



Trent Gillespie



amazon



**AI ISN'T AN IT  
PROJECT**

**IT'S A LEADERSHIP  
ONE**

**Culture of  
Innovation + AI =**

***Unstoppable Growth***

 **Leadership**

 **Vision**

 **Action**

**THE BOLD AREN'T WAITING  
FOR AI TO HAPPEN TO THEM.**

***THEY ARE USING IT TO  
REINVENT WHAT IS POSSIBLE.***

20%

***PRODUCTIVITY SAVINGS + BETTER  
QUALITY WORK FOR DAILY USERS***

44%

**OF KNOWLEDGE WORKER EMPLOYEES  
ARE USING AI IN THEIR WORK TODAY**

*Even if they aren't officially authorized.*

**What will our  
*future customer*  
want...**

**...5 years from now?**

90%

**OF B2B BUYERS USE GENERATIVE-AI TOOLS  
IN THEIR PURCHASING PROCESS**

FORRESTER®

**THEY ARE USING AI  
TO OPTIMIZE**

***FOR A WORLD THAT  
NO LONGER EXISTS.***

# #1

**What do your customers say they value most today?**

*Not what you think, but what they tell you.*

What changes  
when intelligence  
is *cheap*?

**Intelligence**

“As data center production gets automated, the cost of intelligence will approach the cost of electricity.”

Sam Altman, CEO OpenAI

**Electricity**



## What can I help you with?

BUSINESS REQUIREMENTS PROMPT



Act as a product manager for an event production or live experiences company (similar to Encore Global).

Write clear, concise BUSINESS REQUIREMENTS for a simple web application.

Context

The company delivers complex, high-stakes live events (corporate conferences, keynotes, hybrid events). ▾



Give examples of constructive criticism for a friend or partner

Provide good feedback



Give me some tips for helping me self-advocate in my persona...

Empower your voice



Help me learn about **topic**

Boost your knowledge






See more ▾

# Hi Trent, what do you want to make?

App Design

Build the app outlined in the attached requirements.

Pasted-Overvie...

Build      [Start →](#)

# Intelligent Run of Show Analysis

Upload your event schedule CSV. We'll identify critical risks, generate show caller scripts, and create crew briefings automatically.

Upload CSV

Paste Data



Click to upload or drag and drop

CSV files only (max 10MB)

Select File

 Show less

Time worked 3 minutes

Work done 50 actions

Items read 568 lines

Code changed 213 lines

Agent Usage **\$0.85**



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amazon.co.jp

amazon.co.jp

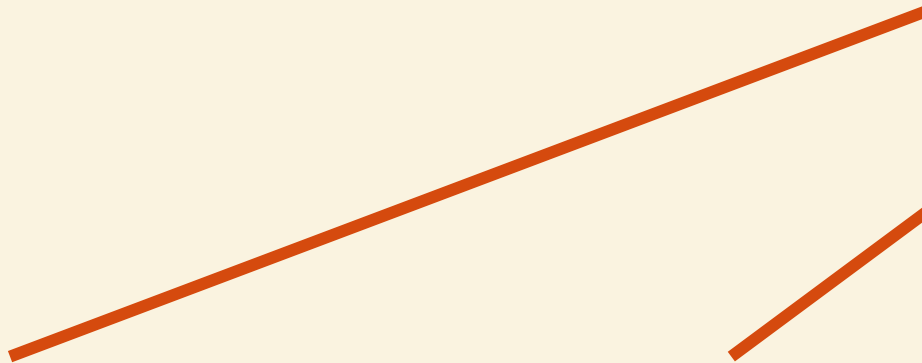
足利 481  
37-60

EVERY

88-88



**General  
Purpose  
AI Agent**



Event  
Planning  
Agent



Venue  
Logistics  
Agent



Partner  
Coordination  
Agent

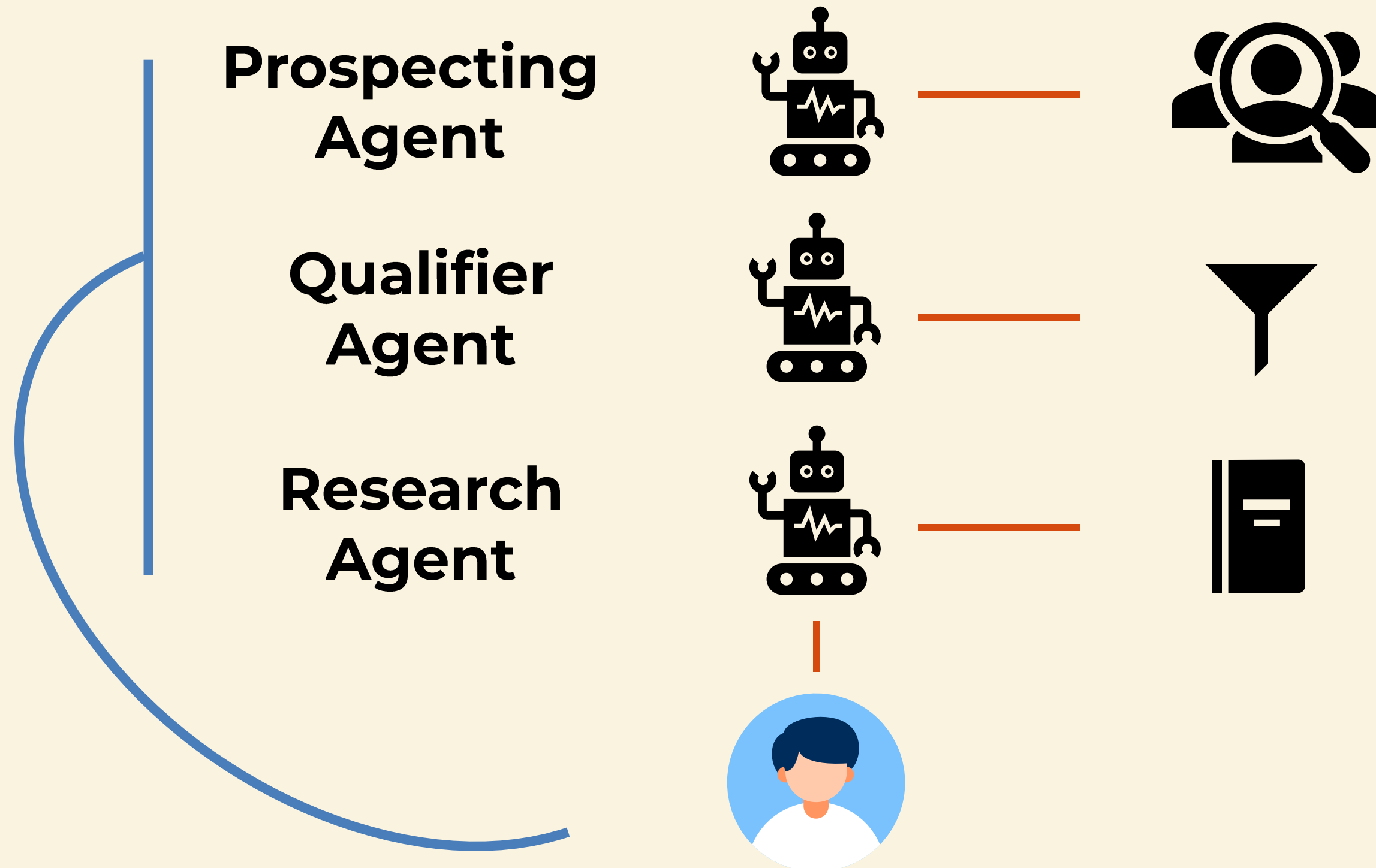
Post-Event  
Agent

**Specialty Agents**

**General Purpose AI Apps =**  
*Human Super-Powers*

**Specialty AI Agents =**  
*Execute Standard  
Playbooks At Scale*

# REINVENTING SALES WITH AI







Search

### Location & Venue Selection

**City Options**

- City Options
- Locations
- Preferences

**Venue Capacity**

**Impaction Excheuze**

**A# Infrastructure**

**Risk Score**

7.0

**Sustainability Rating**

**Comparison**

- Protrafon
- Con Coace
- JKC
- Freced
- Am scto ture
- Orbtayp
- Flpexalon

**Comparison View**

**Venior Mwey**

Leato | Aacta

YU rto | Macture

Preconable Crip

**Venior Scaat**

Leato | Aacta

szem | Doutrafo

Preconable Crip | Cera Crtio

**Venior Venue**

Leato | Aacta

Coera | Vetterofo

Preconable Crip

**Production Partner: Suore**

- In-Case AV
- Go-life Crow
- Global Support
- Proven Execution History

Location & Venue Selection



# CUSTOMER

# YOU



**Need a 3-day leadership summit. 800 attendees. March 3-4.**

**2 Venues: Vegas & Chicago. 98.6% reliability. Available.**

**General Purpose AI Agent**

**Your Sales AI Agent**

**Your General Purpose Agent**



**IN THE FUTURE,  
YOU WON'T JUST  
SELL TO HUMANS.**

*But their AI Agents too.*

What is left  
for *humans*?





**VISION**

# AI Across Every Process

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## **Event Operations & Production Teams**

- Show Flow Copilot
- Venue Readiness Checker
- Live Event Exception Agent
- Post-Event Debrief Agent

## **Crew, Technicians & On-Site Teams**

- Site Intelligence Assistants
- Load In Visual Checker
- Pre-Event Risk Briefing Agent
- What Changed? Agent

## **Sales, Account, and Client Service Teams**

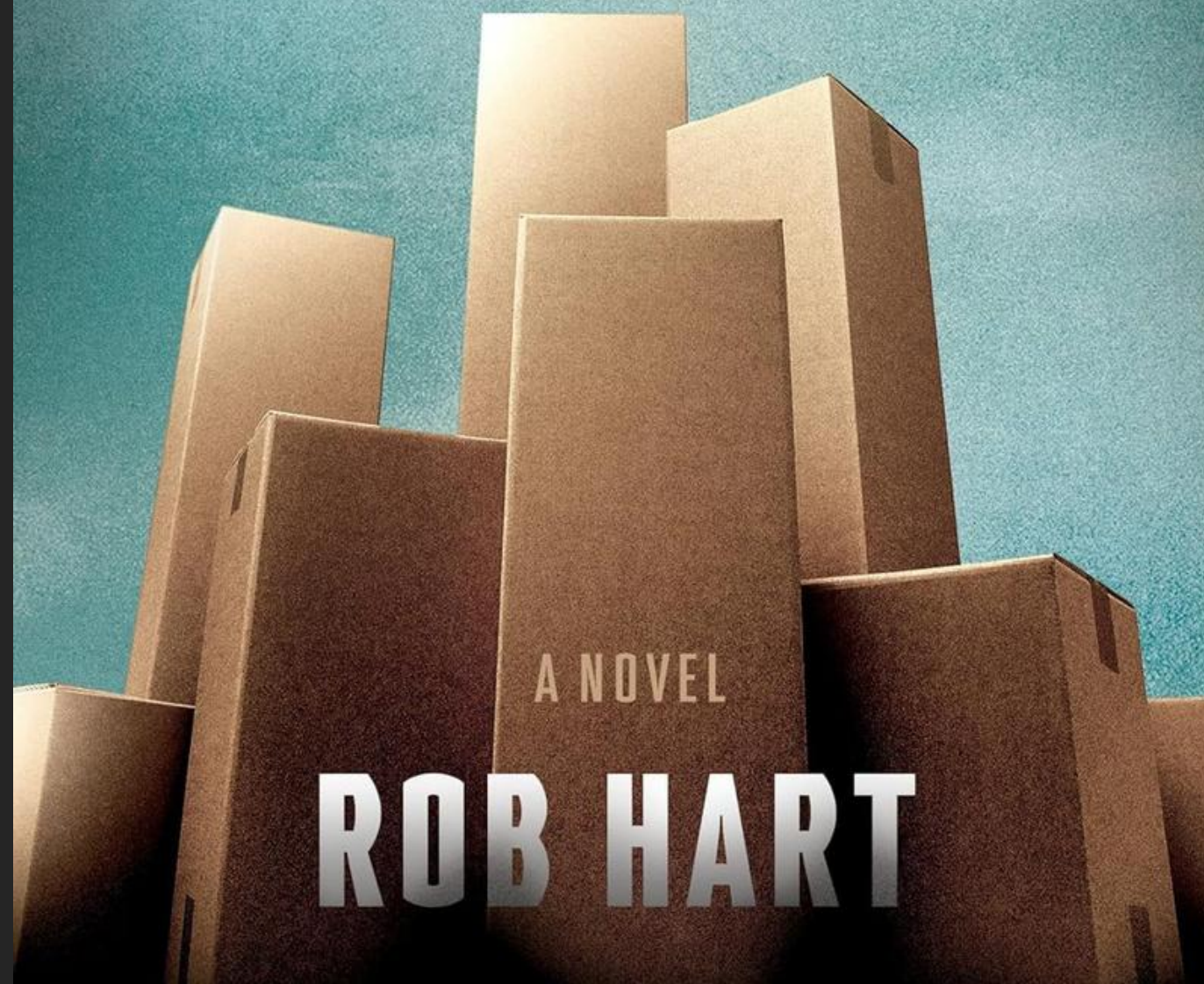
- Customer Call Preparer
- Proposal Generator
- Executive Briefing Generator
- Renewal Risk Indicator

**The smartest people in the room  
won't be those who *know the most.***

**But those who know how to  
*think and innovate with AI.***



# THE WAREHOUSE



A NOVEL

**ROB HART**

# *AI SPRINT*



# THE AI SPRINT™

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**S: SPARK ACTION**

**P: POSITION COMPANY**

**R: RALLY EMPLOYEES**

**I: INTEGRATE PROCESSES**

**N: ENABLE CULTURE**

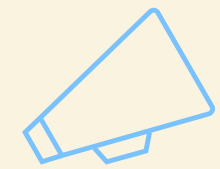
**T: TRAILBLAZE NEW OFFERINGS**

A row of 13 matches is shown against a black background. The match on the far left is lit, with a bright orange and yellow flame rising from its dark, charred head. The other 12 matches are unlit, with their reddish-brown heads and light-colored wooden stems clearly visible.

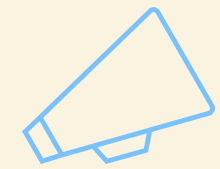
# SPARK ACTION WITH LEADER EDUCATION

Light the fire that gets AI moving

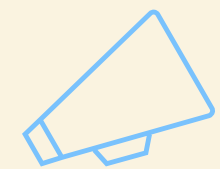
# **SPARK** Action with Leader Education



Educate Leaders on AI



Assign a Transformation Owner



Start Transformation Sprints

# POSITION COMPANY TO WIN

Design your  
company for  
future, AI-  
enabled  
customers.



# #1

**What do your customers say they value most today?**

*Not what you think, but what they tell you.*

# #2

**Which of those values will still matter when know-how is free and instant?**

*What will your customers still demand?*

# #3

**Which of those values can you no longer charge extra for— because it becomes table stakes?**

*...Once smart answers are everywhere?*

## Past Customer Expectations

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**Manual Venue Searching**

**Buying Services by Piece**

**Last-Minute Emergencies**

## AI-Powered Shift

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**AI Trained on All Venues and Event History**

**Proven Set Ups Based on Past Events**

**Learning From Past Mistakes**

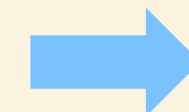
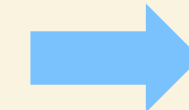
## Future Customer Expectations

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**AI Venue-Selection Agent**

**Ready-to-Run Event Configuration Agent**

**Event Risk Resolution Agent**



# RALLY EMPLOYEES

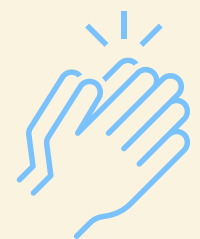
To Use AI Daily



# **RALLY** Your Employees to Use AI Daily



Create Safety and Guardrails



Equip and Train Everyone



Incentivize Smart Usage

# Microsoft 365 Copilot Learning



Chad Otto  
Sr Dir, Global Learning

Published 1/28/2026 · 1 min read

**Encore University will be available on February 9, 2026**

## Microsoft 365 Copilot Learning Path

### 1. Introduction to Copilot for Microsoft 365

Understand what Copilot is, how it works, and Microsoft's responsible AI approach.

<https://learn.microsoft.com/en-us/training/modules/introduction-microsoft-365-copilot/>

### 2. Discovering the Microsoft 365 Copilot App

Learn the key features of Microsoft 365 Copilot in each app to enhance your productivity and workflow.

<https://learn.microsoft.com/en-us/training/modules/explore-possibilities-microsoft-365-copilot/>

# AFTERNOON SCHEDULE

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**Breakouts Begin at 1:00 PM (12:50)**

**3 Breakouts:**

1. Using Microsoft Copilot for Executives
2. Building Copilot Agents
3. Driving AI Adoption at Scale

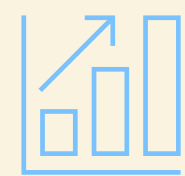
***Be Early & Bring Your Laptop!***

# INTEGRATE INTO SALES & MARKETING

Revenue is what  
buys your future.



# INTEGRATE INTO SALES & MARKETING



Marketing Content and Personalization



Sales Scoring and Personalization



Bottlenecks Slowing the Organization

***Early Win: Paradox Interview Agents  
Reduce Hiring Time to Fill***

# ENABLE A CULTURE OF INNOVATION

Build your  
future company.



# ENABLE A CULTURE OF INNOVATION



Set Clear Expectations & Rewards



Establish the Sprint Rhythm



Create an Idea Pipeline

# TRAILBLAZE WITH NEW OFFERINGS

A yellow paper airplane is positioned at the top left, leading a trail of four white paper airplanes. The airplanes are flying from left to right across a blue background. White dashed lines are drawn across the background, suggesting a path or a race track. The yellow airplane is significantly higher and further along than the white ones, indicating it is the leader.

Leave Your Competitors Behind

# TRAILBLAZE With New Offerings



#4. Where will your customers still want a **real person they can trust?**



#5. What can we offer now that **wasn't possible before?**

# TRAILBLAZING IDEAS?



**Guaranteed Execution Events™**



**The Global Event Operating System™**



**Encore, Personalize™**

# ***AI SPRINT***





DAY 1

PPEN. THIS IS STILL

IN SU

*Trent Gillespie*



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**<https://trentgillespie.live>**



**<https://stellis.ai>**



**Key Slides**



**AI Summary**



**Newsletter & Tools**