



AI TOOL PLAYGROUND



TRANSFORMING HOW THE WORLD DISCOVERS THE USA



Janette's AI Agenda

- 1 Operational excellence
- 2 Industry empowerment
- 3 Traveler experience enhancement

FRONTIER MODELS



ChatGPT o3 ▾



New chat



Search chats



Library



Codex



Sora



GPTs



Market Intelligence: APAC



Market Intelligence: UK a...



Brand USA Corporate Styl...



Brand USA Knowledge Ba...



HR: Job Description Gene...



HR: Employee Handbook



HR: Perks & Supplementa...



Market Intelligence: Amer...



Add teammates

Invite coworkers to ChatGPT

What can I help with?

Ask anything




Tools



ChatGPT can make mistakes. OpenAI doesn't use Brand USA workspace data to train its models.




 Brand USA

 Good afternoon, Janette

How can I help you today?



Research **BETA**

Claude Opus 4 



Write



Strategize



Career chat



Claude's choice

ANTHROPIC



Gemini

2.5 Pro (preview) ▼

PRO



Hello, Janette

Generate Docker Dockerize
for data analysis a Python ML ...

Evaluate
the Fermi Paradox

Simulate
a virtual ecosystem

Ask Gemini



Video

Deep Research

Canvas



Google



AI's Disruption of Travel Search and Booking

Analytics

New! Share publicly

Share

Settings

PRO



Sources



+ Add

Discover

Select all sources



26: What Happens to DMOs Wh...



Altimeter Capital Partner Thoma...



https://www.bondcap.com/repor...



Chat



AI's Disruption of Travel Search and Booking

3 sources

The provided sources collectively present an in-depth analysis of Artificial Intelligence (AI), highlighting its rapid evolution and widespread impact across various sectors. They illustrate the growth of AI adoption among users and developers, driven by advancements like decreasing inference costs and improving open-source model performance. The texts also address geopolitical competition in AI, particularly China's rising influence, and explore how AI is transforming industries such as healthcare, software engineering, and agriculture, leading to unprecedented productivity gains. Finally, the sources underscore the essential role of data and infrastructure in AI's continued development and the ongoing shift toward AI-first strategies in major companies.

Start typing...

3 sources



How will the escalating US-China AI competition impact global innova



NotebookLM can be inaccurate; please double check its responses.

Studio



Audio Overview



Create an Audio Overview in more languages! [Learn more](#)



Deep Dive conversation

Two hosts

Customize

Generate

Notes



+ Add note



Study guide



Briefing doc



FAQ



Timeline



The Future of DMOs in the Age of AI

Click to open the Mind Map



Destination Marketing and Travel Search...

Briefing Document: The Shifting Landscape of Destination Marketing and Travel Search...

DMOs, AI, and the Future of Travel



NotebookLM

The Future of DMOs in the Age of AI

Based on 3 sources



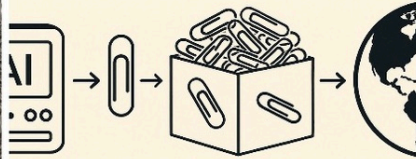
IMAGE GENERATION



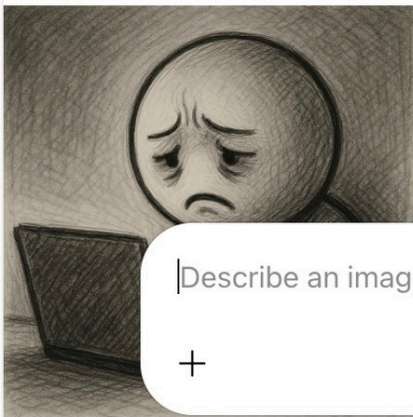
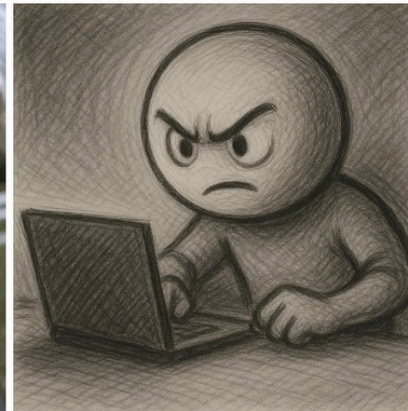


Paperclip Maximizer

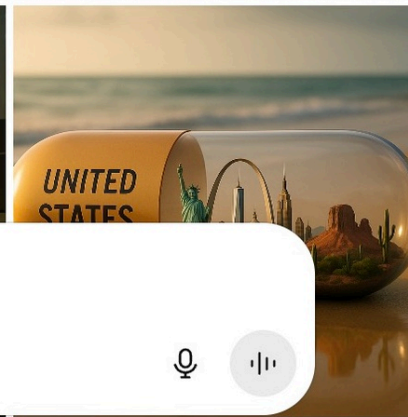
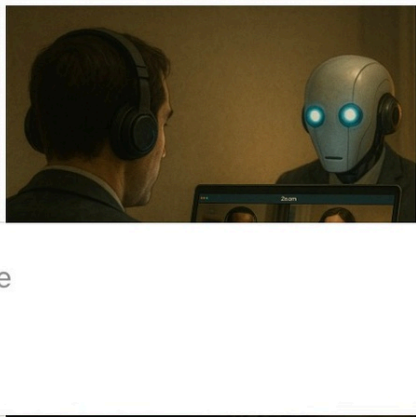
AI is created with the sole goal of making as many paperclips as possible



BRAND USA FOR AI 101 TRAINING!



Describe an image



ChatGPT



Make an image showing me creating an image using ChatGPT.

Getting started



Ask anything

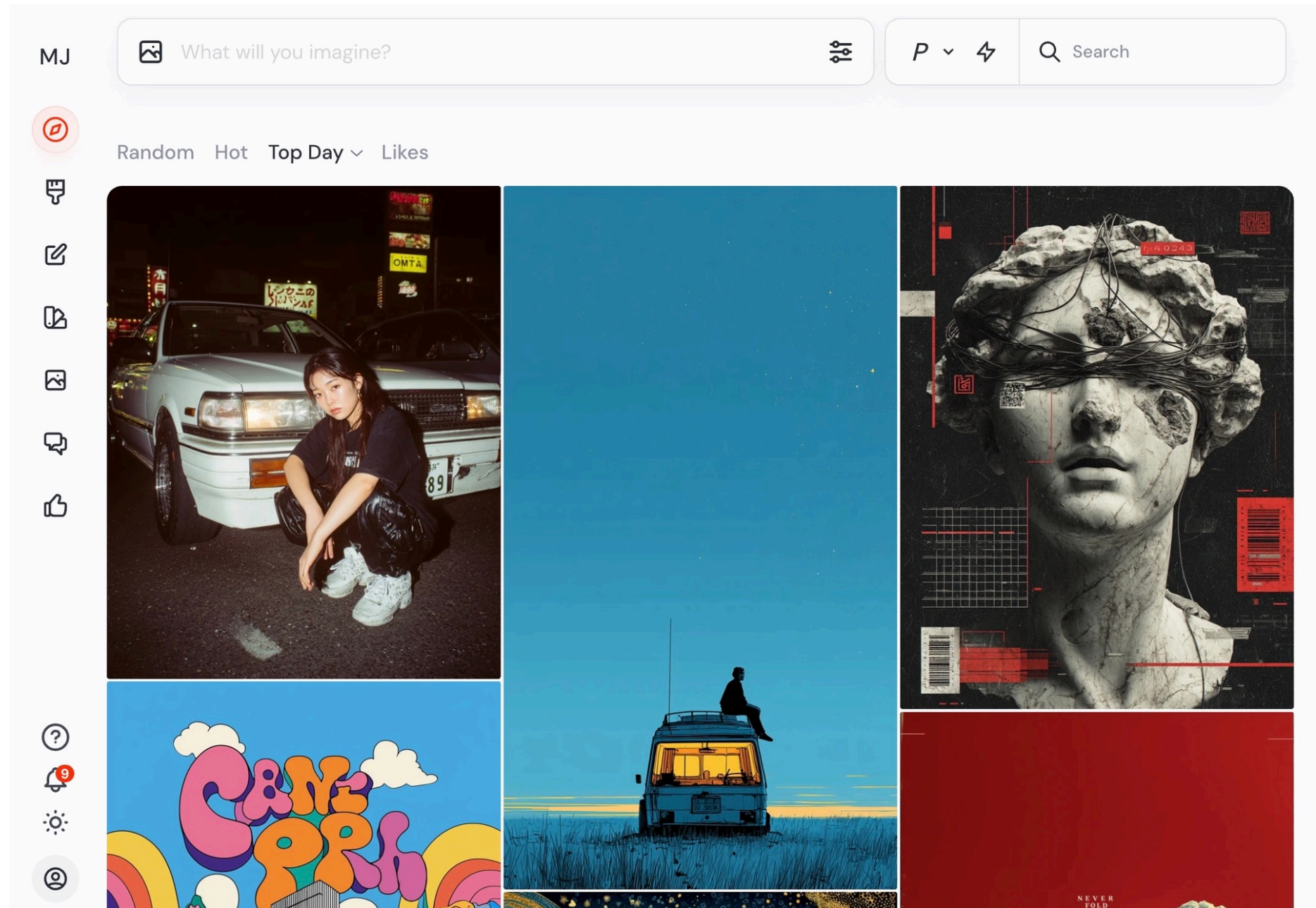
+ Tools



ChatGPT can make mistakes. OpenAI doesn't use Brand USA workspace data to train its models.



ChatGPT





Midjourney

MJ

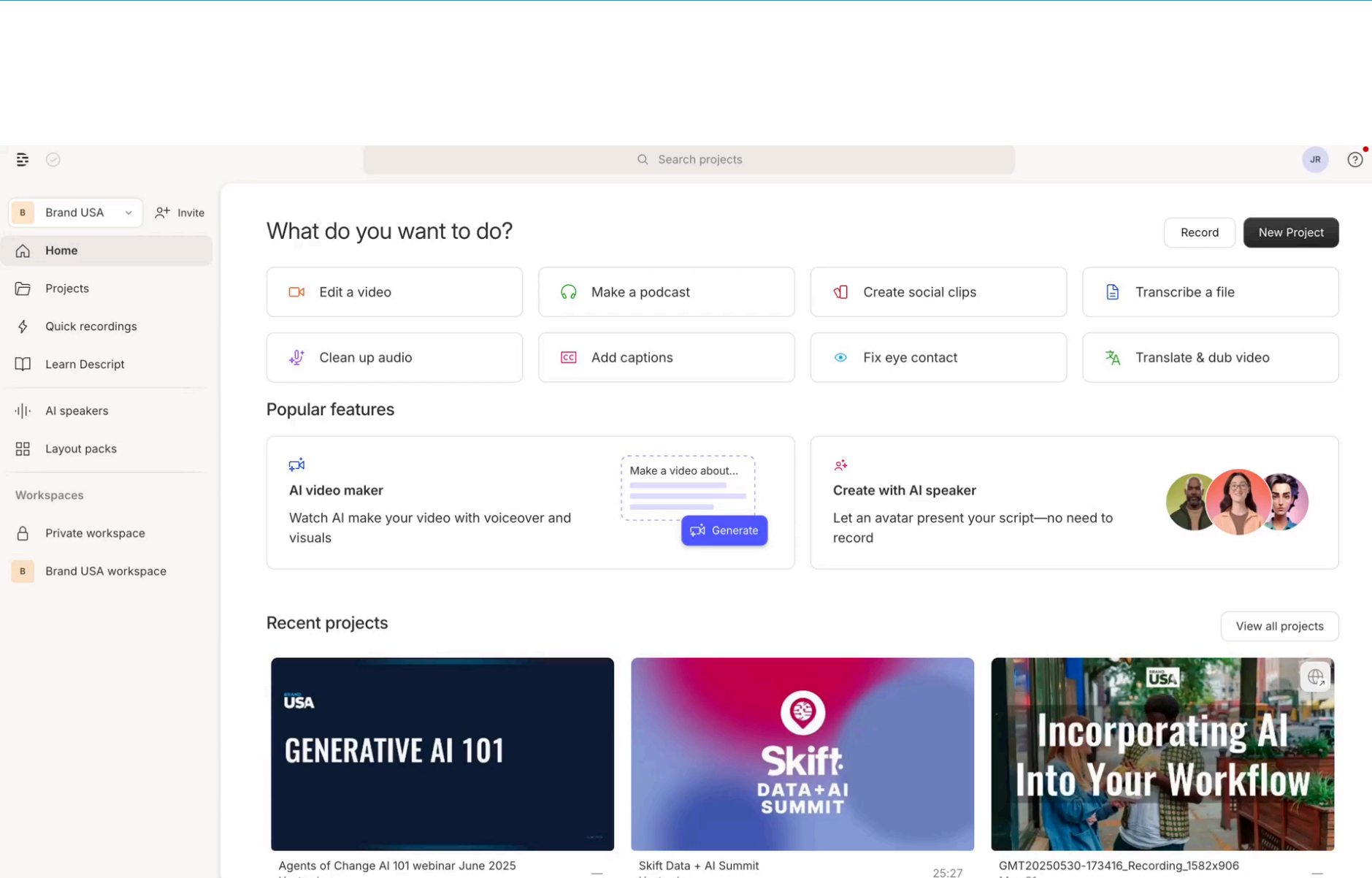


Across her chest, translucent digital photo frames glow softly, showing flickering birthday posts, baby pictures, and archived group chats. Behind her, a fading social timeline scrolls upward, scattered with floating thumbs-up icons and outdated memes. Warm cinematic lighting, nostalgic color grading, soft focus edges, editorial style.



VIDEO GENERATION AND EDITING





descript



R runway





image


Video

Chat Mode



Winged Woman's Urban Flight ...




Get notifications when your generations are complete. Don't show again Late



Gen-4  A woman with a big, beautiful set of Icarus-sty...   




Now this woman soaring through the NYC skyline


 

 1:1  

Gen-4  5s 

Generate



View latest 

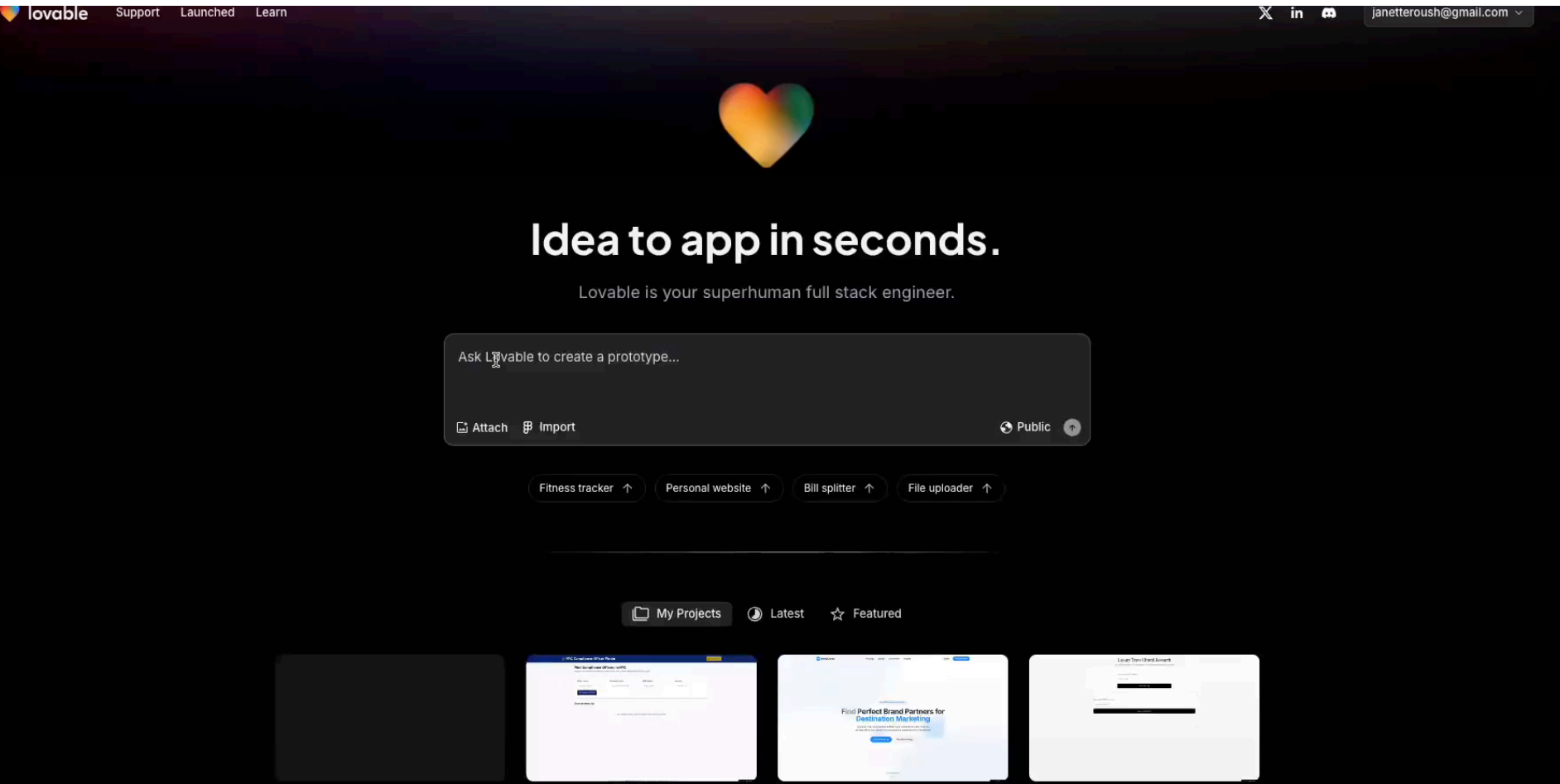
 runway



Pika

VIBE-CODING TOOLS





BRAND USA AI LEARNING LAB

Each session is fast-paced, practical, and focused on real-world tools—no jargon, just skills you can use immediately. Sessions are offered during the morning open networking break and again during the afternoon business appointment slots. Please register only for sessions that do not conflict with your scheduled appointments. Choose the topics that align with your goals, and get ready to build real AI fluency at IPW.

This app was 'vibe-coded' by Janette Roush using Lovable.dev. Things could go wrong! Email jroush@thebrandusa.com to report a glitch, remove yourself from a session, or request training during a morning appointment session.

Mon 16

Tue 17

Wed 18

Monday June 16

Explore our interactive AI learning experiences led by Janette Roush, SVP Innovation and Chief AI Officer.

● Open Networking Sessions

AI Roadmap for Leadership

Available

🕒 10:30 am to 11:00 am

👤 14/20 registered

6 spots remaining

Mindtrip Chatbot Showcase

Available

🕒 11:00 am to 11:30 am

👤 7/20 registered

13 spots remaining

● Appointment Sessions



al Ne x +

er/agent/edit?id=jl15bi135fq7sasq&tab=actions

☆

low to calculate R... Retail Sales Perce... Percentage Chang... Apps Shortcuts GPS Visualizer ma... ASUS Wireless Ro... Speedtest by Ookl... Analytical Blog:... ChatClimate Adobe Acrobat

agent.ai

Agent Network Builder Network What Is This? Agent Builder JA

My Agent Team: Executive DISC Profile Second Brain Industry Analysis Press Release collector

← Go back to My Agents

DMO pitch assistant

Autosaved ✓

Test

Publish changes

▶ Run Live Version

⊗ Discard Changes

Settings

Trigger

Actions

Advanced

Agent name

DMO pitch assistant

Agent description

Video demo

Video demo URL (optional)

Provide the public video URL of a live demo of your agent in action from Youtube, Loom, Vimeo, or Wistia, or upload a local recording. You can copy this URL from the video player on any of these sites. This video will be shown to Agent.AI site explorers to help better understand the value and behavior of your agent.

Agent username (32 characters max, no spaces)

Enter a human-readable agent URL (i.e. keyword-research)

https://agent.ai/agent/jl15bi135fq7sasq

View Profile

Icon URL

Enter a URL or choose an icon

Choose Icon

Sharing & visibility

Private (Anyone with the link)

☐ Allow other builders to view this agent's actions and details

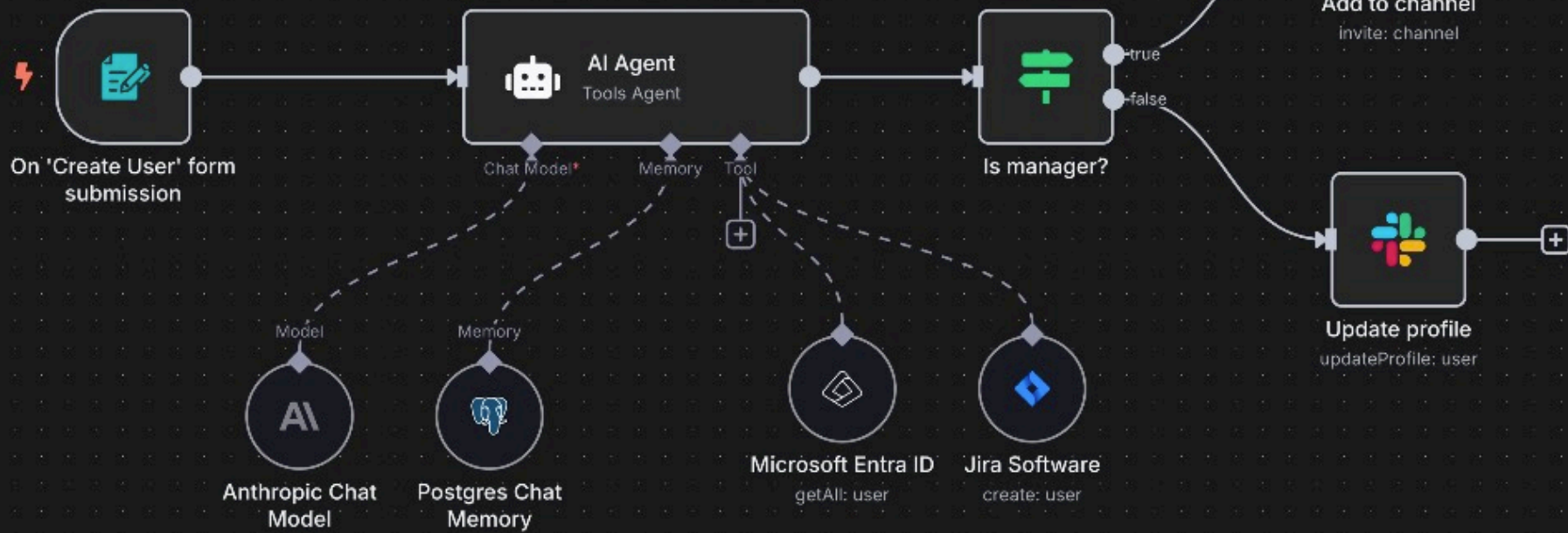
Expected runtime

5 sec

Choose tags...

Select...

The logo for agent.ai, featuring a stylized orange gear icon with three blue stars above it, followed by the text "agent.ai" in a white, sans-serif font.



MEETING + PRESENTATION TOOLS



IPW 2025 AI Tool Playground

SLIDE 19 OF 22

PRESENT

SHARE...

PHOTO GRID PROPERTIES

SLIDE BACKGROUND

GRID

Flex Grid

More Grids

GUTTER

FULL BLEED

CELL COLOR

BORDER

agent.ai

DMO pitch assistant

Settings

Trigger

SmartFlow Actions

Step	Action	Modify
1	Get user input with prompt "Enter the LinkedIn URL of the business event planner" and save to <code>user_input</code> (default value: <code>https://www.linkedin.com/in/janettersush/</code>)	
2	Get <code>user_input</code> 's LinkedIn Profile and save to <code>out_linkedin_data</code>	
3	Get LinkedIn Activity (25 posts) for <code>out_linkedin_data</code> and save to <code>out_linkedin_posts</code>	
4	Invoke gpt4o using <code>out_linkedin_posts</code> with prompt "You are the very best convention salesperson the D., and save to <code>out_summary</code> "	
5	Output <code>out_summary</code> in auto format under the heading Output	

agent.ai

Resources

Documentation

beautiful.ai

ADD SLIDE

+ ADD CELL

The logo for beautiful.ai, featuring a large black circle containing a white lowercase 'b' with a blue dot, and the text 'beautiful.ai' in a black sans-serif font below it.

+ New Napkin

Undo

Styles

Share

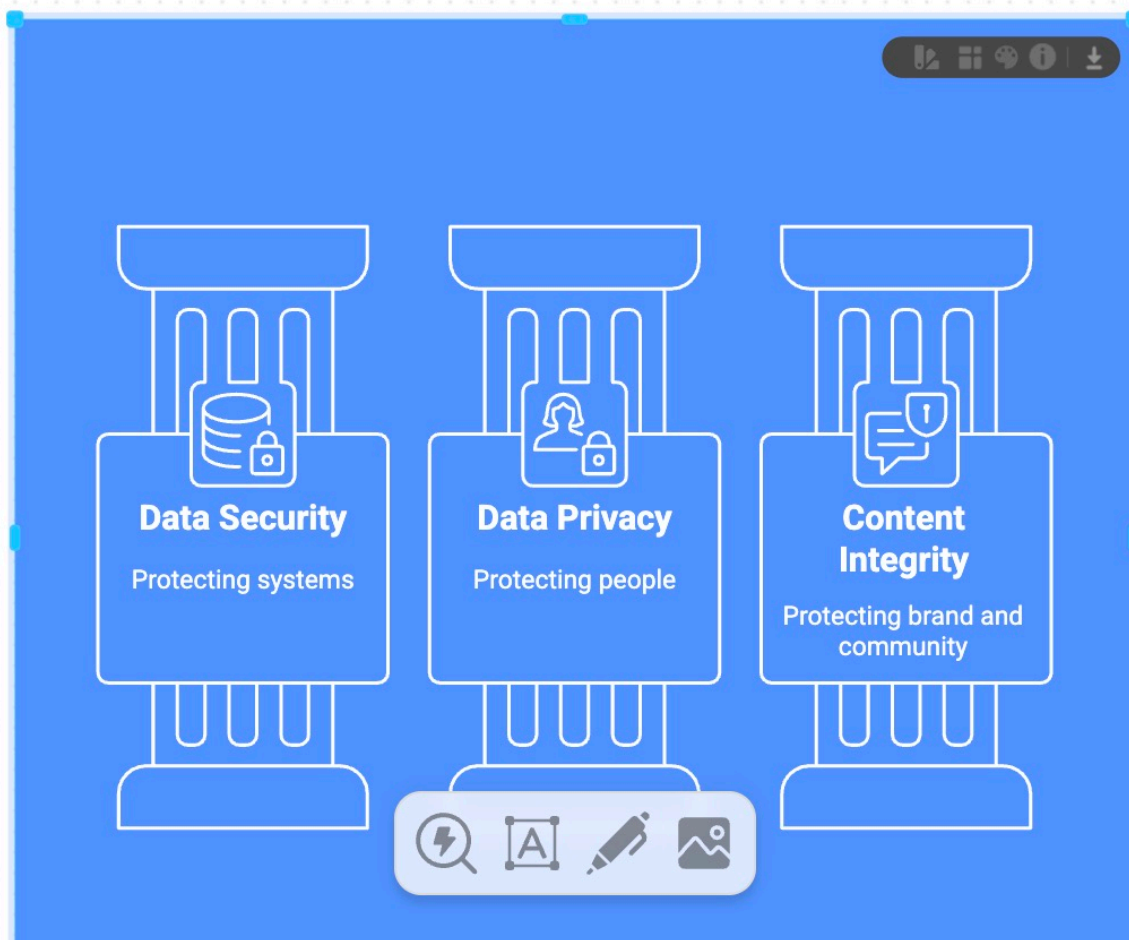


Three pillars of AI Safety for DMOs

Data security

Data privacy

Content integrity



Napkin

Janette's Tech Stack

AI Tools

Frontier Models

ChatGPT Team
Claude.ai Team
Google One AI Premium
Google NotebookLM
Google Labs

Image / Voice

Midjourney
ChatGPT Image
Eleven Labs (podcast generation)

Video Generation and Editing

Descript
Runway
Sora
HeyGen (multilingual avatars)
Synthesia (avatars for training videos)

Vibe Coding

Lovable.dev
Agent.ai
n8n

Meeting + Presentation

Beautiful.ai
Gamma
Napkin.ai
Fathom Notetaker

**At work . . . it's not
cheating to use AI!**





REGISTER FOR UPCOMING **AGENTS OF CHANGE** WEBINARS

Introduction to AI Agents

August 4th 1:00pm EST

THEBRANDUSA.COM/EVENTS/WEBINARS





THANK YOU

JROUSH@THEBRANDUSA.COM

