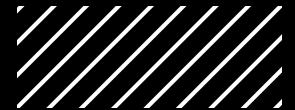


AI & INNOVATION AT INBOUND



INBOUND 2023 Custom Agenda



INBOUND IS THE ULTIMATE DESTINATION FOR ANYONE

looking to learn, grow, and connect with industry leaders across tech who specialize in marketing, sales, operations, customer success, and much more.

STAY UP TO DATE ON THE LATEST AI INNOVATIONS

and approaches, discover new tools and resources to enhance your AI strategies, and develop fresh skills through hands-on workshops and interactive sessions, selected just for you.

THIS YEAR INBOUND IS FOCUSING ON THE POWER OF CONNECTION

and how the future of business is all about a connected mindset. As a business professional looking to scale AI and innovation into your work, INBOUND sessions will provide tips, tricks, and insights into the need-to-know-business trends and practices crucial to your work, while always keeping customers at the heart of your business.

HOW CAN YOU IDENTIFY THE BEST AI WRITING TOOLS FOR YOUR WORK?

Looking for ways to improve AI generative text strategies? Want to connect and network with other attendees using AI to propel their work forward?

TOP SESSIONS FOR AI & INNOVATION

1. Lessons on Innovation, Leadership, and Navigating Change

with **REESE WITHERSPOON**
(Actor, Producer, Founder; Hello Sunshine)

Join Reese for a revealing conversation encompassing her practical strategies for driving growth and creating a culture of excellence, as well as the challenges and opportunities of producing content in a rapidly changing landscape.

3. Focus on the Future: Navigating the Next Decade

with **STEVEN BARTLETT** (Entrepreneur, Investor, Bestselling Author, and Host of Europe's no. 1 podcast "The Diary of a CEO")

A fireside chat with Steven Bartlett on his big bets on upcoming trends and how businesses can stay ahead of the curve in an ever-evolving world.

2. Preparing for the AI Boom: The Perspective of a Futurist

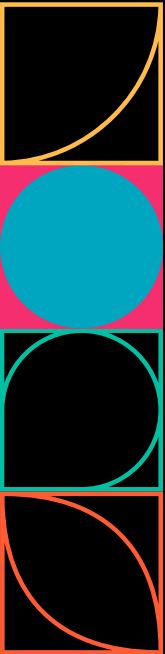
with **SINEAD BOVELL** (Founder, WAYE)

Dubbed "the A.I. educator for the non-nerds" by Vogue, Sinead Bovell is "changing the narrative of who should be talking tech." Get her straightforward take on technology and the future and explore the exciting possibilities *and* concerns of an emerging AI-powered future.

4. The HubSpot Spotlight

with **YAMINI RANGAN** (CEO, HubSpot),
DHARMESH SHAH (Co-founder and CTO, HubSpot),
and **ANDREW PITRE** (Executive VP, Product; HubSpot)

Kick off INBOUND 2023 at Main Stage with HubSpot's Yamini Rangan, CEO, Dharmesh Shah, Founder & CTO, and Andrew Pitre, EVP, Product. Always one of INBOUND's most popular sessions, this is a don't miss moment for all attendees!



TOP SESSIONS FOR AI & INNOVATION

5. Marketing Revolution: How to Win When Everyone Is Using AI

with **NEIL PATEL** (Co-founder, NP Digital)

Everyone is talking about AI and how to use it. Join this session to break down a different way to think about marketing in a cheaper and faster way, especially with SEO. Learn a new strategy to generate traffic that doesn't rely on content creation. Discover how to build a brand and community without relying on social channels.

7. AImpact: Using Artificial Intelligence to Scale Your Startup

with **KAREEM AMIN** (Co-founder and CEO, Clay), **MEGHAN KEANEY ANDERSON** (Head of Marketing, Jasper) and **LAURENCE BUTLER** (Senior Director, HubSpot for Startups; HubSpot)

Join HubSpot for Startups for an in-depth panel discussion on how startups can leverage artificial intelligence to drive growth and scale their businesses. Three leading AI powered startups will share their insights on how startups can streamline their operations, improve efficiencies, increase productivity, and ultimately driving better outcomes for their customers. ***Reservation is required.**

6. The AI Advantage: AI Tools for Writers Workshop

with **DALE BERTRAND** (President, Fire&Spark)

In 2023, AI writing tools can be powerful assistants to writers when generating ideas, researching topics, and increasing writing efficiency. However, choosing the right tools to help you in your writing process is essential. You need tools that fit your personal approach to writing without compromising your creativity or judgment. This hands-on workshop will explore the many ways writers may choose to use AI tools and discover the best approach for you. ***Reservation is required.**

8. Deconstructing Generative Text AI for Social

with **KATE BRADLEY CHERNIS** (Founder and CEO, Lately.AI)

2023 is the year of AI-generated content. But, there's a RIGHT way and a WRONG way. This session will equip marketers with all they need to know to avoid AI generative text pitfalls, covering origins, ethics, applications that won't trigger penalties, and the three dirty little secrets that no one at Open AI wants you to know. ***Reservation is required.**

TOP SESSIONS FOR AI & INNOVATION

9. Keys to World Class Content and Winning Trust in the AI Era

with **MARCUS SHERIDAN** (Author of *They Ask You Answer*, Marcus Sheridan International & IMPACT)

Are you looking to create world-class content that wins trust, traffic, leads, and sales? Are you intimidated with AI and wondering how to use it the right way, to produce the right content, and get the right results? If so, this is a session you won't want to miss.

***Reservation is required.**

11. What Will It Take to Sell Out a Product in 2024?

with **ARIEL BOSWELL** (Data Analyst, HubSpot) and more speakers to be confirmed

Brought to you by HubSpot Creators, this panel of industry-leading experts discusses direct-to-consumer marketing strategies that will help brands effectively sell their inventory in 2024.

10. Marketing School Podcast – Q&A With Neil Patel and Eric Siu

with **ERIC SIU** (Founder, Single Grain) and **NEIL PATEL** (Co-founder, NP Digital)

Get ready for a live and unfiltered Q&A session with marketing gurus, Neil Patel and Eric Siu! Gain actionable insights that you can immediately use to grow your business faster. Learn from case studies and experiences from two business operators who happen to live and breathe it. Don't miss this opportunity to learn from two of the industry's top experts and get burning questions answered.

12. Marketing Against the Grain Live: The Future of AI

with **KIPP BODNAR** (CMO, HubSpot) and **KIERAN FLANAGAN** (CMO, Zapier)

Join thought leaders Kipp Bodnar (HubSpot's CMO) and Kieran Flanagan (Zapier's CMO), as they lead you down the rabbit hole of marketing trends, growth tactics, and innovation. This session is brought to you by the HubSpot Podcast Network.

[Explore INBOUND Sessions](#)



COMMUNITY AND CONNECTION ARE AT THE HEART OF INBOUND.

Deepen your craft and areas of expertise while also expanding your network with a global, diverse, and inclusive community of business leaders.

Build meaningful connections at INBOUND with our new communities and Meetup experiences.

IMMERSE YOURSELF IN A 360° EXPERIENCE

that offers top-notch education, vibrant community-building, entertainment, wellness, delicious food, and other surprise and delight moments on-site. From our VIP Welcome Party and activities at Lawn on D to interactive sponsorship activations and more, **don't miss out on all of the exciting events at INBOUND.**

NEED APPROVAL FROM LEADERSHIP TO COVER THE COSTS OF ATTENDING INBOUND?

Download our Convince Your Boss Letter to explain the value of INBOUND, share the game-changing sessions you're most excited about, and **how attending will level up your personal growth in alignment with your company's goals.**

