

The background is a dark, abstract digital landscape. It features a complex network of glowing blue and white lines and nodes, resembling a neural network or data flow. There are also some colorful, wavy patterns in shades of purple, blue, and orange, giving it a futuristic and high-tech feel.

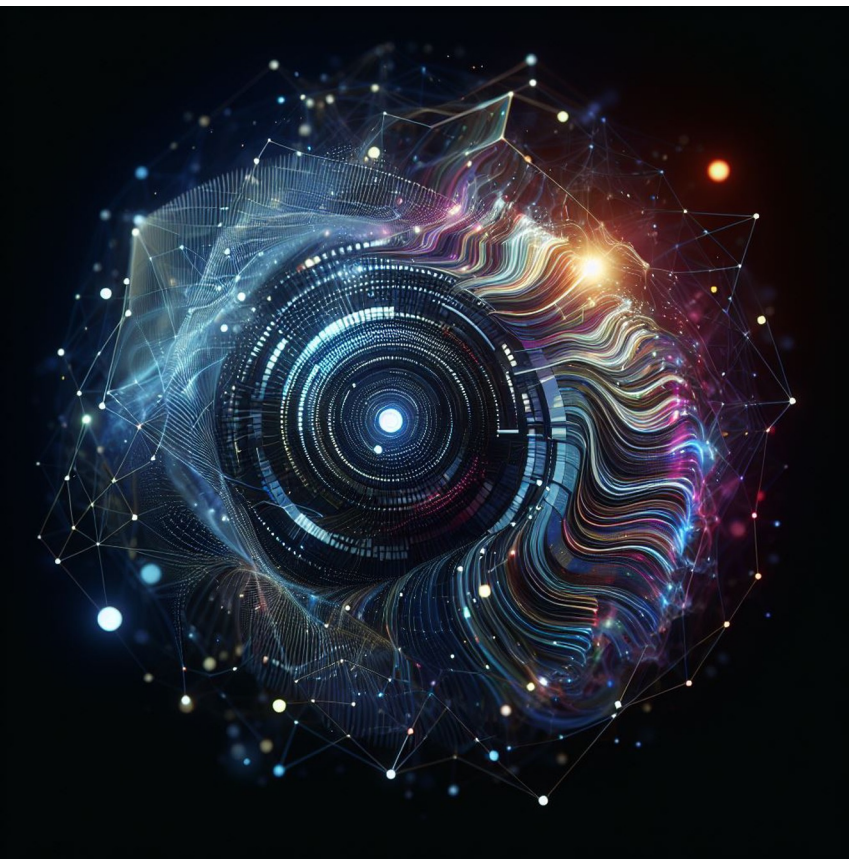
Navigating the New Wave of Generative Technologies in Business & Beyond

Veemal Gungadin
CEO, Gevme

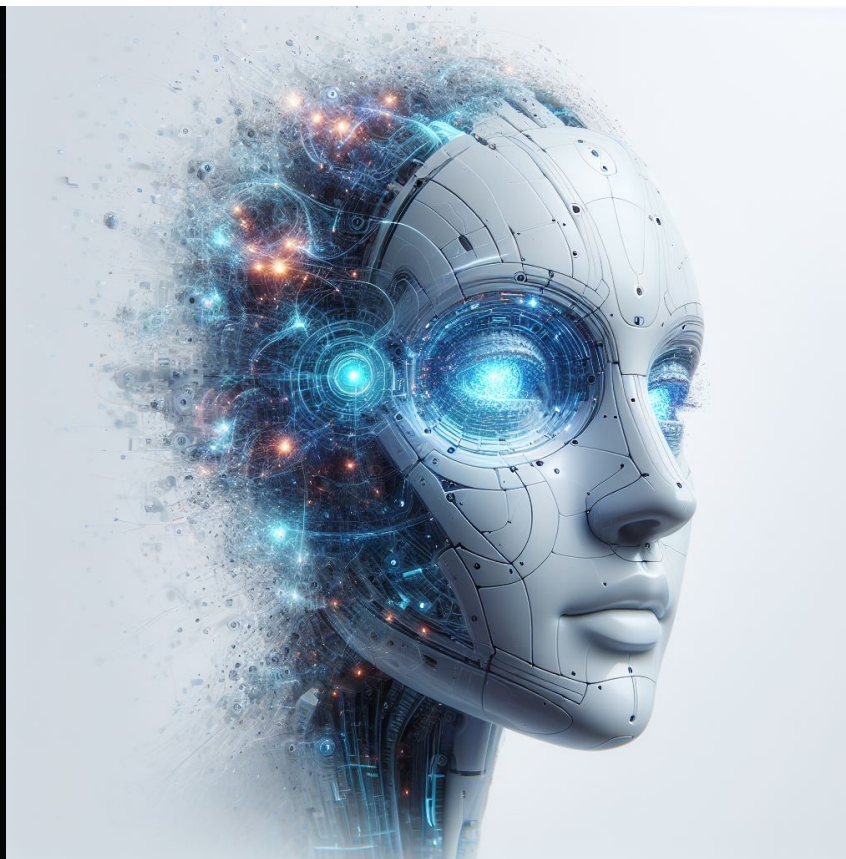


Generative AI

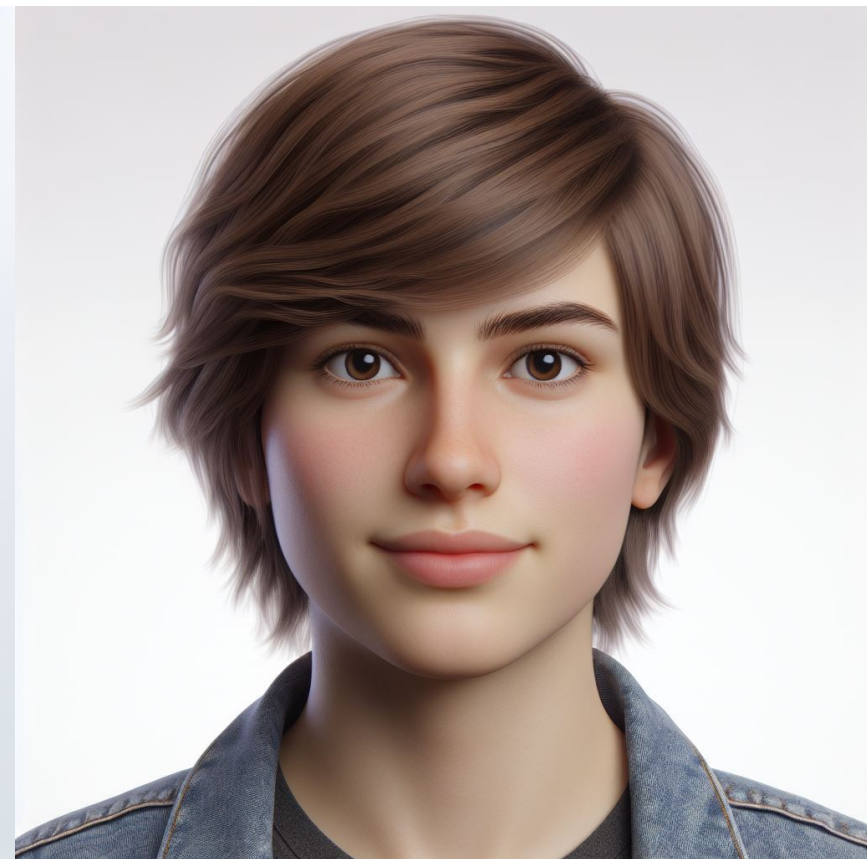
Generative AI



A



B



C

Generative AI



What changed since last year?

What changed since last year?

You can now talk to computers

Account **Ohana, Inc.**

Following Edit New Contact New Opportunity New Case View Account Hierarchy

Account Number: A43836686 | Type: Enterprise | Industry: Technology | Total Sales: \$41,860.00 | Employees: 14,800 | Days Since Activity: 43

Summary of Account

Data updated: Sep 6, 2019 at 9:25 AM

Average Sales Cycle
707 days

Win Rate
86%

Open Opportunities
\$9.9M

Average Discount
6.07%

Product Breakdown

Open Cases
41

Product Name: Maintenance Contract
Sum of Total Price: \$325,299 (55.7% of \$584k)

Activity Einstein Social Map

Log a Call Email New Task New Event

Recap your call... Add

Email insights only Disabled

Filters: Within 2 months · All activities · All types

Refresh · Expand All · View All

Details Contacts **Sales** Service Billing Account Plan

Opportunities

4 items · Sorted by Close Date · Updated 3 minutes ago

	Opportunity Name	Amount	Stage	Close Date	Type
1	Ohana, Inc. - New Business - 40K	\$40,000.00	Discovery	3/18/2019	New Business
2	Ohana, Inc. - Add-On Business - 48K	\$41,860.00	Closed Won	8/15/2019	Add-On Business
3	Ohana, inc. - New Business - 128K	\$51,860.00	Discovery	10/21/2019	Add-On Business
4	Ohana, Inc. - Add-On Business - 18K	\$44,016.67	Discovery	11/15/2019	Add-On Business

View All

Orders

Upcoming & Overdue

- Update Account Plan for Strate... **Sep 18**
You have an upcoming task with [Chris Post](#) about ...
 - Call Client - Confirm close date **Sep 16**
You have an upcoming task with [Bob Hodges](#) about ...
- View More

September • 2019 Last Month

- Confirming Final Contract Details 10:44 AM | **Sep 17**
You had an event with [Bob Hodges](#)
- Contract Negotiation with VP of Sales **Sep 16**
You had a task with [James Wu](#) about ...
- Contract Negotiation with VP of Sales **Sep 16**

Créez une photo d'un groupe de personnes âgées qui célèbrent un anniversaire à la Casa Bacardí à Sitges, portant des costumes et des masques colorés, et dansant et rejointes par une énorme chauve-souris animatronique qui vole dans la pièce, vaporisant du rhum aux invités.

Generate

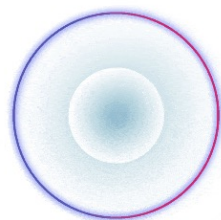
Crea una foto de un grupo de personas mayores que celebran un cumpleaños en la Casa Bacardí de Sitges. Llevan disfraces y máscaras coloridas, y bailan. Se les une un enorme murciélago animatrónico que vuela por la habitación, rociando ron y cola a los invitados.

DALL·E
ChatGPT or Bing



A dynamic blend of hip-hop and orchestral elements, with sweeping strings and brass, evoking the vibrant energy of the city.

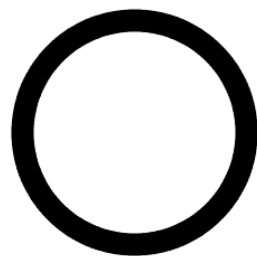
Generate



MusicGen
Meta

Will Smith eating spaghetti

Generate



Modelscope
text2video

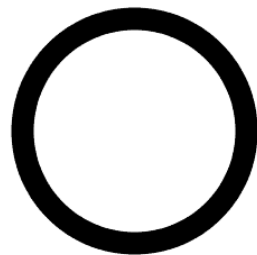
Wait...

That was so **2023**

A stylish woman walks down a Tokyo street filled with warm glowing neon and animated city signage. She wears a black leather jacket, a long red dress, and black boots, and carries a black purse.

She wears sunglasses and red lipstick. She walks confidently and casually. The street is damp and reflective, creating a mirror effect of the colorful lights. Many pedestrians walk about.

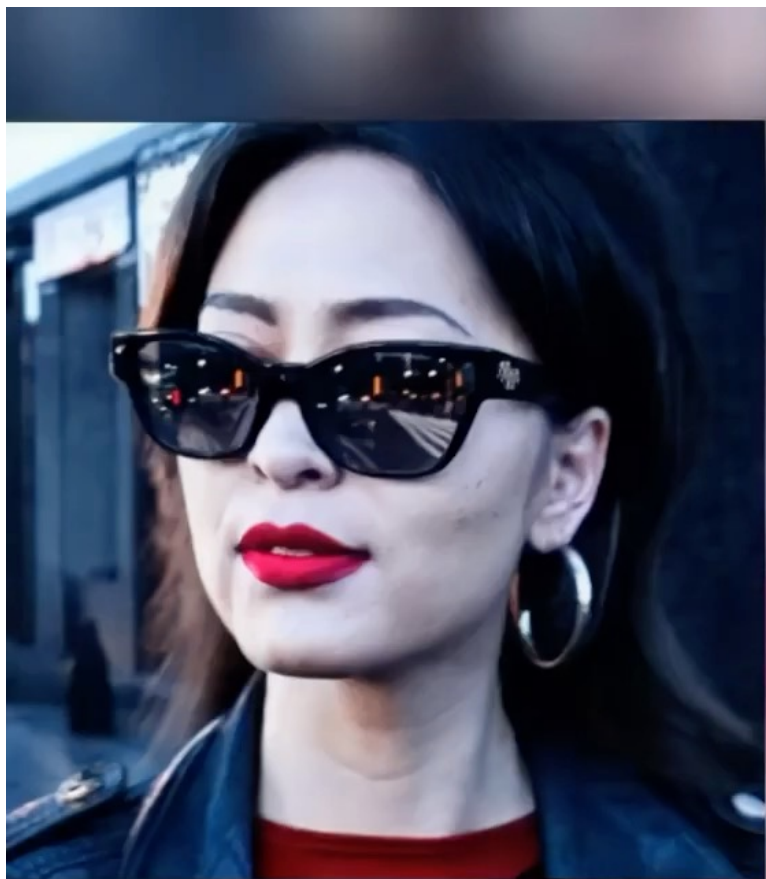
Generate



OpenAI Sora



ElevenLabs



Reference Image

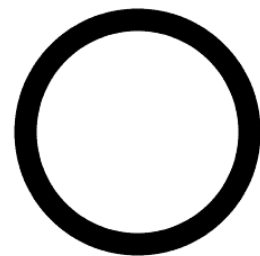


Generated
Video

Alibaba EMO

fly through tour of a museum with many paintings and sculptures and beautiful works of art in all styles.

Generate



OpenAI Sora

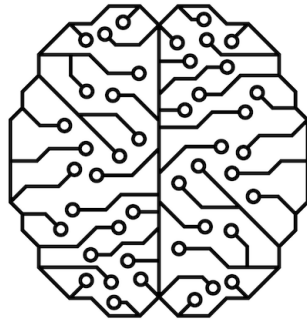
Why is this all possible now?

Large Language Model

Input

Training Data

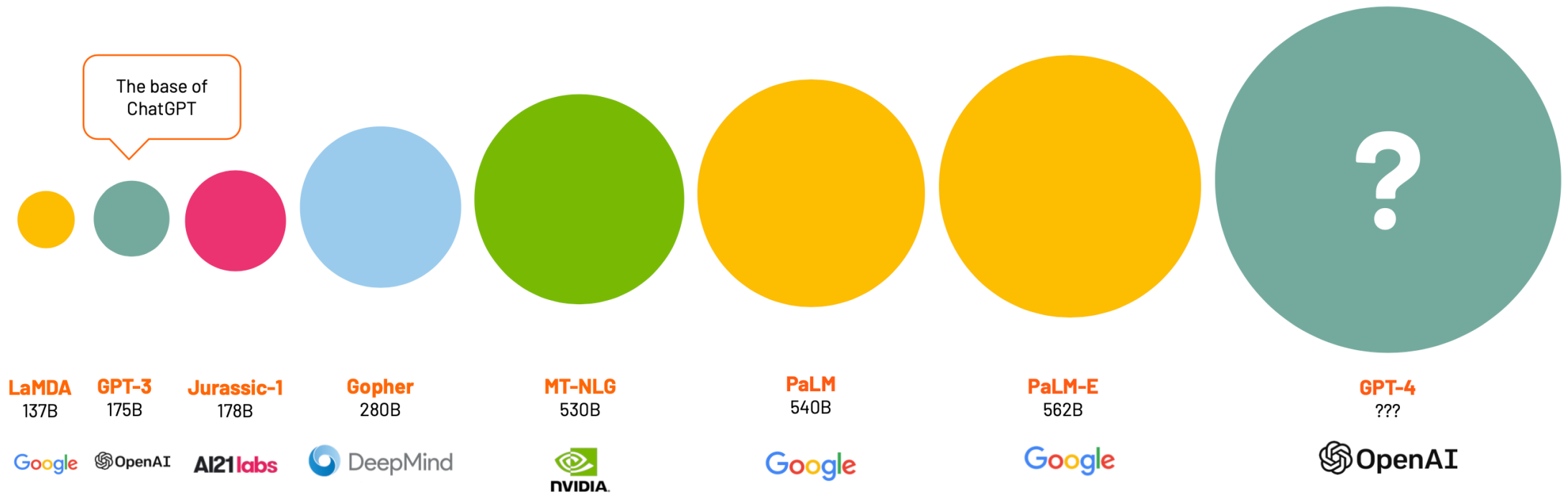
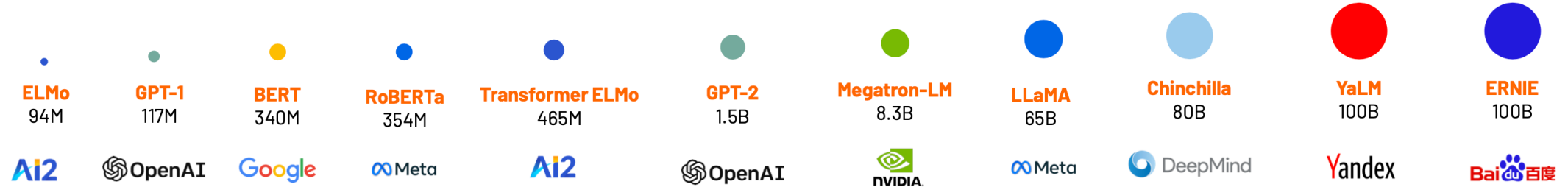
If I had been astonished at first catching a glimpse of so outlandish an individual as Queneau circulating among the polite society of a civilized town, that astonishment soon departed upon taking my first daylight stroll through the streets of New Bedford. In thoroughfare high the docks, any considerable resort will frequently offer to view the coarsest looking mendicants from foreign parts. Even in Broadway and Chestnut streets, Middlesexmen mariners will sometimes justify the attributed label. Bazaar Street is not unknown to Lancers and Midway, and at Boston, in the Apollo Circus, few Yankees have other names the natives. But New Bedford boasts all Water Street and Whipping. In these last mentioned haunts you see only sailors, but in New Bedford, actual seamen stand chatting at street corners; seamen outright; many of whom yet carry on their bones white fish. It makes a stranger stare. But, besides the Fishermen, Tompkinsmen, Encumbermen, Perseusmen, and Briggiemen, and besides the wild specimens of the whaling craft which unbounded meet about the streets, you will see other sights still more curious, certainly more comical. These usually arise in the town stores of green Venetians and New Hampshire men, all artists for gain and glory in the Fishery. They are mostly young, of elegant frames, fellows who have felled forests, and now seek to drop the axe and catch the whale-fish. Many are as green as the Green Mountains whence they come. In some things you would think them but a few hours old. Look them! that chap strutting round the corner. He wears a beaver hat and swallow-tailed coat, girdled with a sash-belt. Here comes another with a jet waist and a bombastic cloak. No soon but dandy will compare with a country bred one—I mean a downright homely dandy—a fellow that, in the dog-days, will show his two acres in buckskin gloves for fear of tanning his hands. Now when a country dandy like this takes it into his head to make a distinguished reputation, and joins the great whale-fishery, you should see the comical things he does upon reaching the report. In responding to his superior, he orders half-brothers to his wardrobe, straps to his canvas trousers. Ah, poor fellow! Soon dandy will burn those straps in the first howling gale, when thou art driven, straps, buttons, and all, down the throat of the tempest. But think not that this fellow has had only happenings, contrivances, and contraptions to show his visitors. First of all, that it had not been for a while, that that of land would this day perhaps have been in as howling condition as the coast of Labrador. As it is, parts of her back country are enough to frighten one, they look so loose. The town itself is perhaps the dearest place like it in all New England. It is a land of all, true enough, but not the Crown, a land, also, of corn and wine. The streets do not run with milk, nor in the spring time do they pave them with fresh eggs. Yet, in spite of this, nowhere in all America will you find more picturesque houses, parks and gardens more exquisite, than in New Bedford. Wherever some there? how startled upon this once strange scene of a country? Do and gaze upon the iron embellished fashions round ponder lanky mansion, and your question will be answered. Yes, all these brave houses and towers, gardens came from the Atlantic, Pacific, and Indian oceans. One and all, they were harpessed and dragged up hither from the bottom of the sea. Can Her Alexander perform a feat like that? In New Bedford, fathers, they may give order for dinner to their daughters, and portion off their robes with their porphyry and jewels. You must go to New Bedford to see a brilliant wedding; for, they say, they have marriages of all in every house, and every night recklessly burn their lengths in unaccounted candles. In summer time, the town is swart to sea; but of her marble—long avenues of green and gold. And in August, high in air, the beautiful and beautiful have themselves, candle-lane-wide, proffer the passer-by their tapering upright cones of congealed blossoms. So important is it, which is made a delight of New Bedford, that experienced bright hours of flowers upon the garden where music flows weak or errant on Friday day. And the women of New Bedford, they bloom like their own red roses, but roses only bloom in summer, whereas the fine carnation of their cheeks is perennial as twilight in the seventh heavens. Elsewhere match that bloom there, ye cannot, save in Salem, where they tell me the young girls breathe such muck, that sailor seaweeds creep them into off down, as though they were drawing high the sedition.



Output



Large Language Models

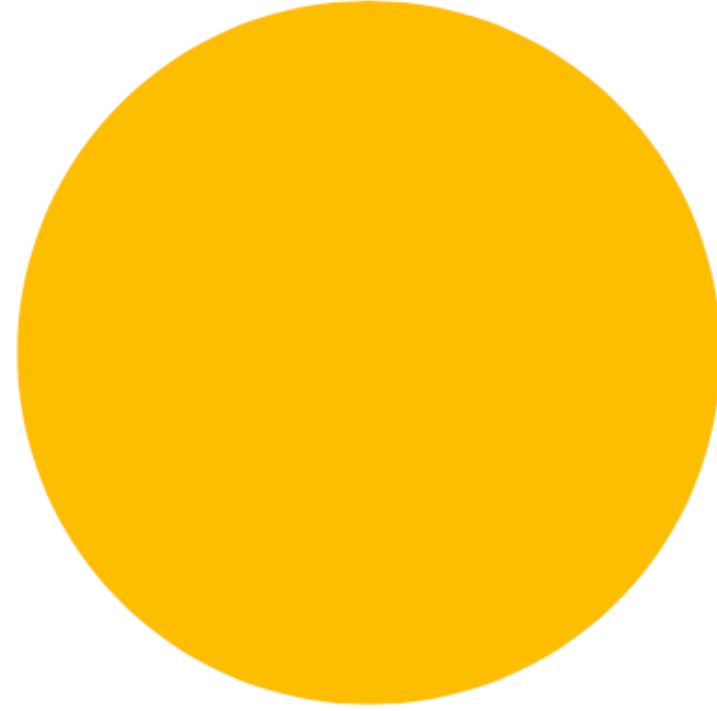




GPT-2

1.5B

 **OpenAI**

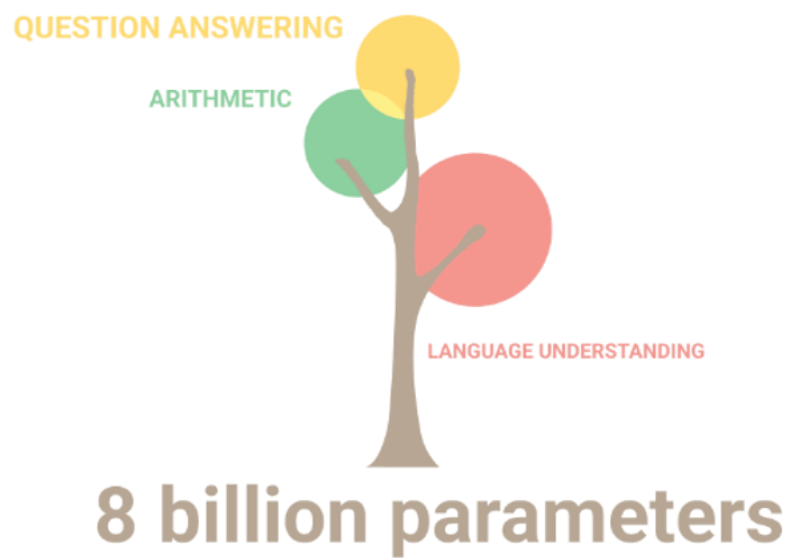


PaLM

540B



Emergent Capabilities



Emergent Capabilities

QUESTION ANSWERING

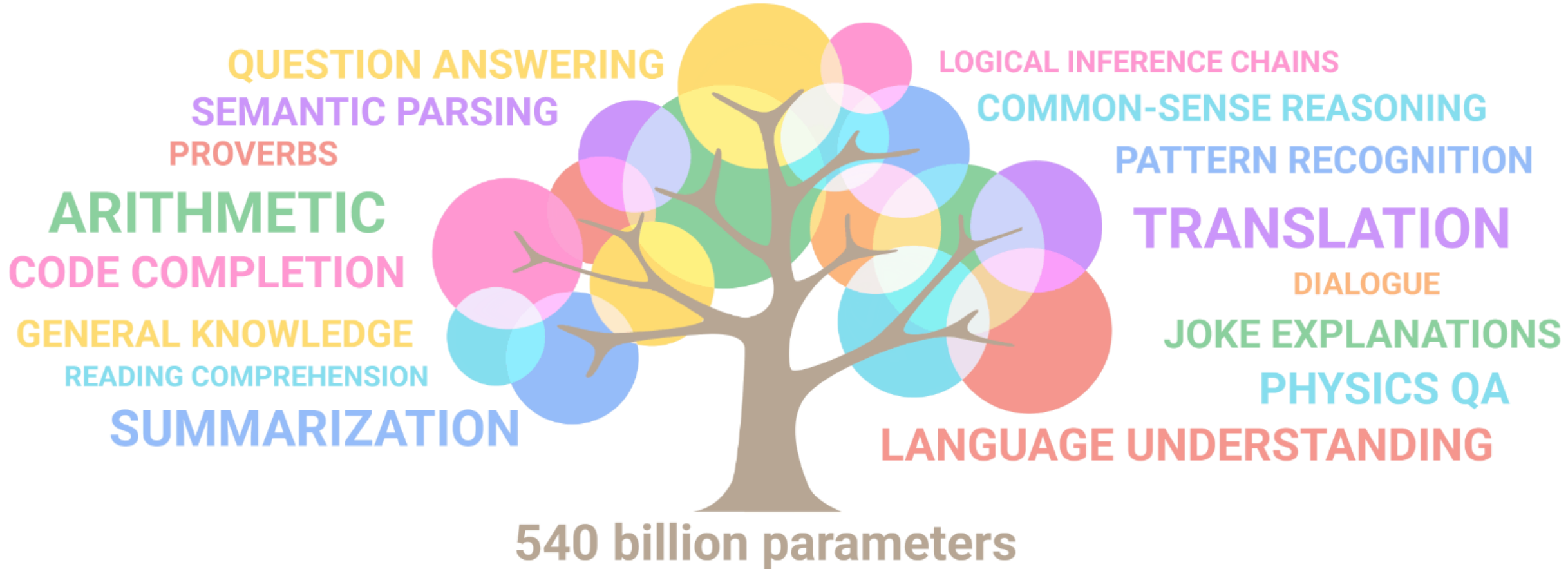
ARITHMETIC

LANGUAGE UNDERSTANDING

8 billion parameters



Emergent Capabilities





November 2023

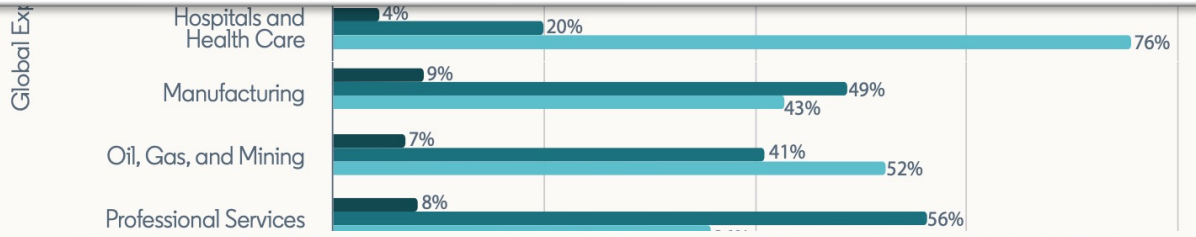
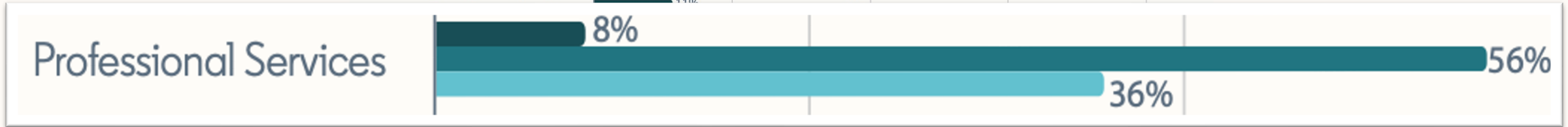
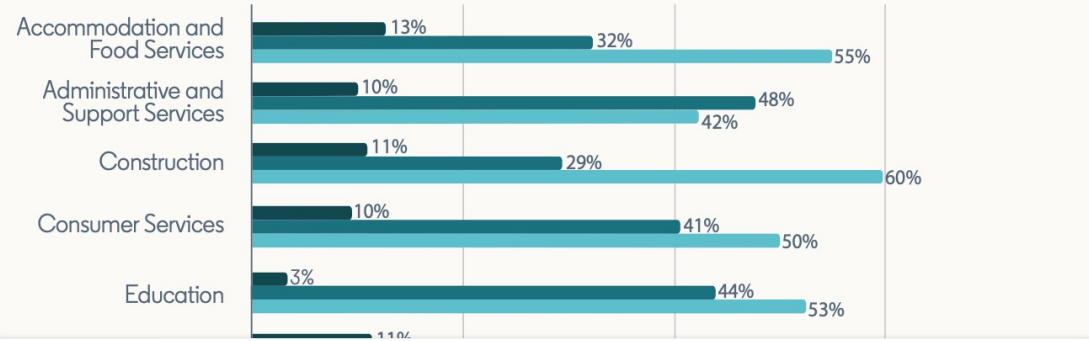
Future of Work Report



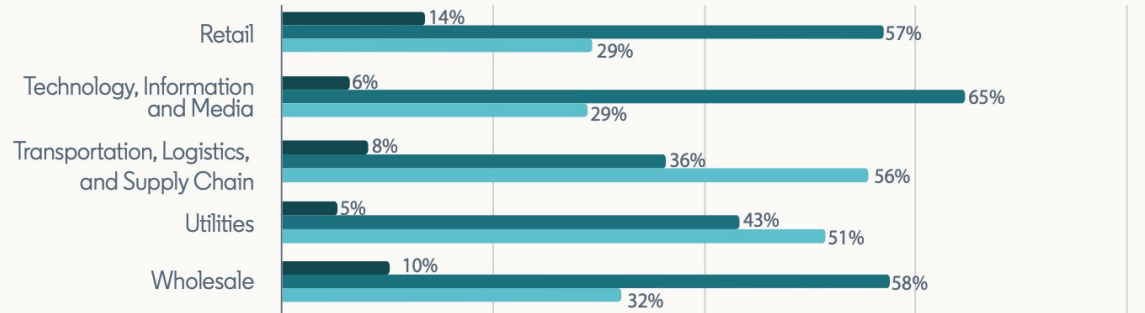
55%

LinkedIn members globally stand to see their jobs change with Generative AI

GAI's expected effect on LinkedIn members' skills by industry, globally



Augmented
 Disrupted
 Insulated



0% 20% 40% 60% 80%

Share of Exposure

Augmented
 Disrupted
 Insulated

Source: LinkedIn Economic Graph Research Institute

What does this all mean for *your* work?

4K+ Engagement

Engaged F2F with event pros, association pros, and marketers at conference sessions, workshops, focus groups, interviews

Robust & Secure Enterprise Platform

Security & privacy has been a big concern for almost everybody. This is now at the core of what we offer. Assurance on enterprise security & privacy controls.



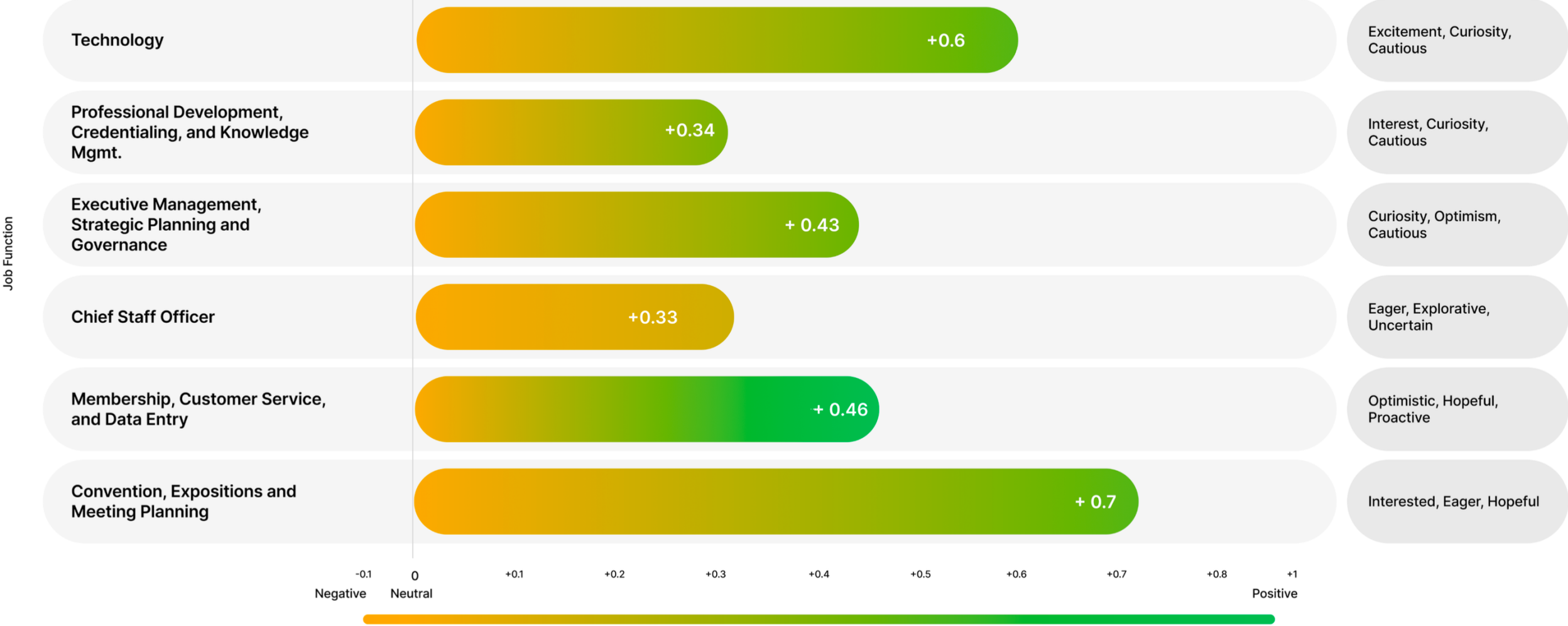
43 Countries

High interest from EventPros globally with F2F and digital engagement on Spark

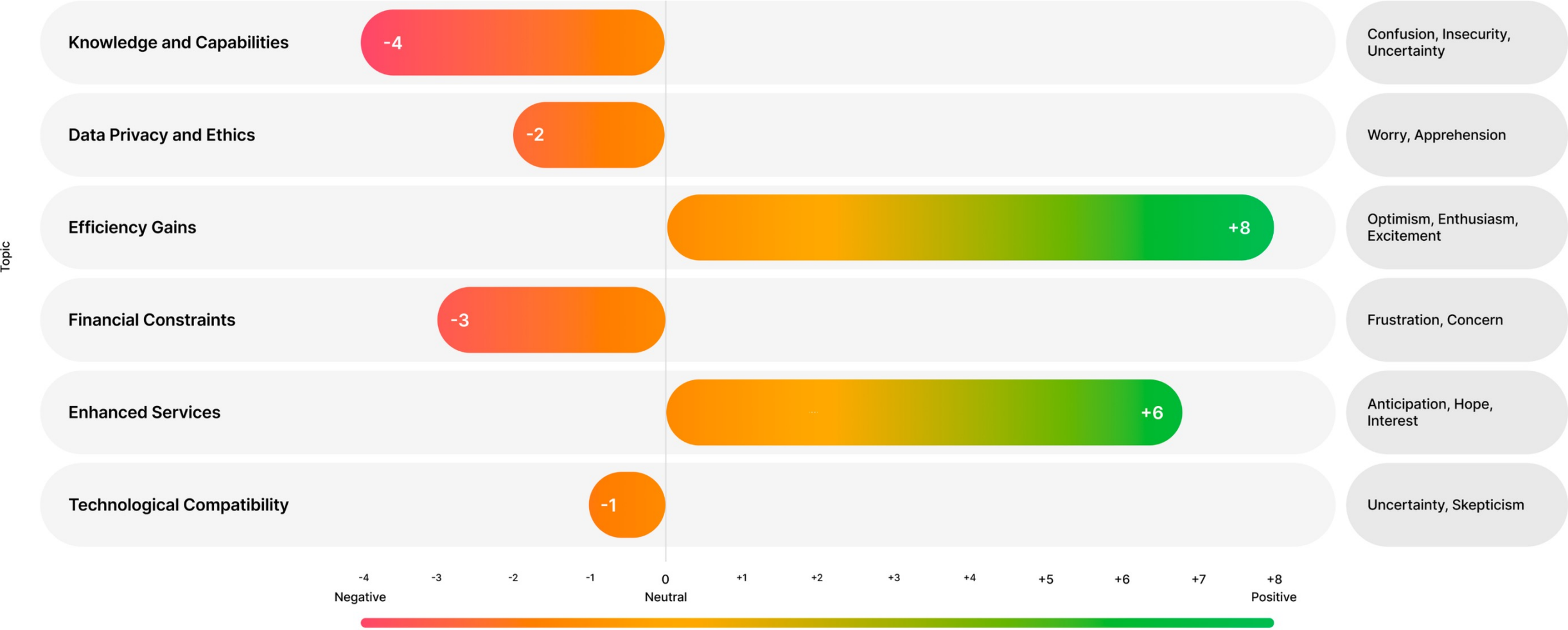
5K+ Users

Spark has over 5K active users on the platform as of Jan 2023

Sentiment around AI from Association Professionals



The Sentiment Around AI



Knowledge and Capabilities

How can AI help at your Organisation?

How can AI help at your **Organisation?**



How can AI help at your Organisation?

A detailed illustration featuring various productivity-related icons such as gears, a clock, a bar chart, a person at a computer, and a calculator, all rendered in a stylized, geometric art style.

**Increase
Productivity**

An illustration depicting learning and development concepts, including a large open book, a person climbing a ladder, a tree with a circular arrow around it, and a sunburst, symbolizing growth and knowledge acquisition.

**Optimise
Learning &
Development**

An illustration focused on decision-making, showing a person sitting on a stack of books, a scale of justice, a lightbulb, and various arrows and charts, representing the process of weighing options and making strategic choices.

**Enhance
Decision Making**

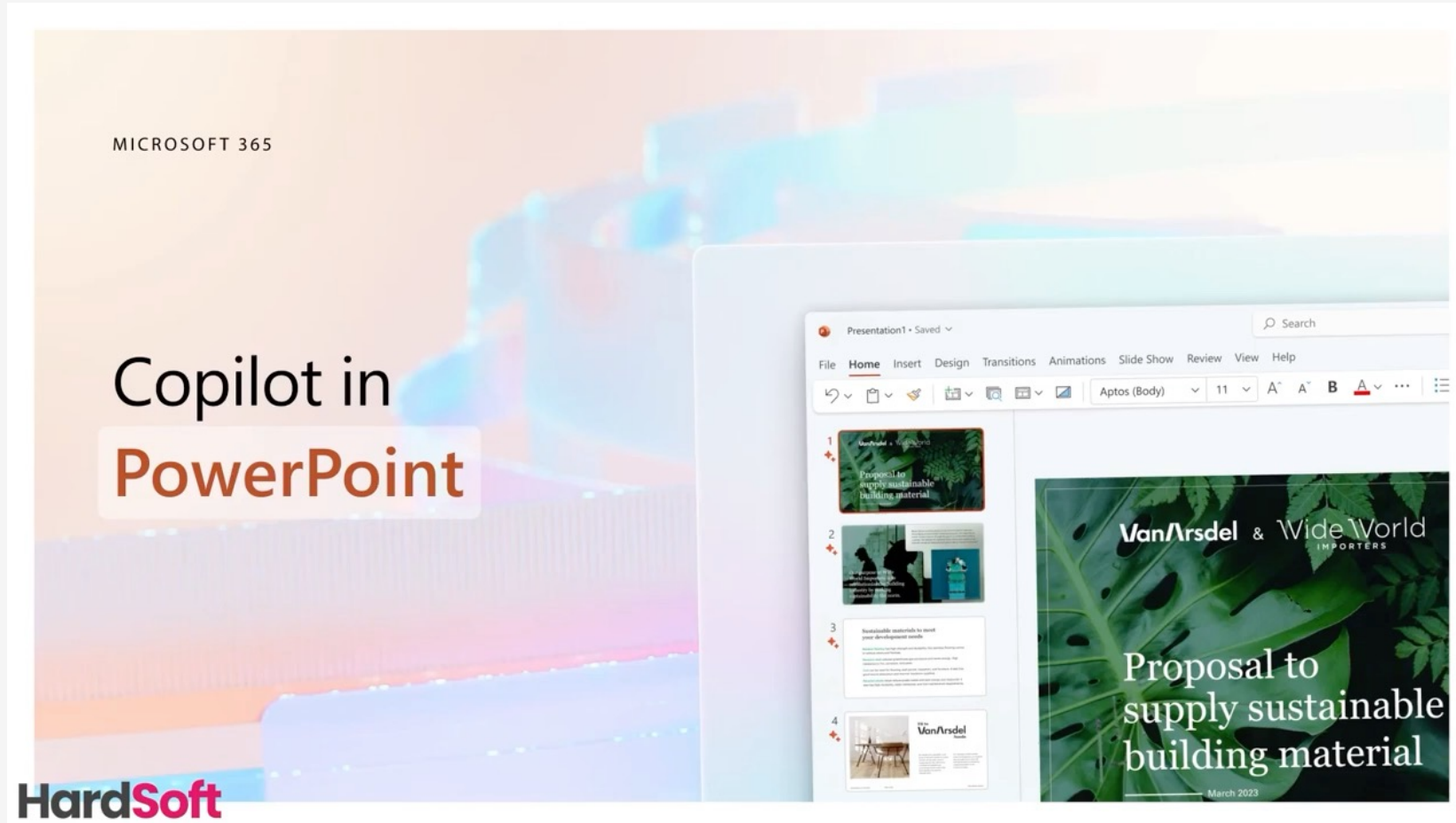
Increase Productivity



Microsoft's Office Productivity Suite



Microsoft's Office Productivity Suite



Activity

Boosting Productivity in Research Work

Activity #1

Task: AI Policy Research

Compile a comprehensive dossier of AI policies and regulations from your members' operational countries.

This information will be used to present to your Board.

Tool:



COPILOT

copilot.microsoft.com

OR



perplexity

perplexity.ai

Best Practices To Write Prompts

1. Be Specific and Clear
2. Provide Context
3. Set Boundaries
4. Incorporate Examples
5. Iterate and Refine
6. Collaborate with AI

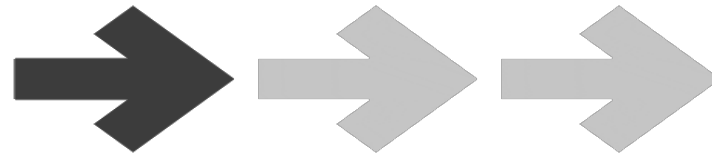
Optimise Learning & Development



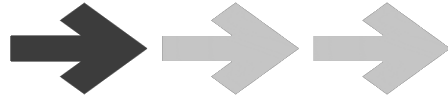
YOUR EVENTS CREATE ORIGINAL CONTENT



INGESTING EVENT CONTENT



- 0:52** questions in your mind on how do I make sense out of generative AI
- 0:58** I'ms what does it mean what do I need to know what am I missing so I want to introduce three amazing panelists first
- 1:06** one may not need introduction Andrew and CEO and founder of Landing AI probably
- 1:14** okay well welcome [Applause]
- 1:23** he was telling me backstage roughly out of the people I have taken training on AI one in a thousand people
- 1:31** has watched his content his videos so he's trained several million people eight million people or so welcome thank
- 1:37** you hey everyone no number two panelist Ali dalul he's a
- 1:45** Microsoft VP responsible for the entire Azure platform



0:52 questions in your mind on how do I make sense out of generative AI

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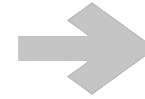
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< Social Media Posts



Text

URL

File

Session

Choose a session

Opening Keynote | Thu Dec 07 2023 09:00

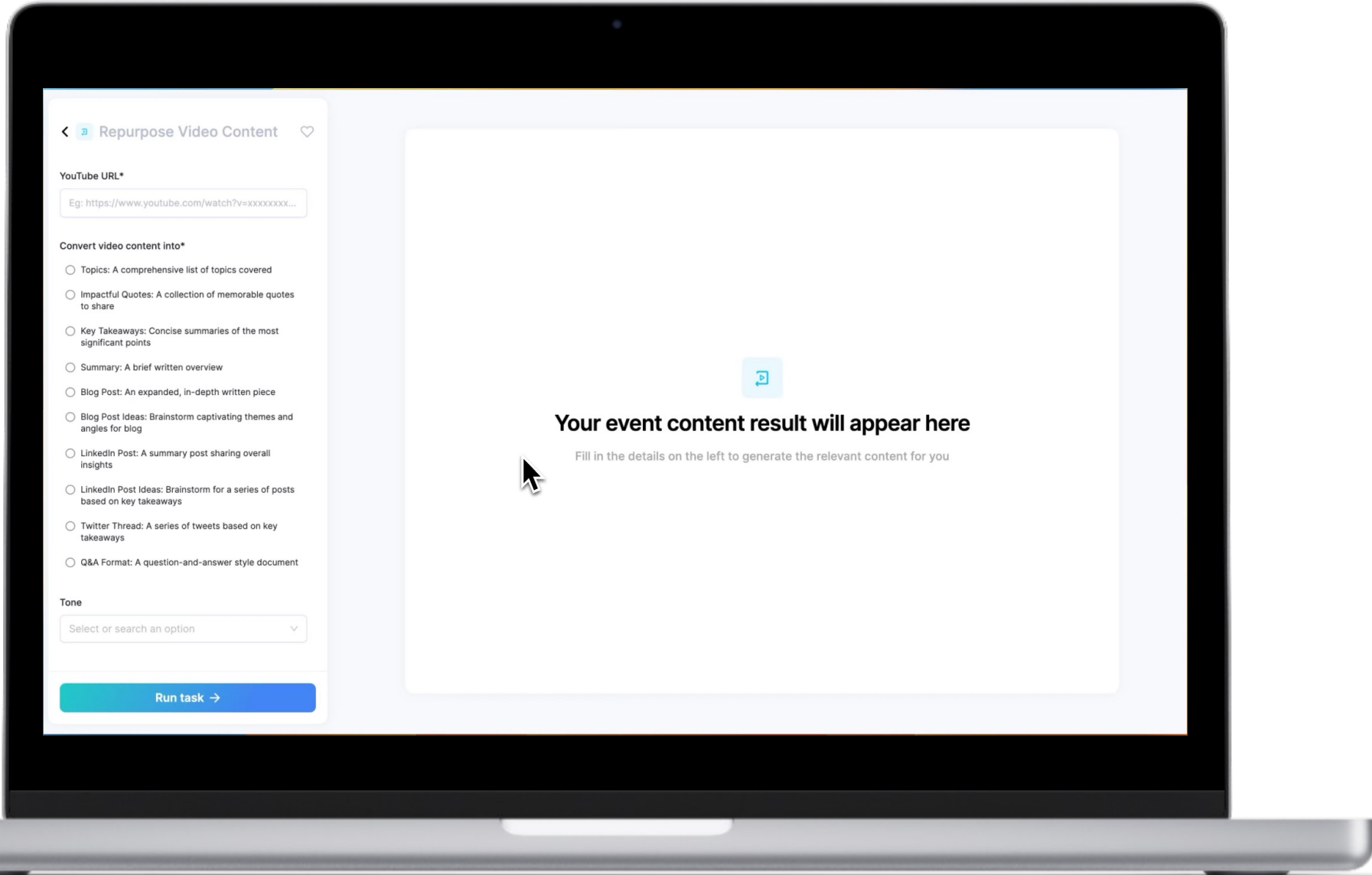
Convert video content into*

- LinkedIn Post ideas: Content suggestions for engaging LinkedIn
- LinkedIn Post: Concise post sharing key insights on LinkedIn
- Threads: Series of connected tweets/posts, breaking down complex topics
- Social Media Snippets: Catchy, bite-sized content for easy social sharing
- Social Media Takeover: A series of curated social posts
- LinkedIn Article: In-depth content on LinkedIn, showcasing expertise and insights
- LinkedIn Post: Extract key points from content into bullet takeaways for sharing

Run task →

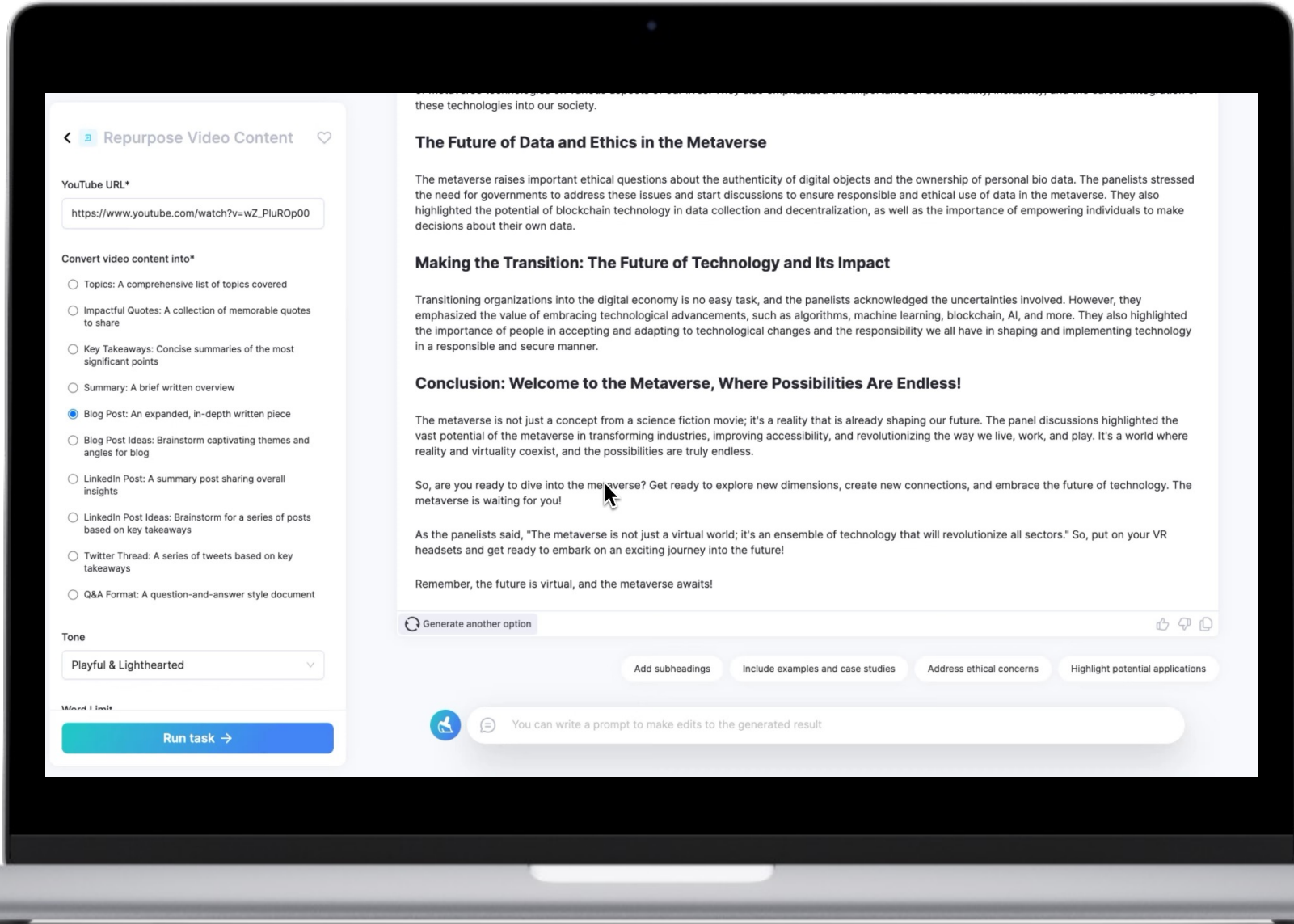
REPURPOSING EVENT CONTENT

Repurpose Content into Blog



spark

Repurpose Content into Social



Activity

**Let's create educational materials from
conference sessions**

Activity

Task:

You have just completed an industry conference.

You have posted your videos online on YouTube.

Craft some educational resources based on the video session content.

Tools:


gemini.google.com

OR


app.sparkit.ai

Enhance Decision Making

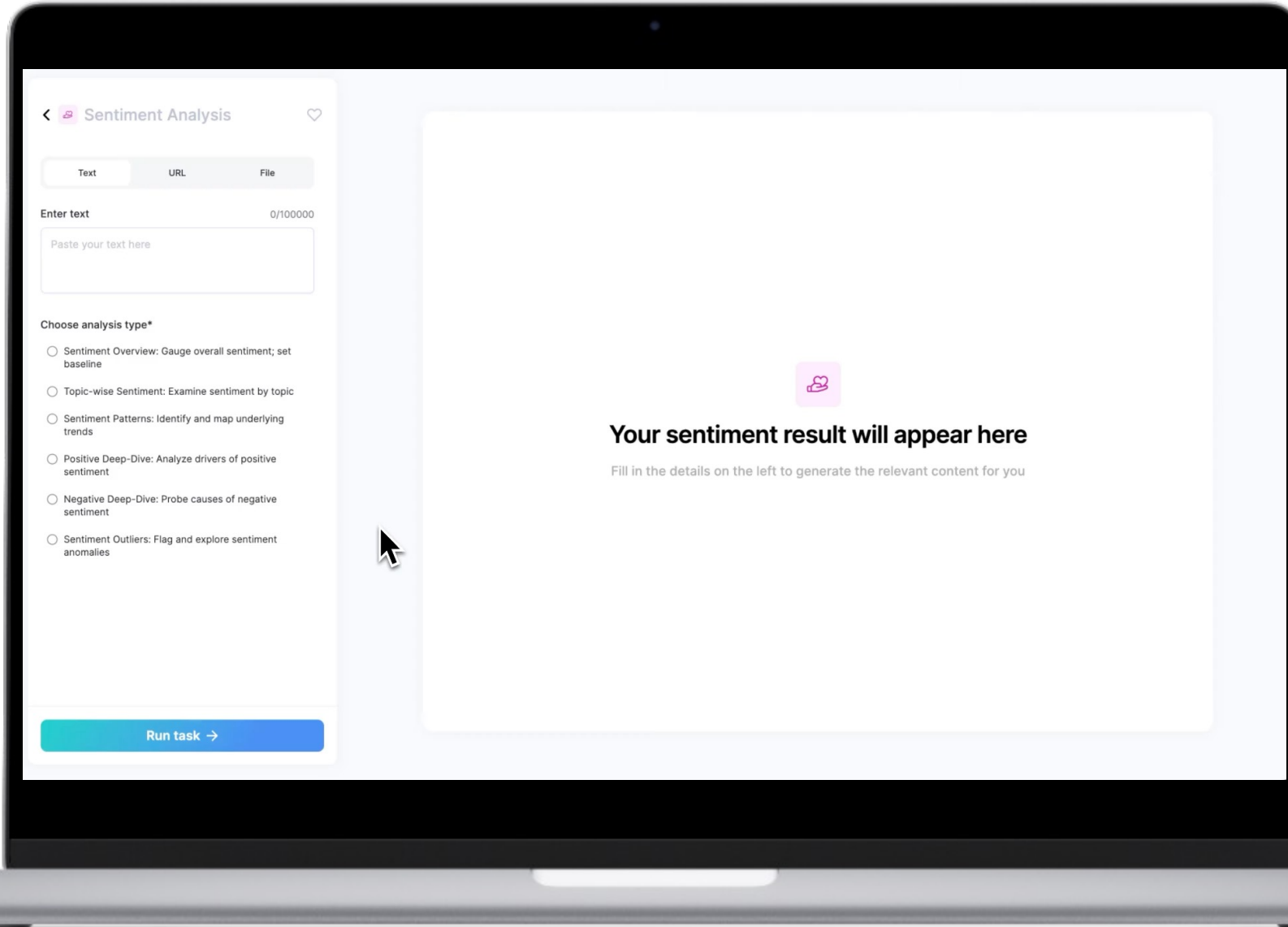


Analysing Survey Responses

The screenshot shows a Microsoft Excel spreadsheet titled "(Dummy) Medical Meeting - Delegates Registration Details with Feedback". The spreadsheet contains a table with 6 columns: Name, Company/Organization, Title, Role, Location, and Feedback/Testimonial. The data is organized into rows, with the first row being the header. The feedback column contains detailed testimonials from various medical professionals.

	A	B	C	D	E	G
1	Name	Company/Organization	Title	Role	Location	Feedback/Testimonial
2	Dr. Emily Nguyen	Pacific ENT Medical Center	Chief Otolaryngologist	Clinical Practice	San Francisco	"The AAO-HNS meeting exceeded my expectations. The sessions on advanced
3	Dr. Aarav Patel	National Institute of Health Res	Senior Research Scientist	Research in Otolaryngology	London	"As a researcher, the insights gained from the latest studies presented here ar
4	Prof. Luisa Gomez	University of Madrid, Medical Fa	Professor of Otolaryngology	Academic Teaching and Research	Madrid	"I was impressed by the comprehensive range of topics covered. The focus on
5	Dr. Samuel Adeyemi	Lagos General Hospital	ENT Specialist	Hospital-Based Medical Care	Lagos	"The live demonstrations of new audiology equipment were a highlight for me.
6	Dr. Han Li	Beijing Institute of Otolaryngolo	Director	Medical Research and Management	Beijing	"The integration of technology in otolaryngology, as discussed in several sess
7	Dr. Sarah Johnson	Advanced Hearing Technologies	Lead Audiologist	Audiology and Hearing Research	New York	"I found the workshops on patient communication and management extremely
8	Dr. Yara Al-Salem	King Faisal Specialist Hospital	Consultant ENT Surgeon	Surgical Care and Treatment	Riyadh	"The panel discussions on global ENT health challenges opened my eyes to di
9	Dr. Carlos Rivera	Instituto Nacional de Otorrinolar	Head of Department	Clinical Administration	Mexico City	"The quality of research presented at this meeting was outstanding. I'm leavin
10	Dr. Fiona Byrne	Sydney Children's Hospital	Pediatric Otolaryngologist	Pediatric ENT Care	Sydney	"As a pediatric otolaryngologist, the sessions on developmental ear disorders
11	Dr. Alexei Ivanov	St. Petersburg State Medical Uni	Associate Professor	Academic and Clinical Research	St. Petersburg	"The keynote speeches were inspiring, highlighting the innovative future of ENT
12	Dr. Nina Kowalski	Krakow Medical University Hosp	Head of ENT Department	Clinical and Surgical Care	Krakow	"The session on minimally invasive ENT surgeries was a game-changer for me
13	Dr. Marco Ferrari	Milan Healthcare Group	Senior ENT Consultant	Private Practice	Milan	"I appreciated the interdisciplinary approach of this conference, especially the
14	Dr. Rachel Abrams	Boston University	Lecturer in Otolaryngology	Education and Research	Boston	"The workshop on new audiological diagnostic techniques was both informati
15	Dr. Amir Hussain	Karachi ENT Clinic	Otolaryngologist	Clinical Practice	Karachi	"This meeting is a melting pot of ideas. I'm taking back a wealth of knowledge
16	Dr. Chika Okoye	University of Cape Town	Research Fellow	Otolaryngology Research	Cape Town	"The focus on ENT in tropical climates was particularly relevant to my practice
17	Dr. Hikaru Sato	Tokyo Medical University	Researcher in Audiology	Audiology Research	Tokyo	"As an audiologist, the advancements in hearing aid technology discussed here
18	Dr. Isabella Rossi	Rome General Hospital	ENT Surgeon	Surgical Treatment	Rome	"The panel on ENT ethics provided much-needed discourse on some challengi
19	Dr. Wei Zhang	Shanghai ENT Medical Center	Audiologist	Clinical Audiology	Shanghai	"The keynote on future ENT technologies was inspirational. It's exciting to see
20	Dr. John Smith	New York ENT Specialists	Managing Director	Private ENT Practice	New York	"Networking with peers from around the globe has been the biggest takeaway
21	Dr. Nora El-Khoury	American University of Beirut	Assistant Professor	Academic Teaching	Beirut	"The discussions on balancing surgical interventions with conservative treatm
22	Dr. Oliver Schmidt	German Otolaryngology Society	Board Member	Professional Society Leadership	Berlin	"The quality and variety of research posters were impressive. It's heartening to
23	Dr. Maya Desai	Mumbai Medical Research Instit	Head of Otolaryngology Res	Medical Research	Mumbai	"Sessions on the latest in rhinoplasty techniques were highly informative, offe
24	Dr. Clara Rodriguez	Barcelona ENT Clinic	Clinical Otolaryngologist	Patient Care	Barcelona	"The seminar on managing ENT emergencies was a standout. It's crucial for o
25	Dr. Eugene Park	Seoul National University Hospi	ENT Researcher	Clinical Research	Seoul	"The roundtable on global ENT healthcare disparities was enlightening and fos
26	Dr. Sofia Petrova	Moscow ENT Hospital	Chief Medical Officer	Hospital Administration	Moscow	"I was captivated by the innovative approaches to treating vertigo presented he
27	Dr. Zoe Tan	Singapore ENT Center	Senior ENT Specialist	Clinical Practice	Singapore	"The focus on pediatric ENT and allergy was exactly what I needed. The latest
28	Dr. Lucas Bernard	Paris University Hospital	Head of Pediatric Otolaryng	Pediatric Care	Paris	"The breakout sessions on ENT practice management were extremely useful, p
29	Dr. Fatima Al Mansoori	Abu Dhabi ENT Clinic	ENT Consultant	Clinical and Surgical Practice	Abu Dhabi	"I found the collaborative discussions on throat cancer research to be profoun

Perform sentiment analysis



If ICCA had a magic AI wand, what would you like ICCA to do for you to better serve you?

Si ICCA tuviera una varita mágica de IA, ¿qué te gustaría que hiciera ICCA por ti para servirte mejor?

Si ICCA tingués una vareta màgica d'IA, què t'agradaria que ICCA fes perquè et serveixi millor?

Si l'ICCA avait une baguette magique en matière d'IA, que voudriez-vous que l'ICCA fasse pour vous afin de mieux vous servir?



Generative AI



Generative AI



Super Assistant
for all your cognitive work

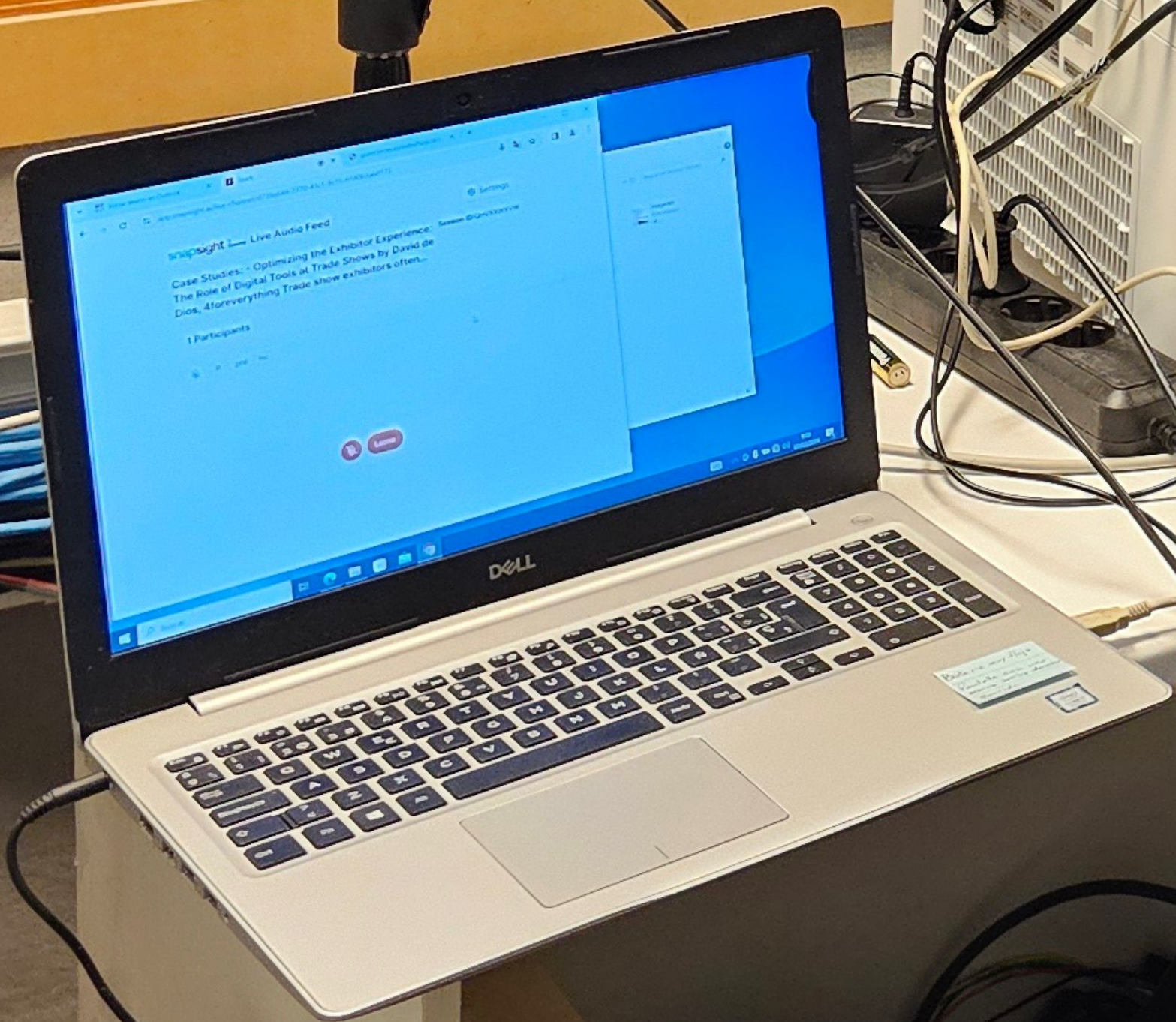
Talk to it like a human

Explain your challenges
Explain your goals
Plead to it

Doubt it

**How about analysing event content in
realtime?**





Whisperlight Live Audio Feed

Case Studies: - Optimizing the Exhibitor Experience: The Role of Digital Tools at Trade Shows by David de Dios, 4foreverything Trade show exhibitors often...

1 Participants

DELL

Public Key: [unreadable]

Private Key: [unreadable]

Serial Number: [unreadable]

Thank you

Veemal Gungadin
CEO



[linkedin.com/in/veemal](https://www.linkedin.com/in/veemal)