

ARTIFICIAL INTELLIGENCE

Where silicon meets soul



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KEN
HUGHES

Leading Consumer &
Shopper Behaviouralist,
CX Strategist and Keynote
Speaker



Speech summary

We are nearly 20 years into this century. In the first decade the step-change was the Smart Phone, fundamentally rewiring society and rocketing an omnichannel reality. Ever since, the algorithms of machine learning have been churning, and the next step change will possibly alter our consumerist model forever. That is the day the machines take over and we as consumers are no longer in control of our own purchase decisions. That day is not coming. It is here.

The Smart speaker is the fastest adopted piece of technology ever, already in over 50% of homes. Voice is set to become the primary human-to-technology interface in the next 5 years. Virtual assistants v1 are already available to consumers. Prepare for absolute connection of humans and machine.

Artificial Intelligence is one of those all-encompassing terms that covers an enormous amount of activity, from natural language consumer-to-machine conversation (think Alexa and Siri) through to robotics, automation, big data, algorithms and machine learning. The AI machine has buried its way into your everyday already. Just look at how our lives are influenced by the algorithms and machine learning all around us.

Facebook tells you who you might like to be friends with and what events you could attend this week. Netflix tells you what programs you should watch, Spotify what songs and artists to listen to. Linked-In tells you where you should work, Tinder who to love and Amazon tells you what you should buy. Trust me, without knowing, we have already handed over a good share

of our decision making to the machines. 'People like you also bought' and 'Recommended for You' is AI whispering in your ear, selling you what it knows you will like.

The consumerist society we live in is based on one sound premise. At some point along the path-to-purchase there is a real live consumer who makes a decision, to buy from your brand or business. As such they are open to influence. Using clever marketing techniques, an understanding of behavioral economics or consumer psychology, we manipulate and bend a consumer to consider and buy whatever we are selling. But what happens when there is no consumer involved? When we trust the algorithms and AI systems as much as we trust the payment systems we have built. When we hand over our purchase decision making to the machine and don't ask questions? What then for consumerism and for marketing? What then for society and human behavior?

We are only entering the beginning of where AI will bring us. This speech is an engaging, entertaining and exciting look at where we have come from, where we are and where it could all be going. AI isn't about the machines. It is about how we keep our influence and consumer communications as the algorithms and robots step in. It is about the combination of human and machine, of silicone and soul.



“Some quotes from this speech

“In today's fast-changing world, if you feel you're in control, then you are probably not moving fast enough. You no longer have the luxury of time. You need to leap and grow your wings on the way down”.

“This is a generation that doesn't do waiting or complicated. They are the generation that with one click get an Uber car home. They expect everything to come to them when they need it. And this behaviour gets extrapolated to the rest of their lives - their interactions with brands, their relationships, their work life. They are the centre of their own world and you need to re-learn how to be relevant as a brand”.

“This is a generation that no longer values material possessions as much as previous ones did. Today it is all about the Experience - What you are doing, Who you are with, Where you are. This is how people self-define today. We have moved from a “You Are What You Own” world to a “You Are What You Experience” one. Building this Experiential Equity has become a key focus for most brands in their bid for relevance”.

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Key learnings

- 1 Influencing a human is easy. Influencing an algorithm is not. Sure, you can buy your way up a Google search today, but AI will be smarter. Clever businesses will start to invest and shape their AI communication strategies now, as the technology and use develops, not wait until the game is on. Learn to talk machine.
- 2 The adoption of consumer facing enabling technology has got faster and faster. While AI remains at a relatively young stage, businesses and brands need to invest in equal measure on both sides. On one hand investing in the seamless machine learning algorithms and on the other in deep and meaningful human facing CX. Business needs to be able to deliver value in parallel across these two platforms. Think silicone and soul.
- 3 The consumer values of seamless, frictionless, predictive and personal are going to become hygiene factors very quickly for the customer experience as AI beds down. Identifying your new competitive edge is critical and positioning your brand above other machine led solutions is something every business needs to be thinking about.



Testimonials

"As always, Ken delighted our delegates with his vision of the future. His energy and insight around consumer behavior, AI technology trends and how these intersect and will change society and our industry were simply out-standing. This is one speech every business and brand should hear"

TONY WOOD
SYMPHONY RETAIL AI

"If there is one speaker you want at your event for sheer energy and entertainment, while at the same time delivering hard hitting and thought-provoking content, it is Ken. His speech on AI and the future consumer was both exciting and scary in equal measure."

CHRIS CRANG
WORLDPAY

"Ken's view of the future consumer, and the future of consumerism in general brought a stunned silence to the room at times. The disruption headed our way through AI, IoT and B2M was a topic that many delegates spoke about for a long time afterwards, always a sign of a good speech. Highly recommended"

ROBERT HUMPHREY
FORGEROCK

Delegate Testimonials

@KenhughesIE Probably the most entertaining talk I've heard at a conference ever! Fantastic!

One of the best Keynotes I have seen in a long while

Fantastic talk by @KenHughesIE today! Lots to think about and lots of ideas down on paper... Thank you!

Brilliant presentation this morning. The future arrived yesterday, we just didn't notice!

Thank you for your insight this morning. Thoroughly interesting and has certainly got me thinking! One of the best presentations I have seen!

One of the greatest perspectives on current and future #marketing

Extremely valuable takeaways from @KenHughesIE this morning

This guy just made an amazing speech. I can only define it as 'Digital Stand-Up comedy'



About Ken Hughes

Ken Hughes is now acknowledged as being one of the world's leading authorities on modern consumer and B2B culture. He is internationally renowned for helping his largely blue-chip client base to understand the future of consumerism and the challenges and opportunities that lie ahead.

With 20 years' experience as CEO of a consumer insight agency, he blends his understanding of consumer & cyber psychology, digital anthropology, behavioural economics and digital transformation to explore the needs of the new consumer and predict the changes to come.

Ken advises some of the biggest brands in the world on customer experience, omnichannel strategy, artificial intelligence, retail trends, digital transformation, the millennial and Gen Z consumer and the peer-to-peer economy.

As an accomplished author, TED speaker, part-time university lecturer and actor, his performances are not only insightful and thought-provoking but are infamous for their sheer energy, entertainment and passion, not to mention his generous Irish wit.

As a motivational speaker, Ken also brings attendees on an amazing journey of personal development, challenging them to do more with their lives, both professionally and personally. He is known as one of the most powerful motivational speakers on the circuit relating to employee motivation, delivering a perfect blend of inspiration and energy to any audience.

In 2020, from his purpose-built home studio, Ken performs and beams into homes and offices across every continent. Now considered one of the world's top virtual speakers, he continues to engage and inspire audiences as he did on a live stage.





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✉ hello@kenhughes.info

www.kenhughes.info