



2023 AGE OF AI

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**USING AI TO BUILD NEW  
INNOVATIVE BUSINESS MODELS**



# SAM RUFO

## PRESIDENT

## NXTCONCEPTS, LTD

<https://nxtconcepts.com/ideas/seminars>



**nxtconcepts**

**A forward thinking, non-traditional agency.**

creative thinkers | brand enhancers  
strategic planners | results obsessed

# AGENDA



Created with 80% human content.

1. What is AI? Will AI Replace Me?
2. New Business Models in an AI World
3. AI Sales, Service, Ops and Marketing
4. What's NXT?



I'M VIRTUAL SAM, YOUR CREATIVE AND HELPFUL COLLABORATOR.  
I HAVE LIMITATIONS AND WON'T ALWAYS GET IT RIGHT,  
BUT YOUR FEEDBACK WILL HELP ME IMPROVE.





**"WHAT WE TAKE FOR GRANTED TODAY – TO TALK TO PEOPLE OVER LONG DISTANCES, TO TRANSMIT IMAGES, FLYING, ACCESSING VAST AMOUNTS OF DATA LIKE AN ORACLE. THESE ARE ALL THINGS THAT WOULD HAVE BEEN CONSIDERED MAGIC A HUNDRED YEARS AGO."**



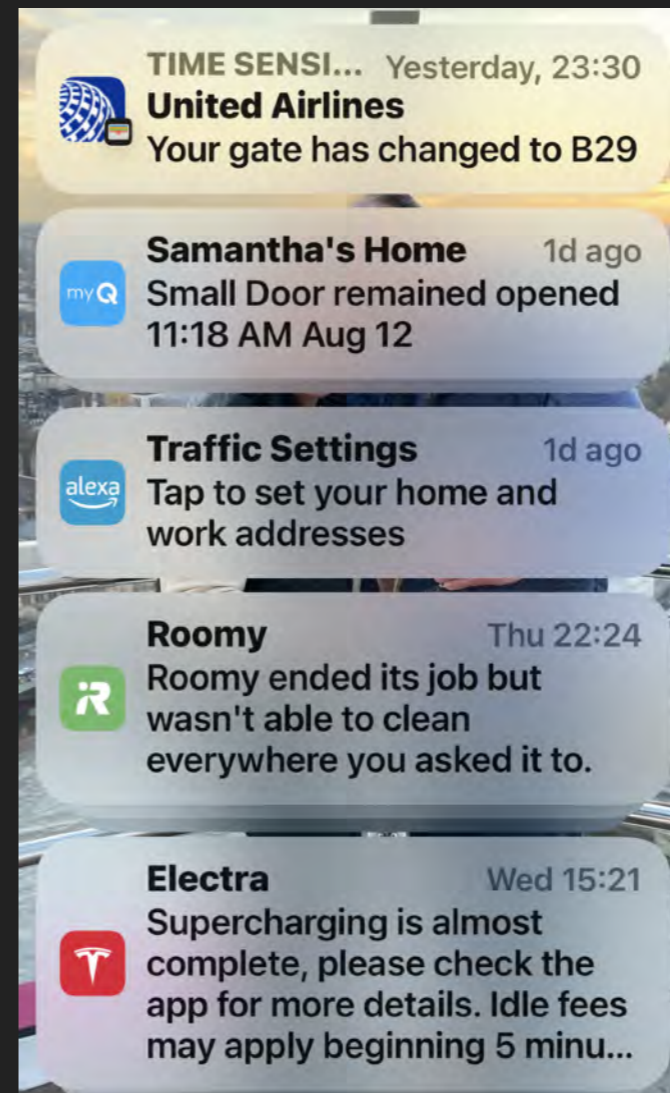




WHAT IS AI?

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**WILL IT REPLACE ME?**



# AI IN A DAY





AI

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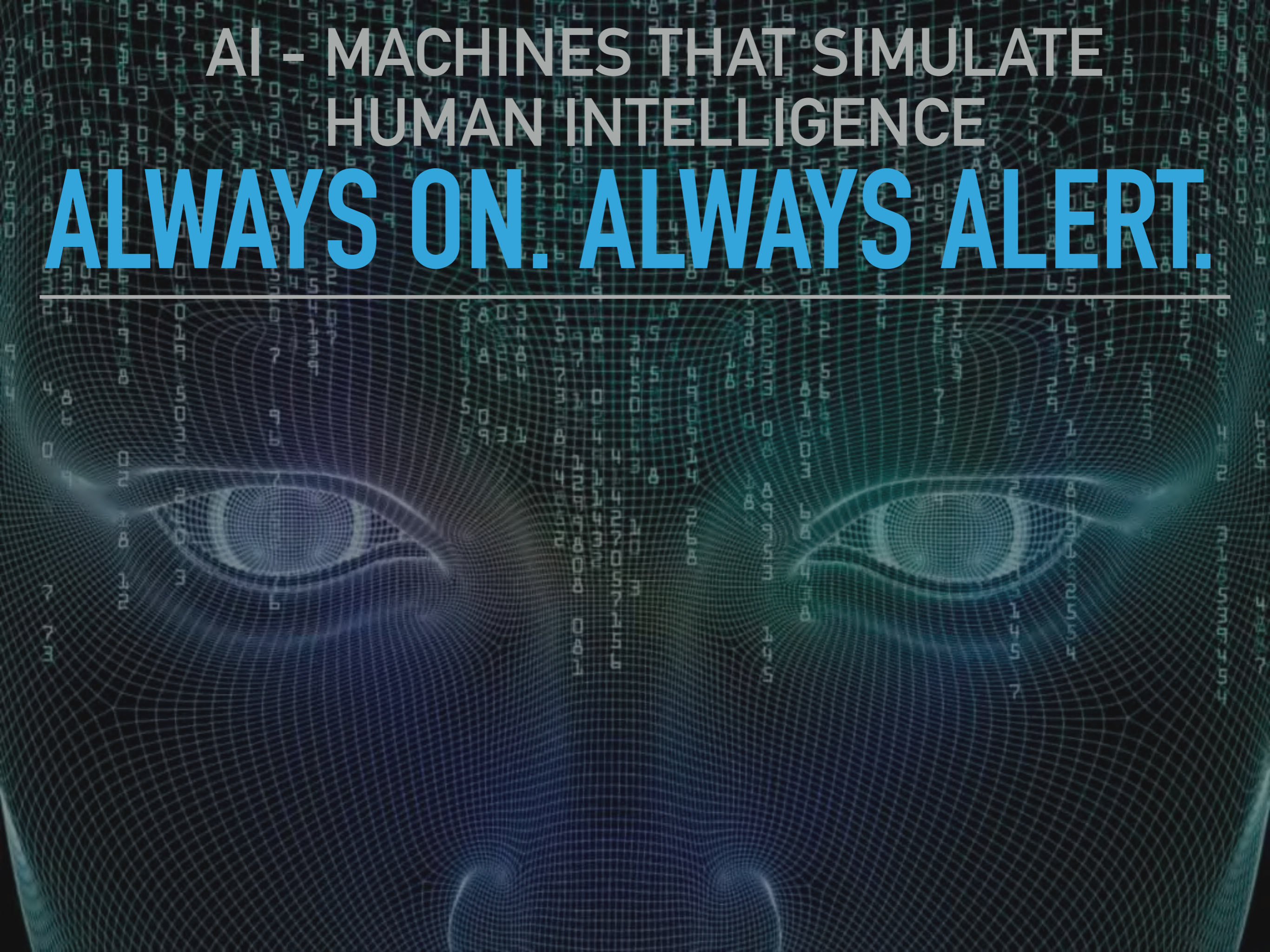
# PLAYERS



AI - MACHINES THAT SIMULATE  
HUMAN INTELLIGENCE

**ALWAYS ON. ALWAYS ALERT.**

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**“AI WILL NOT  
REPLACE HUMANS,  
HUMANS WITH AI  
WILL REPLACE HUMANS  
THAT DO NOT USE AI.”**





SALES, TARGET MARKET, PROFIT

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# SKI BUSINESS



# BUSINESS MODEL 101: PROFIT

## 3 types of innovation

**EXPLORE + EXPLOIT**

Extracting the most payoff from existing knowledge.

### **+transformative**

new business models, value propositions, and entirely new growth engines

### **sustaining**

replace and extend value propositions, new channels, new geographies

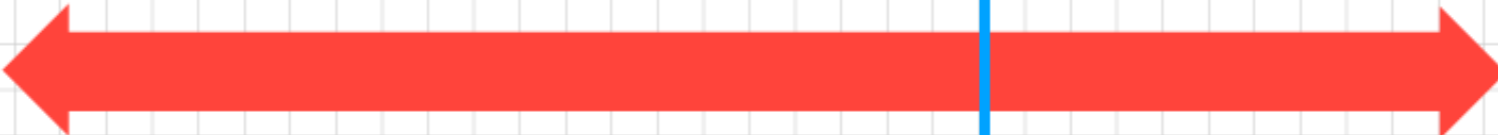
### **+efficiency**

improve processes & existing business model, refine value propositions

Search for new knowledge

MOST SKI AREAS  
(OLD BUSINESS MODELS)

**Explore**



**Exploit**

High	<b>Uncertainty</b>	Low
Search and breakthrough	<b>Focus</b>	Efficiency and growth
Venture-capital style risk taking; expecting few outsized winners	<b>Financial Philosophy</b>	Safe haven with steady returns and dividends
Iterative experimentation, embracing speed, failure, learning, and rapid adaptation	<b>Culture &amp; Processes</b>	Linear execution, embracing planning, predictability, and minimal failure
Explorers who excel in uncertainty, are strong at pattern recognition, and can navigate between big picture and details	<b>People &amp; Skills</b>	Managers who are strong at organizing and planning and can design efficient processes to deliver on time and budget

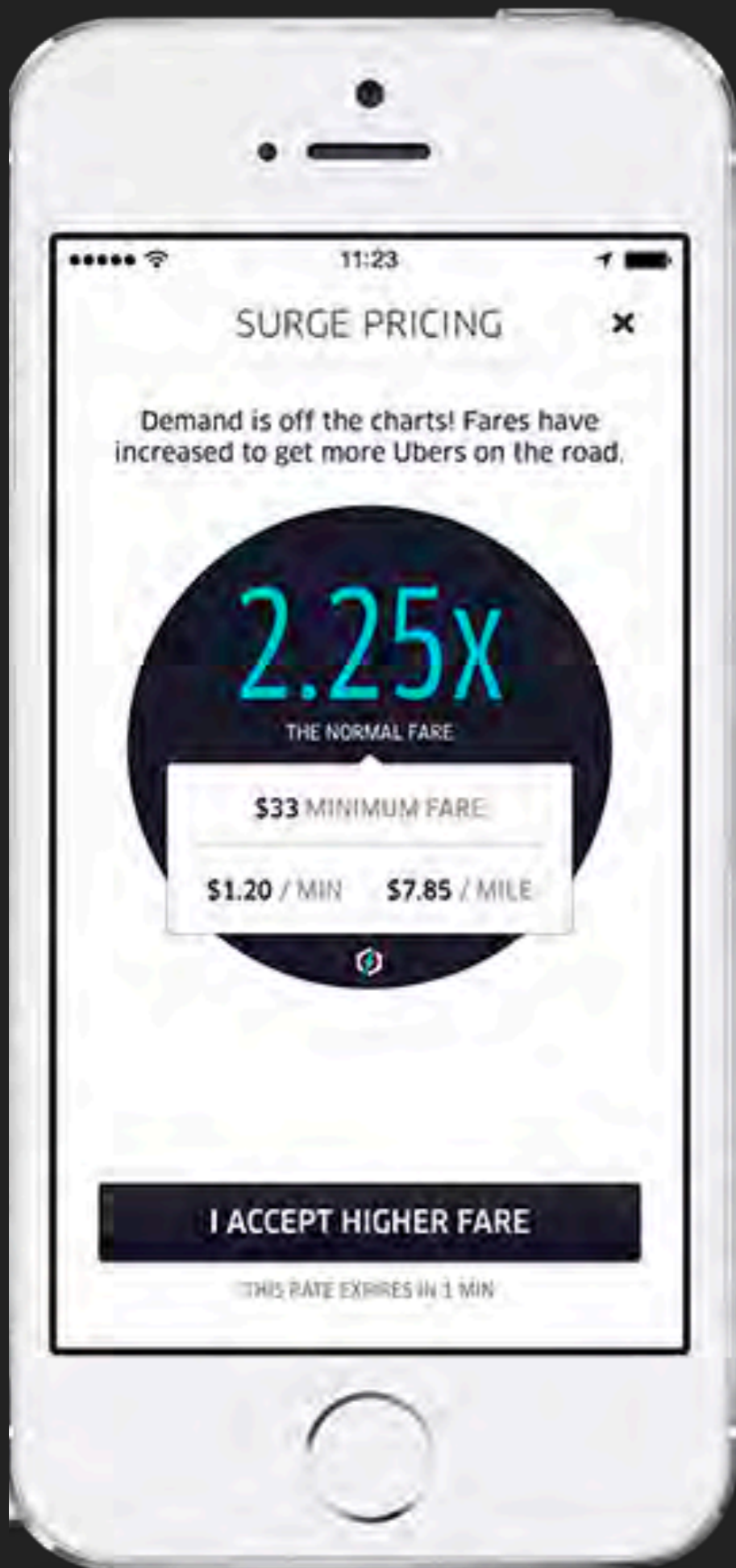


PREDICTIVE ANALYTICS

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**FORECASTING  
SALES**





AI MARKETING

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**FLEXIBLE  
PRICING**



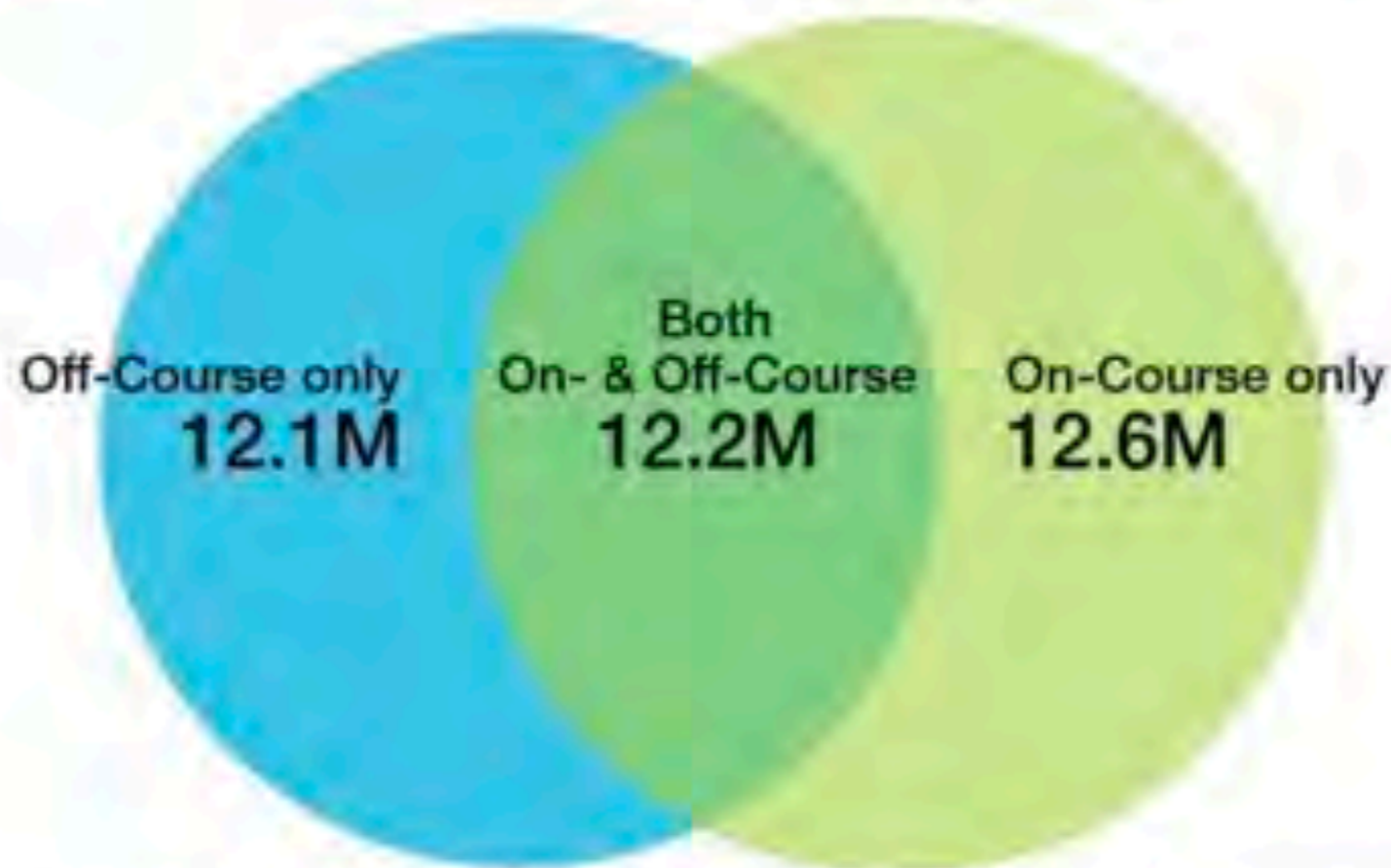
REIMAGINED

GOLF

## 2020 U.S. Golf Participation Accounting for On- and Off-Course Play

36.9 Total Golf Participants (Age 6+)

- 24.8M total on-course players
- 24.3M total off-course players



Source: National Golf Foundation

Off-course golf includes golf entertainment venues (Topgolf, Drive Shack, etc.), standalone driving ranges, and/or the hundreds of businesses that now have simulators and screen golf setups.

This graphic can only be republished in its original form. Data herein cannot be visually repurposed without permission from NGF.

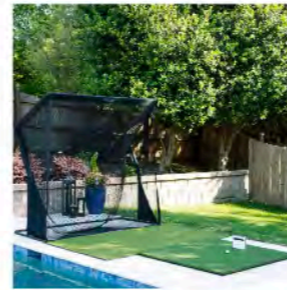


# GOLF PRACTICE SIMULATORS

MAKING GOLF MORE ACCESSIBLE.

✖ HOME

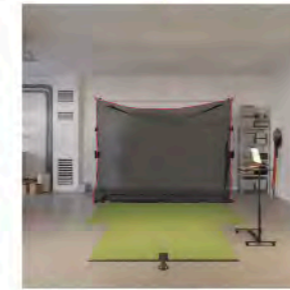
✖ BARS & RESTAURANTS



## SkyTrak Practice Golf Simulator

- Starting Price Under \$3,000
- Amazing Value for Indoor/Outdoor Practice/Play
- Minimum Room Size: 9' High x 10' Wide x 12' Deep

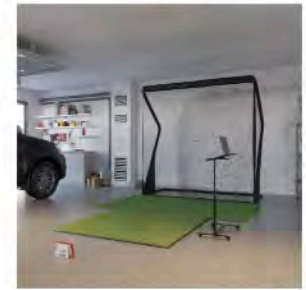
[LEARN MORE ABOUT SKYTRAK+ PRACTICE](#)



## Garmin R10 Practice Package

- Starting at Under \$1,500
- Amazing Value For Out of the Box Golf Simulation
- Minimum Room Size: 9' High x 10' Wide x 12' Deep

[LEARN MORE ABOUT GARMIN R10 PRACTICE](#)



## FlightScope Mevo+ Practice Package

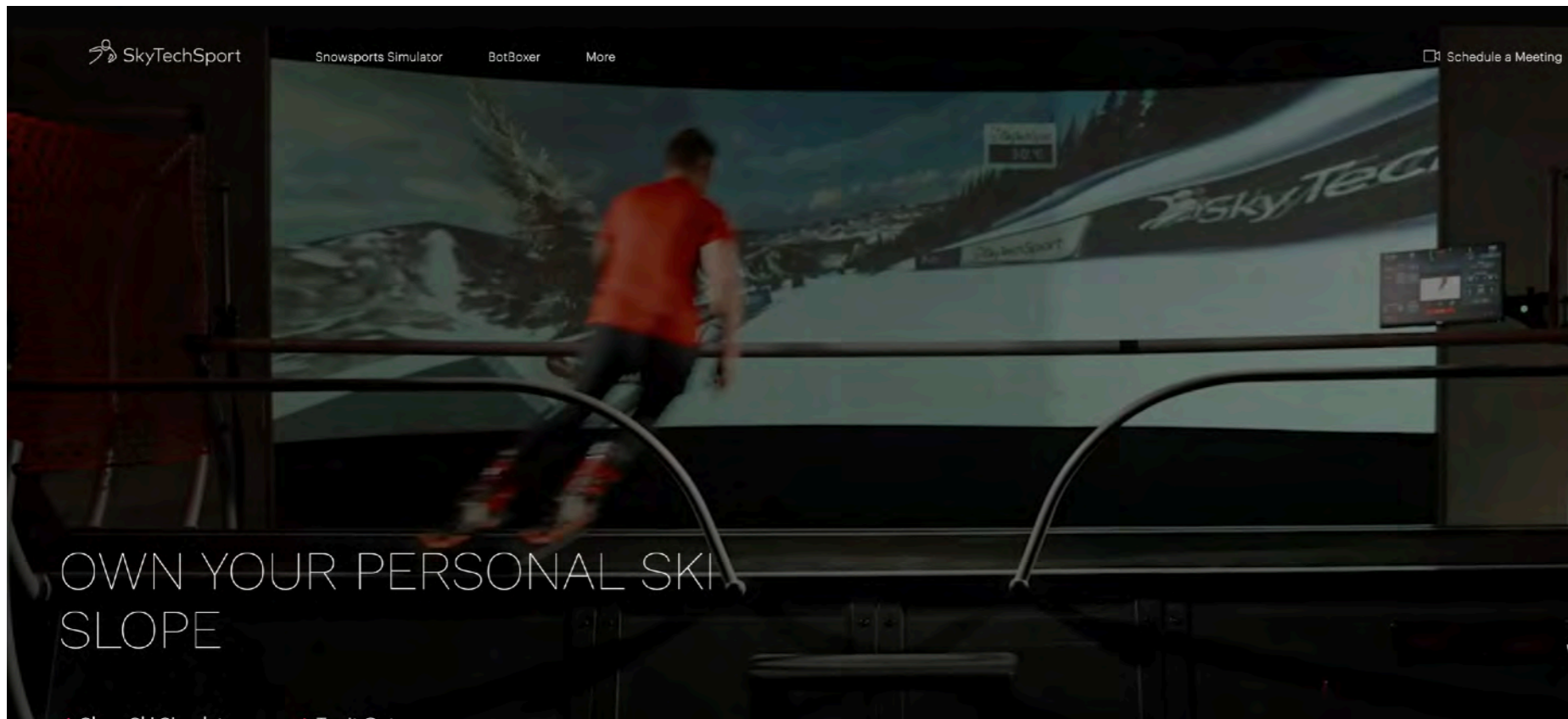
- Starting at Under \$3,000
- Great for Indoor/Outdoor Flexibility
- Minimum Room Size: 9' high x 10' wide x 16' deep

[LEARN MORE ABOUT MEVO+ PRACTICE](#)



# SKI PRACTICE SIMULATORS

EXPENSIVE.  
NEEDS A LARGE SPACE



3.05m / 10'	2.2kW / 3HP	<b>\$37,290</b>
platform run	power	Subtotal

# AI NEW BUSINESS MODEL SUGGESTION

OFF SEASON SKI  
SIMULATORS AT  
SKI AREAS.







AI SALES, SERVICE AND MARKETING

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**INNOVATION**



AI MARKETING

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**CHATBOTS**





# DATA SHOWS **CHATBOTS** **HELP** BUSINESSES **PERFORM BETTER.**

CONSUMERS BELIEVE CHATBOTS TO BE BETTER THAN EMAIL,  
APPS, OR A PHONE CALL TO ANSWER SIMPLE QUESTIONS.

# CUSTOMER CARE



24/7  
Availability



Instant  
Response



Order without  
human touch



Consistency  
in Answers



Omi-channel



Personaliaztion

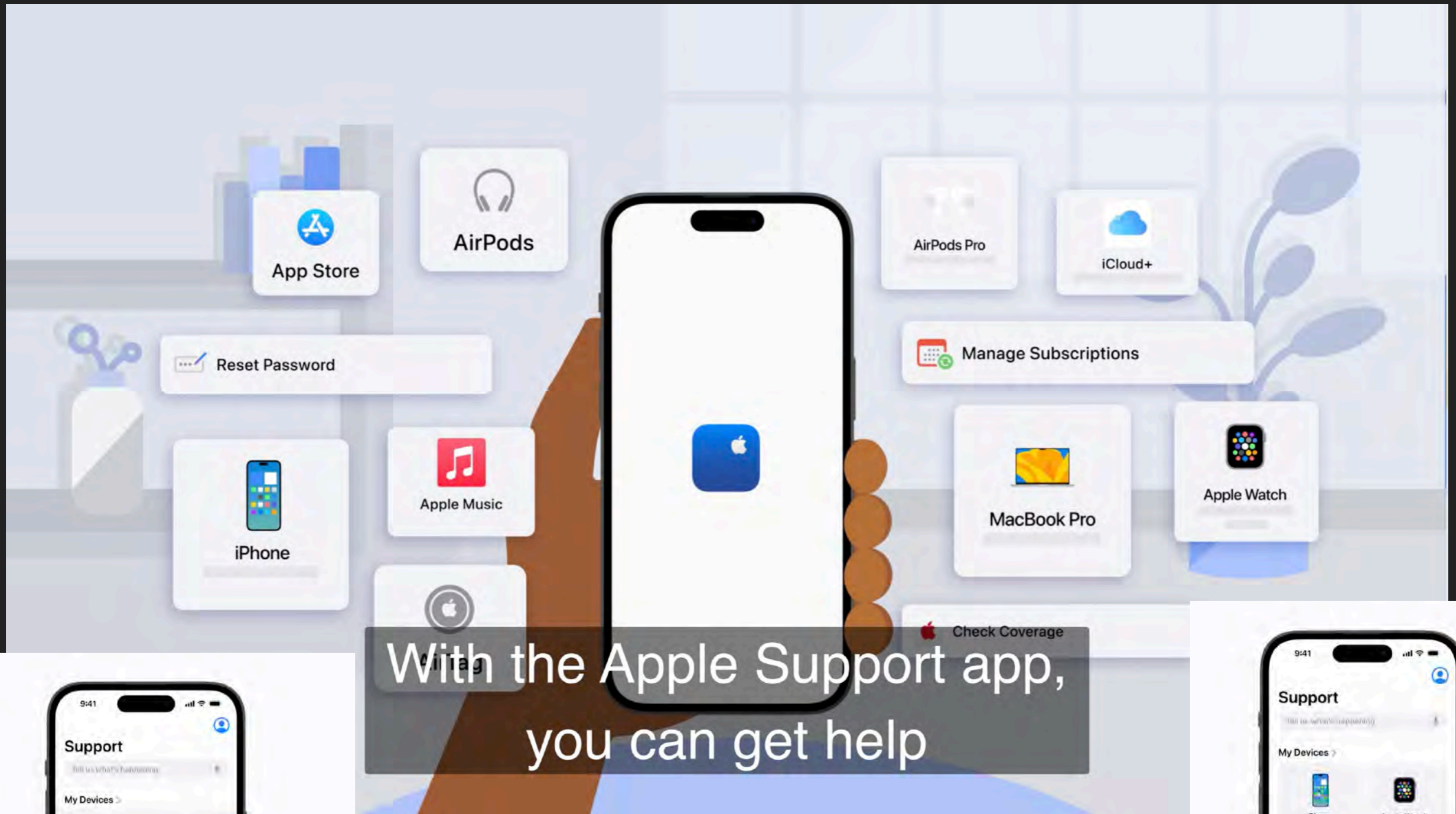


Multilingual

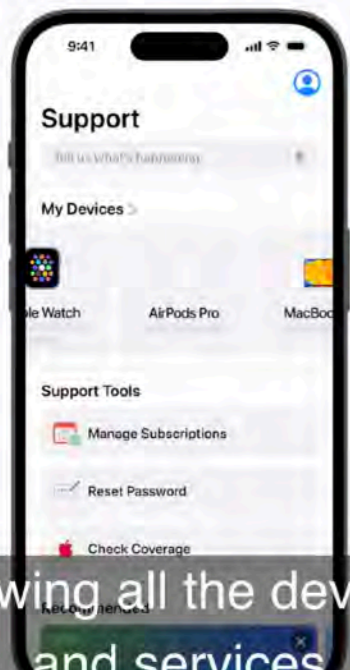
✦ **80% of businesses will have some sort of chatbot automation implemented by 2025**

✦ **34% of executives say the time they freed up using chatbots allows them to focus on deep thinking and creating**

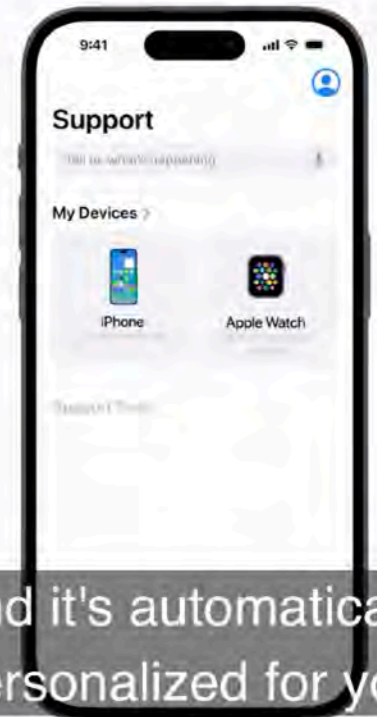
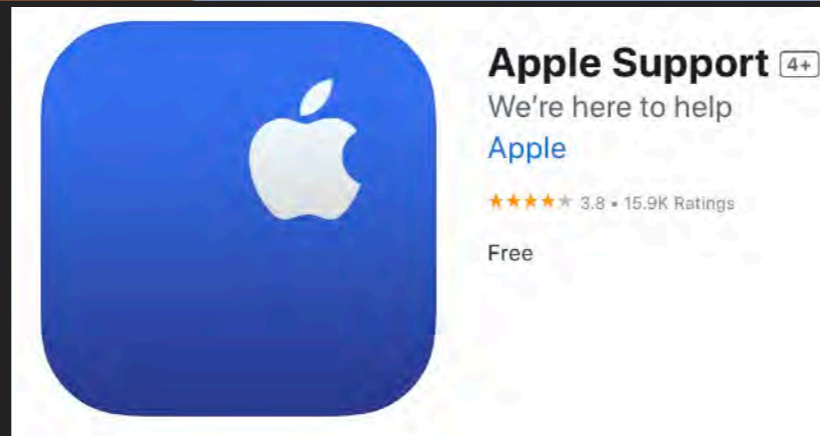
# APPLE APP



With the Apple Support app,  
you can get help



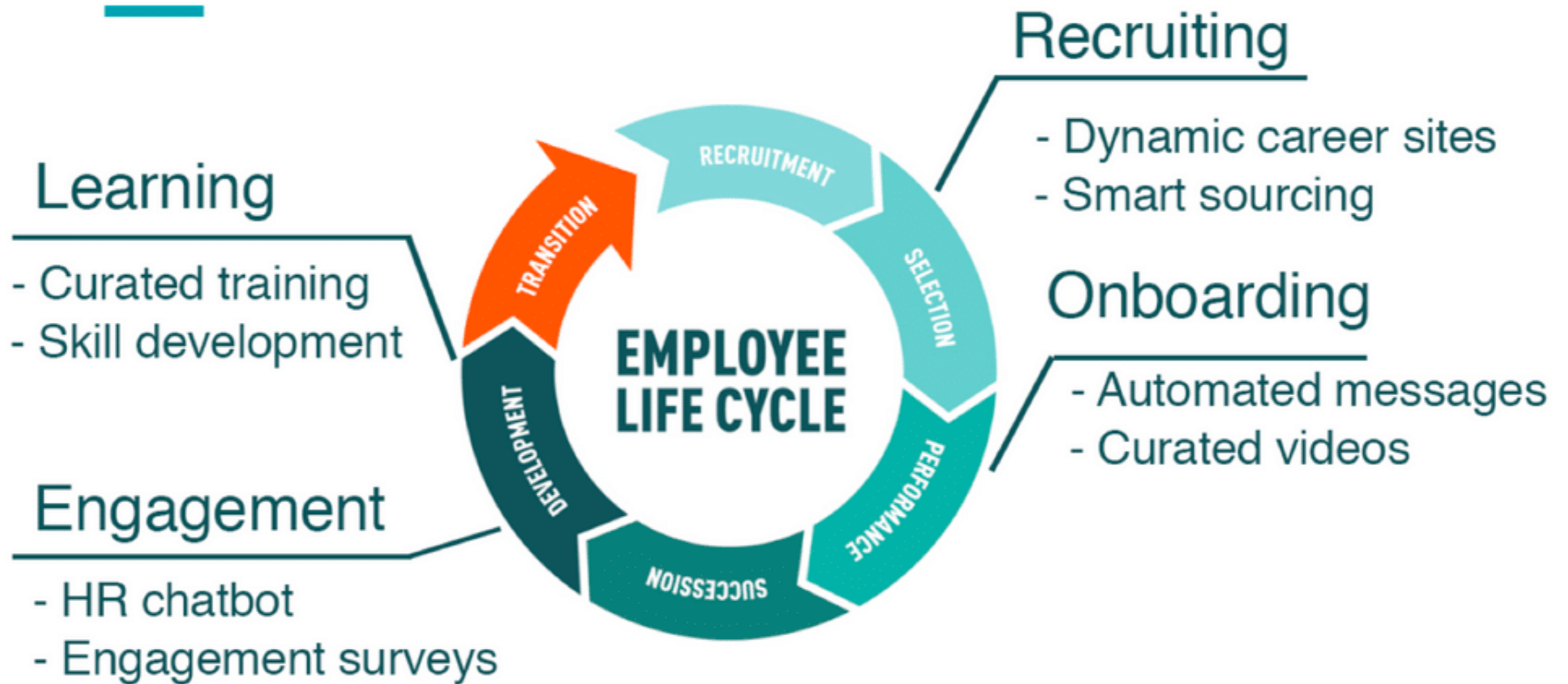
showing all the devices  
and services



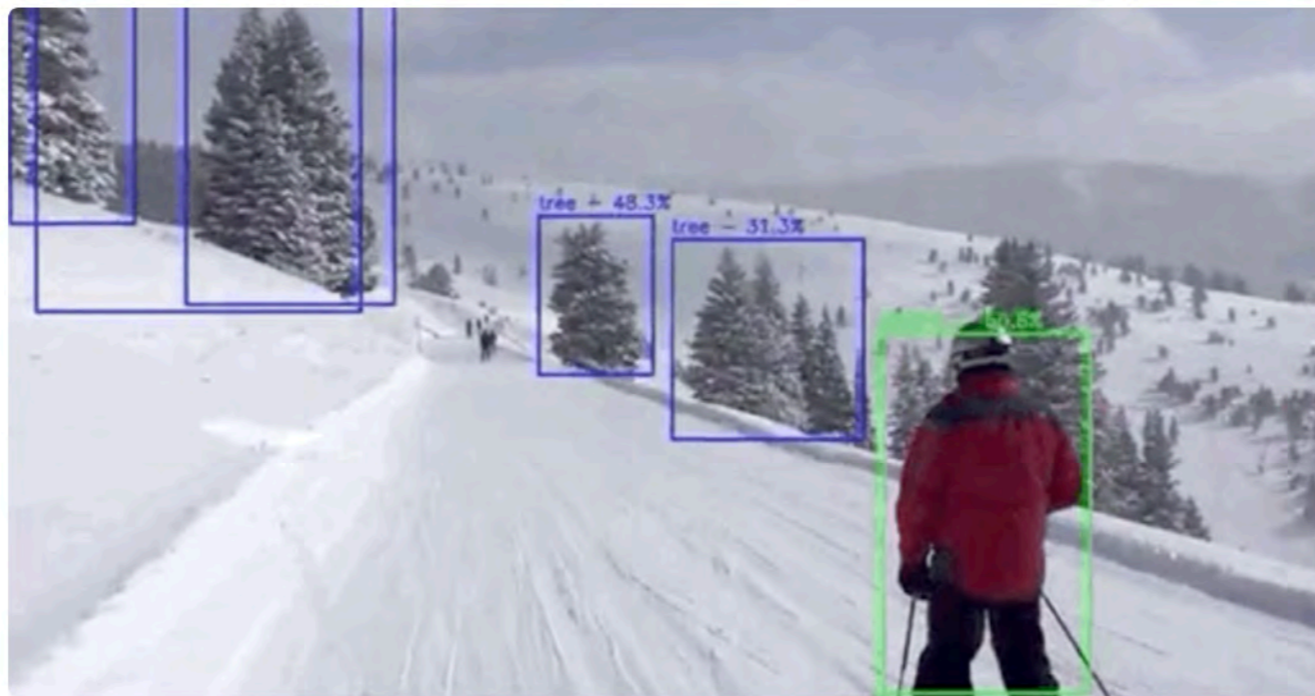
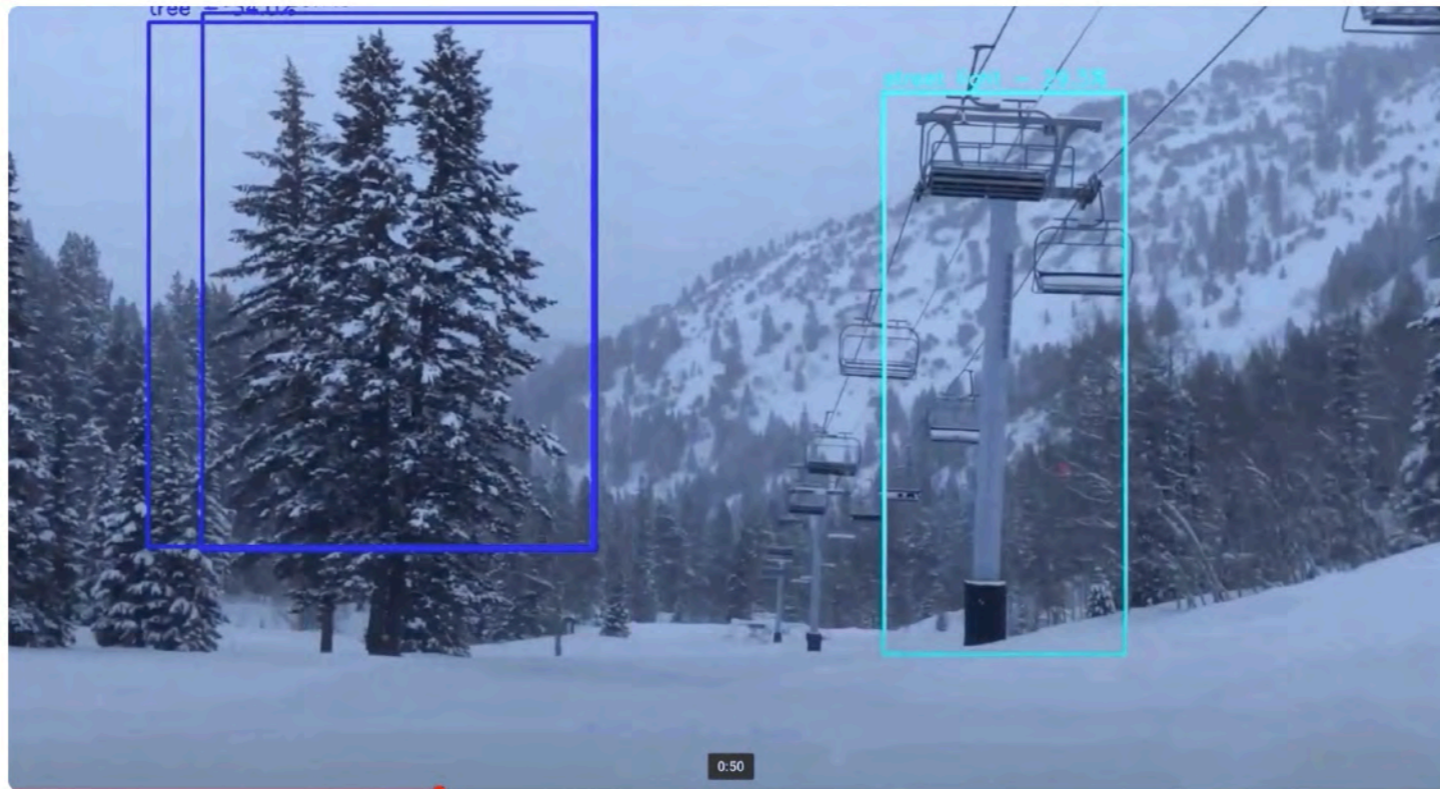
and it's automatically  
personalized for you,



# Where does AI fit into HR?

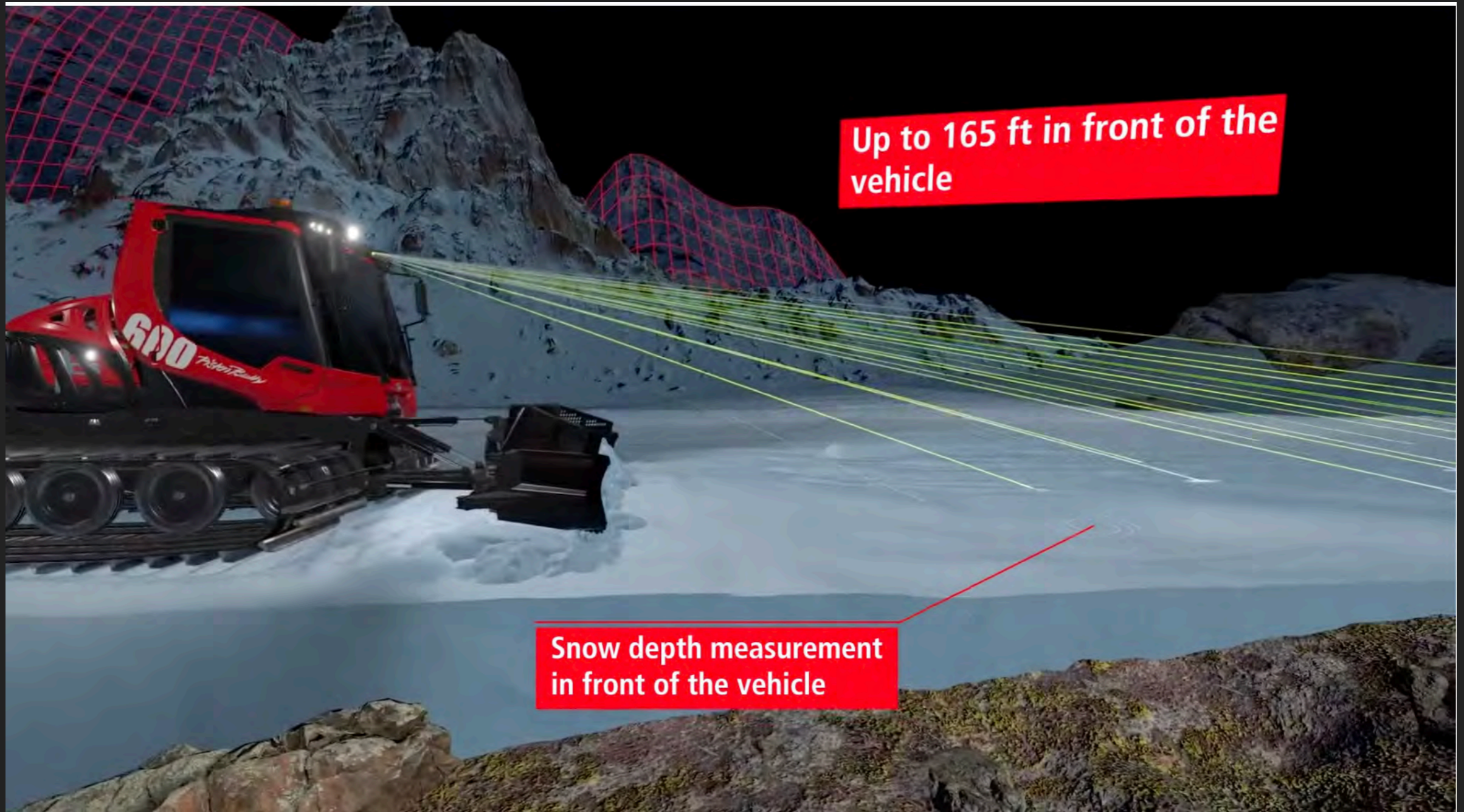


AI HR



AI SAFETY





Up to 165 ft in front of the vehicle

Snow depth measurement in front of the vehicle

# AI OPS





## dolaGon could provide easy access to skiing, powder without any chairlifts

News [FOLLOW NEWS](#) | Feb 16, 2022



**John F. Russell** [FOLLOW](#)  
jrussell@SteamboatPilot.com



AI OPS





# AI MAPPING





# REAL SMART MARKETING

AI is having an impact on marketing from sales to PR.



**BIG DATA**



**TARGETING**



**AUTOMATION**



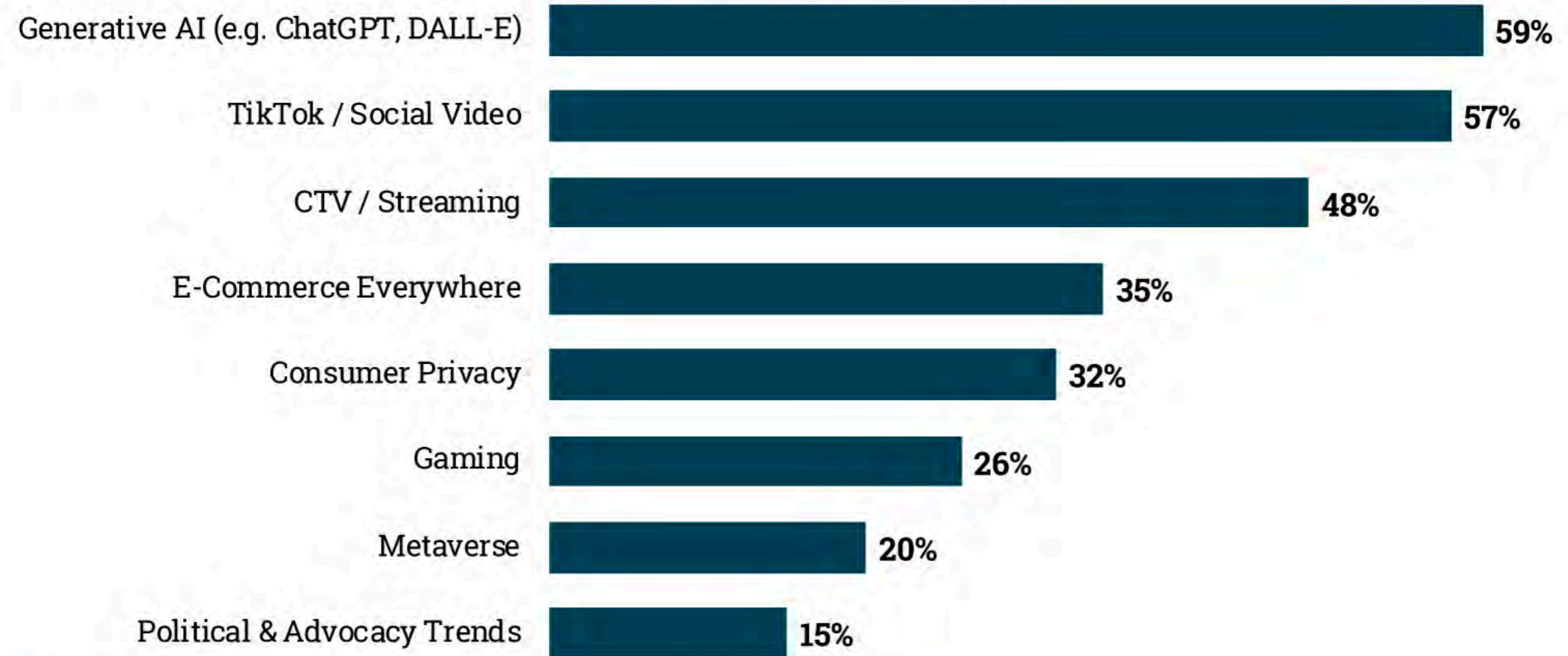
**PREDICTIVE**



# Most Important Consumer Trends in 2023



"What are the most important consumer trends you're watching for 2023?"



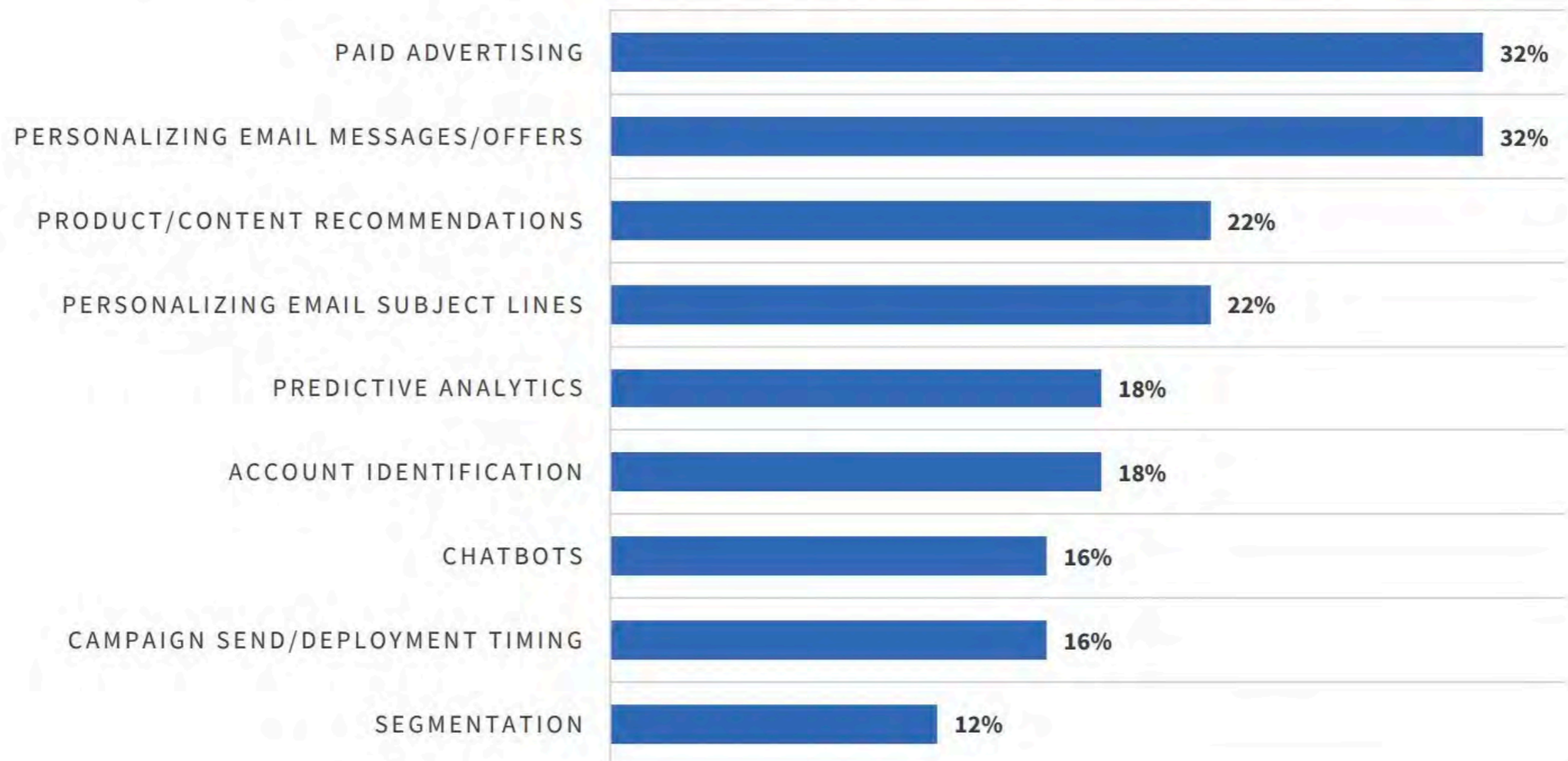
Published on MarketingCharts.com in June 2023 | Data Source: Mediaocean

*Based on an April 2023 global survey of 712 respondents primarily representing brands and agencies, but also media companies, measurement firms, tech platforms, and other marketing industry constituents*

# MARKETERS

✦ 61.4% of marketers have used AI in their marketing activities.

IN WHICH AREAS ARE YOU CURRENTLY TESTING OR UTILIZING THE USE OF ARTIFICIAL INTELLIGENCE (AI) IN CONJUNCTION WITH YOUR MARKETING AUTOMATION?





# BENCHMARK SPENDING

## Global Media Budget Plans for 2023



% of marketers increasing budget/resource allocation minus % decreasing (net change)



Published on MarketingCharts.com in September 2022 | Data Source: Kantar

Based on a global survey of almost 1,000 marketing professionals from advertiser, agency and media companies



## Samantha's August Offers



### Free Shutterfly Photo Book\*\*

Capture your favorite travel memories in a custom 8x8 photo book from Shutterfly. Use code MV5E-3ZCZ-519Z-FNMG03

» CLAIM OFFER

*Member Exclusive*

### Discover Spain's Splendor

Earn 2,500 bonus points while meandering around Spain's historic cities and sampling its iconic cuisine.

» EARN BONUS POINTS



*Free Room Upgrade*

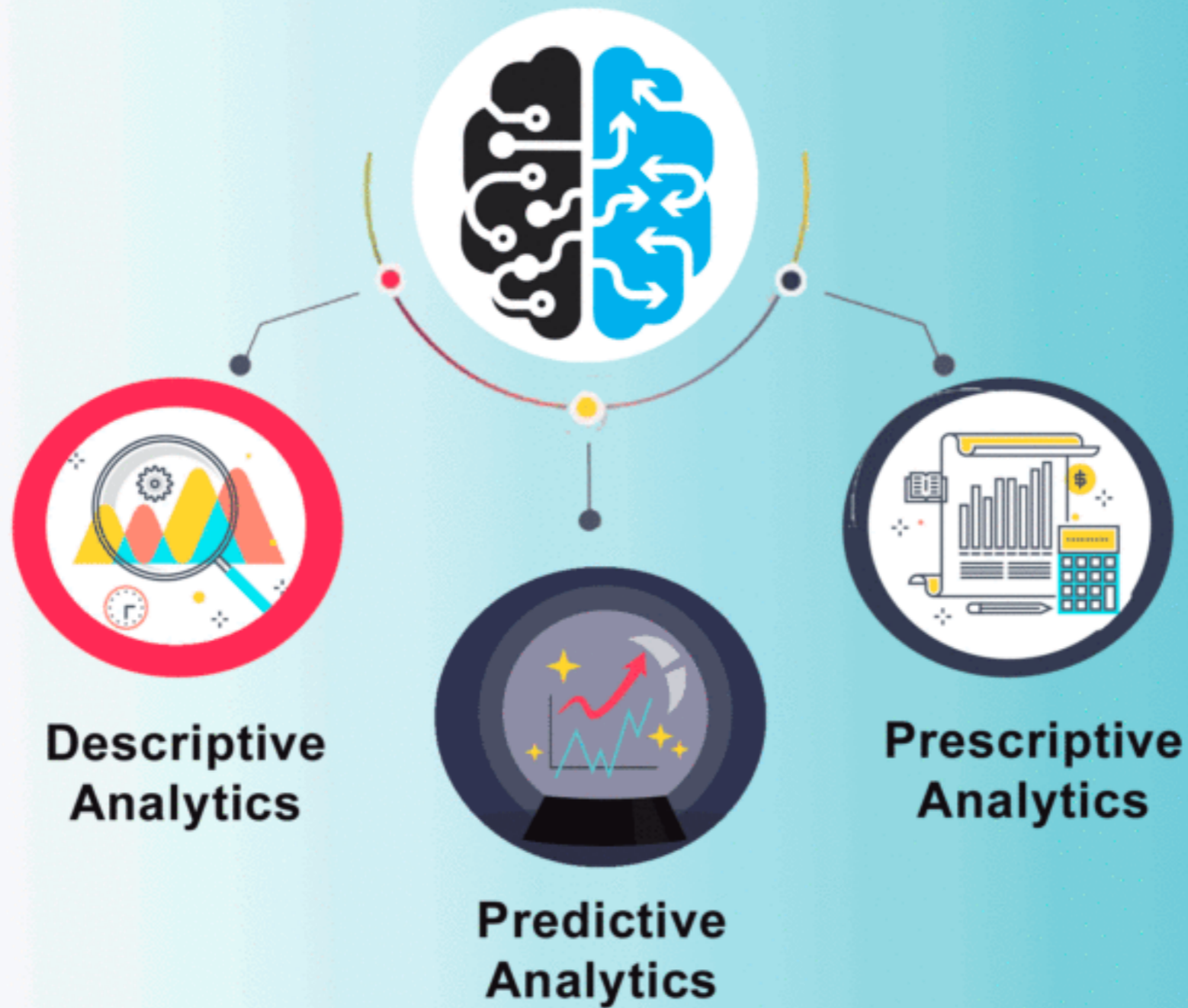
### Suiten Your Next Stay

Sit back, relax, and enjoy the view from a free room upgrade or discounted suite at select hotels.

» UPGRADE YOUR STAY

# AI MARKETING

# CONTENT PERSONALIZATION



**AI MARKETING**

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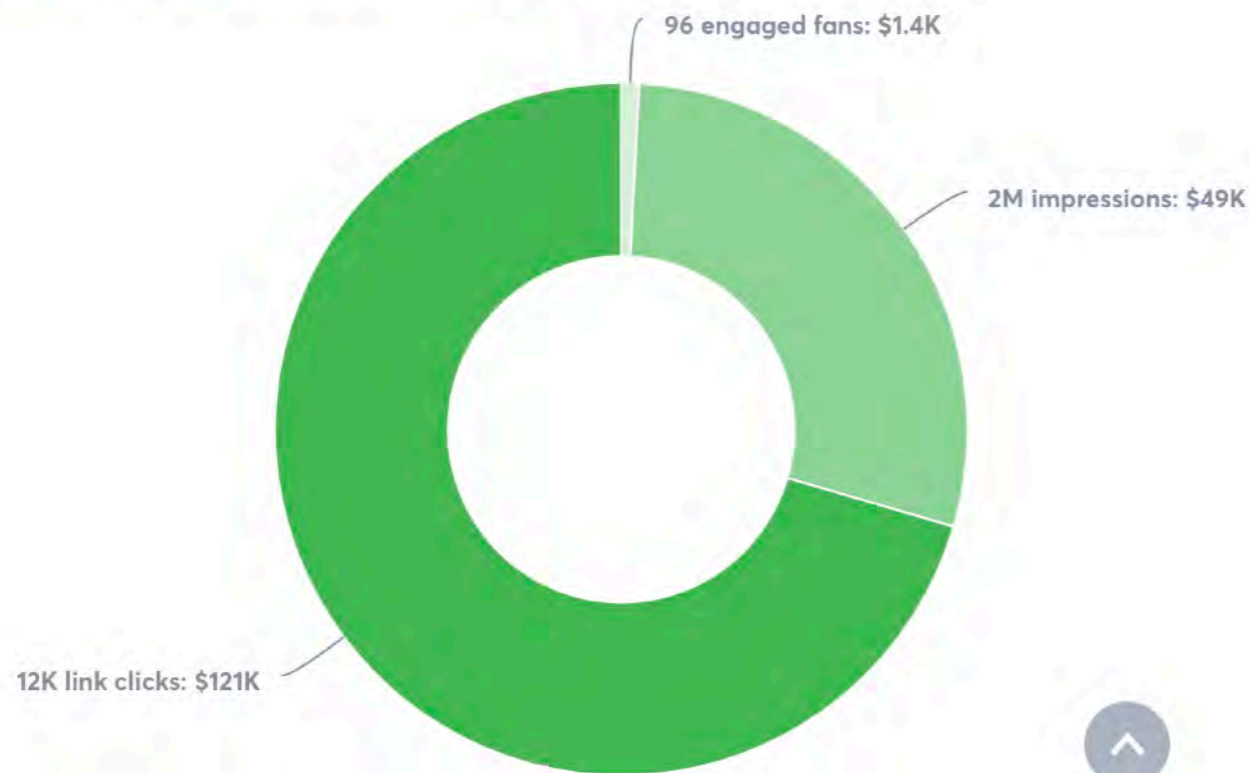
**DATA ANALYTICS**



# AI ANALYTICS

## ROI

Value generated by your page for the selected period.  
Click on the `⋮` in this chart to customize value for each KPI.



The total generated value is

**\$171,848.4**

representing a variation of **+13%**  
compared to Jun 13, 2023 - Jul 12, 2023





# AI MARKETING

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# SOCIAL MEDIA CHANNEL ANALYSIS

## Select your report

Choose the type of report you want to create



### Aggregated report - by network

Overview of your social media performance across each network



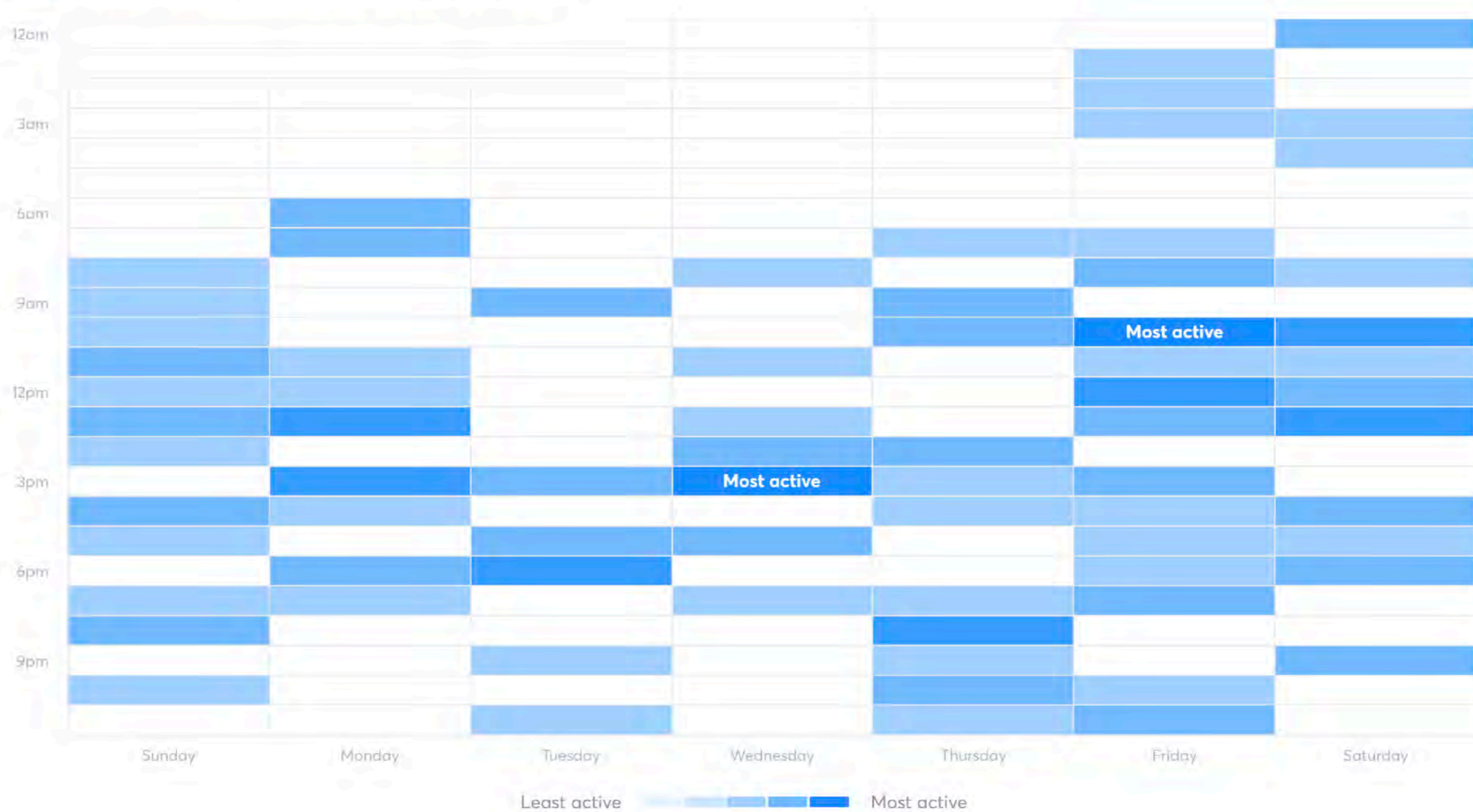
### Individual report

Detailed report with meaningful metrics for your brand

# AI ANALYTICS

## Users' activity

Average day and hour users interacted most with the page's content. Based on inbox activities (comments, private messages and posts).





# AI ANALYTICS

## Engagement

Number of fan interactions (reactions, comments, shares, clicks and private messages) with your Facebook page for the selected period.

Engagement rate

Per reach



Reactions	👍 1.2K	❤️ 128	😂 9	😱 6	😞 0	😡 1	1,298
Clicks	Link : 12K	Photos : 9.3K	Videos : 324				21,691
Comments							92
Private messages							27
Shares							39
<b>Total Engagement</b>							<b>23,147</b>
<b>Engagement rate per reach</b>							<b>1.7%</b>

The total engagement is  
**23,147 interactions**

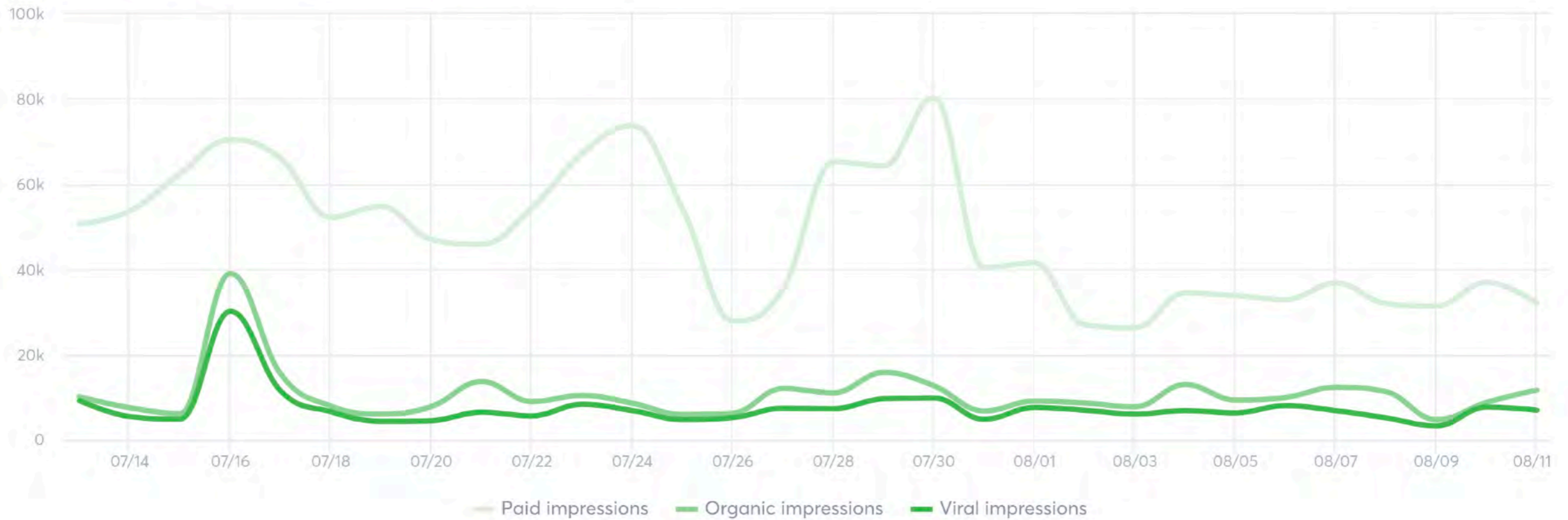
representing a variation of **+ 2.3%**  
compared to **Jun 13, 2023 - Jul 12, 2023**

# AI ANALYTICS

## Impressions



Number of times your page's content has been viewed during the selected period. This includes paid, organic, and viral impressions.



Paid impressions	1,430,977
Organic impressions	318,055
Viral impressions	223,702
<b>Total impressions</b>	<b>1,972,734</b>

The total impressions are

**1,972,734**

representing a variation of **+80.9%** compared to Jun 13, 2023 - Jul 12, 2023





AI MARKETING

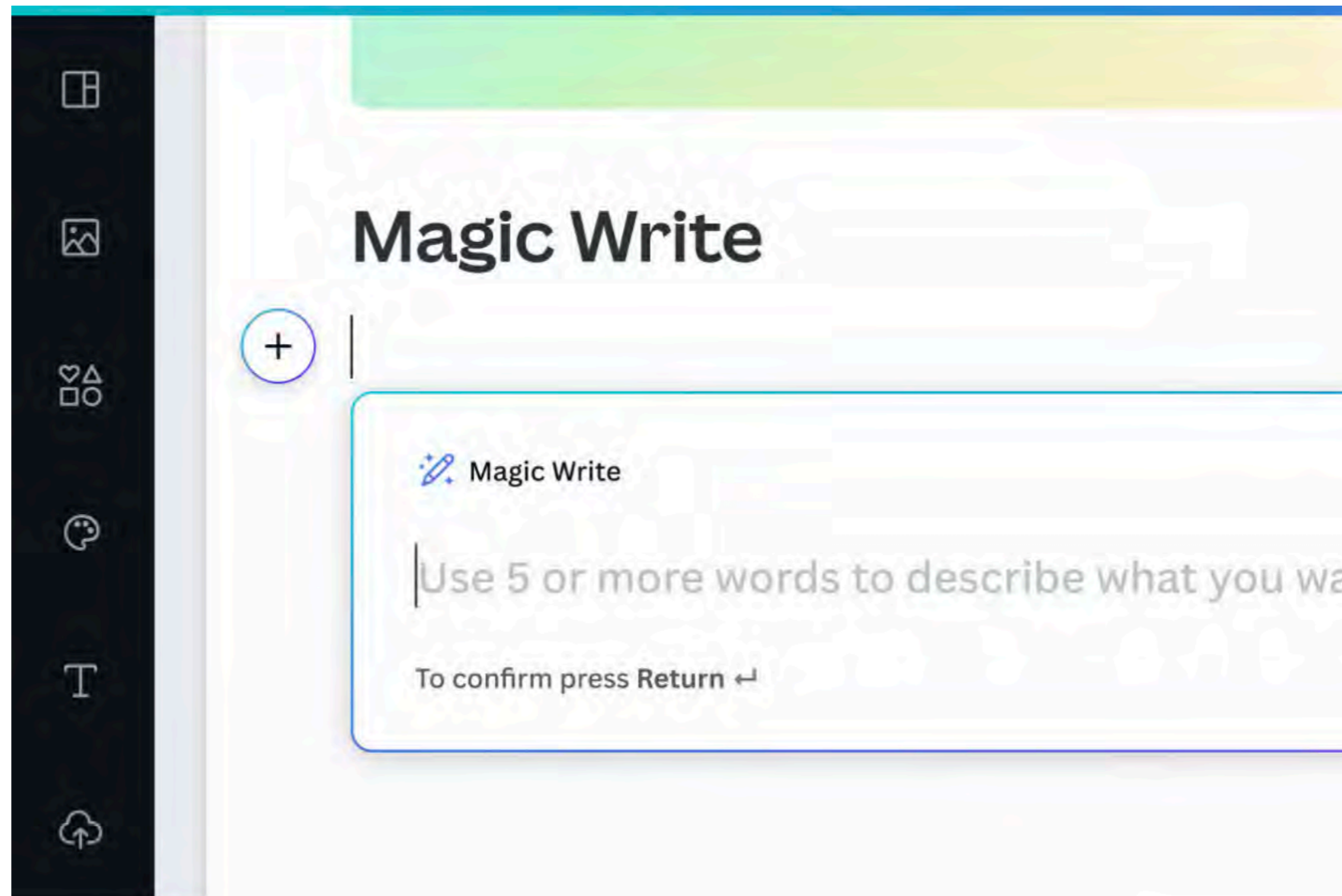
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**CONTENT  
GENERATION**

# AI CONTENT

## Introducing Magic Write

Go from idea to your first draft in seconds with Magic Write, our content generation tool powered by OpenAI. Use it to write anything from social media captions and profile bios to brainstorming and seeking inspiration for poems or letters with one simple prompt. Magic Write





# AI CONTENT

## A whole new way to do docs



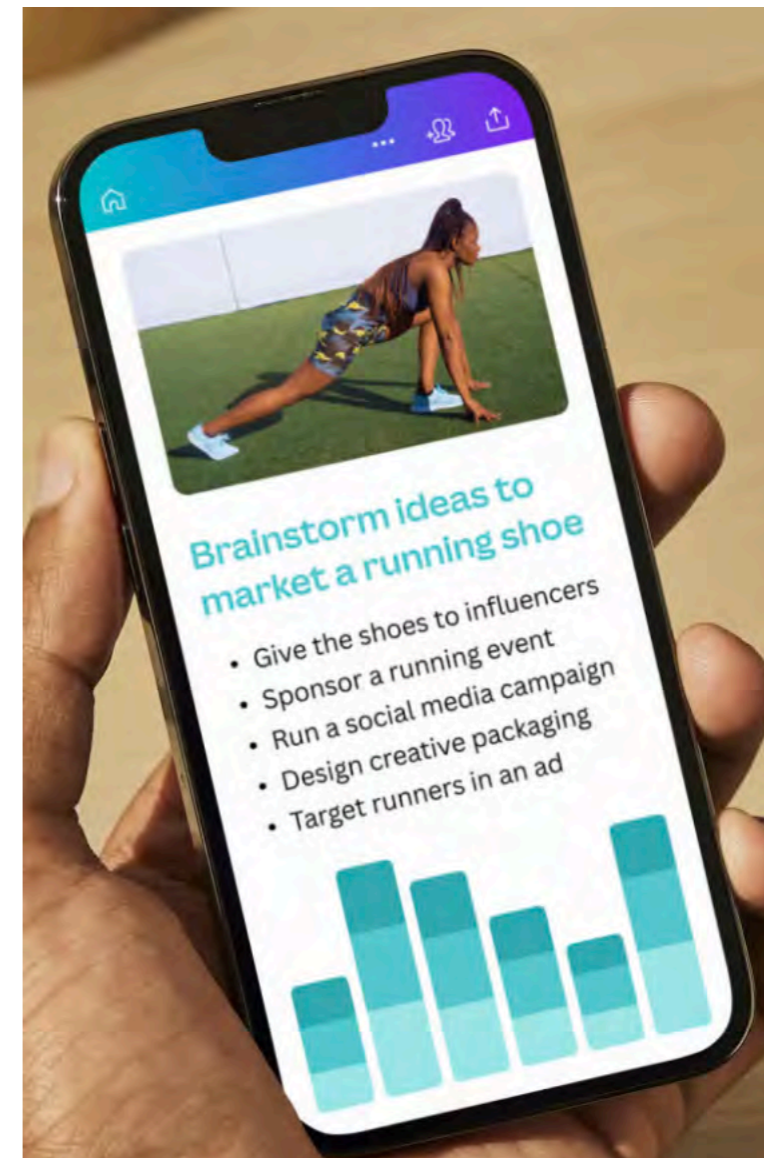
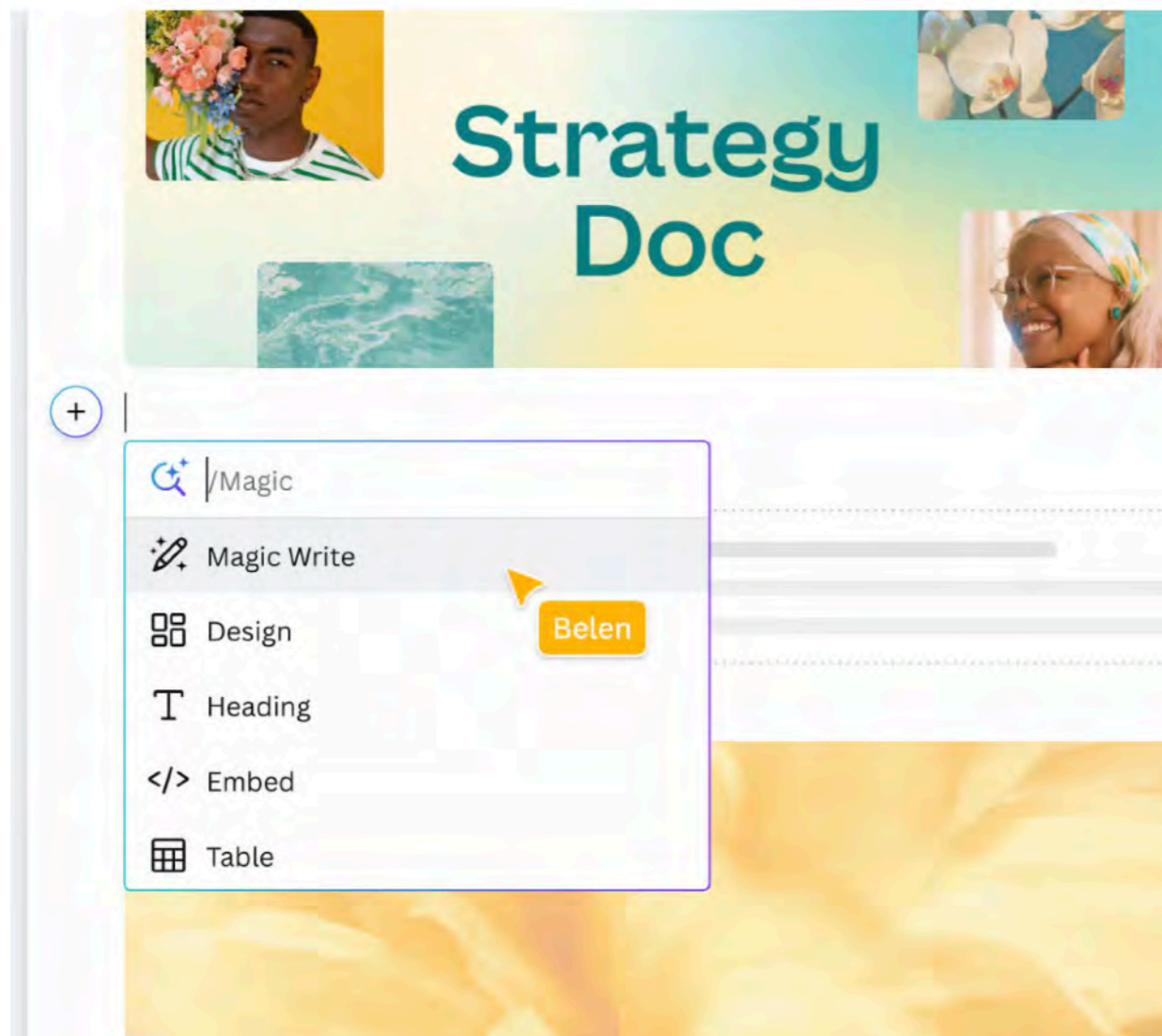
### Never start from scratch

Staring at a blank page can be daunting. Simply tell Magic Write what's on your mind, and it'll create the starting point for you. Type what you're looking for and move from an idea to editing in seconds.



### Built visually from the ground up

Canva Docs has been built with visuals at the forefront. It empowers you to create Design Blocks to focus your audience's attention. Use design blocks to make your design pop, then finish it off with the perfect AI-generated text.



# AI TOOLS

## Inbox Assistant

Automatically clean up and organize your Inbox

+ Create rule

## Create a moderation rule

Rule name \*

Spam

If this profile receives new Inbox items containing these words... \*

Crypto, forex

Only alphanumeric characters are allowed (A-z and 0-9)

Then...

Hide

This action will be applied to posts and comments only

And / Or ...

Bookmark

Label Spam

## Saved replies

One-click responses your team can use.

+ Create reply

## Create a saved reply

Reply name \*

Reply name

Reply text \*



**i** %name% will automatically be replaced by the name of the person you're replying to

## Contact Manager

**S** Hello, please call our manager Marisa at 614-789-9464 to help get this sorted out.



**AI MARKETING**

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**MEDIA BUYING**



# AI TARGETING

**AUDIENCE INSPECTOR**

**BREAKDOWN**

Time of Day (ad accou... CTR

- Age %
- Age, Gender %
- Location %
- Gender %
- Time of Day (ad account timezone) %**
- Time of Day (impression time zone) %
- Device Type %
- Placement %
- Placement, Device Type %
- Platform %
- Platform, Platform Position %
- Region %

**NAME**

- FOLDER**  
Saved Audiences
- CUSTOM AUDIENCE**  
**Engaged w/Page\_8/29/2021\_365 Days**  
Reach: 51,600 Outdated
- CUSTOM AUDIENCE**  
**Instagram Retargeting\_Visitors\_365 Days**  
Reach: 11,300 Ready
- CUSTOM AUDIENCE**  
**Instagram\_Engaged\_365 Days**  
Reach: 15,100 Ready

**Optimization Rules**

[+ Create new set](#)

Rule Set	Rules inside	Applied to	Creation date
<b>Rule Set #622</b>	<b>2 rules</b>	<b>0 campaigns</b>	6/21/22

[+ Create new rule](#)

- Pause CPC more than \$3** Rule #6/21/22  
If the Ad has a CPC greater than 3 \$ , then pause it . Apply this rule every 1 day based on the last 7 days of data.
- CTR More Than 1% Rule** #6/21/22  
If the Ad has a CTR greater than 1 (as absolute value) , then increase bid by 1 \$ . Apply this rule every 1 day based on the last 7 days of data.



# AI HELPING MAKE BETTER DECISIONS

All Channels     All Categories

Search

- Audio
- Fax
- E-Newsletter
- Phone
- Native
- Post Card
- Package Insert
- Online Display

Apply

Search

- Mobile Display
- Cell Phone SMS
- SMS
- Airborne
- Billboard
- Cinema
- Digital Out of Home
- Event

## Add Placements

Find   Blanks   Upload

Search   Recommendations   All Programs   All Levels   All Channels   All Categories   All Dates   Active   Refresh

[Add to Plan](#)   [Create RFP](#)   [Reject](#)   [Endorse](#)   [Unendorse](#)   [Help with Research](#)

Program Name	Strength	Image	Level	Vendor	Channels	Categories	Reach
<input type="checkbox"/> NJ Advance Media	17.502913		Standard	Advance Local Media		Business	
<input type="checkbox"/> Facebook USA	17.502913		Standard	nxtConcepts			
<input type="checkbox"/> North Jersey Media Group	16.983116		Standard	c1X Inc		Apartments, Buying/Selling Homes, Food & D...	1,398,925
<input type="checkbox"/> New Jersey Herald Newton NJ	15.4172535		Standard	Gannett Co		Arts & Entertainment, Astrology, Beauty, Busi...	150,000
<input type="checkbox"/> Streaming Media	15.4172535		Standard	Information Today		Business, Desktop Video, Internet Technolog...	180,000
<input type="checkbox"/> iheart Media Streaming	13.209717		Standard	nxtConcepts			
<input type="checkbox"/> Inntopia	13.209717		Standard	Sterling Valley Systems		Business	
<input type="checkbox"/> Google Preferred	12.858486		Standard	Google		Advertising, Business, Marketing	
<input type="checkbox"/> Straus News Network	12.858486		Standard	Straus Newspapers, Inc.		Business, Local News, News	
<input type="checkbox"/> Celebrity Screens	12.7868805		Standard	Celebrity Vision		Advertising, Business, Marketing	
<input type="checkbox"/> Niche Campaigns	12.7868805		Standard	nxtConcepts			
<input type="checkbox"/> Vital MTB	12.7868805		Standard	Vital Media Network, Inc.		Bicycling, Mountain Biking, Sports	631,854

# AI HELPING MAKE BETTER DECISIONS

NJ Kids Media Group

**NJ Kids on the Go** Messenger + Start New Conversation

**Overview** Settings Contacts Profile Products Usage

Chat with Ad Sales Team + Add to Plan + Create RFP Reject Endorse

Code  
Not Provided

Level  
Standard

Vendor  
NJ Kids Media Group

Website  
[njkidsonline.com/](http://njkidsonline.com/)



Currency  
USD

Channels  
Magazine, Online Display, Mobile Display, Other (see Notes), E-Newsletter, Social

Reach/month  
Not Provided

Impressions/month  
Not Provided

Categories  
Arts & Entertainment, Business, Education, Family




NJ KIDS is a leading digital media brand, connecting businesses to NJ families. Since 2004, we're a trusted online source for kids programs, schools, camps, activities and events. Our mission is to bring great resources to NJ families. From our online directories, event calendars, community e-news to our area digest guides, NJ KIDS offers quick at a glance ideas to help you through all stages of your child's life.



# AI HELPING MAKE BETTER DECISIONS

Add Placements  NJ Kids on the Go

NJ Kids Media Group  
 **NJ Kids on the Go** Messenger + Start New Conversation

Overview Settings Contacts Profile **Products** Usage

USD - US Dollar

+ Add New Product  Delete  Add to Plan  Remove from Plan

#	Name	In Plan	Channel	Ad Units	Standard Rate	Our Rate			
1	<input type="checkbox"/> Full Page	0	Magazine	Full Page	\$4,800.00 Each Gross	USD	1,000.00	Flat	Net
2	<input type="checkbox"/> 1/2 Page	0	Magazine	1/2 Page	\$3,600.00 Each Gross	USD	1,725.00	Flat	Net
3	<input type="checkbox"/> 1/3 Page	0	Magazine	1/3 Page	\$3,000.00 Each Gross	USD	0.00	CPM	Net
4	<input type="checkbox"/> 1/4 Page	0	Magazine	1/4 Page	\$2,400.00 Each Gross	USD	1,500.00	Flat	Net
5	<input type="checkbox"/> 1/6 Page	0	Magazine	1/6 Page	\$1,800.00 Each Gross	USD	0.00	CPM	Net
6	<input type="checkbox"/> Inside Back Cover	0	Magazine	Cover 3		USD	0.00	CPM	Net
7	<input type="checkbox"/> Outside Back Cver	0	Magazine	Cover 4		USD	0.00	CPM	Net
8	<input type="checkbox"/> 728x90 - Leaderboard Header ad	0	Online Display	728x90		USD	0.00	Flat	Net
9	<input type="checkbox"/> 320x 100 Mobile Leaderboard	0	Online Display	320x 100		USD	0.00	CPM	Net
10	<input type="checkbox"/> 300x250 Big Box (Desktop and Mobile)	0	Online Display	300x250		USD	0.00	CPM	Net
11	<input type="checkbox"/> 300x250 Big Box (Desktop and Mobile)	0	Mobile Display	300x250		USD	0.00	CPM	Net

# AI HELPING MAKE BETTER DECISIONS

Vital Media Network, Inc.

**Vital MTB** Messenger + Start New Conversation

Overview Settings Contacts Profile Products Usage

Chat with Ad Sales Team + Add to Plan + Create RFP Reject Endorse

Code  
Not Provided

Level  
Standard

Vendor  
Vital Media Network, Inc.

Website  
vitalmtb.com


Currency  
USD

Channels  
Online Display, Mobile Display, Video, Podcast

Reach/month  
631,854

Impressions/month  
Not Provided

Categories  
Bicycling, Mountain Biking, Sports



Vital MTB is a mountain bike website dedicated to getting people stoked on the sport's top athletes, newest products, best riding, and most compelling core riders who represent the heart of the consumer market.

**Race and Event Coverage**

- Vital slideshows combine photos, audio, & video to provide an immersive experience on the course at the world's most high-profile events
- Events include: World Cup DH & XC, Enduro World Series, North America World Tour, etc.
- Vital also produces event videos, photo galleries, and race reports

**Product Reviews and Product Guide**

- Vital's reviews are informed, thorough, and unapologetically honest - built from the industry
- All reviews are archived in the Vital MTB Product Guide where users can find products
- The Product Guide receives 380,000+ monthly visits from search engines and search behavior predicts they're actively looking for product

**Lifestyle and Personality**

- From exotic riding adventures to unique athlete interviews, Vital helps tell people and experiences
- Vital's voice is fun, relaxed, and relatable - providing a candid look into the

Vital Media Network, Inc.

**Vital MTB** Messenger + Start New Conversation

Overview Settings Contacts **Profile** Products Usage

**Reach/month: 631,854**

**Ride at least once a week**

Ride at least once a week	574,987.14	91.00%
---------------------------	------------	--------

**Terrain**

Ride Trail	556,031.52	88.00%
Ride cross-country	448,616.34	71.00%
Ride downhill	391,749.48	62.00%
Have ridden a bike park	417,023.64	66.00%

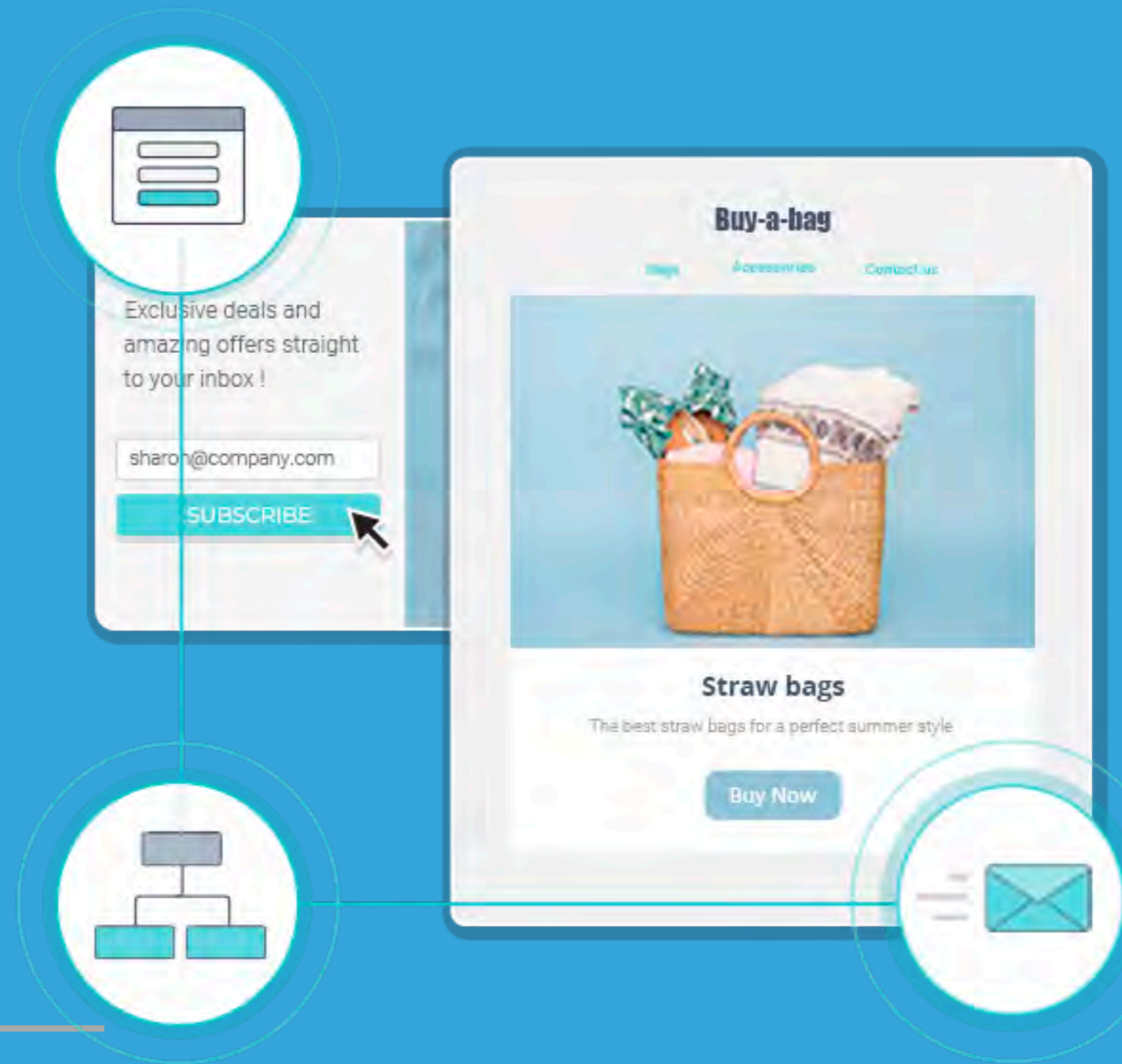
**Entered a race last year**

Entered a race last year	259,060.14	41.00%
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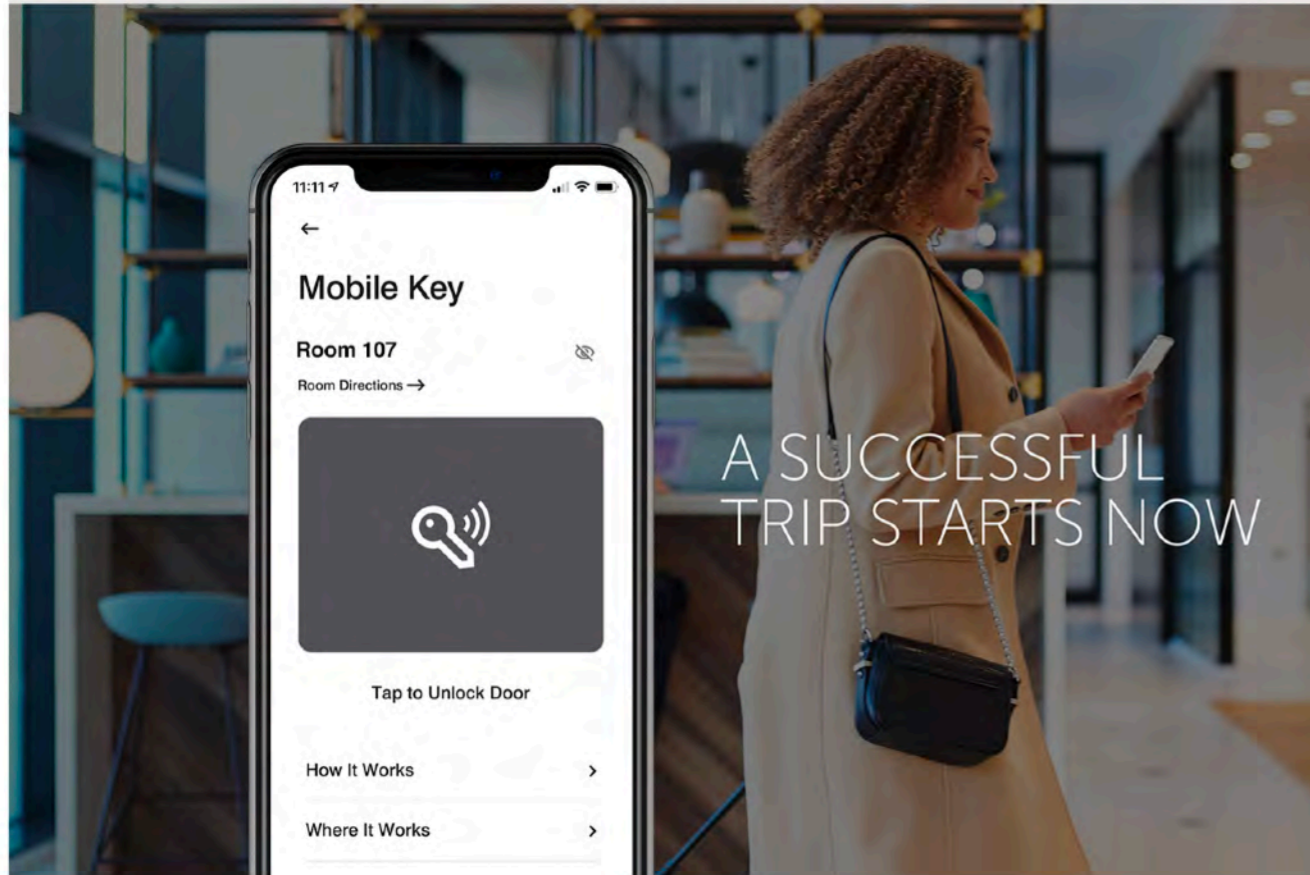
# AI MARKETING

# AUTOMATED EMAIL MARKETING CAMPAIGNS





**Plan Your Stay:** [Learn More](#) about what to expect when you arrive and the experiences that await you.



## GO CONTACT LITE WITH MOBILE KEY

Courtyard by Marriott is part of the Marriott Bonvoy portfolio of 30 extraordinary hotel brands. Go Contact Lite and unlock your room, the fitness center, exterior doors and more from the palm of your hand. Simply use your Marriott Bonvoy™ app for a worry free, light touch travel experience.

1

Check in for your stay.

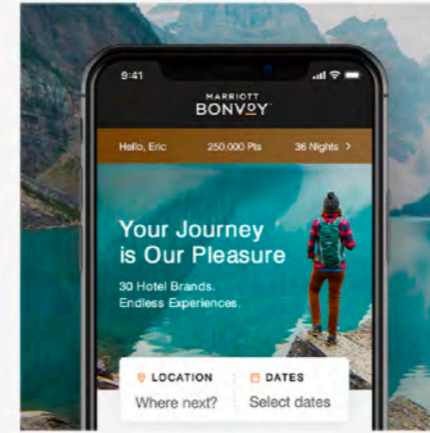
2

Enable notifications to get an alert when your room and key are ready.

3

Tap on the key and unlock your room with your phone.

[CHECK IN NOW](#)



Less Contact, More Convenience with the Marriott Bonvoy™ App

Breeze through check in, know when your room is ready and so much more.

[Go Now](#)

Get to know the local area

- [Hotel Dining >](#)
- [Activities & Attractions >](#)
- [Maps & Transportation >](#)
- [Local Area >](#)
- [Weather >](#)

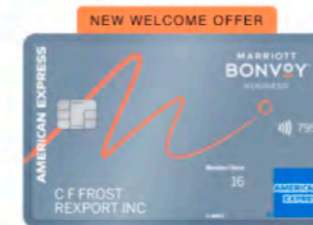


### Enhance your stay

#### New Welcome Offer

Earn 3 Free Night Awards after spending \$6K in 6 months. Worth up to 150K total points. Resort fees & terms apply.

[Learn More](#)



# Digital contact. Upsell with add-ons.





*Thank you for your recent stay.* We look forward to welcoming you back soon! »



## Make the Summer Last *With a Getaway Like No Other.*

Samantha, whether you squeeze in one more trip to a sun-drenched destination or uncover another urban adventure, get out of town at one of our breathtaking hotels around the world.

[BOOK YOUR TRIP](#)

**Follow up.  
Personalized offers.**





## THE BEST WAY TO EXPERIENCE DEER VALLEY IS IN A LUXURY MOUNTAIN HOME!

The time has come to book your winter ski vacation. Luxury Homes by Stein Collection offer privacy, luxury, and convenience for exploring the spectacular terrain at Deer Valley Resort. Winter lift tickets, ski school, and childcare services are currently available. Book now before it's too late!

[BOOK NOW](#)

Stein Eriksen Lodge:

Travel



From: Stein Eriksen Collection  
To: Samantha Rufo

7/30/23, 14:09  
On My Mac - travel

[Please Click Here to Respond to this Email](#)

Good afternoon Ms. Rufo,

Just following up to see if you had any additional questions regarding a possible stay in February and if I can assist you with a reservation.

Thank you,

Catherine Sadelson  
Reservations Department

Quick reply...

# EMAIL AI.



**AI MARKETING**

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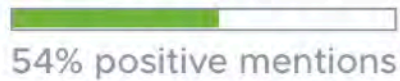
**IMPROVING CUSTOMER  
EXPERIENCE**



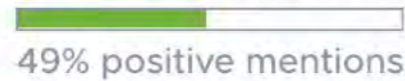
# AI & GUEST EXPERIENCE



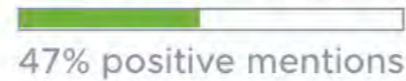
## Product



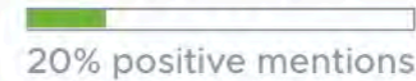
## Service



## Location



## \$ Value



## Customer



### KEYWORDS





# AI & GUEST EXPERIENCE



## KEYWORDS



# AI & GUEST EXPERIENCE



## KEYWORDS

refund



rude



boot



crashing into



lift ticket



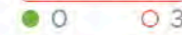
scam



tuber



car



expensive



facility



india



narrow



oversell



unprofessional



binding



board



boot rental



boring



disappoint



disappointing



disappointment



elizabethbays70



enjoyably



falling apart



fully



gravel



grease



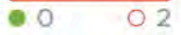
green



helmet



hill



hotel



icy



inexperienced



injure



locker room



medic



miserable



mud hole



nightmare



over priced



porta-



potty



ridiculous



shake



shake head



ski school



small



spending



stretcher



throttle



uncleanliness



waiting in line



walk



acceptable





## On Page SEO Checker



St	Strategy Ideas	64	Co	Content Ideas
BL	Backlinks Ideas	177	Sf	SERP Features Ideas
Se	Semantic Ideas	157	Tc	Technical SEO Ideas

## Site Audit



Errors: **1237** Warnings: **11335**

## Position Tracking

Visibility

**8.96%**



# AI MARKETING

# SEO

6:08am



XPLR PASS™ MEMBERS: SPEND \$200+, GET A GIFT ON US. WHILE SUPPLIES LAST. SEE TERMS.



AI MARKETING

LOYALTY  
PROGRAMS



# FUTURE READY

- ▶ Identify trends and preferences
- ▶ Develop new products and services
- ▶ Better understand skier behavior and demographics for personalized ads and services.
- ▶ The right combination of tools varies from situation to situation.
- ▶ Improve processes







GUEST TRACKING

SNOW LEVEL MONITORING

VIRTUAL TREASURE HUNT

INTERACTIVE CHAIRLIFTS

# SMART SKI AREAS

BY SAMANTHA RUFO  
NXTCONCEPTS



TRAFFIC CONGESTION TRACKING

SMART SKIS

SMART PATROL

ADAPTIVE LIGHTING

INTELLIGENT DINING

SMART ROADS

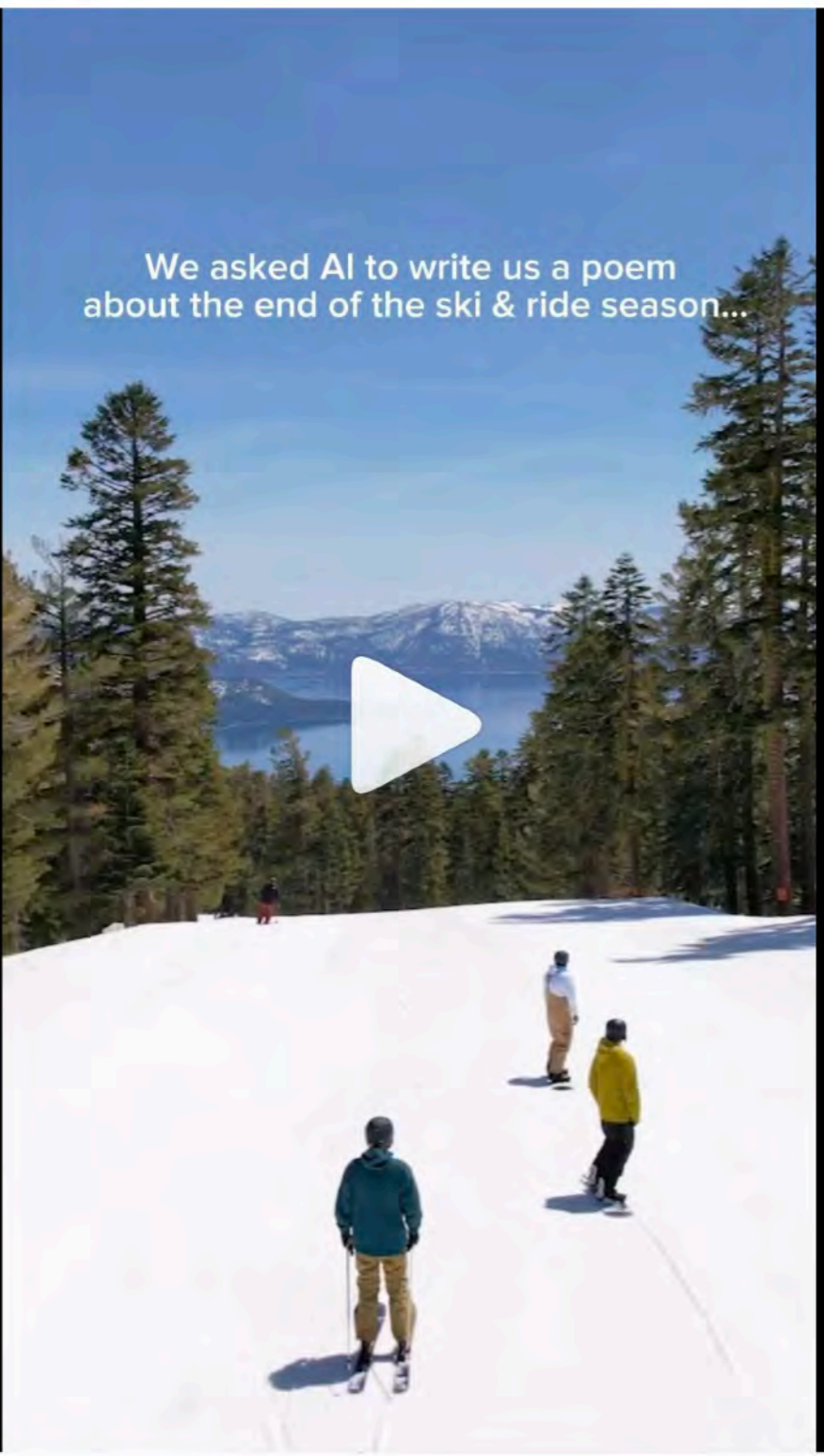
SMART PARKING

A.I. SALES

GPS LOCATOR - SMART PHONE DETECTION



We asked AI to write us a poem about the end of the ski & ride season...



View more on Instagram



1,774 likes  
epicpass

We asked, AI delivered 🙌







0.04

-27T15:24:43-07:00 (+44.0 min)





PRIVACY, EMPLOYMENT, CONTROL

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**ISSUES**

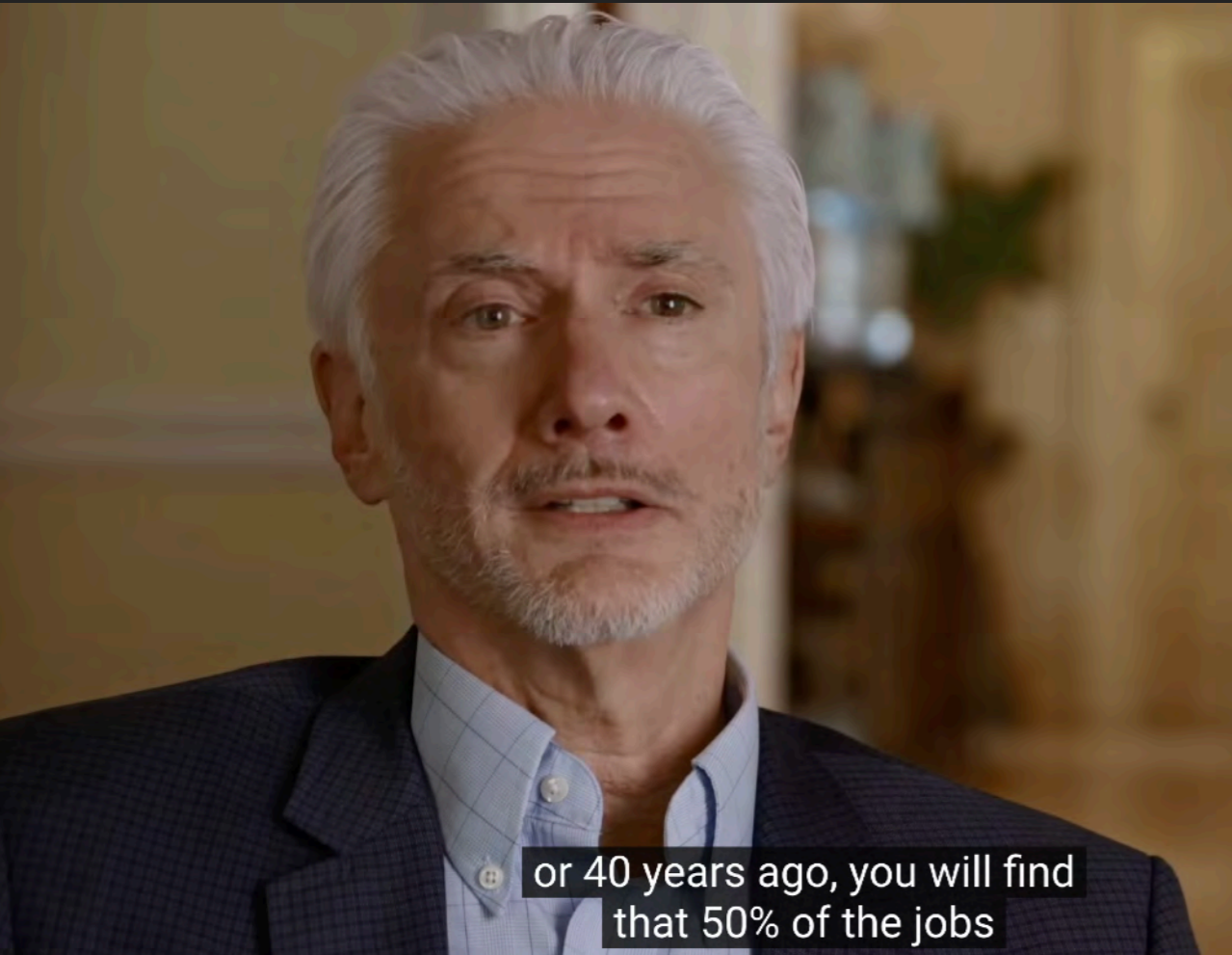


I believe about 50% of jobs will be





somewhat or extremely  
threatened by A.I.





# WORKFORCE

typesetter



telephone operator



encyclopedia salesmen



typewriter repair technician



## FUTURE READY

- ▶ Upskill and reskill.
- ▶ Focus on jobs that require human skills.
- ▶ Be adaptable and willing to change.
- ▶ Emphasize the value of human work.






# PRIVACY




# PRIVACY



>> ...is, we don't need you to type at all.



# PRIVACY

A man with short, light-colored hair and glasses, wearing a dark blue suit jacket, a white shirt, and a light blue tie, is speaking. He is gesturing with his hands. The background is a blue wall with logos for 'LAW MUSEUM', 'PERKINS CENTER FOR THE FUTURE', and 'Atlantic'.

Because we know where you are,  
with your permission,

# PRIVACY



we know where you've been,  
with your permission.



# PRIVACY



We can more or less guess what you're thinking about.



**FRONTLINE** AMY WEBB  
Founder, Future Today Institute

**“MACHINES ARE  
DECIDING WHO WE ARE  
AND ARE THEN USING  
THAT INFO TO TELL  
OTHERS THE STORY OF  
US”.**



# PRIVACY

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## FUTURE READY

- ▶ Be aware of what data you are sharing.
- ▶ Be careful what you share on social media.
- ▶ Use privacy-focused browsers and extensions.
- ▶ Support legislation that protects privacy.





# TECHNOPHOBES

2023: 1.5 million subscribers still pay a monthly fee for an AOL email account








# TECHNOPHOBES

## FUTURE READY



 what will happen to people in the future that refuse to use AI?

[View other drafts](#) 

 The future of people who refuse to use AI is uncertain. It depends on a number of factors, including the rate of AI development, the specific applications of AI, and the cultural attitudes towards AI.

Here are some specific examples of how people who refuse to use AI could be disadvantaged:

- They may have difficulty finding jobs that require AI skills.
- They may have to pay more for products and services that are powered by AI.
- They may have difficulty accessing essential services, such as healthcare and transportation.
- They may be isolated from the rest of society, as AI becomes more integrated into our lives.



ARE YOU READY?

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**WHAT'S NEXT**



# LOSS OF CONTROL

Give a man a fish and you feed him for a day;  
Teach a man to fish and you feed him for a lifetime;  
Teach an AI to fish, and it will teach itself biology,  
chemistry, oceanography, evolutionary theory,  
...and fish all the fish to extinction.





# MEET OHIO'S NEWEST CRIME FIGHTER — SAM





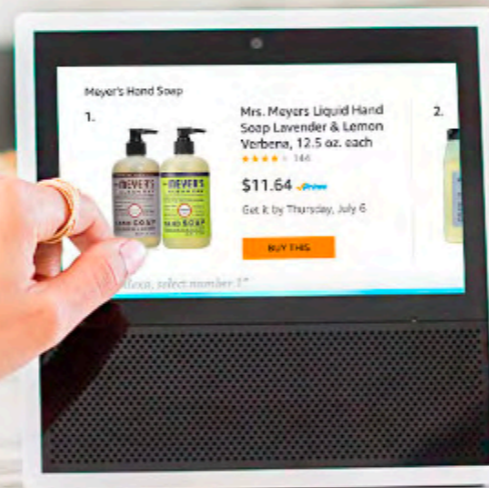


# VOICE ASSISTANTS & AI AUTOMATION

## PERFORM TASKS ON OUR BEHALF

*"Alexa, order Meyers Hand Soap."*

"Ok, I found Mrs. Meyers Liquid Hand Soap, it's \$11.64 total, should I order it?"





# INTELLIGENT TRAVEL

**hopper**

Android + Apple

\$303.43

Hotels Flights Cars Homes

Deals Freeze Trees Wallet

Looking for a ride?  
Weekend getaway? Errands to run? We have great deals on rental cars!  
[Check out the latest rides and rates!](#)

**Unlock more discounts with Deal Drops!**  
Get discounts and extra savings on top destinations, exclusively on Hopper.  
[See Deals](#)

9:42  
Monday, July 11

PER  
has dropped to \$98. That's a great  
you're saving \$30.

PER



# INTELLIGENT TRAVEL




## Roam Around

Your personal AI travel wizard

Grand Geneva, WI



 **AUG 13, 2023 - AUG 16, 2023**

Hi! Any special requests?



You - 4:18PM  
staying at Grand Geneva



Roamy - 4:18PM  
Great choice! Grand Geneva Resort is a fantastic place to stay. It offers luxurious accommodations, beautiful surroundings, and a wide range of amenities and activities. You'll have access to the spa, championship golf courses, and stunning views of the countryside. Enjoy your stay!



## Roam Around

Hi! Any special requests?



Grand Geneva, Wisconsin



### DAY 1

 AUGUST 13



#### MORNING

Start your day with a visit to the [Grand Geneva Resort & Spa](#), a luxury hotel and spa nestled in the beautiful countryside of Wisconsin. Enjoy a relaxing morning at the spa, indulging in rejuvenating treatments and therapies.



#### AFTERNOON

After a morning of pampering, head to the [Animal Gardens](#), a wildlife park located just a short drive from the resort. Explore the park and get up close and personal with a variety of animals, including exotic birds, kangaroos, and even a petting zoo.



#### EVENING

For dinner, dine at [Geneva ChopHouse](#), an upscale steakhouse located within the resort. Enjoy a delicious meal of prime steaks, fresh seafood, and decadent desserts while taking in the elegant ambiance of the restaurant.



Bedtime. Find amazing hotels in [Grand Geneva](#)

## FUTURE OF ADVERTISING

- ▶ Personalized advertising
- ▶ Immersive storytelling-blur the lines between digital & physical worlds
- ▶ Interactive product experiences
- ▶ Location-based advertising
- ▶ Reshaping the retail landscape







# AI IS A POWERFUL TOOL THAT HAS THE POTENTIAL TO TRANSFORM THE SKI INDUSTRY.

By making skiing more enjoyable, affordable, and environmentally friendly, AI can help ensure the long-term viability of the ski industry.



# THANK YOU

# FOR A COPY VISIT [NXTCONCEPTS.COM](https://nxtconcepts.com)

<https://nxtconcepts.com/ideas/seminars>

The screenshot shows the website's navigation menu with 'IDEAS' highlighted. The main heading is 'SEMINARS & WORKSHOPS'. Below it, a paragraph explains that Samantha Rufo, President of nxtConcepts, has given seminars and workshops across the U.S. It also notes that all documents are in Adobe Acrobat PDF format. A table lists two seminars/workshops:

#	Title	Description	Size	Download
	Need a speaker?	Speakers Bureau Book an engaging speaker from the <a href="https://nxtconcepts.com/myMarketingGuide.com">nxtConcepts/myMarketingGuide.com</a> Executive Team! <a href="#">nxtConcepts executives</a> have spoken at various conferences and events across the nation. <a href="#">nxtConcepts</a> offers a comprehensive resource for individuals and small businesses to further their intelligent marketing efforts. <a href="#">Read About Our Speakers</a> Find out background information about <a href="#">nxtConcepts executives</a> . Go here... <a href="#">Book a Speaker for Your Event</a> To request one of our executives for your next conference, simply give us a call at 888-215-0820 or fill out our contact form here. You will receive an answer to your request within three weeks.	29.21 KB	<a href="#">Download</a> <a href="#">Open</a>
	What's NXT 2019 RUF 0	There has been a shift in marketing. It's more complex than in any other time in modern history. This highlights the challenges for marketers and ways to overcome them. As well as what to be prepared for in the next 5 years.	13.15 MB	<a href="#">Download</a> <a href="#">Open</a>

