

AI/automation summit

Here's the curriculum for the Content team's AI summit, Dec. 11-15. Pacing is largely self-guided, but please do your best to stay on track so we can all be on the same page for our syncs each day. If anything weird happens (ChatGPT goes down, webinar recordings aren't available, etc.), then go ahead and work ahead. We should all aim to spend 3-4 hours of each workday this week learning everything we can about how we can leverage AI in marketing.

By the end of the week, we should all be able to come to the table with a couple solid recommendations for what we ought to implement on this team (and potentially, the wider team) in 2024.

Schedule

Monday, Dec. 11: ChatGPT and the future of AI

[Watch Sam Altman's keynote from OpenAI's first-ever developer event earlier this year.](#) Tope recommended we all watch this to stay on top of the latest AI trends and use cases, and noted there's an interesting calendar use case around the 24-minute mark. *Note: It's 45 minutes, but playback speed settings are your friend!*

Sign into ChatGPT.

Read the following articles, and use Chat GPT to play with the prompts in them:

<https://www.semrush.com/blog/chatgpt-marketing/>

<https://blog.hootsuite.com/chatgpt-prompts-for-marketing/>

Along the way, record any learnings and questions in the shared doc.

With any time you have left, watch the following sessions from the [Prompt Summit](#):

- Start With Strategy: How to Make AI a Success
- A Leadership Outlook on the Future of AI

Day one sync: How might we better incorporate ChatGPT into our processes?

Tuesday, Dec. 12: HubSpot Certification

Take this course (you can increase playback speed):

<https://academy.hubspot.com/courses/AI-for-Marketers>.

Along the way, [record any learnings and questions in the shared doc.](#)

Day two sync: What did we learn? What stood out? What could we potentially apply here at Calendly?

Wednesday, Dec. 13: Prompt Summit sessions and tool exploration, part one

Watch the following sessions from the [Prompt Summit](#):

- Start With Strategy: How to Make AI a Success (if you didn't watch it on Monday)
- A Leadership Outlook on the Future of AI (if you didn't watch it on Monday)
- Creativity in an AI Era
- How to Use AI in Your Creative Workflows
- A New Wave of SEO: How to Adapt Your Strategies in 2024 — or — Mastering Midjourney & AI: A Roadmap for Marketers
- How To Optimize Inputs for Impactful AI-Driven Outputs

As you watch, record any learnings and questions in the shared doc.

Sign up for this showcase, so you can watch the recording later: <https://lu.ma/mkt1-aishowcase>

With any time you have left, experiment with 1-2 tools you haven't used before or spent a lot of time with. Some potential options (but don't limit yourself to this list):

Adswerve	HeyGen
Anyword	Humata
Audiense	Jasper
Beautiful.ai	Kapwing
Canva	Letterdrop
Capsule	Midjourney
ChatGPT	Otter AI
Claude	Parmonic
Copy.ai	PathFactory
Datorama	Rewatch
Dall-E	Reword
Descript	Runway
Fathom	Sequel Media Hub
Fotor	Taplio
Flick	Typeset
Funnel.io	Writer
Goldcast's AI tool	Zoom's AI offerings
Google Bard	

Sign up for a trial, watch a demo, play with features, compare pricing. Use some of the prompts you've come across. Record findings in the shared doc.

Sync: What takeaways stood out to you most from the Prompt Summit? Which features from which tools did you find the most potentially useful to the marketing team?

Thursday, Dec. 14: Orbit Media webinar and tool exploration, part two

Watch this webinar: <https://www.orbitmedia.com/events/webinar-ai-for-content-marketers/>

As you watch, record any learnings and questions in the shared doc.

With the time you have left, experiment with 2-3 tools you haven't used before or spent a lot of time with. Sign up for a trial, watch a demo, play with features, compare pricing. Use some of the prompts you've come across. Record findings in the shared doc.

Sync: What takeaways stood out to you most from the webinar? Which features from which tools did you find the most potentially useful to the marketing team?

Friday, Dec. 15: Final tool exploration, recommendations, and aligning on our AI plan for 2024

Watch the recording of MKT1's AI demos: <https://lu.ma/mkt1-aishowcase>. Alternatively, play with more tools or go deeper on a couple that most piqued your interest. Record findings in the shared doc.

Based on what you learned this week, take 20-30 minutes to gather your thoughts and recommendations for the TOP 2 TOOLS you'd recommend we implement on the content team (or across the whole marketing team). Plan on presenting on each of them for 1-2 minutes in the sync.

Sync: Everyone presents their top 2 tools and makes recommendations for implementing them on the content team or wider marketing team. At the end of the presentations, we'll briefly discuss, vote on our top 2-3, and quickly draft a plan for the tools/processes we'll go all-in on for 2024.