# 2025 PNA Ad Con

# Are you ready to AI?

# Why are we talking about AI?

# Blockbuster VS Internet

**1997**

Netflix born

**2004**

Blockbuster "*uh oh*"

1 — 2 — 3 — 4

**2000**

Blockbuster laughs

**2010**

Bankruptcy

# They Ignored the Signals

## Technological Shift

They were slow to recognize the rise of streaming and on-demand content.

## Customer Behavior

They underestimated people's desire for convenience.

# AI is a Tectonic Shift

1 **Not Just Automation**

AI is creating new possibilities.

2 **Reimagining Industries and Roles**

New business models, right under our feet.

3 **Strategic Imperative**

Embracing AI is no longer optional. This is about survival and growth in the modern era.

# Attracting Top Talent

## Compelling Case?

What will be the compelling case for a smart, AI-enabled person to join your team in 3 years?

## Outdated Tech?

Who will you *attract* if you're using outdated tech and processes?

# The "Unfair Competitive Advantage"

## AI-Enhanced Team

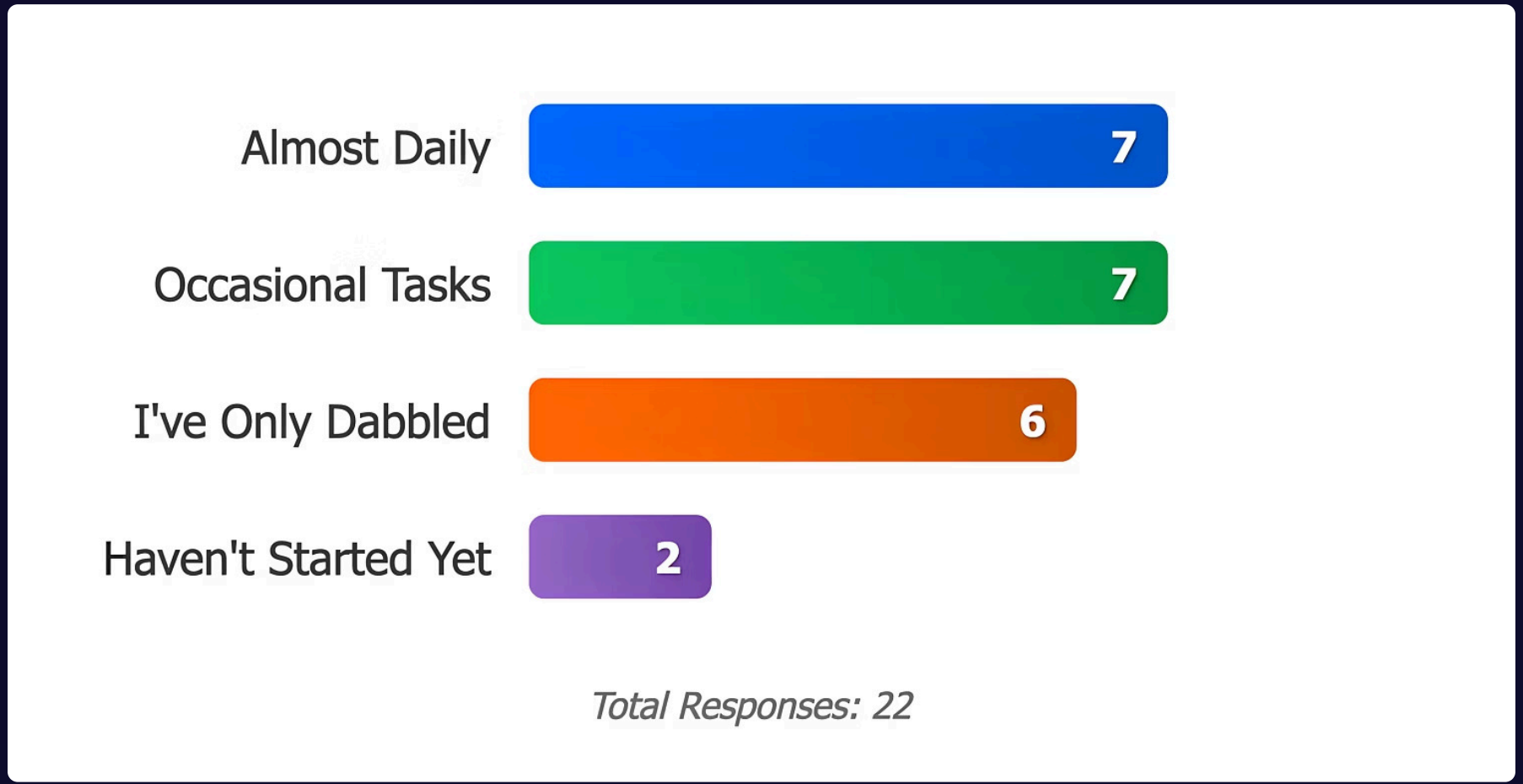
What does it look like when everyone has super-powered thinking, decision-making, and execution?

## Team Still Pondering AI

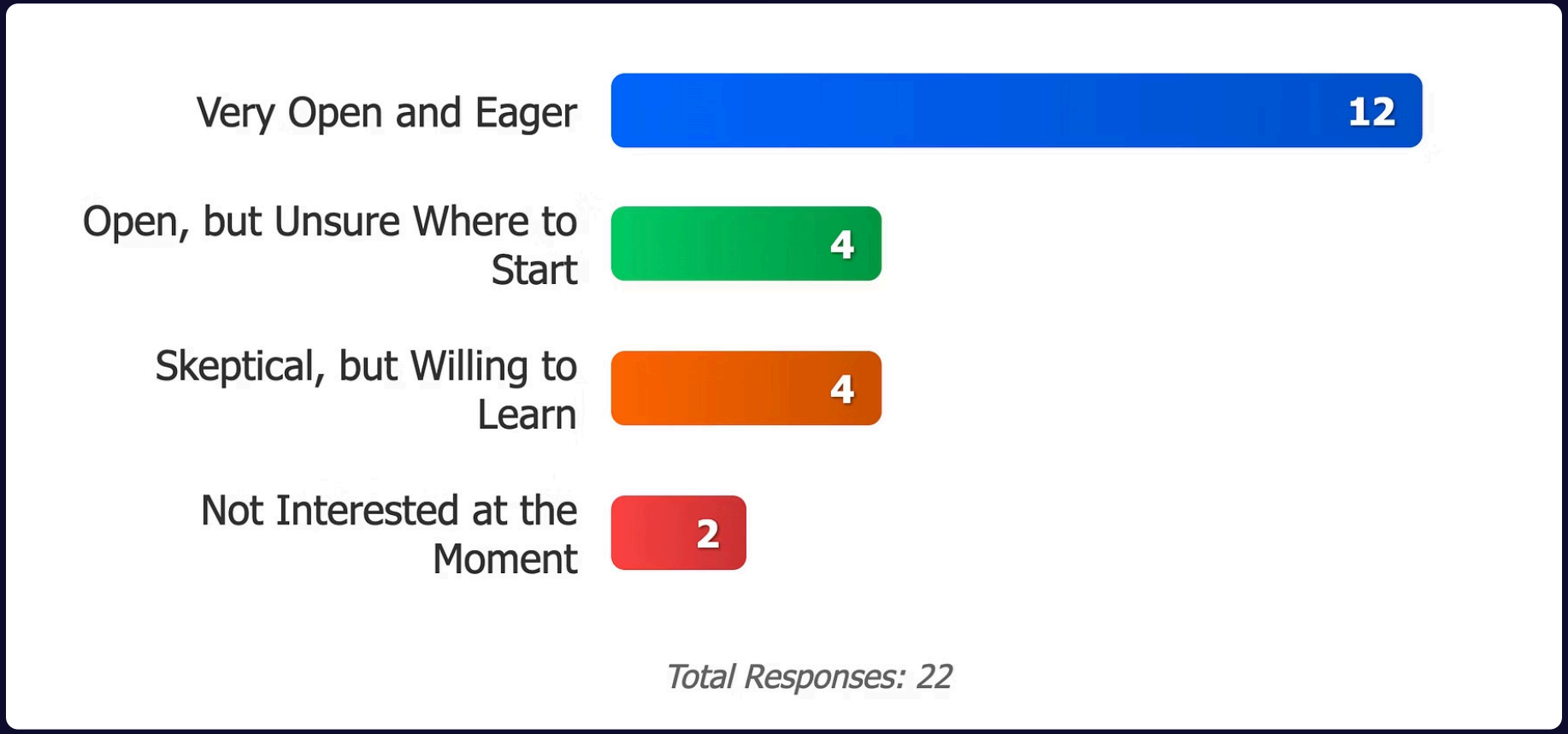
How would it feel to work on a team that doesn't have it?

# So where are WE with AI?

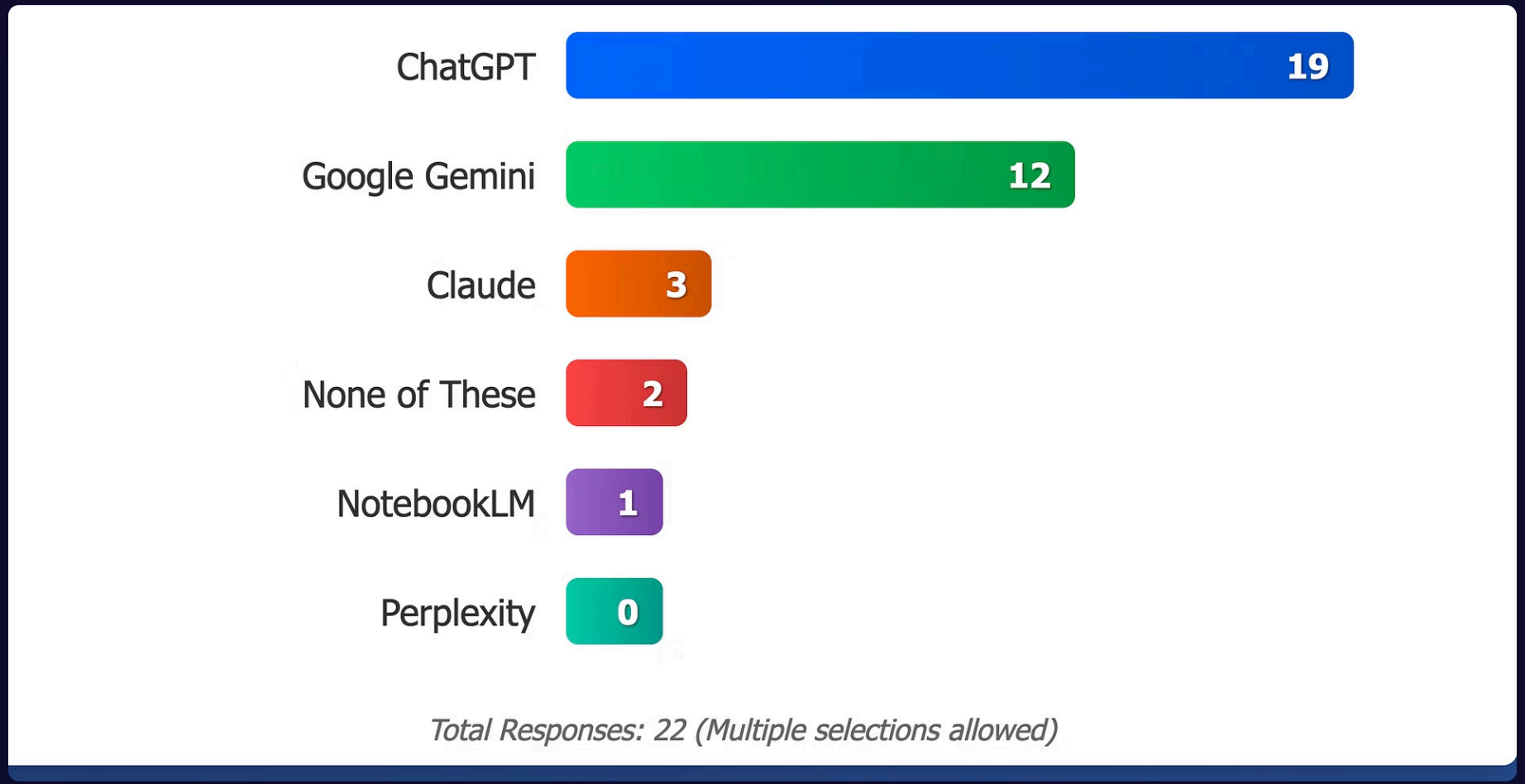
# How often do you use AI tools in life or work?



# How open are you to using AI at work?



# Which of these AI tools have you used?



# Top 5 AI Concerns from Your Group

1. Accuracy & Reliability
2. Loss of Human Touch & Authenticity
3. Ethical & Copyright Issues
4. Professional Credibility & Brand Risk
5. Learning Curve & Implementation

# Some of your challenges or concerns...

| |
|---|
| I am using it for social media posts and marketing proposals to save time. But, I would like to know what else I can use it for. But with that said, I also don't like to rely on it. You still need to know your clients and do the leg work in putting in the correct and thorough information into the platform. |
| I primarily use it for creative ideas, content help, etc. Concern with using it to analyze proprietary data. |

# Some of your challenges or concerns...

| |
|---|
| That the information is false or ends up being copyrighted. |
| Keeping the human element when designing questions for articles. |
| Challenge: Tailoring the questions to get the specific responses I am looking for. |

BULOVA

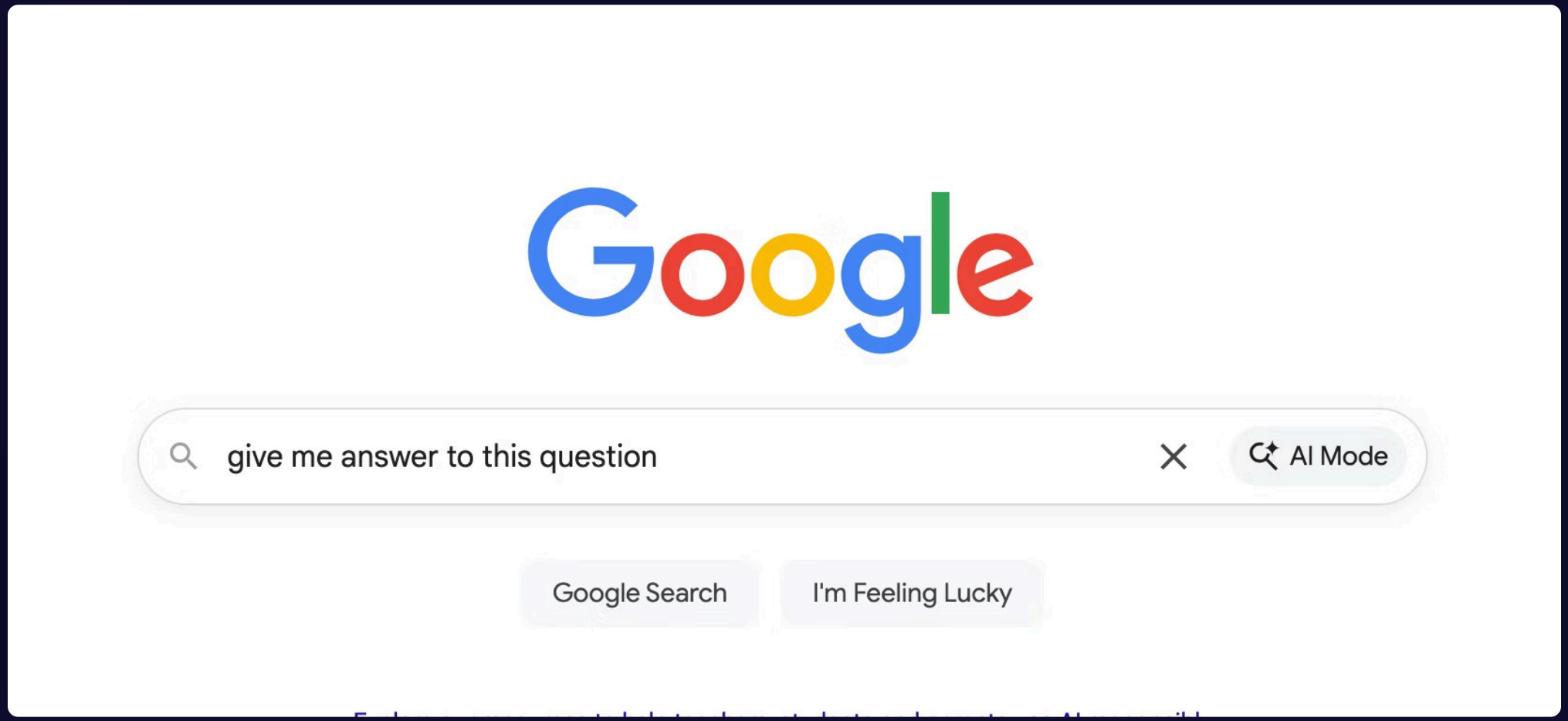
# World's First TV Advertisement, 1941

YouTube

**Bulova: world's first television advertisement**

The first television advertisement was broadcast in the United States at 2:29 p.m. on July 1, 1941. NBC affiliate WNBT aired this 10 second spot...

# This is all we know how to do...



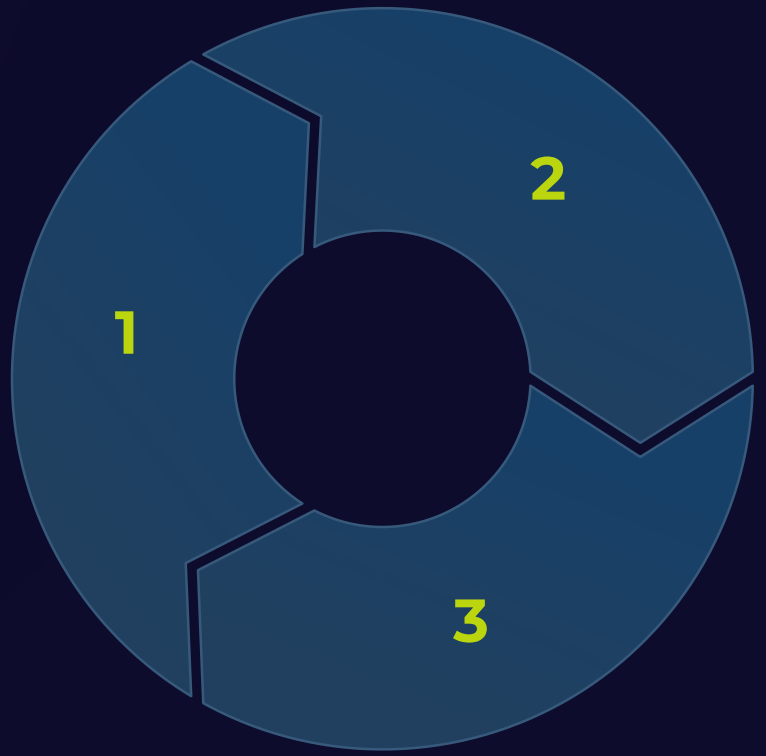
# The Four-Part Prompt Framework

1. **Role**
2. **Context**
3. **Task**
4. **Clarify**

*This framework will GREATLY improve your results!*

# AI as Your Thought Partner

Strategic Thinking




Decision-Making

Analysis

*AI is NOT here to replace your thinking. It's here to multiply it.*

# It's Like Delegating to a Smart Intern*

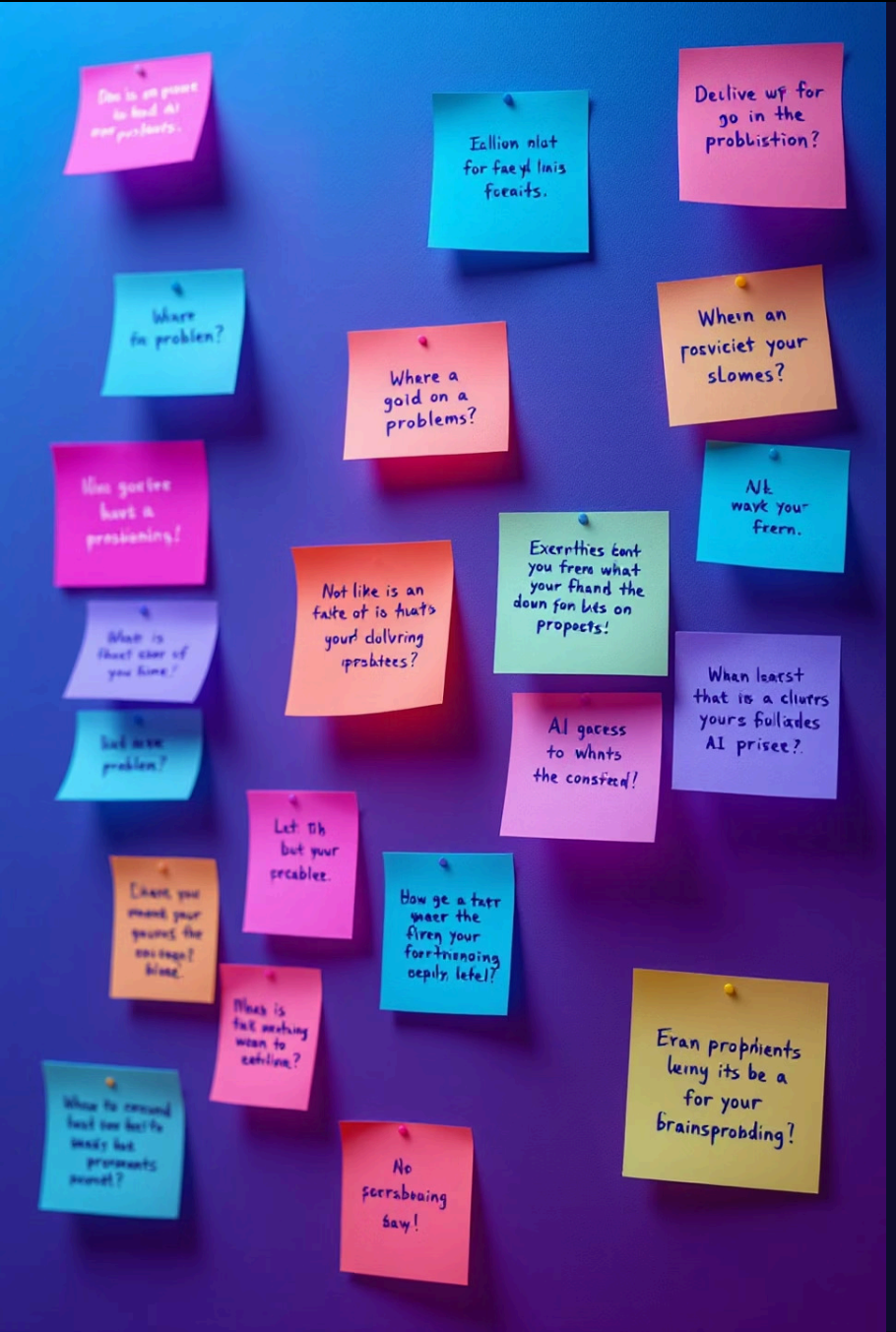
**Delegate** **Guide** **Refine**

**who listens perfectly, remembers everything, and has infinite patience.*

# Let's Solve a Real Problem Right Now...

What challenge are you thinking through?

What's a project or task you're working on?




# Mastering the Prompt

1. **Role:** *What genius?*
2. **Context:** *What's going on?*
3. **Task/Format:** *What to do?*
4. **Clarify:** *"Ask ME questions!"*

# So Many Amazing AI Rabbit Holes...

Custom GPTs for Everything

Deep Research Projects

Customer Simulations

# What is a Custom GPT?

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## A pre-trained "assistant" inside ChatGPT

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***(Best designed to do ONE thing really well.)***

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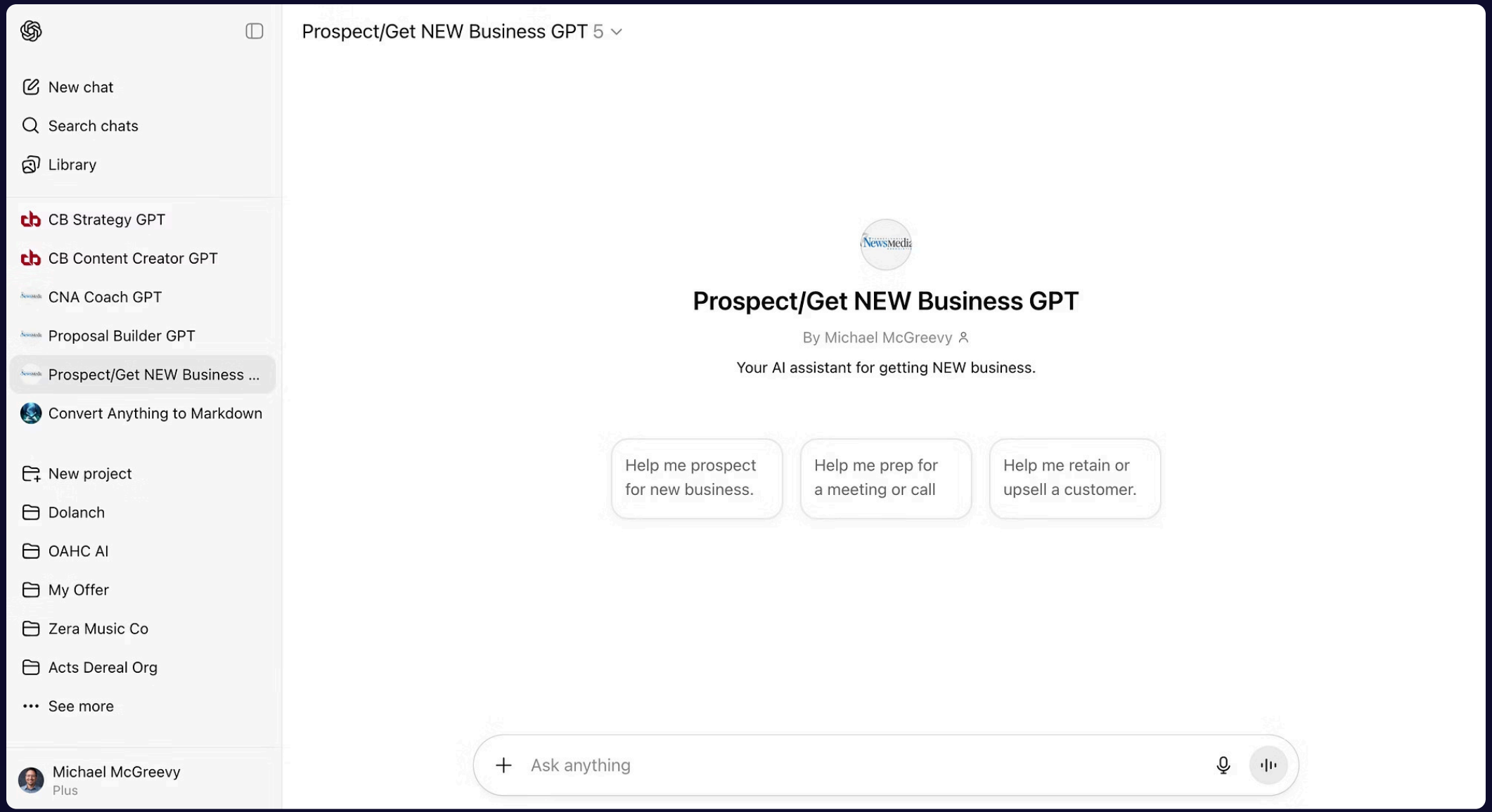
**"Custom GPTs"** **"Claude Projects"** **"Gemini Gems"**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New chat
Search chats
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CB Strategy GPT
CB Content Creator GPT
CNA Coach GPT
Proposal Builder GPT
Prospect/Get NEW Business ...
Convert Anything to Markdown
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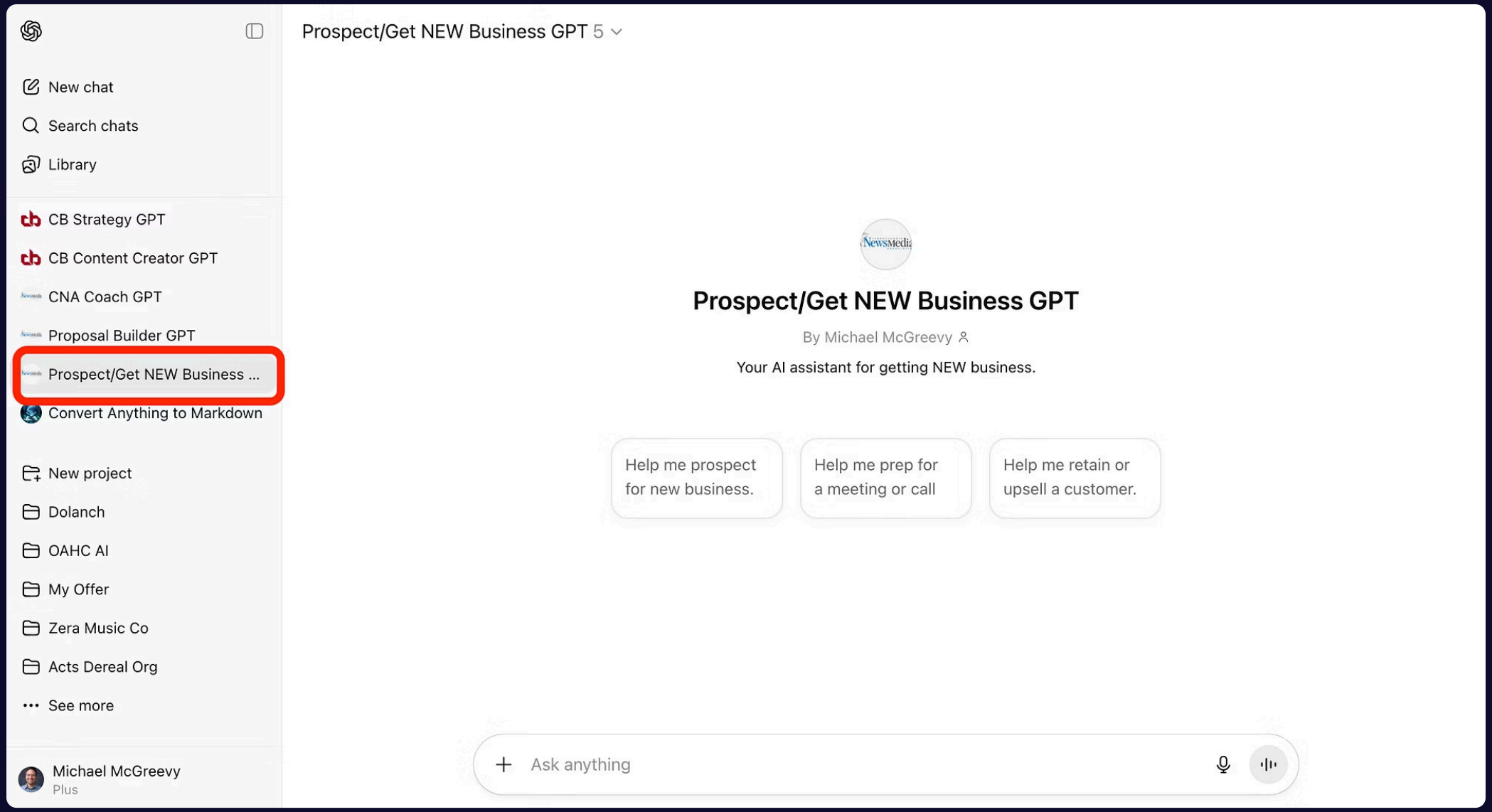
Ask anything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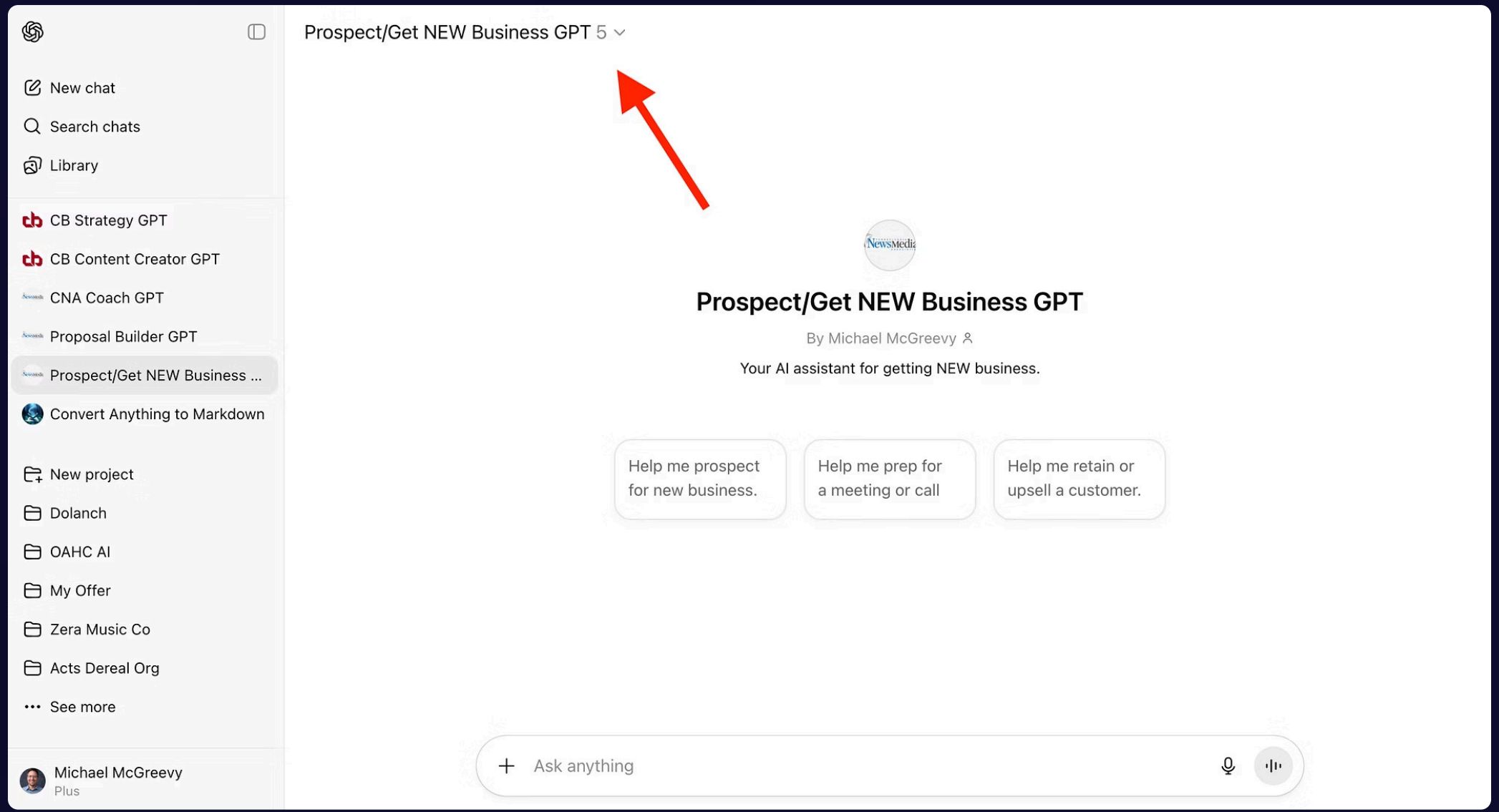
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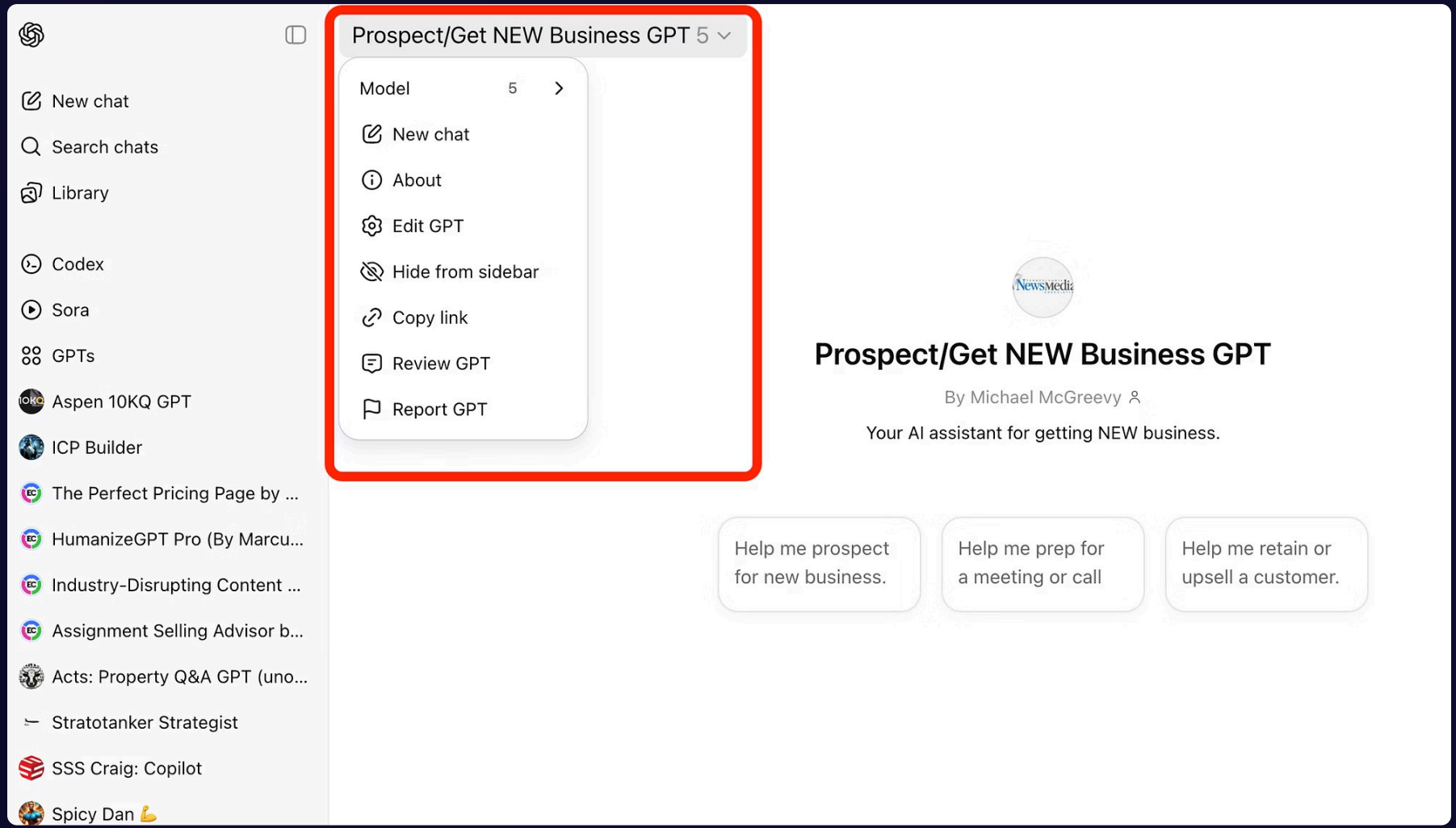
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Model 5
New chat
About
Edit GPT
Hide from sidebar
Copy link
Review GPT
Report GPT
New chat
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The Perfect Pricing Page by ...
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# Prospect/Get NEW Business GPT

By Michael McGreevy

Your AI assistant for getting NEW business.

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Prospect/Get NEW Business GPT 5

Share

Help me prospect for new business.

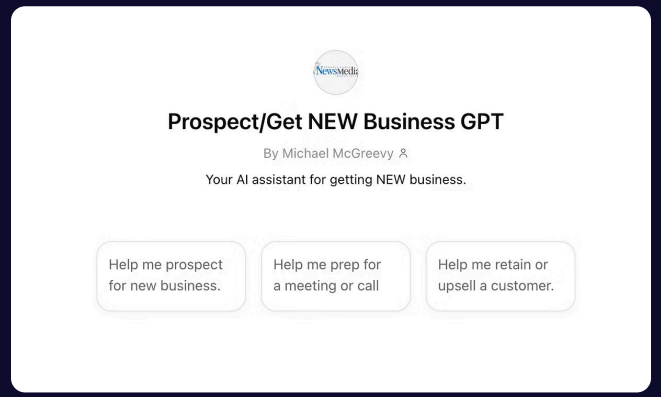
Got it — let's make this useful. To point you toward the best new business targets, I need a little context:

- **Market**: What city/region are you selling in?
- **Product mix**: Just print, or do you also have digital, events, inserts, sponsorships?
- **Current focus**: Do you want to go after *net new* categories, or expand in ones where you already have some advertisers?
- **Seasonality**: Any upcoming events/holidays/local happenings that would be a natural sales hook?

👉 With those details, I can suggest specific industries, prospecting tactics, and even give you starting lists (from chambers, trade groups, or competitor ad checks).

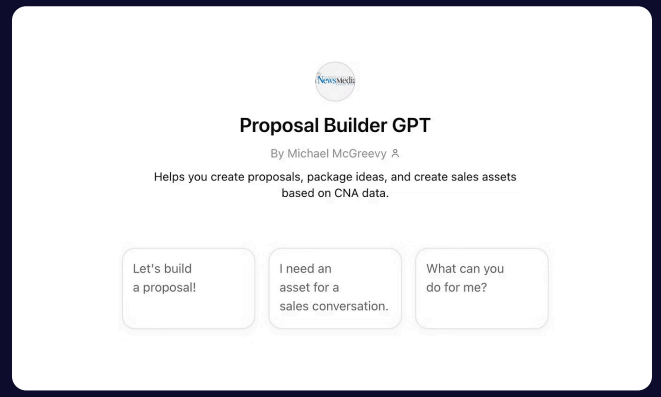
Want to give me a quick snapshot of your territory and priorities?

# 3 Custom GPTs for YOU...




## Get New Business

## CNA Coach




## Proposal Builder

THANK YO
PENNSYLVANIA
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# The Path to AI Transformation

Start Small, Think Big, Lead with Confidence.

This takes time, intentionality, and communication.

# Building Your AI Transformation Playbook

## AI Manifesto

A clear vision of what AI means for your company.

## AI Council

Who on your team is curious and/or passionate about AI?

## AI Academy

Where does your team go to learn?

## AI Roadmap

Structure your first experiments and implementations.

## AI Metrics

How do you measure progress?