



Welcome to the CIO Hour!

November 2022

AI – Going Beyond Alexa and into Your Association

Today's Panel



EVAN O'NEILL

Chief Growth Officer, Hum
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Evan O'Neill serves as the Chief Growth Officer for Hum, a CDP (customer data platform) built specifically for associations and scholarly publishers. He also spearheads sales and product-market fit for CueBERT, which uses AI and natural language processing to automatically apply topic tags to content.



THOMAS ALTMAN

Co-founder, Tasio
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Thomas Altman is a co-founder of Tasio which he started to bring advanced data science techniques to Associations so that they can be far more successful delivering value to their members. Prior to Tasio he worked with enterprise customers at Community Brands. Thomas also holds a masters degree in Applied Data Modeling.



JAMES C. MARQUIS

Chief Information Officer, 501Works
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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

The CIO Hour: AI – Going Beyond Alexa

- A different type of Webinar
- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month

Visit www.theCIOHour.com for upcoming topics and events.



Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- Each session is worth 1 CAE credit – details to claim emailed tomorrow 

Agenda

- In the News – A few highlights that might interest you
- Fast 5 – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions

In the News...

1. Ford, VW-backed Argo AI is shutting down

<https://techcrunch.com/2022/10/26/ford-vw-backed-argo-ai-is-shutting-down/>

2. Elon Musk acquires Twitter and fires top executives

<https://www.washingtonpost.com/technology/2022/10/27/twitter-elon-musk/>

3. The biggest tech stocks have lost \$3 trillion in market cap over the last year

<https://www.cnbc.com/2022/10/27/the-biggest-tech-stocks-have-lost-3-trillion-in-market-cap-the-last-one-year.html>

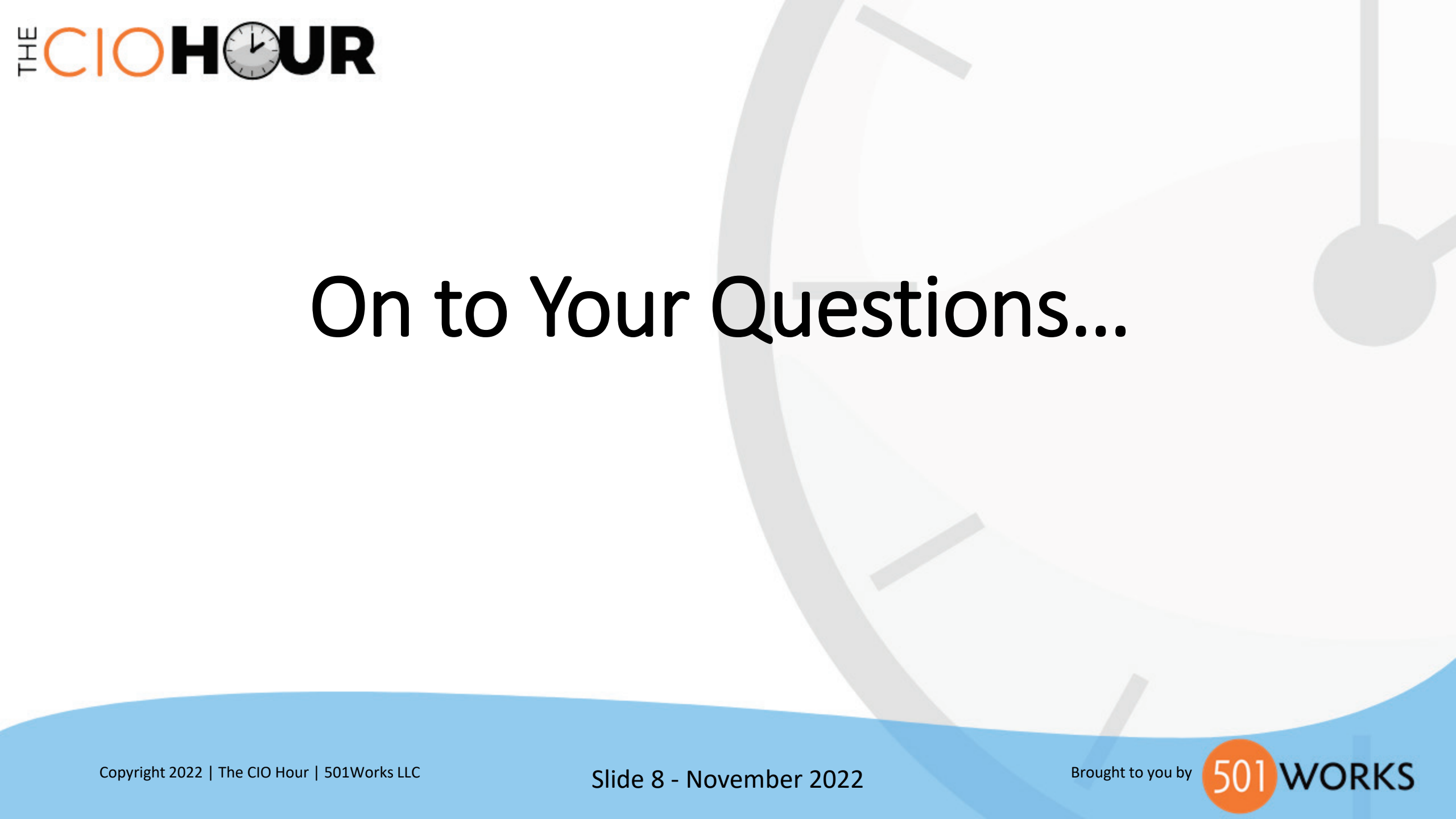
Today's Topic:

AI – Going Beyond Alexa and into Your Association

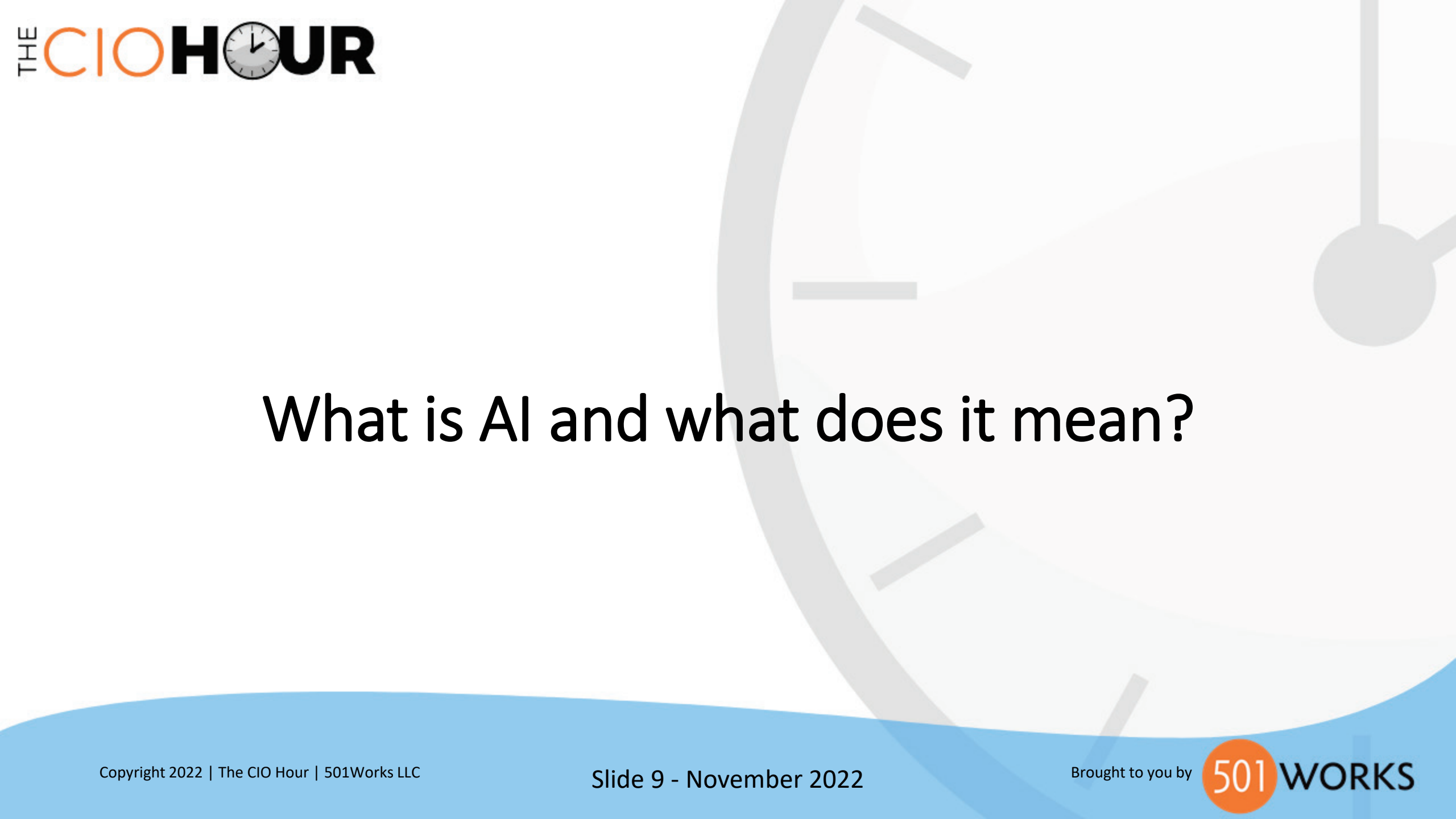
Fun facts about Artificial Intelligence...

1. By 2024, there are expected to be 8.4 billion assistants being used on different devices, which is greater than the world's total current population.
2. It is estimated that over 780 million units of smart wearable devices will be sold by the end of 2022.
3. It is predicted that AI bots can handle most tasks and interactions with 90% accuracy in the banking industry.
4. The autonomous car industry is growing at an annual rate of 36%. By 2030, there will likely be over 800,000 cars on the road.
5. 77% of people utilize a machine's AI capabilities in one form or another, although only 33% are aware they are doing so.

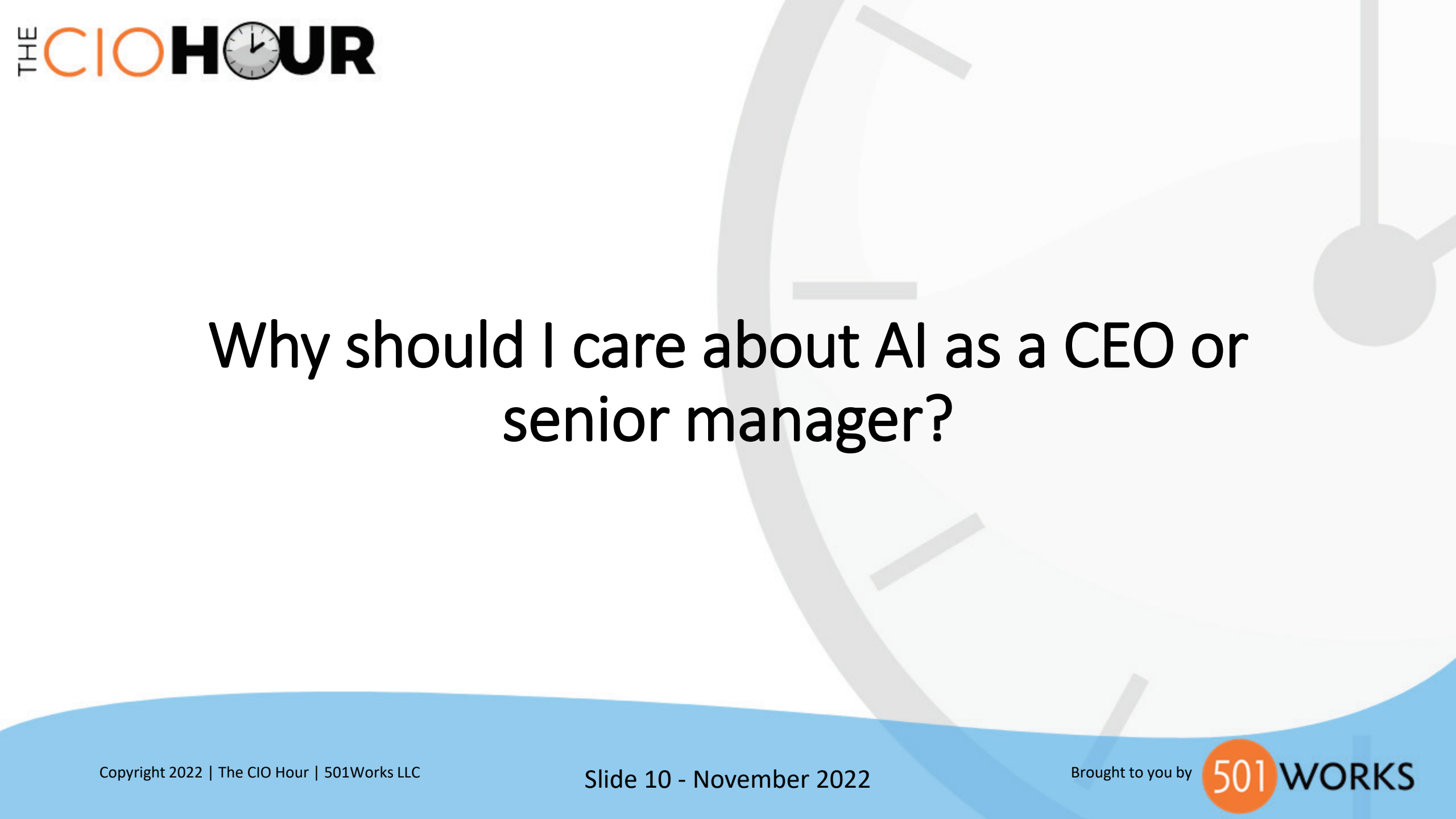
SOURCE: <https://thrivemyway.com/artificial-intelligence-stats/>



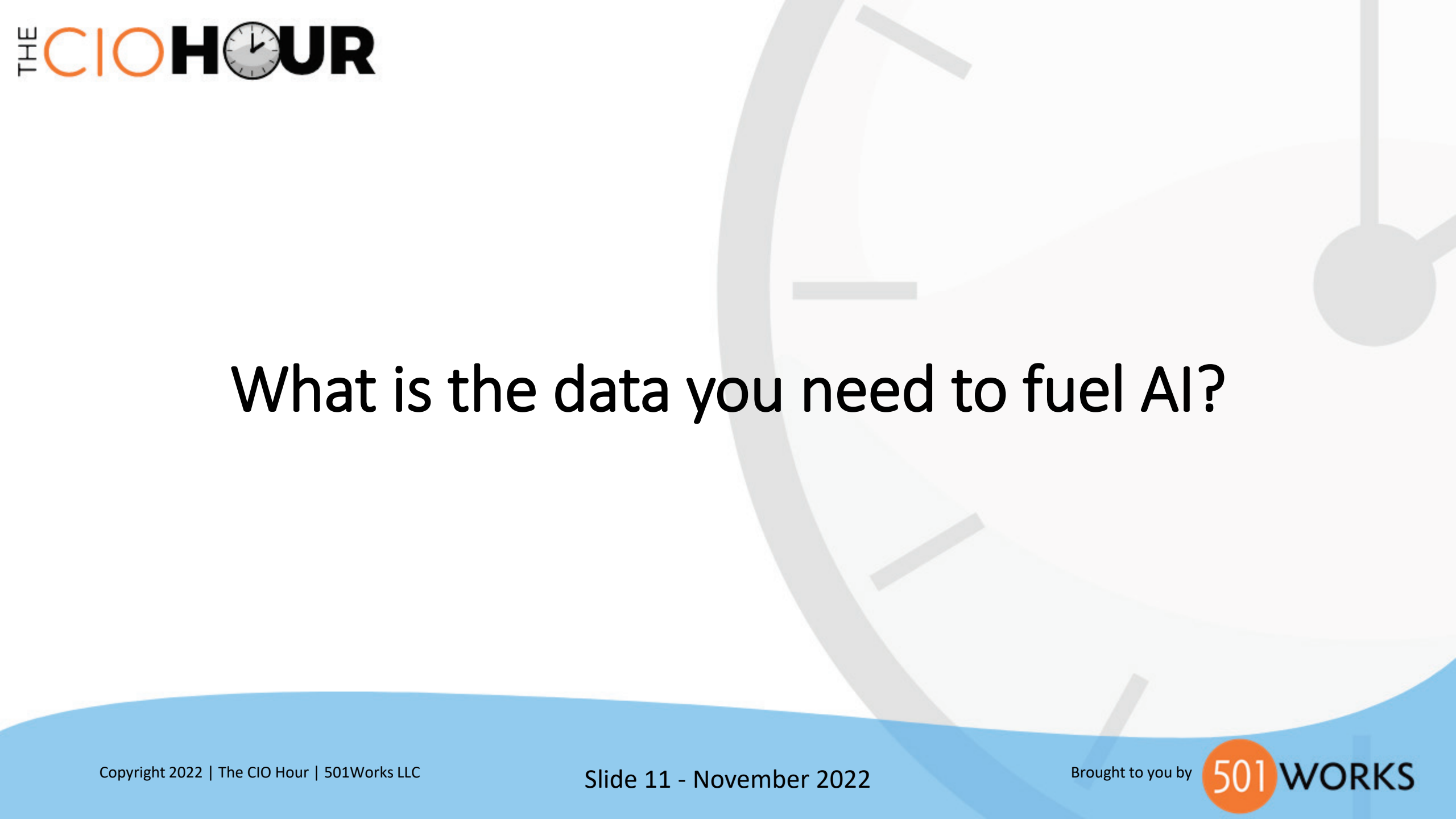
On to Your Questions...



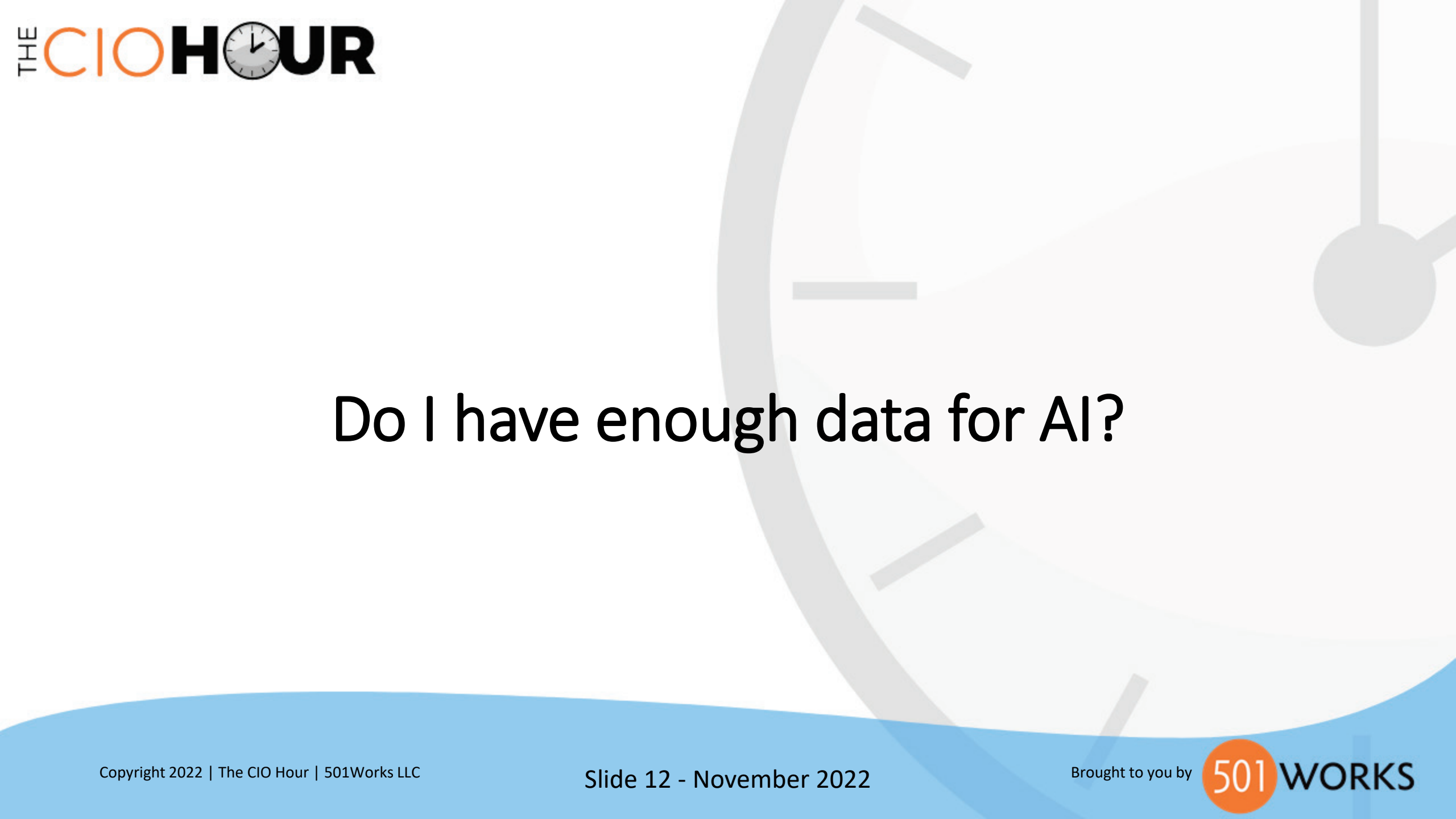
What is AI and what does it mean?



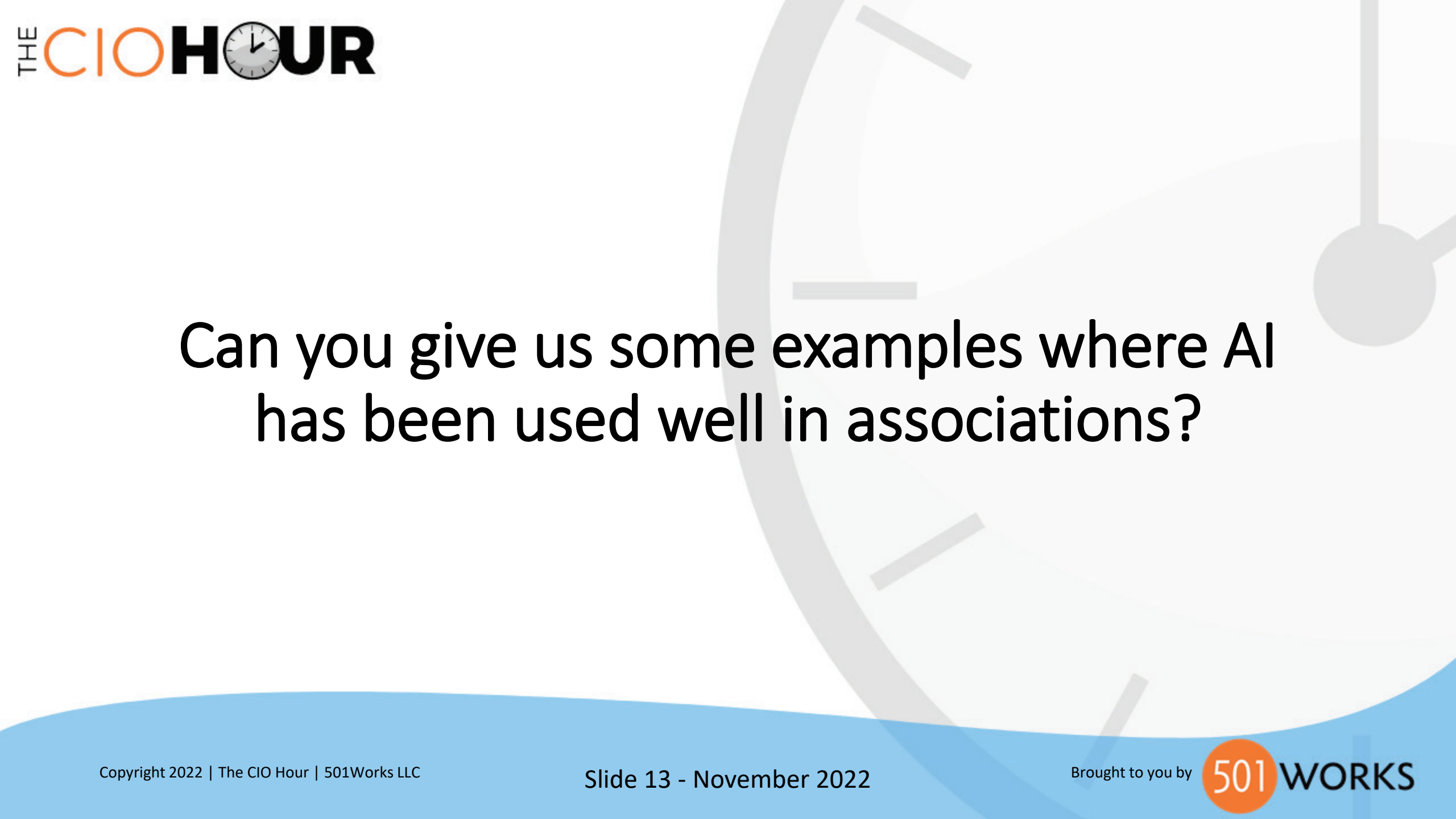
Why should I care about AI as a CEO or senior manager?



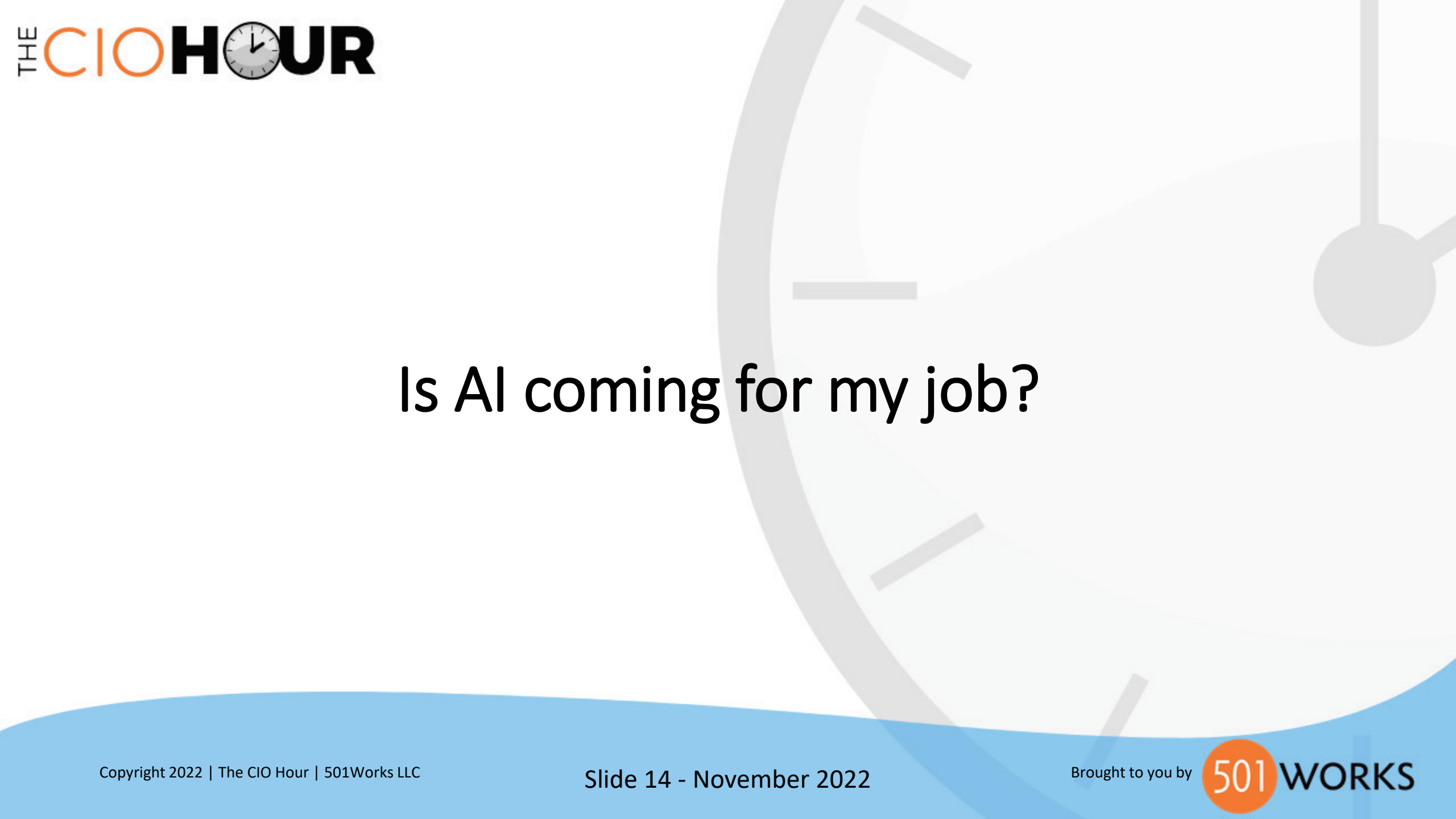
What is the data you need to fuel AI?



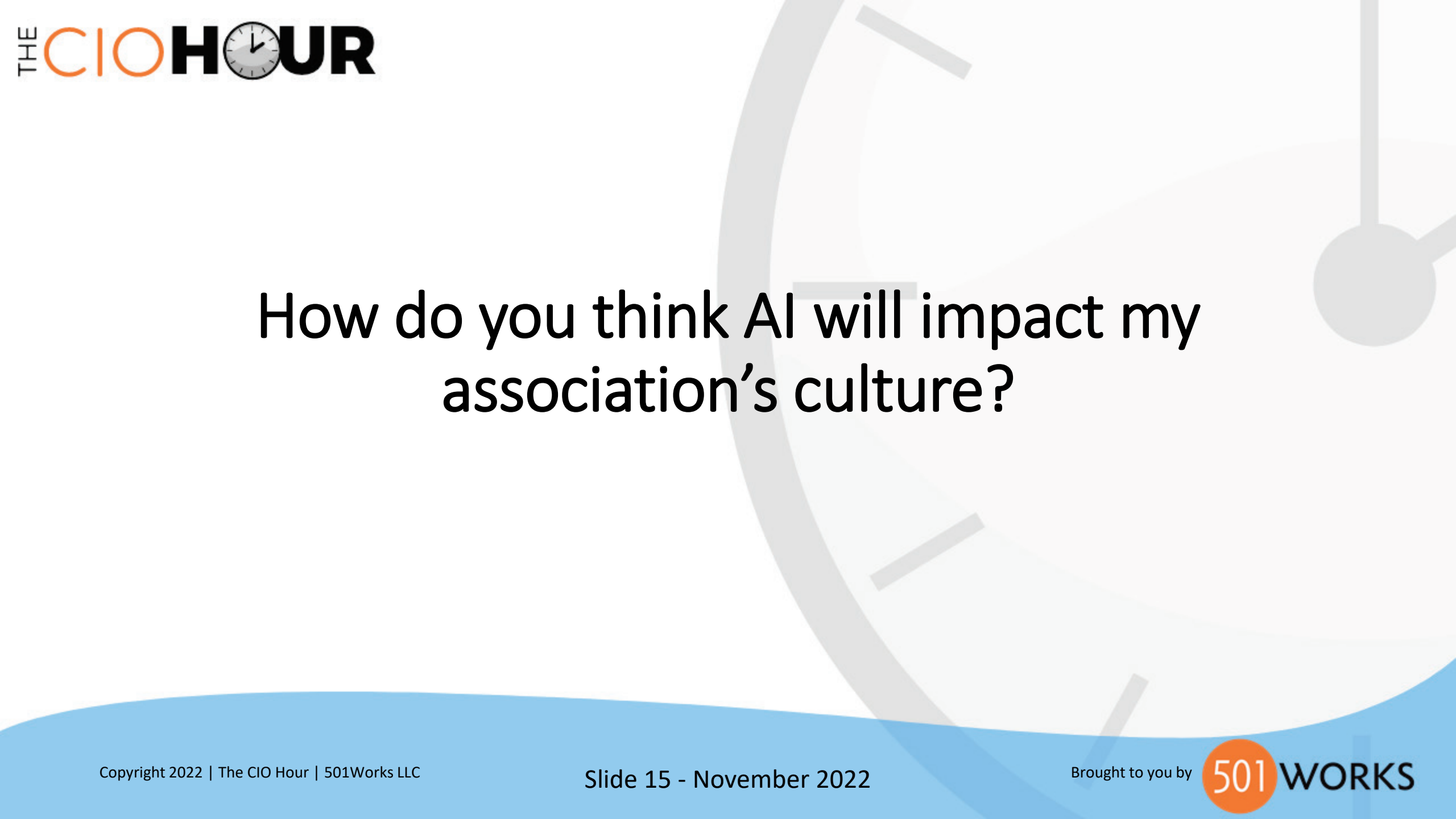
Do I have enough data for AI?



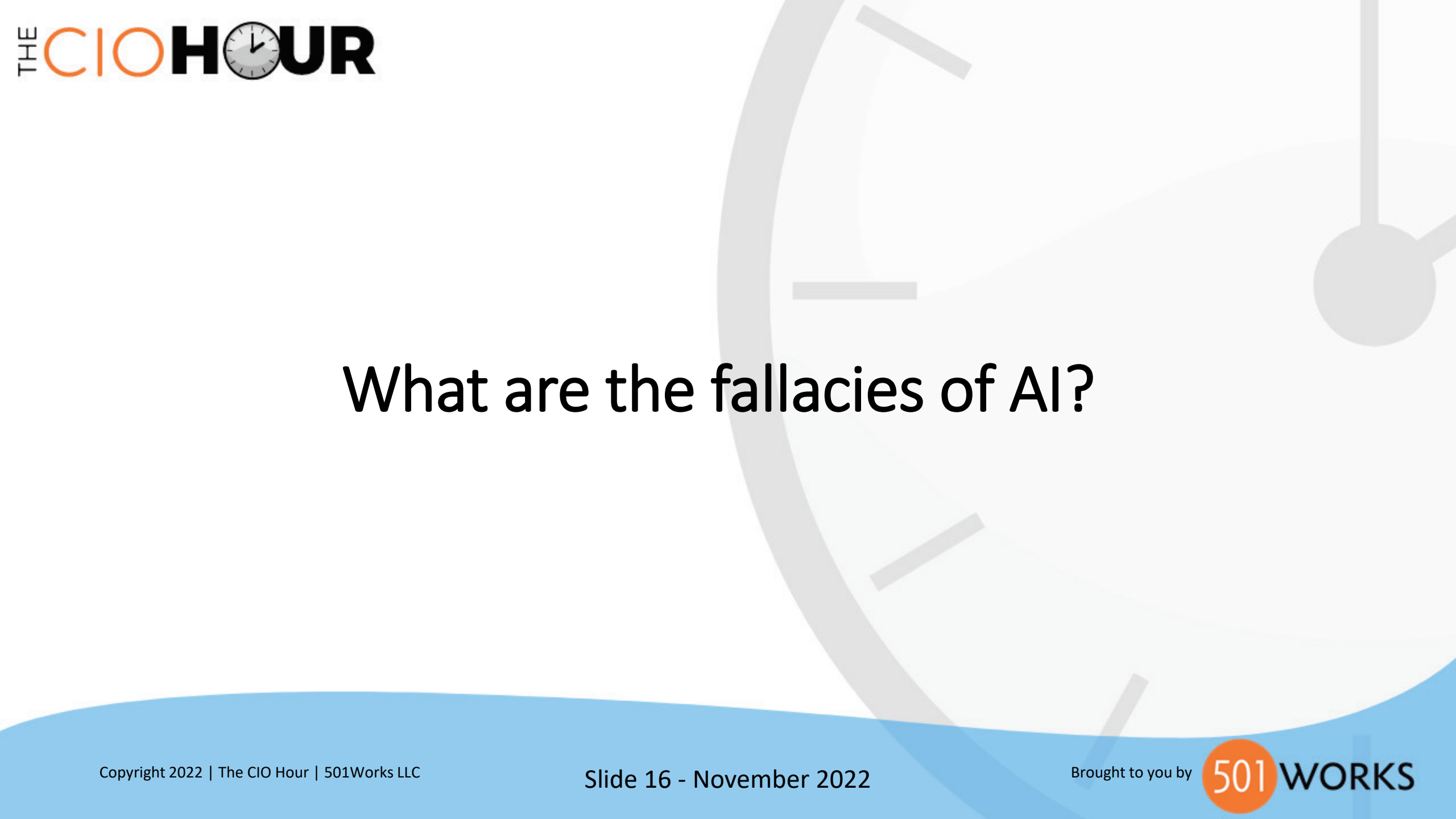
Can you give us some examples where AI has been used well in associations?



Is AI coming for my job?



How do you think AI will impact my association's culture?



What are the fallacies of AI?

Other Questions?



Thank you to our panel of experts!



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WORKS for your association.

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Final Thoughts

- Join us December 1st for **CIO Predictions for 2023**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.

