



Puerto Rico

FORMING OUR FUTURE

Leadership Conference

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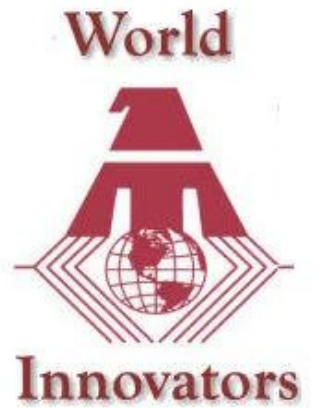
March 5-8, 2025



Leveraging AI & ChatGPT: Transforming Industrial Relationships for Future Growth

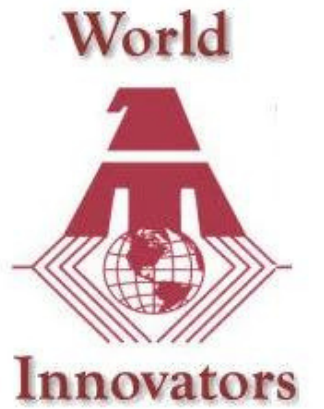
Donna Peterson, CEO, World Innovators





Thank you to the PMA for keeping
its members ahead of the curve





*Linkedin Reports: 72% of B2B Brands Feel Overwhelmed
by AI - But You Don't Have To Feel That Way.*

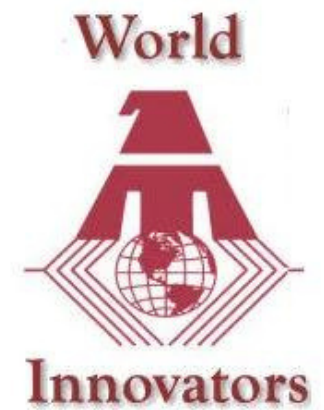


AI Adoption is Not Just an IT or Marketing Decision - It's a Business Strategy.



- Leadership drives AI success
- AI impacts every department.
- Teams follow your lead—make AI a habit.

TODAY WE WILL DISCUSS-

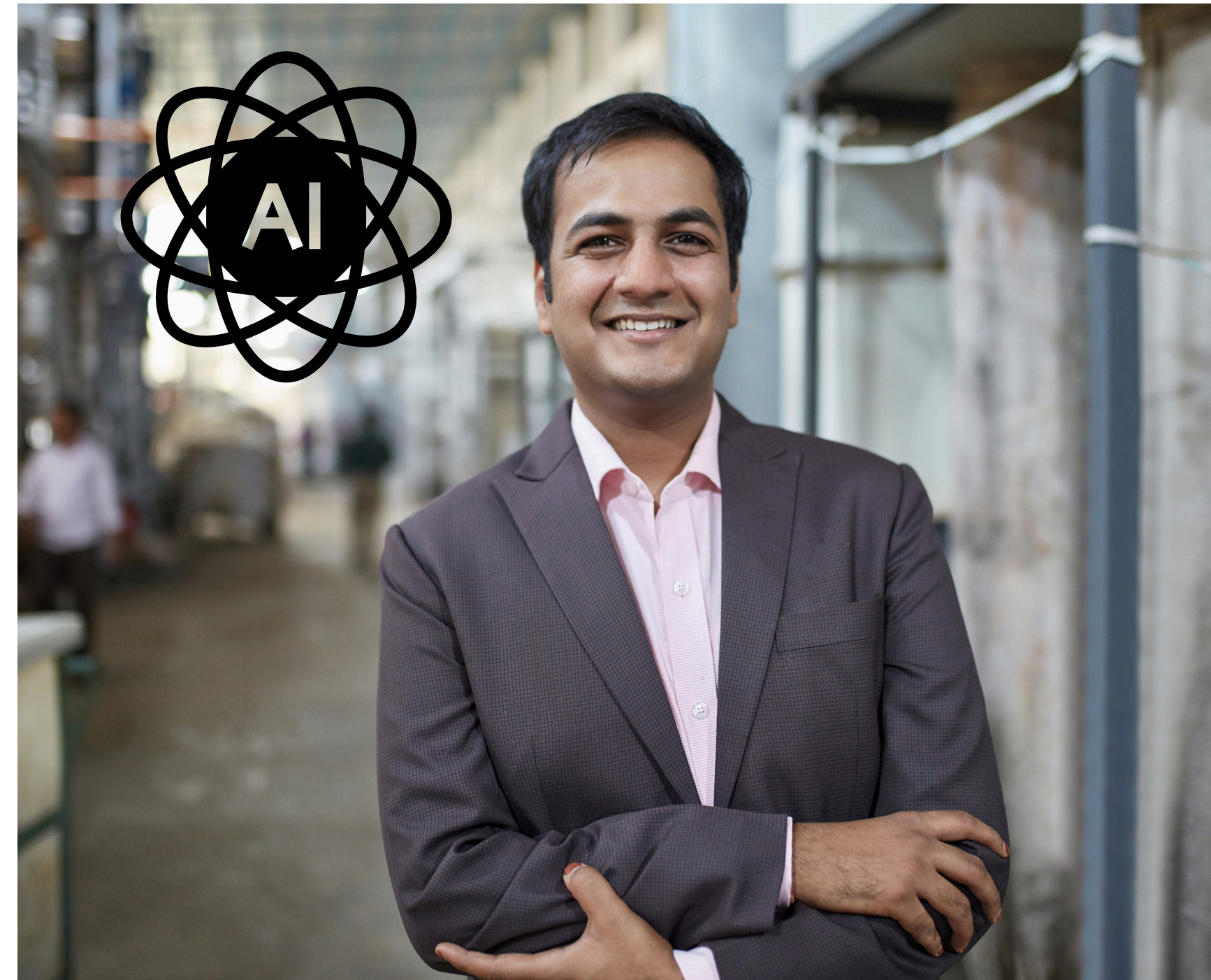


- AI for B2B Leaders: Awareness, Adoption & Accountability
- Where AI Can Help & How to Implement It Effectively
- Making AI a Habit: Training & Accountability for Your Team
- Balancing AI & Human Connection in Business Growth
- Demos: ChatGPT, Descript & Seamless.ai

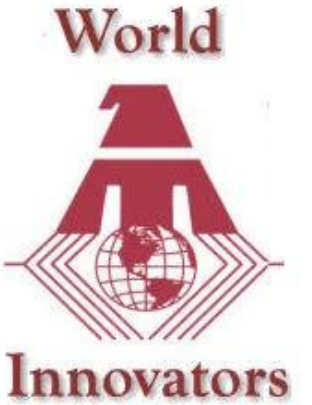


WHY AI MATTERS FOR LEADERS TODAY

- AI is not a trend
- AI reduces manual work
- AI personalizes at scale
- Attracts & retains young talent
- Competitive advantage.



BUILDING GENUINE CONNECTIONS:



AI isn't just about efficiency - it strengthens relationships.

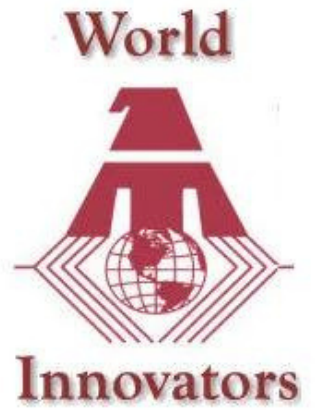
Build trust with employees, vendors, prospects & customers.

AI helps deepen connections, not replace them.



CONCENTRATING ON RELATIONSHIPS

Relationships → Trust = Loyalty

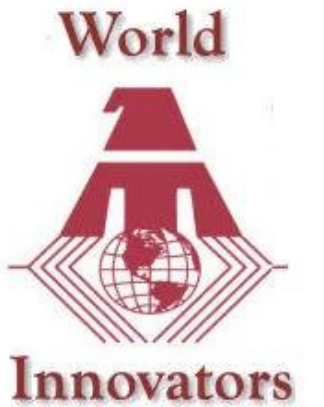


Know & Understand Audience



CONCENTRATING ON RELATIONSHIPS

Relationships → Trust = Loyalty



Know & Understand Audience

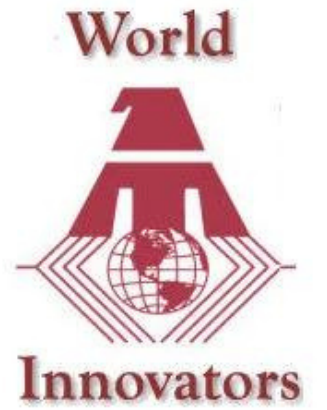


Segment Your Audience



CONCENTRATING ON RELATIONSHIPS

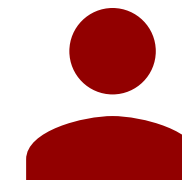
Relationships → Trust = Loyalty



Know & Understand Audience



Segment Your Audience

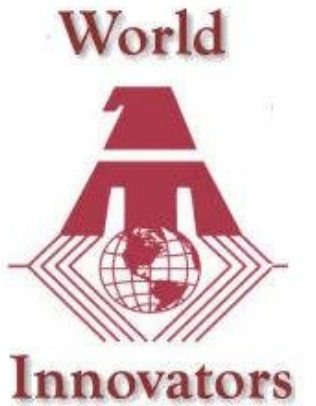


People Connect With People



CONCENTRATING ON RELATIONSHIPS

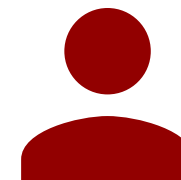
Relationships → Trust = Loyalty



Know & Understand Audience



Segment Your Audience



People Connect With People



Show You Care - Offer Value





There are only so many hours in a day.

How can you and your team get it all done?

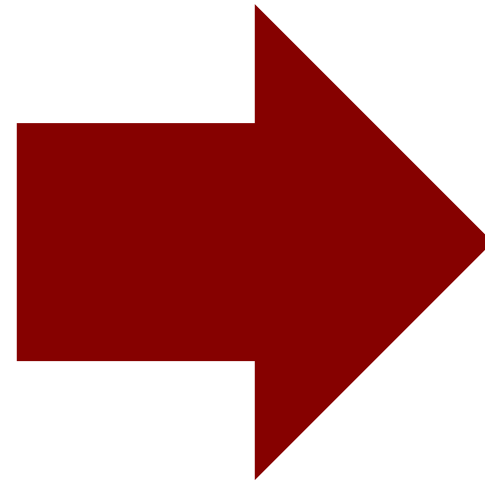
November 2022



WORLD INNOVATORS



EVOLUTION of ChatGPT



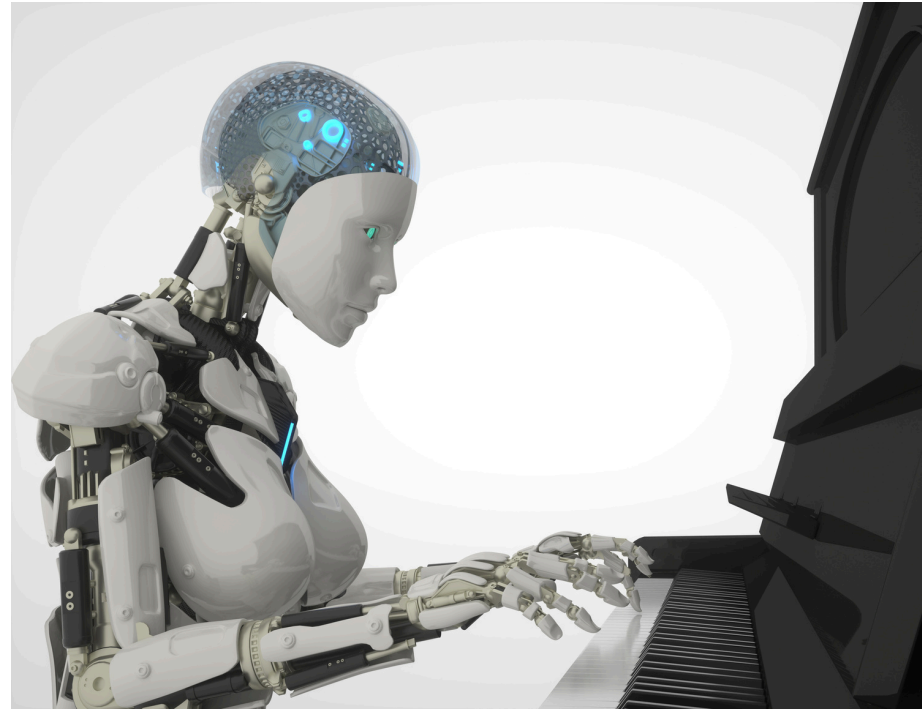
- Custom GPTs
- Open AI Introduces GPT - 4o
- Advanced Voice Mode on Desktop - Real time capabilities
- Task Feature (Beta) launches for Plus, Pro & Teams

WHY NOW -



- Understand it
- Determine effective uses

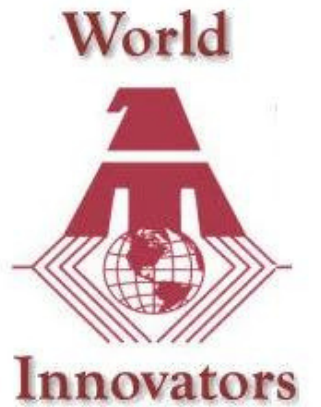
HOW AI CAN HELP BUILD RELATIONSHIPS



Meet My
AI
Assistant



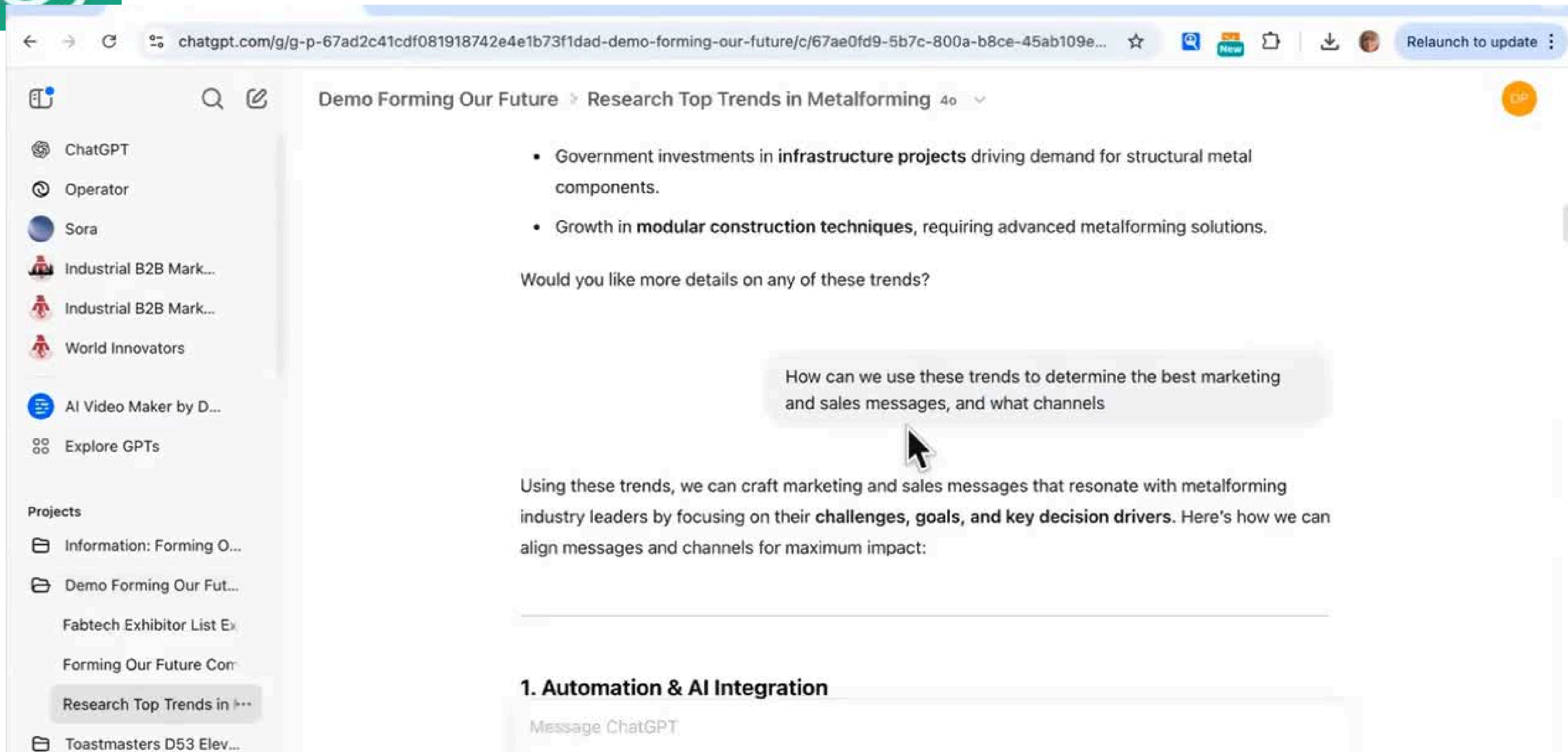
Extra Team Member: Strengthening Relationships & Business Growth



Meet Izzy, my AI assistant, who will explain how you can use ChatGPT.



Chat
Examples



chatgpt.com/g/g-p-67ad2c41cdf081918742e4e1b73f1dad-demo-forming-our-future/c/67ae0fd9-5b7c-800a-b8ce-45ab109e...

Demo Forming Our Future > Research Top Trends in Metalforming 40

- Government investments in **infrastructure projects** driving demand for structural metal components.
- Growth in **modular construction techniques**, requiring advanced metalforming solutions.

Would you like more details on any of these trends?

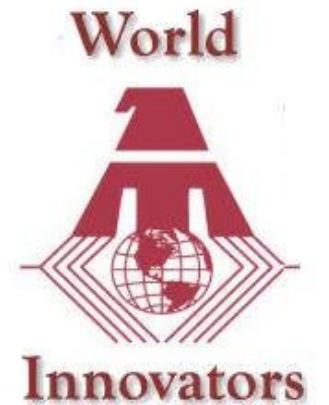
How can we use these trends to determine the best marketing and sales messages, and what channels

Using these trends, we can craft marketing and sales messages that resonate with metalforming industry leaders by focusing on their **challenges, goals, and key decision drivers**. Here's how we can align messages and channels for maximum impact:

1. Automation & AI Integration

Message ChatGPT

ChatGPT - YOUR AI TEAM MEMBER



Personal GPTs can assist you with -

- Executive Support – Summarize reports, analyze data, prep for meetings.
- Sales & Marketing – Personalize outreach, draft emails, refine messaging.
- Internal Communication – Train teams, create SOPs, streamline workflows.
- Customer Insights – Answer FAQs, research trends, identify new opportunities.
- Collaboration – Assist multiple departments without hiring extra staff

Listen to Matthew McClosky



ChatGPT - GPTs



Podcast w/ Matthew McClosky, Director of Sales

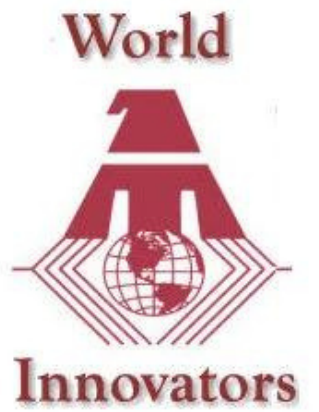
AI IS HELPING SMALL TEAMS DO MORE WITH LESS



- AI helps sales & leadership teams do more with less
- Video creates authentic connections without extra effort
- AI-powered tools make video fast & easy



VIDEOS: HELP MAKE CONNECTION



Benefits

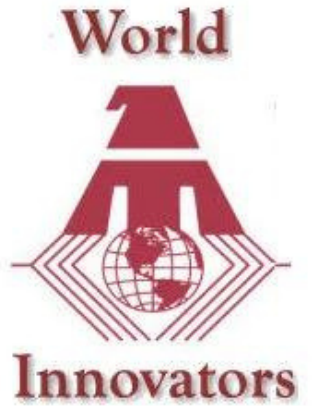
- Thought Leader
- Team Recognition
- Prospecting
- Show Machines in use.

4 Biggest Video Challenges

- Budget Constraints
- Time Limitations
- Lack of Expertise & Equipment
- Content Generation



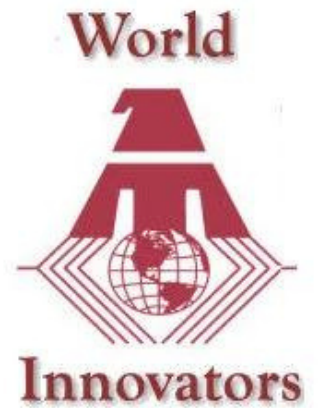
HARNESSING VIDEO: LEADERSHIP, TRUST & GROWTH



descript

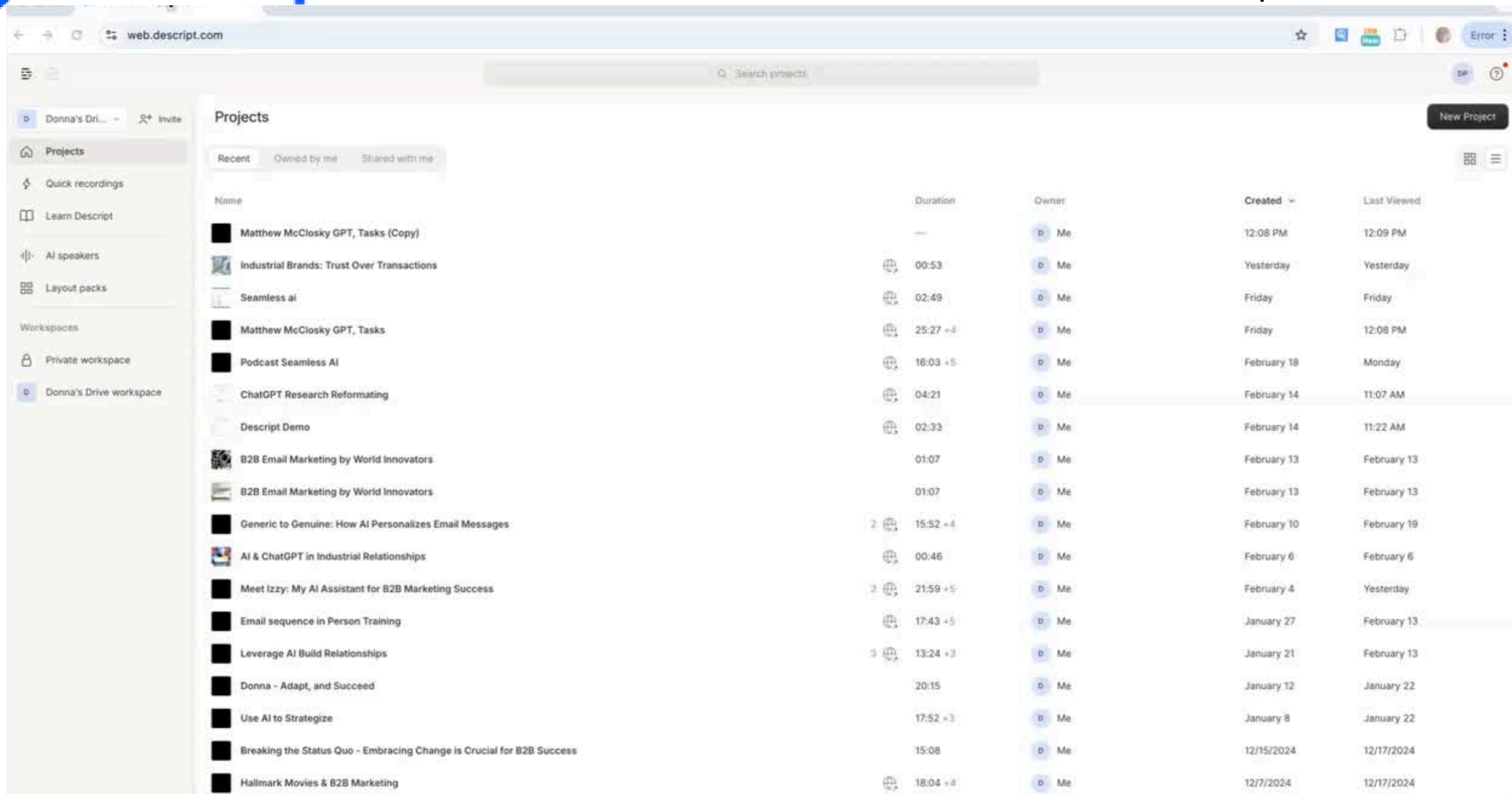
Video —————> **Blog Post** —————> **Social Post** —————> **Email**





- **Video / Podcast Editing**
- **Instant Transcription**
- **AI Features:** Enhance Sound & Appearance
- **Create Short Videos, Clips**
- **Overdub Feature**



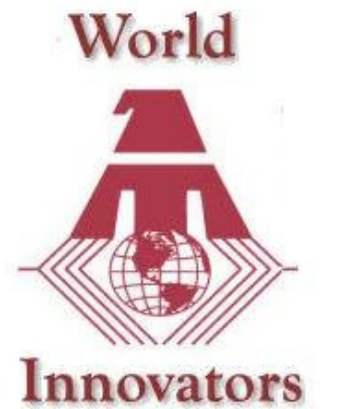


The screenshot shows the Descript web interface with a sidebar on the left containing navigation options like 'Projects', 'Quick recordings', 'Learn Descript', 'AI speakers', 'Layout packs', and 'Workspaces'. The main area displays a table of projects under the 'Recent' tab. The table has columns for Name, Duration, Owner, Created, and Last Viewed. A 'New Project' button is visible in the top right corner of the main area.

Name	Duration	Owner	Created	Last Viewed
Matthew McClosky GPT, Tasks (Copy)	—	Me	12:08 PM	12:09 PM
Industrial Brands: Trust Over Transactions	00:53	Me	Yesterday	Yesterday
Seamless ai	02:49	Me	Friday	Friday
Matthew McClosky GPT, Tasks	25:27 +4	Me	Friday	12:08 PM
Podcast Seamless AI	16:03 +5	Me	February 18	Monday
ChatGPT Research Reformating	04:21	Me	February 14	11:07 AM
Descript Demo	02:33	Me	February 14	11:22 AM
B2B Email Marketing by World Innovators	01:07	Me	February 13	February 13
B2B Email Marketing by World Innovators	01:07	Me	February 13	February 13
Generic to Genuine: How AI Personalizes Email Messages	15:52 +4	Me	February 10	February 19
AI & ChatGPT in Industrial Relationships	00:46	Me	February 6	February 6
Meet Izzy: My AI Assistant for B2B Marketing Success	21:59 +5	Me	February 4	Yesterday
Email sequence in Person Training	17:43 +5	Me	January 27	February 13
Leverage AI Build Relationships	13:24 +3	Me	January 21	February 13
Donna - Adapt, and Succeed	20:15	Me	January 12	January 22
Use AI to Strategize	17:52 +3	Me	January 8	January 22
Breaking the Status Quo - Embracing Change is Crucial for B2B Success	15:08	Me	12/15/2024	12/17/2024
Hallmark Movies & B2B Marketing	18:04 +4	Me	12/7/2024	12/17/2024

ChatGPT + DESCRIPT

Created in 10 Minutes



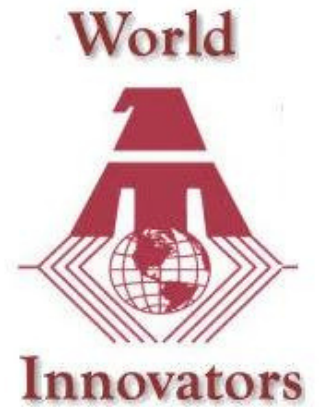
Canva

Features I use:

- Presentations
- Quick Show Video: AI-Powered

Team:

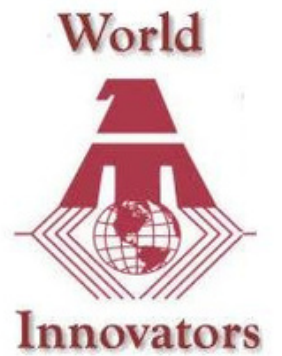
- Brand Kit - Everything looks like Brand
- Thumbnails & Social Post Images
- Print Materials
- Content Creation- Guides, Ebooks
- Share designs





Hearing from Gregg Boucher, Ulbrich Stainless Steels & Special Metals, Inc. & PMA Chair

CONNECT WITH YOUR AUDIENCE



Successful companies don't wait for customers to find them—they strategically place their message in front of the right audience.

Connect with:

- Magazine Subscribers
- Conference Attendees
- Programmatic Banners
- Research





- **AI Lead Search** – Real-time data.
- **Filtering & Segmentation**
- **Intent Data, SIC, Radius**
- **CRM & Sales Tool Integration**



login.seamless.ai/search/contacts?page=1&limit=25&industries=Metals%2C%20Mining%20%26%20Materials|Manufacturing%20%26%20Engineering&keywords=metalforming&technologiesOr=true

Seamless.AI

Join Live Training On-Demand Training Integrations Contact Sales

1,050 Credits Available

Search Contacts Search Companies Search

Filters

Metalworking

3 filters applied Clear All

Company

Full Name

Titles

Seniority

Department

Location

Keywords

Industry

Industry Name

Employee Size

Revenue

Over 2,000 Results

Contact	Company	Contact Information	Pitch Intel	Lists
<input type="checkbox"/> Robert Bradford COO Operations C-Level Lakeville, Minnesota in x f G	BTD Manufacturing btdmfg.com Mining & Metals Detroit Lakes, Minnesota in x f G	<input type="button" value="Find contact information"/>	<input type="button" value="Find 100+ data points"/>	<input type="button" value="Find"/>
<input type="checkbox"/> Cory McHugh Vice President Human Resources Human Resources VP Lockport, Illinois in x f G	Yaskawa America Inc. yaskawa.com Industrial Automation Waukegan, Illinois in x f G	<input type="button" value="Find contact information"/>	<input type="button" value="Find 100+ data points"/>	<input type="button" value="Find"/>
<input type="checkbox"/> Craig Espevik VP Operations Operations VP Park Ridge, Illinois in x f G	Yaskawa America Inc. yaskawa.com Industrial Automation Waukegan, Illinois in x f G	<input type="button" value="Find contact information"/>	<input type="button" value="Find 100+ data points"/>	<input type="button" value="Find"/>
<input type="checkbox"/> Jared Lotzer Vice President of Commercial Operations and Business Development Sales VP Detroit Lakes, Minnesota in x f G	BTD Manufacturing btdmfg.com Mining & Metals Detroit Lakes, Minnesota in x f G	<input type="button" value="Find contact information"/>	<input type="button" value="Find 100+ data points"/>	<input type="button" value="Find"/>



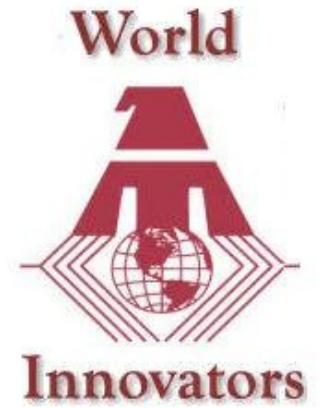
WARNING

- What are you giving them Access to?
- Avoid Duplication across platforms
- AI is a Baseline
- Check Accuracy



START TODAY -

Spend just 5 minutes testing one of these AI tasks to see how it works.



Prompt: What are the biggest challenges facing a “specific” industry in 2025?

Prompt: Analyze (website url) and tell me if it speaks clearly to my audience.

Prompt: Write a LinkedIn post for a metalforming executive about the future of automation

Action: Upload a video into Descript, review transcript, add captions, & social media clips

Don't Wait - Use AI to Your Advantage



EMPOWER YOUR TEAM



FORMING OUR FUTURE
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Puerto Rico

QUESTIONS?

Contact me:

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860-210-8088 LinkedIn



B2B Marketing Excellence & AI Podcast



AI Strategy Session



Reserve Spot Now

