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Leadership Conference

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March 5-8, 2025

PMA PRECISION METALFORMING ASSOCIATION

MetalForming Magazine

Leveraging AI & ChatGPT: Transforming Industrial Relationships for Future Growth

Donna Peterson, CEO, World Innovators

World Innovators

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

World Innovators

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

B2B MARKETING EXCELLENCE & AI PODCAST

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

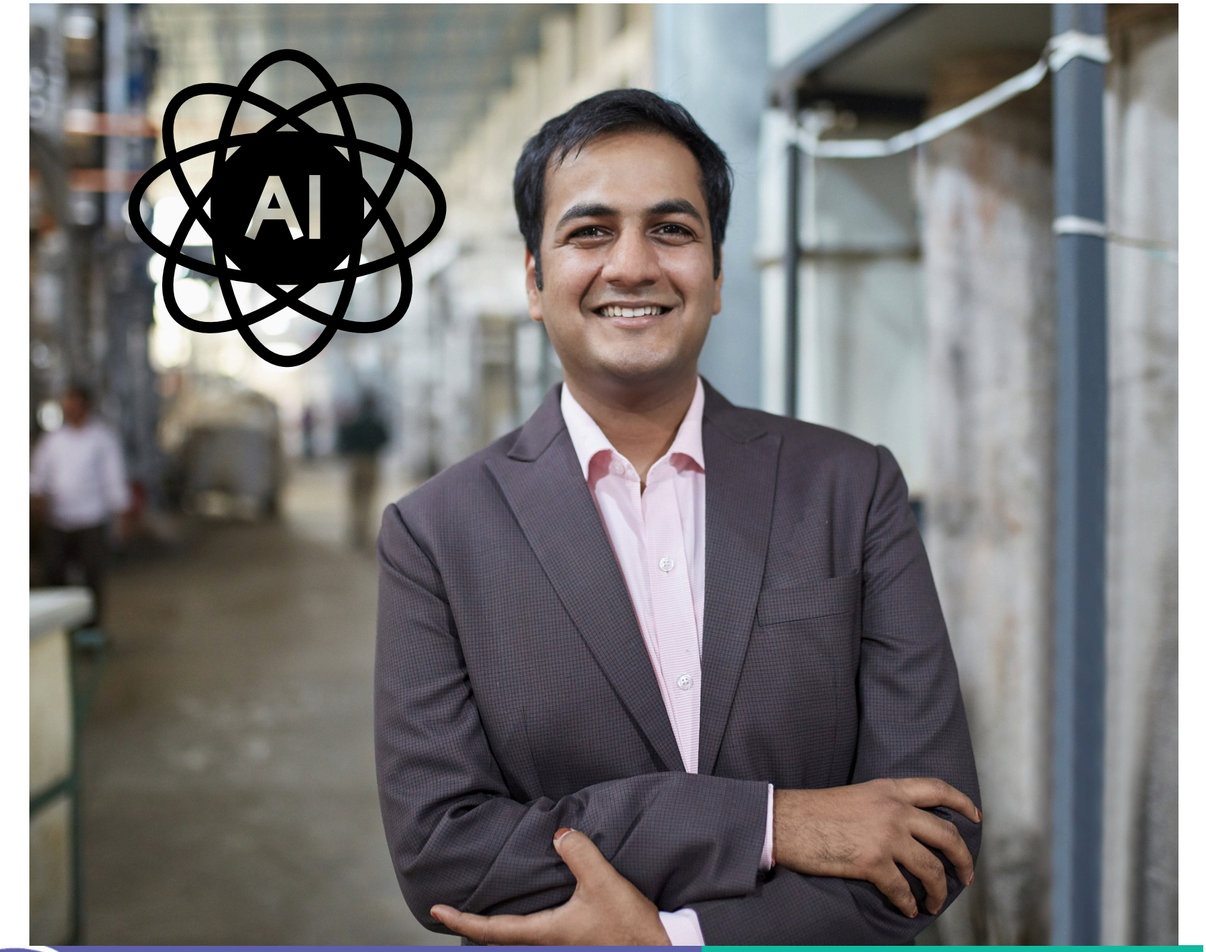
- Leadership drives AI success
- AI impacts every department.
- Teams follow your lead—make AI a habit.

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

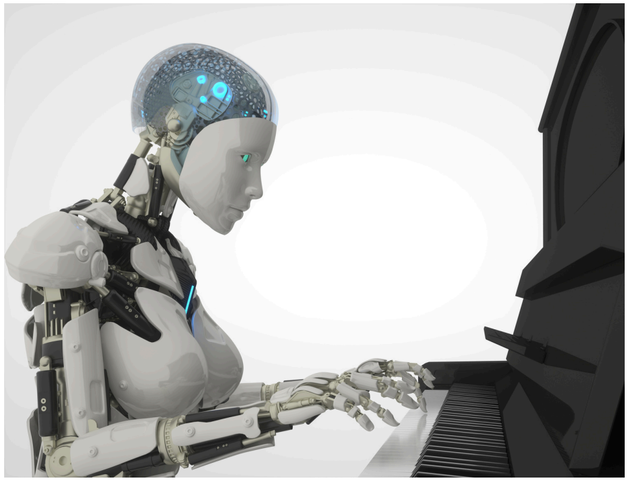
EVOLUTION of ChatGPT

- 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

ChatGPT

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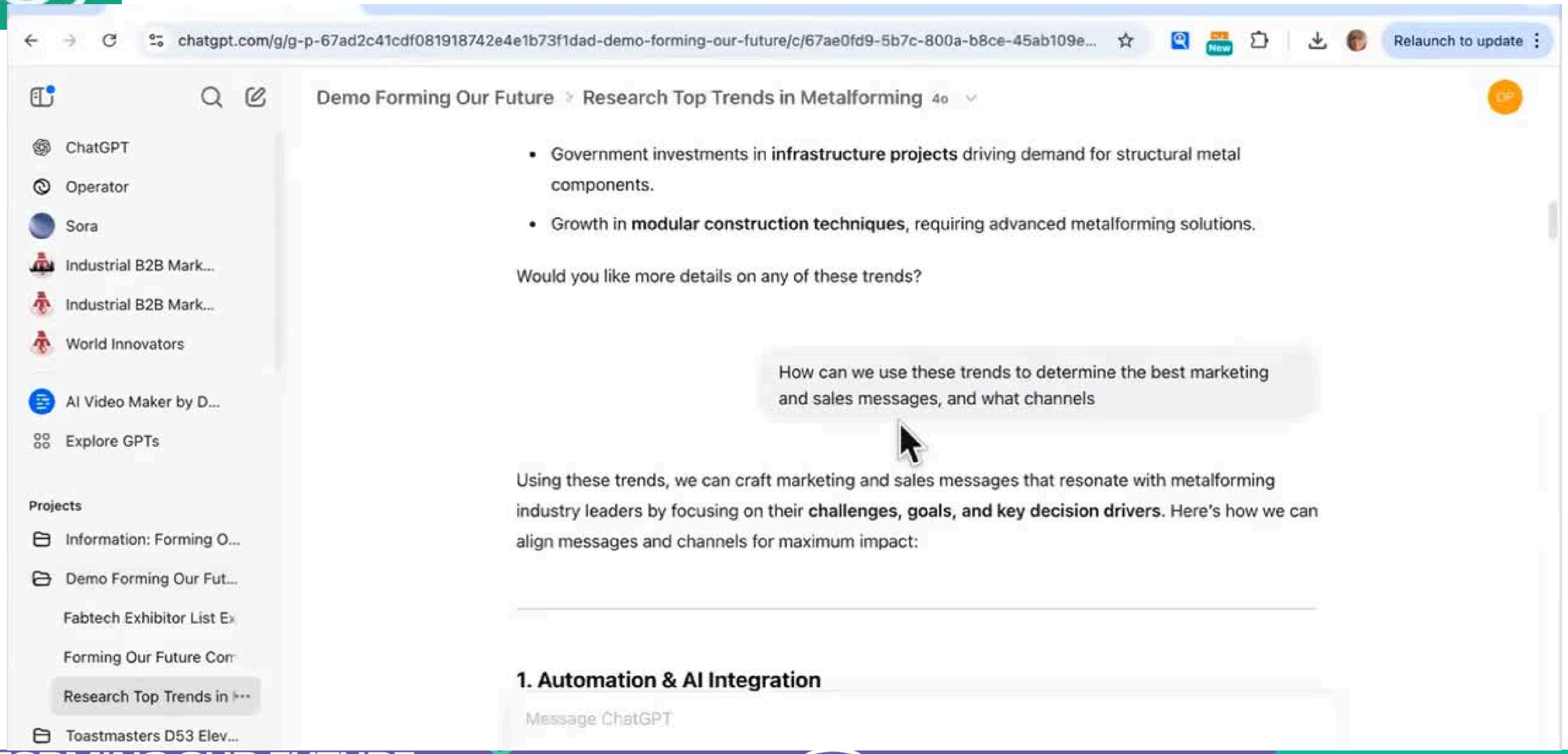
Meet Izzy, my AI assistant, who will explain how you can use ChatGPT.

Chat Examples

ChatGPT


chatgpt.com/g/g-p-67ad2c41cdf081918742e4e1b73f1dad-demo-forming-our-future/c/67ae0fd9-5b7c-800a-b8ce-45ab109e...
Relaunch to update
Demo Forming Our Future
Research Top Trends in Metalforming
4o
ChatGPT
Operator
Sora
Industrial B2B Mark...
Industrial B2B Mark...
World Innovators
AI Video Maker by D...
Explore GPTs
Projects
Information: Forming O...
Demo Forming Our Fut...
Fabtech Exhibitor List Ex
Forming Our Future Con
Research Top Trends in
Toastmasters D53 Elev...
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

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

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VIDEOS: HELP MAKE CONNECTION

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Benefits

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

4 Biggest Video Challenges

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

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HARNESSING VIDEO:
LEADERSHIP, TRUST & GROWTH

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ChatGPT

descript

Canva

Video → Blog Post → Social Post → Email

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descript

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

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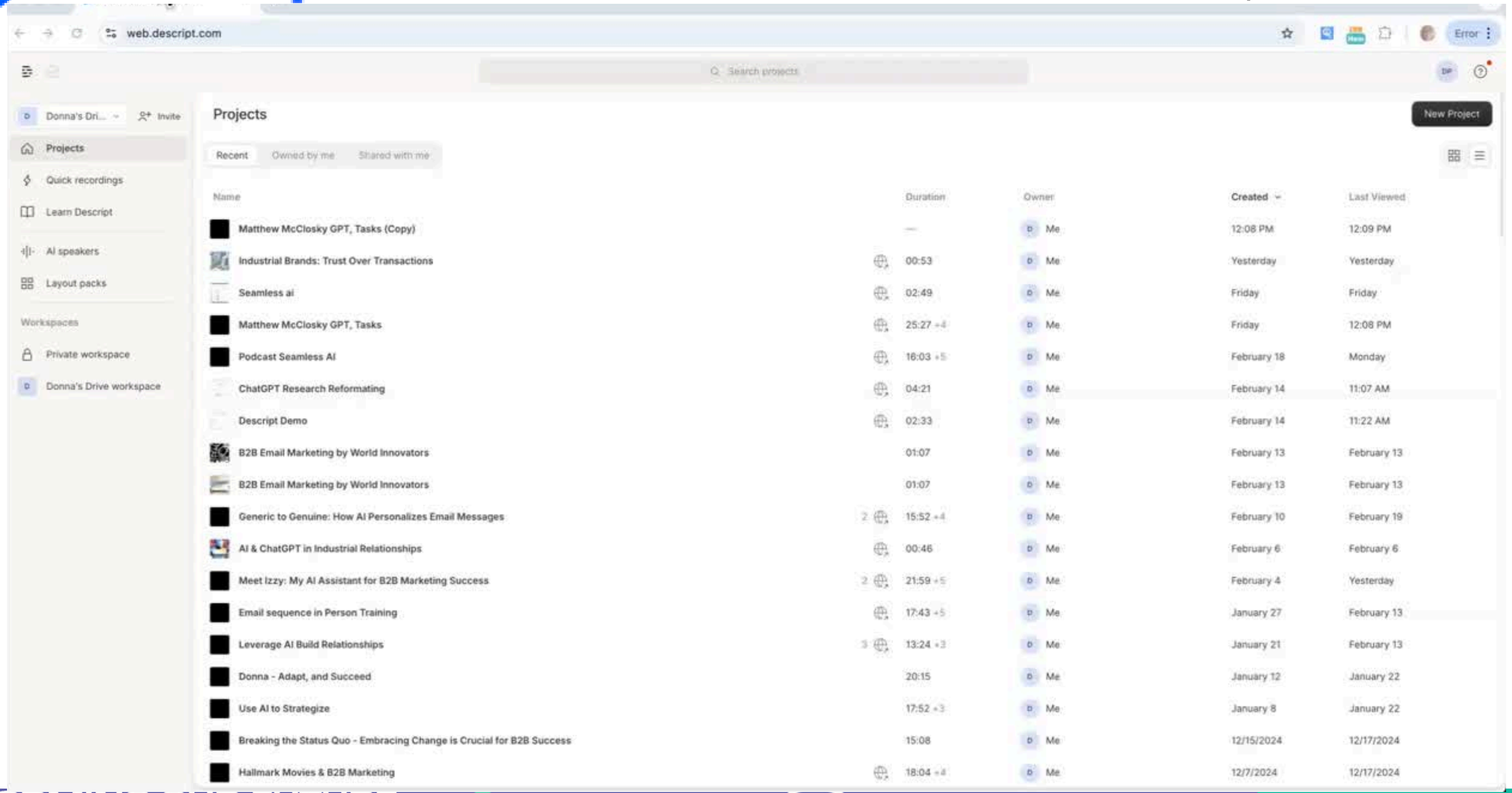
Descript + ChatGPT - >



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

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Seamless.AI®

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

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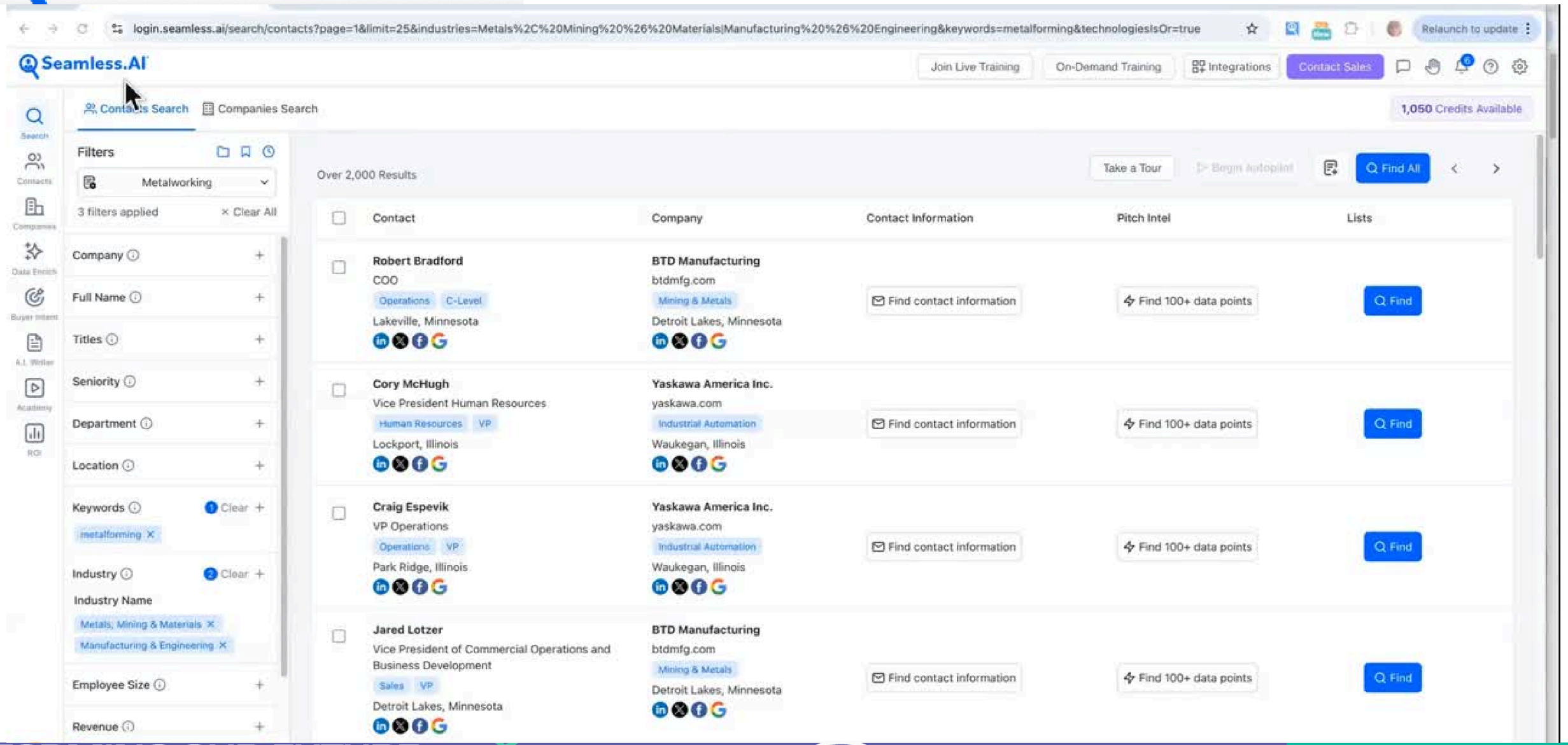
Seamless.AI®



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- 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

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QUESTIONS?

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AI Strategy Session

Reserve Spot Now