

Power Lunch Webinar

Tuesday, June 19, 2018

Time: **12 to 1:30 p.m.**

Webinar log-in information will be emailed to all registrants.

Presenter:



Aaron Norris, APR
Vice President, The Norris Group

As Vice President, Aaron's role includes loan officer, investor relations, business development, as well as marketing. Aaron has been in the real estate field for over a decade having worked in the construction and design industry before joining The Norris Group in 2005. You'll catch his speaking nationally on topics like technology and real estate (artificial intelligence, robotics, shared economy, virtual reality and FinTech) as well as marketing and PR trends.

The Next Influencers Government Communicators Tame: **Artificial Intelligence**

"Alexa, please pay my water bill."

"Siri, please report that pothole to the city."

It's happening so quickly, not even the companies behind the next wave of influencers have shared the inside scoop on how customers are referred information in the era of zero interface. Forget screens! In just a few short years, we won't be staring at phone screens, we'll be talking to thin air to receive referrals, pay our bills, shop, and communicate. Amazon, Facebook, Microsoft, and Apple are spending billions so Alexa, M, Cortana and Siri will be the consumers AI of choice for integration into their homes, phones, cars, and wearables. Join us for this critical look at technology and how it's changing the face of communication as we discuss:

- Why government communicators need to fight internally for more resources and can no longer rely on local media
- The crucial need for specific data skills on your team that will make you an invaluable team member in the years to come
- Leveraging data to get what you want
- The dangers of AI in the information age
- Three key areas of focus communicators should be focused on now to win at AI
- Stats behind how AI is shaping everything from shopping to real estate

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