

# ARTIFICIALLY INTELLIGENT

KEYNOTE PROGRAM  
JONATHAN CREEK



THE FUTURE OF  
BUSINESS  
RELATIONSHIPS

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**The world is hurtling towards artificial intelligence, fake realities and automated bots...all fuelled by the dream that a hands off business is the ultimate existence.**

**But before you scramble to integrate the latest, shiniest piece of technology I need you to consider this one question...**

**'What's the future cost of letting robots handle the relationship side of your business?'**

**In a world fast becoming void of meaningful, emotional connections and flooded with slick, artificially intelligent sequences - the future landscape for business is littered with change. Not only is earably noisy and therefore harder to be heard but consumers are arming themselves with new powers to protect their privacy, creating barriers that stop you doing business.**

**As a result, Real, Relevant and Relatable connections are more valuable than ever. And to grow and maintain these kinds of relationships into the future, the foundations need to be a unique combination of human centred to be tech based.**

**In this program Jonathan helps businesses make sense of the digital frontier, lift the lid on the tectonic shift in consumer expectations and reveal the processes required to keep customers closer.**

## **IN THIS PROGRAM YOU'LL LEARN:**

- The Tech Trap. Evaluate whether Tech is indeed the solution to your problem.**
- Learn to leverage technology to bring customers closer, not push them away.**
- The keys to maintaining an engaged community at scale.**
- The Future - Revealing look at emerging trends and how they**

# WHY...

## 80% OF AMERICANS USE AD BLOCKERS

72%

of Chief Information Officers  
place Artificial intelligence at  
the top of their wish list.  
(source: Bettercloud, IDG)

95%

In 2019, already 95% of  
companies were relying on  
SaaS (Software as a Service) to  
power their future.

## 6 HOURS AND 55 MINUTES

Is the amount of time the typical user  
spends online everyday.

## 45% OF C-LEVEL MANAGERS ADMIT THAT THEY DON'T KNOW WHERE TO START WHEN IT COMES TO DIGITAL TRANSFORMATION

START  
HERE

# JONATHAN CREEK BIO



Jonathan Creek is an award winning Investigative Journalist who after fourteen years in Mainstream TV now works internationally as a professional keynote speaker, a trusted consultant to some of Australia's Top 200 ASX listed companies and sports leagues. He specialises in business to consumer relationships in digital environments and the development of high performance content to help companies and individuals gain a greater share of attention, engage more customers and achieve better business outcomes.

Jonathan is fast emerging as Australia's leading Futurist on the impact of digital technologies on business as well as viral communications. Jonathan's journey started with his nearly 9 years of dedicated research into viral videos, in particular, the science that occurs in the human brain to make people click share. A human response that drives billions of views every single day.

His work in this field led to the development of the Virable formula, a framework for brands and individuals to follow in their own unique way to create content that not only catches on but triggers a human to respond.

With a wealth of presenting experience and years of MC work for leading industry bodies including the Australian Gas Association and the Australian Grand Prix corporation, Jonathan's professional speaking career began on the back of his TED talk "The art and science of Viral videos" which created demand for his services at conferences. The popularity of his topic and his highly engaging style also led to the opportunity to work with the planet's biggest publisher of business book John Wiley and Sons to write his first book 'like comment share buy'. It has sold over 5000 copies in the first few months of release, bucking the challenging trends brought on by a pandemic.

Obsessed with technology and storytelling since he was a 9 year old growing up in a middle class suburb of Melbourne, it is no surprise Jonathan became an award winning journalist. Known for breaking the traditional "reporter" mould in order to deliver unique insights that mattered.

Then the INTERNET changed everything. The emergence of platforms like YouTube and Facebook captured Jonathan's attention and his passion is now focused on witnessing it evolve and reporting on his findings in order to help others enjoy the wealth of opportunities and benefits that it exist when armed with the right insights and information.