

Integrate AI: Over time, integrate AI within existing marketing systems for maximum benefit. The 2020 Deloitte survey indicated that 74% of global AI executives believe AI will be integrated into all enterprise applications within three years.

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Implementing AI in marketing is not without challenges. Integrating AI into workflows requires careful planning to augment human skills and avoid customer dissatisfaction. More sophisticated applications also raise considerations around privacy, security, and

through cost leadership, differentiation, or

Malcolm highlighted the numerous networking opportunities available through the National American Marketing Association (AMA):

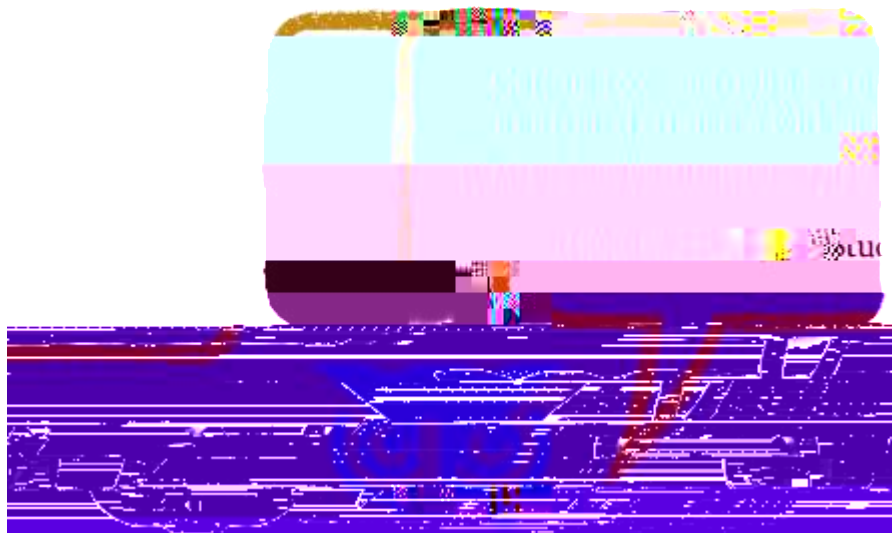
Special Interest Groups (SIGs): Join these groups to connect with professionals in your field of interest and gain valuable insights.

Events: Participate in both virtual and in-person events to expand your network and learn from experts

Max led a fun and interactive session on crafting compelling brand statements. She guided attendees through identifying their expertise, strengths, and unique stories!

The Midweek Mixer was a fantastic opportunity for personal and professional growth. Attendees left feeling inspired and connected, ready to take their branding and networking skills to the next level.

Check out what Brian had to say about his experience attending the Midweek Mixer event:



Thank you for sharing your experience Brian, and a big thank you to everyone who attended and contributed to the success of the Midweek Mixer! We look forward to seeing everyone at our next event and continuing to build this incredible community together.

