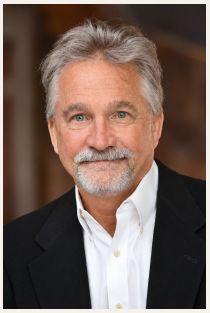
Better marketing. Smarter processes. AI, put to work.



Four 45-minute sessions for marketing managers and directors, with relevant decisions for business owners and senior executives. Each includes an audience exercise and five minutes for questions.

A practitioner’s perspective

Mike Huber brings more than 25 years in marketing and advertising and more than 15 years speaking at conferences. His speaking experience includes Digital Summit, Content Marketing World and AMA Phoenix. Corporate training experience includes John Deere, Medtronic, the United States Marine Corps and APi Group.

Mike is the lead author of *The Customer Journey* and the author, with Loren Ankarlo, of *Business Transformation Through Digital Marketing*. The new AI-powered edition is in preparation. His work connects marketing strategy with the people, processes and platforms that carry it out.

Current conference sessions

6 Months vs. 6 Weeks — Marketing at the Speed of AI

Just Because You Can

Getting Found When AI Answers First

One Customer Interview, a Month of Useful Content

6 Months vs. 6 Weeks

Marketing at the Speed of AI

AI can shorten a first draft. The bigger opportunity is changing how a marketing team gets useful work out the door. Mike Huber compares the production of two editions of his marketing field guide, then shows how the same approach applies to a campaign: a clear brief, AI-assisted drafting, human review and a shared workflow. Attendees will work through a campaign example, calculate the time recovered after review and rework, and choose a first pilot. The session separates Mike's project experience from published research and gives managers a way to improve throughput without losing their team's judgment or voice.

Attendees will be able to:

1. Map a marketing workflow with explicit human review and approval.
2. Calculate net time recovered, including briefing, review and rework.
3. Define a 30-day pilot with an owner, quality standard and business measure.

Just Because You Can

Choosing the AI Marketing Projects Worth Finishing

AI makes a new marketing idea easy to start. It does not remove the cost of review, maintenance or a divided team. Mike Huber traces how a book update grew into an expanding collection of websites, tools and training products, until a trusted advisor asked what the work was actually meant to achieve. Using that story and a positioning decision from his brother's pool business, attendees will apply a project filter to their own backlog. They will define "done," estimate the commitment beyond the first build and decide what to stop, so useful AI experiments can become finished marketing work.

Attendees will be able to:

1. Write a measurable definition of done for an AI marketing project.
2. Estimate review, maintenance and opportunity costs before approving a build.
3. Use a project filter to make a documented go, test, defer or stop decision.

Getting Found When AI Answers First

A Repeatable Visibility Audit for Marketing Teams

When buyers receive an AI-generated answer, a website visit may never happen. Marketing teams need a disciplined way to see how their brand appears without treating a handful of prompts as a reliable ranking report. In this session, Mike Huber shows how to build a buyer-question set, record mentions and cited sources consistently, identify gaps in useful content and separate visibility signals from business outcomes. Attendees will practice with a clearly labeled example and leave with an audit protocol, a content-improvement brief and a 30-day test plan. The approach builds on search fundamentals and avoids promises of guaranteed AI citations.

Attendees will be able to:

1. Run a repeatable AI visibility audit with a fixed question set and documented conditions.
2. Turn observed answer and source gaps into evidence-backed content improvements.
3. Report sampled visibility, referral activity and qualified leads as separate measures.

One Customer Interview, a Month of Useful Content

An AI-Assisted Editorial Workflow That Keeps the Evidence

Your customers already describe the problems your content should answer. The challenge is turning one conversation into useful material without flattening it into generic AI copy. Mike Huber demonstrates an editorial workflow that separates the transcript, approved evidence, interpretation and publication. Working through a clearly labeled fictional interview, attendees will build an evidence sheet, use it to draft an article and email, adapt approved ideas for social posts and plan a month of distribution. The session includes review standards and a practical measurement plan, so the output stays accurate, relevant and recognizably yours.

Attendees will be able to:

1. Create an evidence sheet that distinguishes approved quotes, facts and interpretation.
2. Use AI to draft and adapt content without adding unsupported customer claims.
3. Plan a month of distribution with human approval and buyer-response measures.