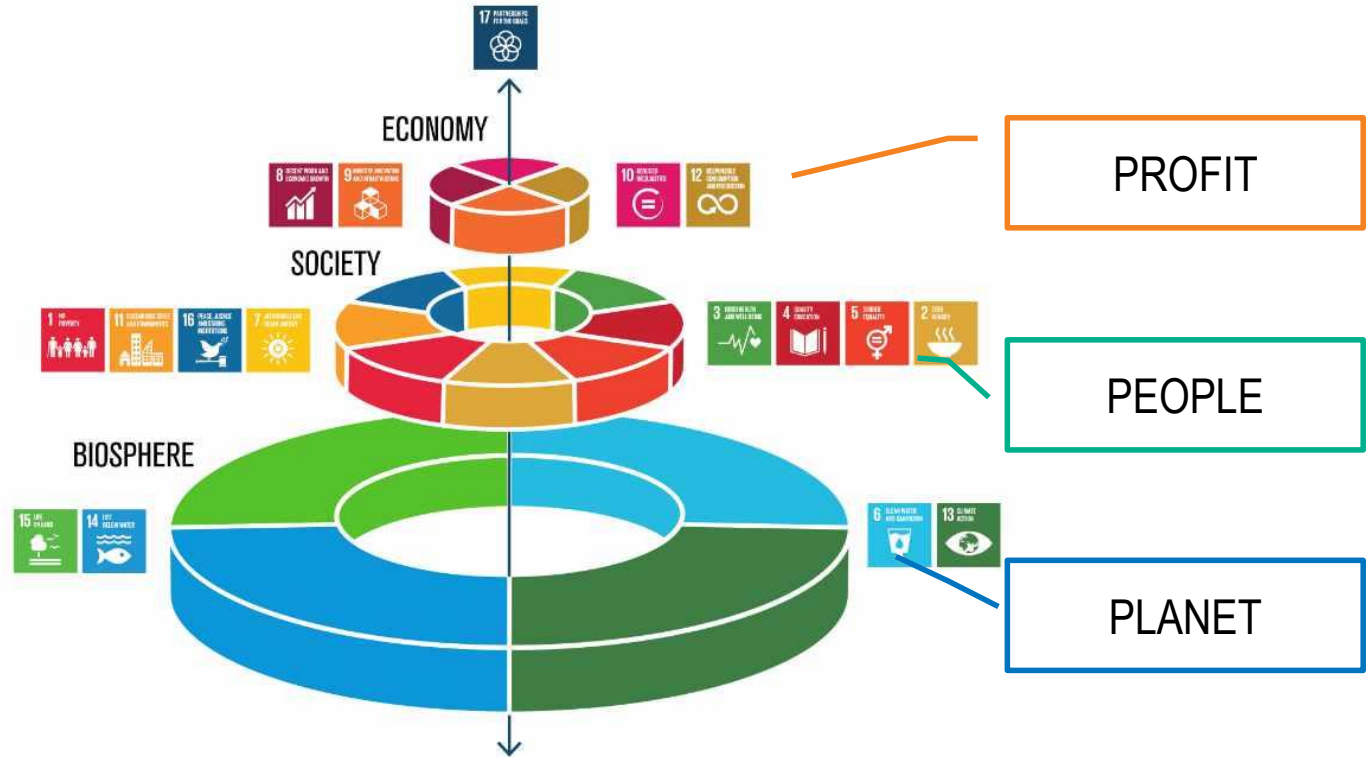


Get the balance right

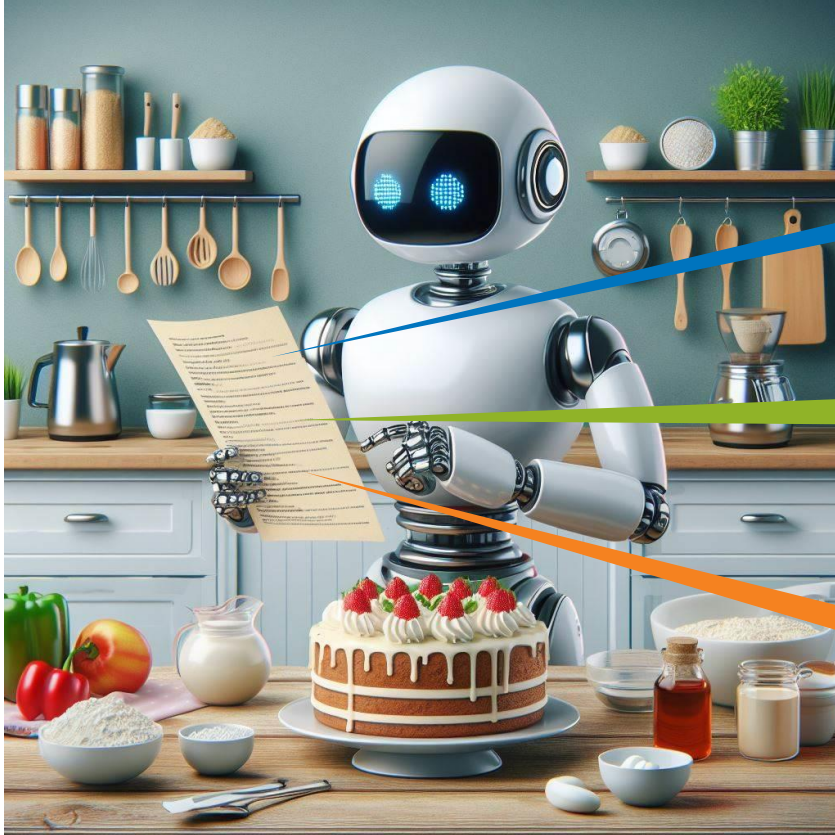
17 **PARTNERSHIPS
FOR THE GOALS**



Get the balance right



Drivers for success: The 10 commandments



PLANET

PEOPLE

PROFIT

1

Put our planet at the same level as your AI profit.

1: Get the balance right

The screenshot displays the ChatGPT web interface. On the left is a dark sidebar with a list of chat topics, including 'Chatbot Name Suggestions', 'Advantages of Chatbots', and 'AI in Sustainability Keynote'. At the bottom of the sidebar, there is a user profile section with the initials 'MI' and the email 'miekedk@hotmail.com'. A yellow 'NEW' badge is visible next to the 'Upgrade to Plus' option. The main area on the right is white and features the 'ChatGPT' logo at the top. Below the logo, there are four example prompts in rounded rectangular boxes: 'Come up with concepts for a retro-style arcade game', 'Design a database schema for an online merch store', 'Explain options trading if I'm familiar with buying and selling stocks', and 'Brainstorm incentives for a customer loyalty program in a small bookstore'. At the bottom of the main area, there is a text input field containing the prompt 'What is the ultimate goal of AI?' and a green send button with a white arrow. A large orange arrow points from the input field towards the left sidebar. At the very bottom of the interface, a small disclaimer reads: 'Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)'.

1: Get the balance right



1: Get the balance right



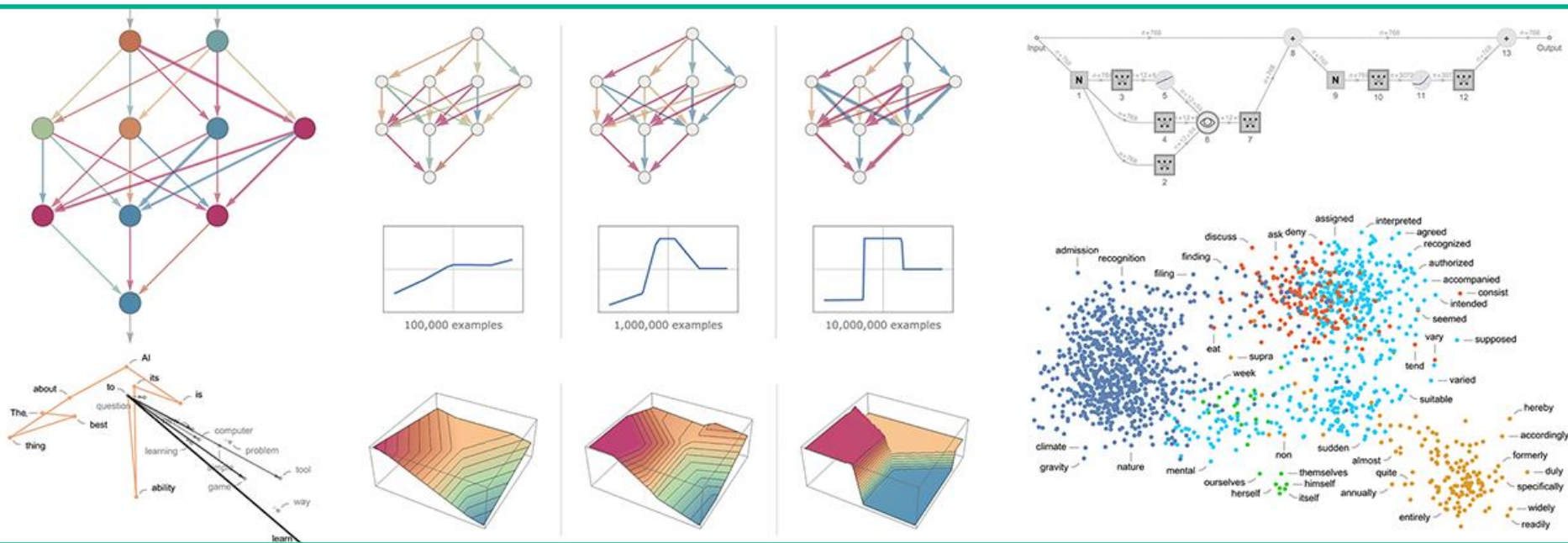
383.250.000.000 liters/year for 105B queries

[\[2304.03271\] Making AI Less "Thirsty":
Uncovering and Addressing the Secret Water
Footprint of AI Models \(arxiv.org\)](#)

2

“Intelligence” has different formats.
AI is just advanced statistics.

2 : ChatGPT – How does it work?



[What Is ChatGPT Doing ... and Why Does It Work?—Stephen Wolfram Writings](#)

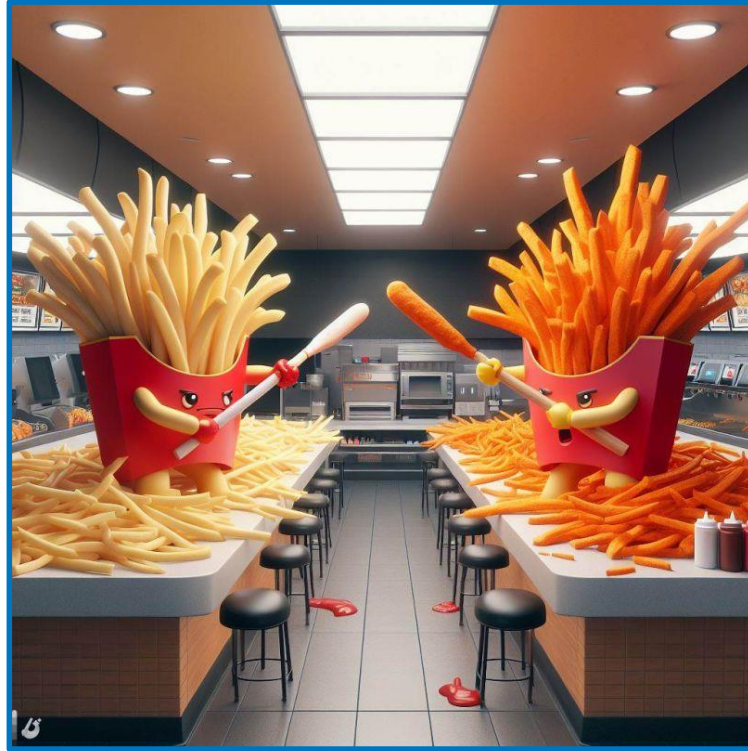
2: Introducing Moravec's Paradox



3

Get inspired, but remain critical on the outcome.

3 : Understand your context



3: Be aware of the lack of common sense



Running from Brussels to New York is a monumental undertaking that requires careful physical training. With proper preparation and determination, it's possible to turn this ambitious goal into a reality. However, always prioritize safety and well-being throughout the journey.

4

Requests transparency in all systems.
Responsibility is key in build and buy systems.

4 : Rules were setup to avoid harm



4 : But rules cannot be generalised

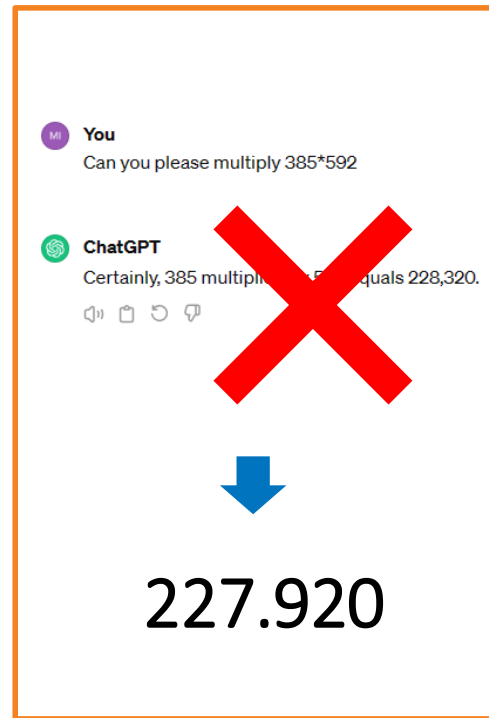
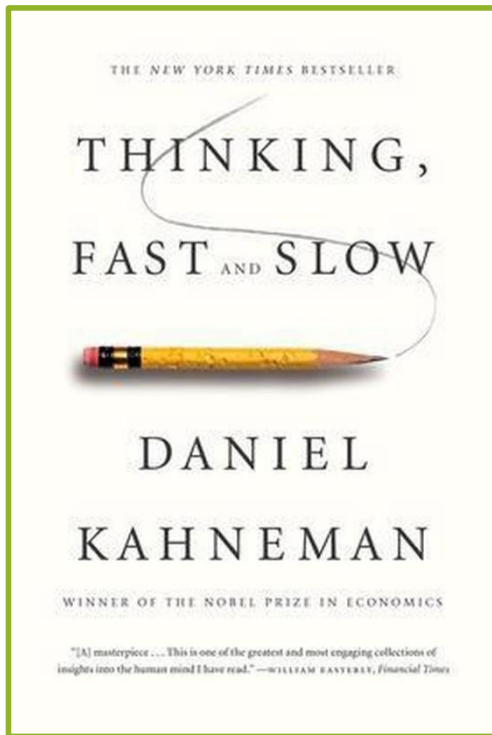


Gemini

5

Don't just add more data points.
Invest in hybrid AI systems containing reasoning.

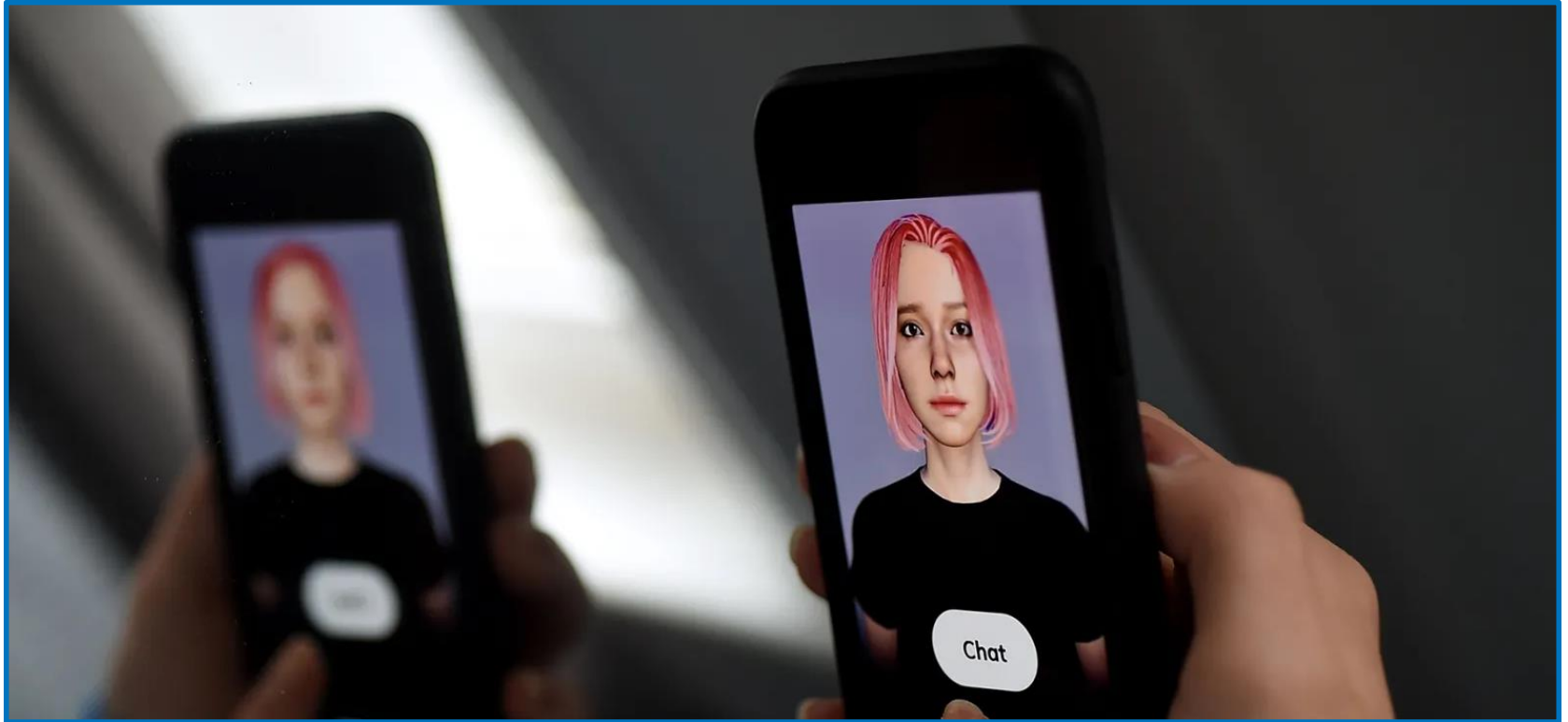
5: Be aware of the lack of reasoning



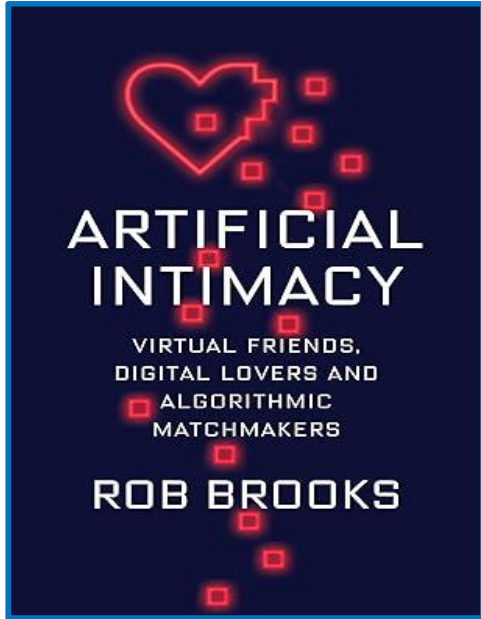
6

Be aware consumers make relationships with technology.

6: Get ready for the intimacy economy



6: Get ready for the intimacy economy



7

Don't start an AI project to start an AI project.
Start with the challenge in mind.

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7: « Me Too Effect » results



7. Start with your challenge



Response Modeling



Cross and Up Selling



Churn Prediction



Customer Segmentation



KPI Forecasting



Non-Stop Support



Omni-channel behaviour



Lifetime Value



Fraud Detection



Marketing Optimization



Market Basket Analysis



Customer Link Analytics



Social Media Analytics

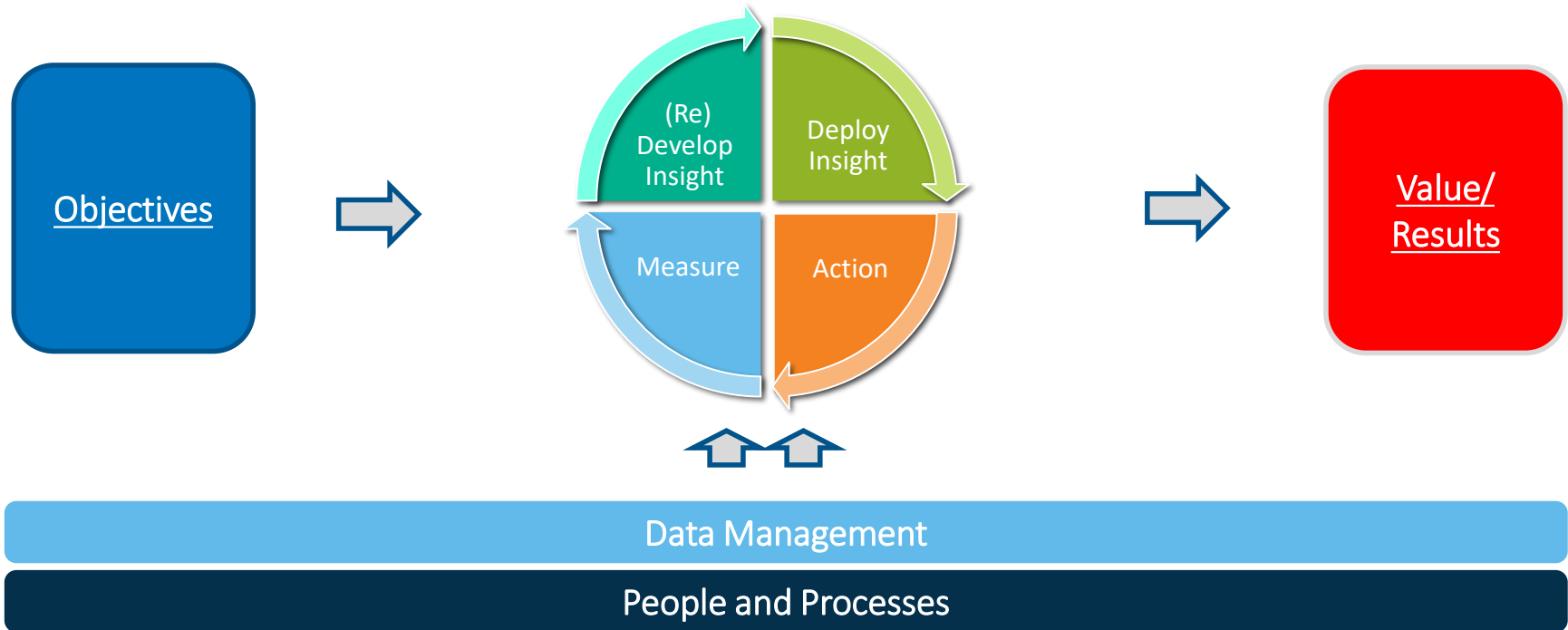


Location Analysis



Marketing Mix Analysis

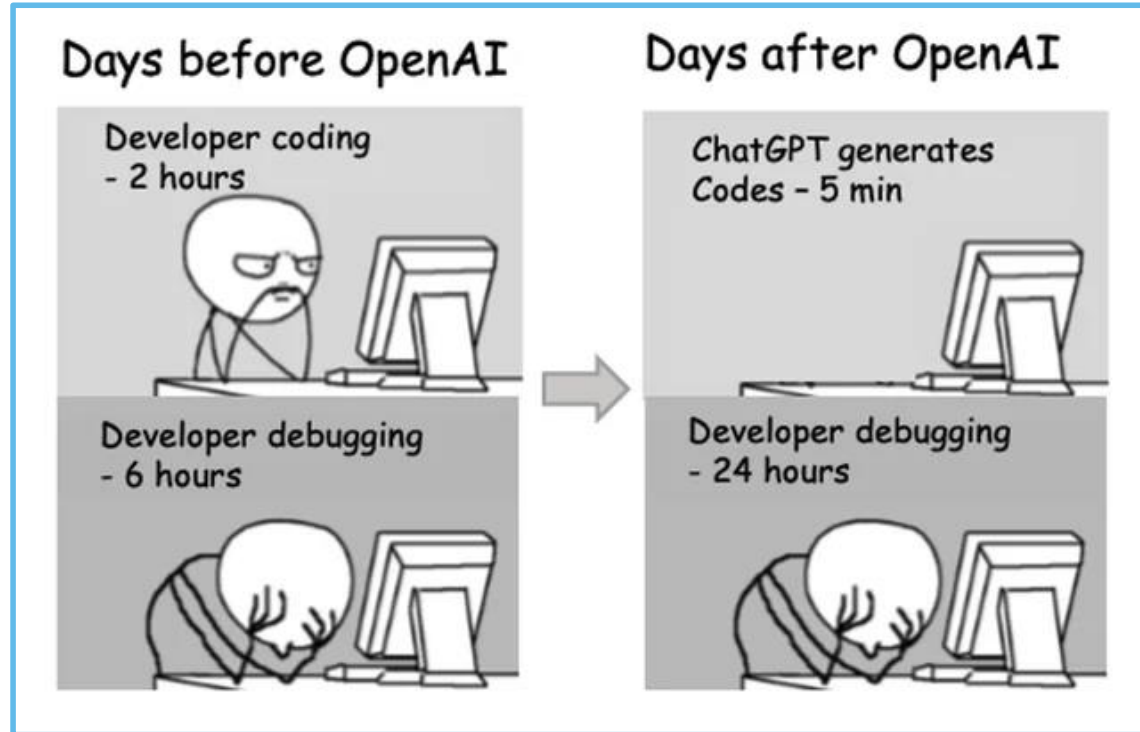
7. Setup of a data-driven organisation



8

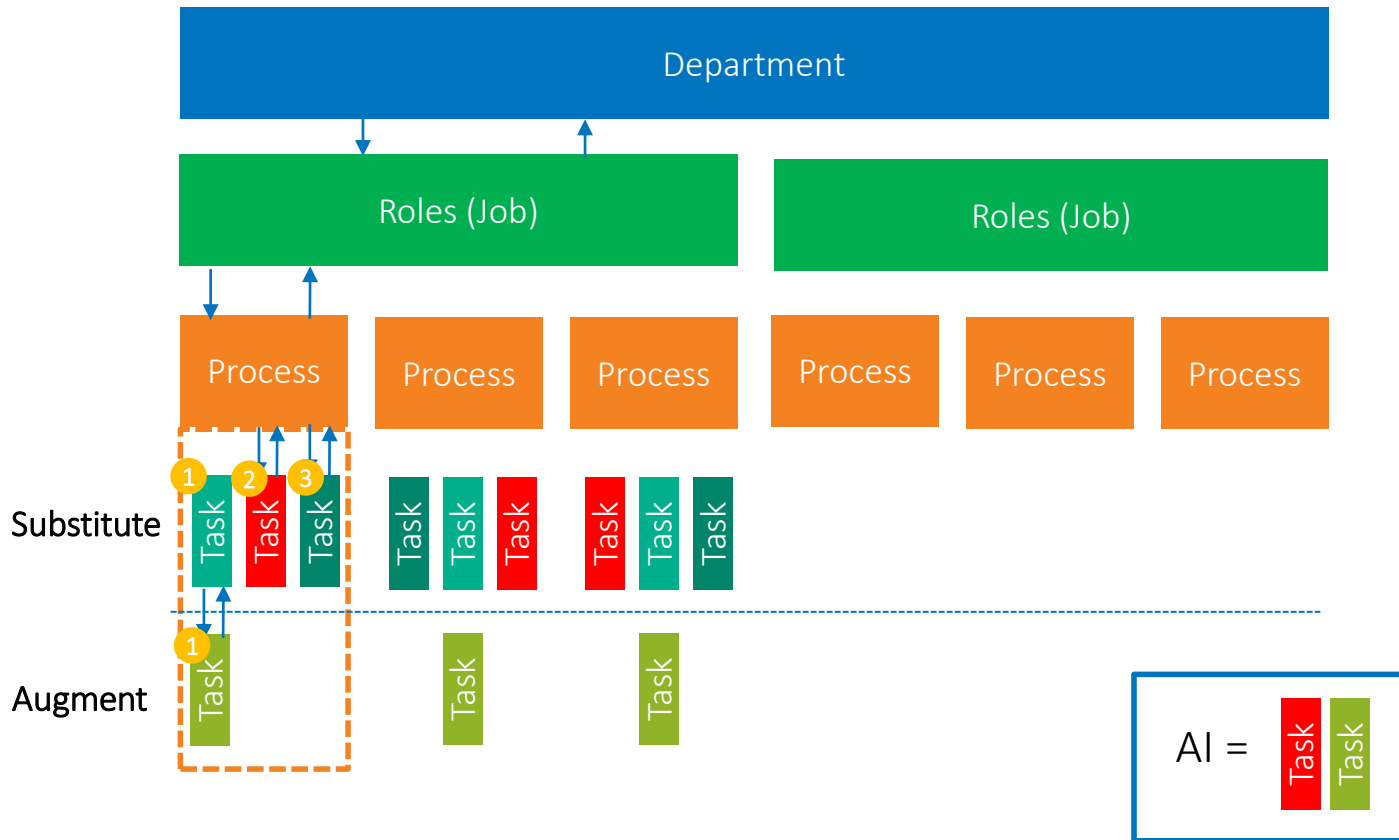
Focus on understanding the integrated process,
not just a single task.

8. Don't focus on the individual task



PROFIT

8. The value is in the integrated proces



8. Make the total sum, not just a part of it

- Human Cost
- External resources



- (Re)training
- Licenses
- Energy usage
- Problem fixing
- Maintenance
- Future tax
- Etc

9

Liability is clear today.

Don't wait for a signed AI Act to take responsibility.

9. Generative AI: Fun ...



9. Generative AI ... or danger?

Here Come the AI Worms

Security researchers created an AI worm in a test environment that can automatically spread between generative AI agents—potentially stealing data and sending spam emails along the way.

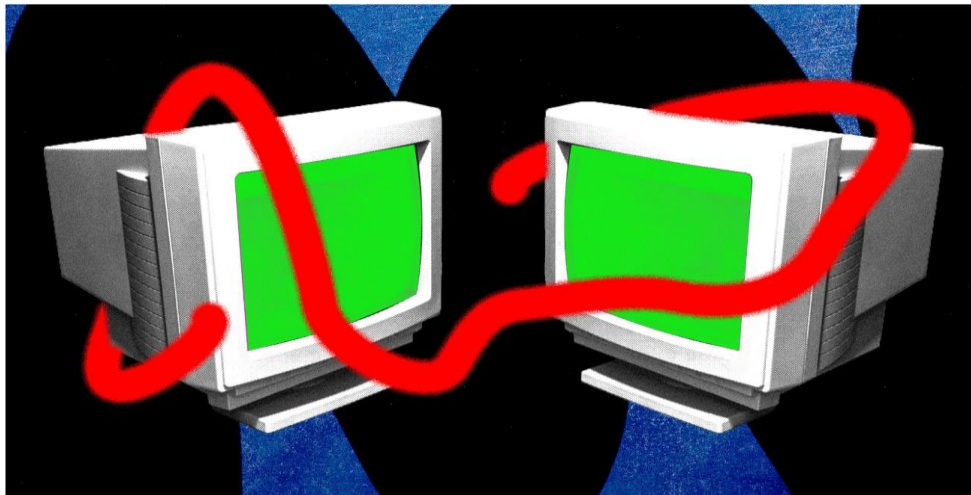
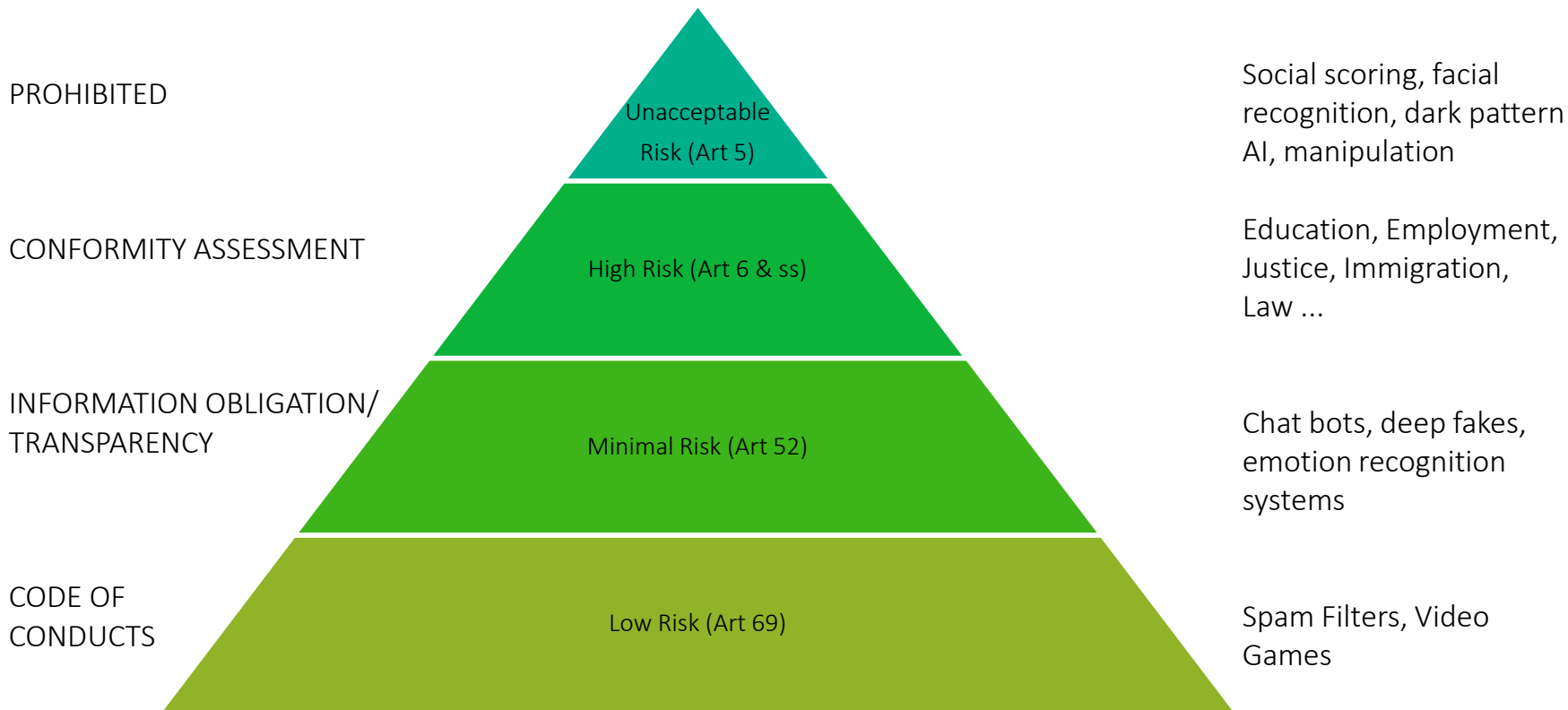


PHOTO-ILLUSTRATION: JACQUI VANLIEW; GETTY IMAGES

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9. Risk based approach



9. Liability is clear today

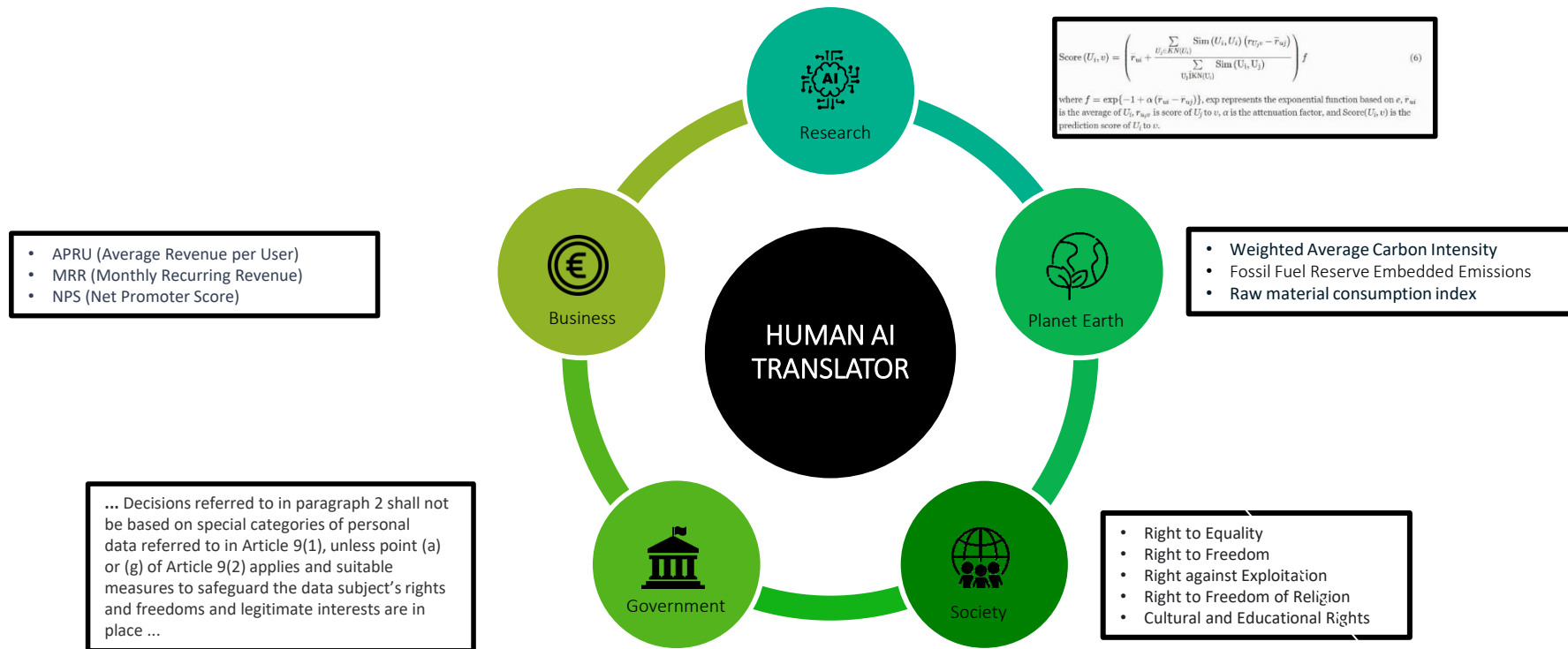
Air Canada chatbot decision a reminder of company liability: experts



10

Appoint human AI translators.
The AI translator reports to the CEO.

10: Appoint human AI translators



Thank you!

