

# AI and the future of marketing. Crafted<sup>®</sup>

National Hotel Marketing Conference

**Hello.**  
**I'm Ian.**  
**Crafted<sup>®</sup>**

**AI dominates headlines.**

ImageFX

View all

1 / 1

A photorealistic image of a majestic desert landscape, captured with a wide-angle lens at sunrise. Towering, rippled sand dunes cast long shadows across the undulating dunescape, bathed in the golden light of dawn. The sky blazes with vibrant hues of orange and pink, contrasting with the cool blue shadows of the mountains on the horizon.

Unedited raw output



## Eleanor Roosevelt



**“Great minds  
discuss ideas;  
average minds  
discuss events;  
small minds  
discuss people.”**

**So, let's discuss  
some ideas.**

Crafted idea 1:

**Use it to do things  
you can't do, not just  
things you can.**



 Original.

AI shortcuts  
can lose your  
identity.

**CALLING ALL STALL HOLDERS!**  
WOODFORD PRIMARY SCHOOL

# SUMMER FAYRE

Friday 10th July  
3:30pm - 5:30pm

Book a Stall at our Summer Fayre!  
Early access for stalls available from 2.30pm



For more information, please email  
woodfordprimaryptf@gmail.com

BERRY HILL CARE HOME

# SUMMER FAYRE

SAT 22nd AUGUST  
1:30 - 4:30

All welcome

- CRAFT STALLS
- BERRY HILLS BAKES CAFE
- Games and Prizes

We hope to see you there!

For more info or volunteer please email  
Email: berry.hill@bc-ure.co.uk  
or call 01623 421211 (ext 200)  
Please ask for Wobbling

Newport & Carisbrooke  
Community Council

# SUMMER FAYRE

Victoria Recreation Ground  
Summer

Saturday 30th May  
10AM - 4PM

FREE ENTRY - FREE PARKING



**STALLS WANTED!**

For Berry Hill Care Home's  
**PIRATE THEME SUMMER FAYRE**  
£15 PER BOOKING

Sat 22nd August  
Setup from 11:00  
Opening at 1:30

No food stalls  
All stall booking fees  
donated to our weekend fund

Stalls £15

Contact  
berry.hill@bc-ure.co.uk  
or reply to this post  
for further info

The Sick Children's Trust

# SUMMER FAYRE

Saturday 11th July  
10am - 1pm

Where: Woodlands Day Nursery

Everyone welcome!  
Come along for a fun morning!



Cuddance  
Sponsorship

# Spring Craft Fayre

at  
The Lime Kilns

26th April

Open to the public from 11am  
Breakfast served from 9am

Come and have a peek and support these local crafters!

We have

- Psychic Medium
- Cakes & Bakes
- Crochet
- Silver Jewellery
- Wiltch wares
- Crystals
- Bookmarks
- Beaded Jewellery
- Sun Catchers
- Candles & Wax Melts

And MUCH MUCH MORE!!

So get us in your diary!

# Spring Fayre

Sunday 12th April  
10AM - 1PM

Spring Egg Hunt

- ✓ Face Painting
- ✓ Make Your Own Spring Crown
- ✓ Craft Stalls
- ✓ Hot Curry Stalls, Sausage Stalls & Hot Dogs
- ✓ Our Cakes & Bakes

South Hylton Tanny Centre  
Church Street  
0191 844 4307 or 01777 622765  
www.southhyltontanny.co.uk

# Spring Fayre

Saturday 4th April  
10am til 2pm

Free Entry

at Birstall Community Centre

Run by Slimming World Members

In Aid of  
CANCER RESEARCH UK

Stalls Cakes Raffles Tombola

# SPRING FAIR

at  
Coffee & Co

16th May 2025

- Amazing Local Stalls
- Unique Handmade Gifts
- Beautiful Crafts
- Delicious Treats

Our Coffee Shop Will Be Open  
Serving Fresh Coffee, Sals, Lunches & Homebaked Bakes

FREE ENTRY

Bring your friends & family and enjoy a hot, hot good sunny day (with rain or sun)

# SPRING FAYRE

TODAY FROM 11AM!

BIRTLEY COMMUNITY CENTRE



SAVE THE DATE!

# Spring Fayre & Workshops

FREE ENTRY!

Workshops

- Flower Centre Piece Workshop
- Natural Paper, Stone Printing Workshop

Seasonal Activities

- Spring Trail Walks
- Face Painting
- Sweet Treats
- Animal Traps

Community Focus

- Community Forum and more to be confirmed!
- Second Hand Book & Record Store

Old Quarry Hall

More Book, Homebrew & WELLS

# Spring Fayre

New Mills Village Hall  
11th May

Sunday 26th April  
10am - 3pm

FREE ENTRY

Bring your friends & family and enjoy a hot, hot good sunny day (with rain or sun)

ALL WELCOME!

Contact: Chris on 07980300140

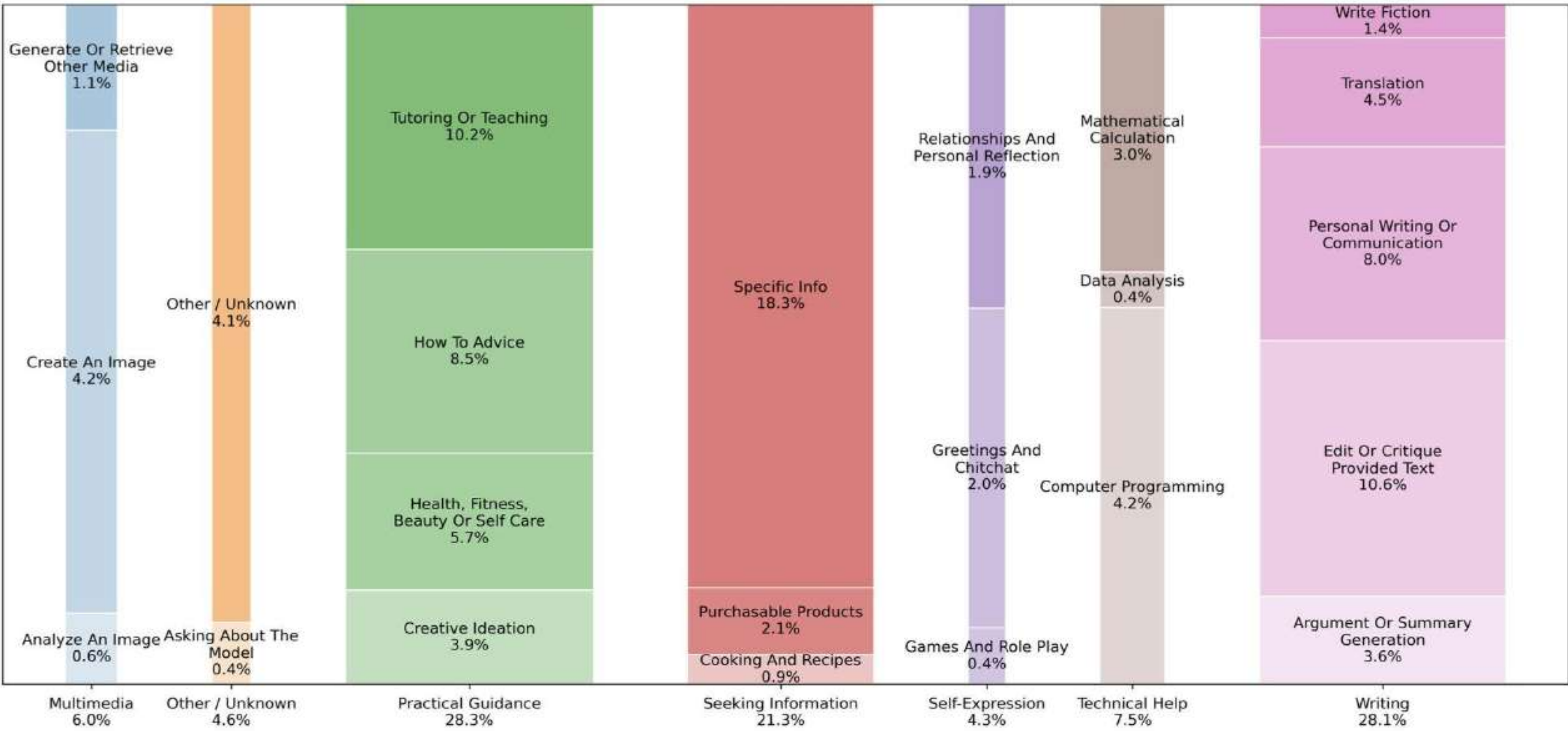
# Judgement is more important than ever.

People respond to content that is  
"AUTHENTIC," "GENUINE," and "HUMAN."  
So let's include those words in our AI prompts.

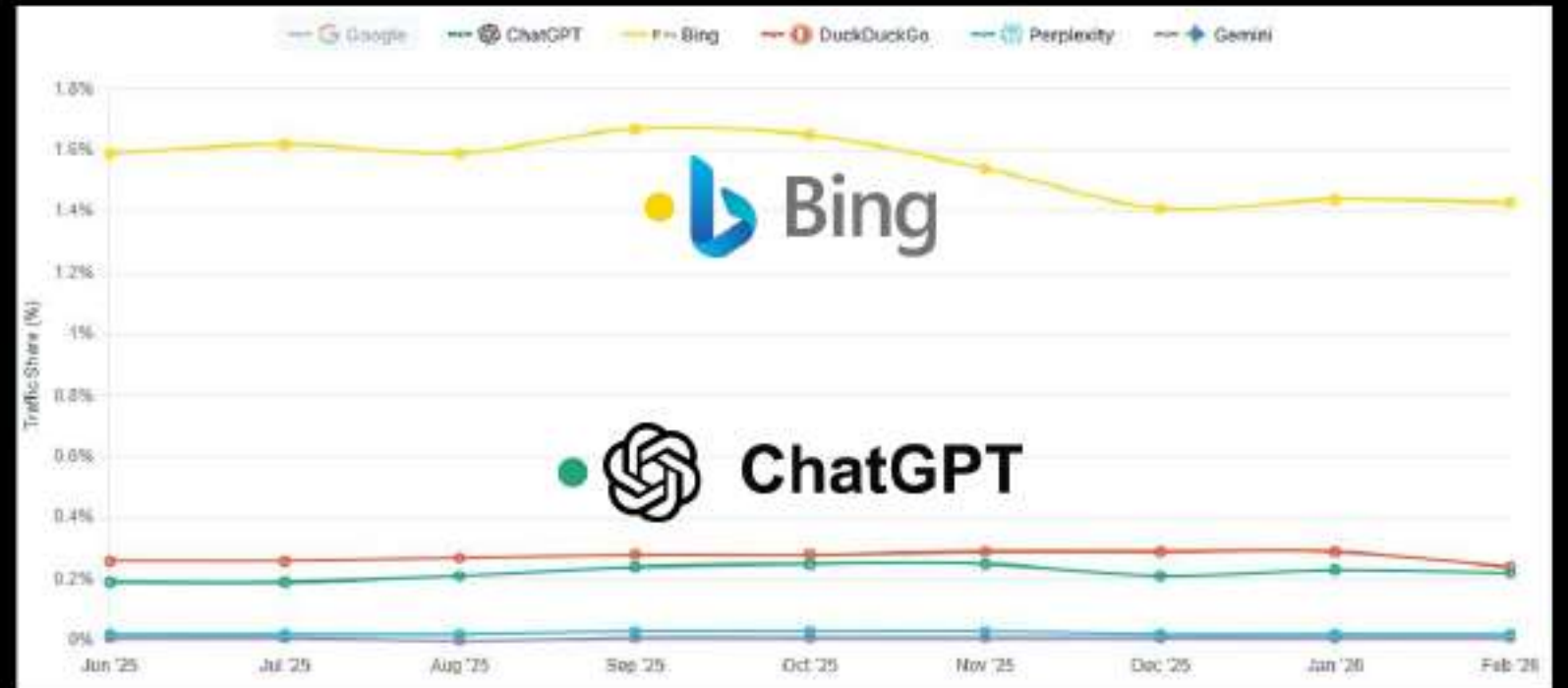
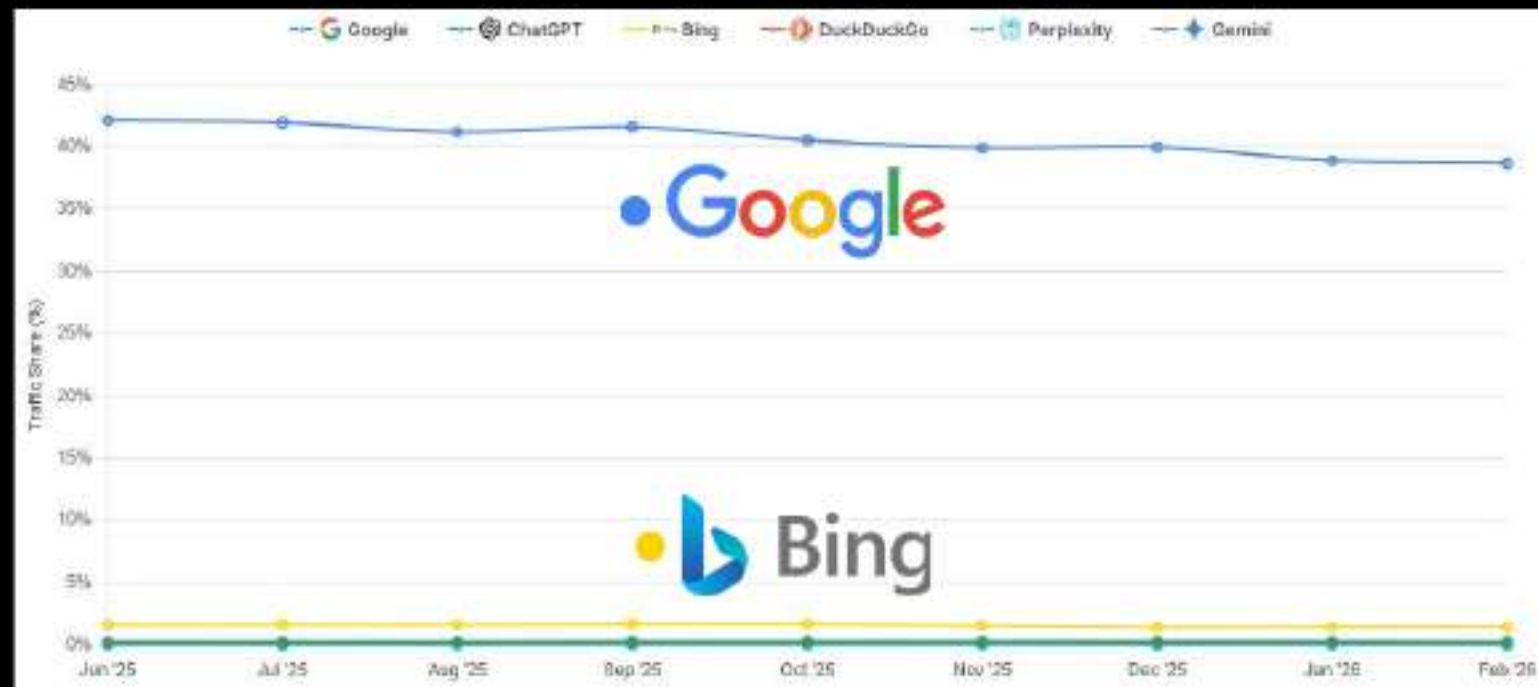


Crafted idea 2:

**How do people actually  
use LLMs / ChatGPT?**

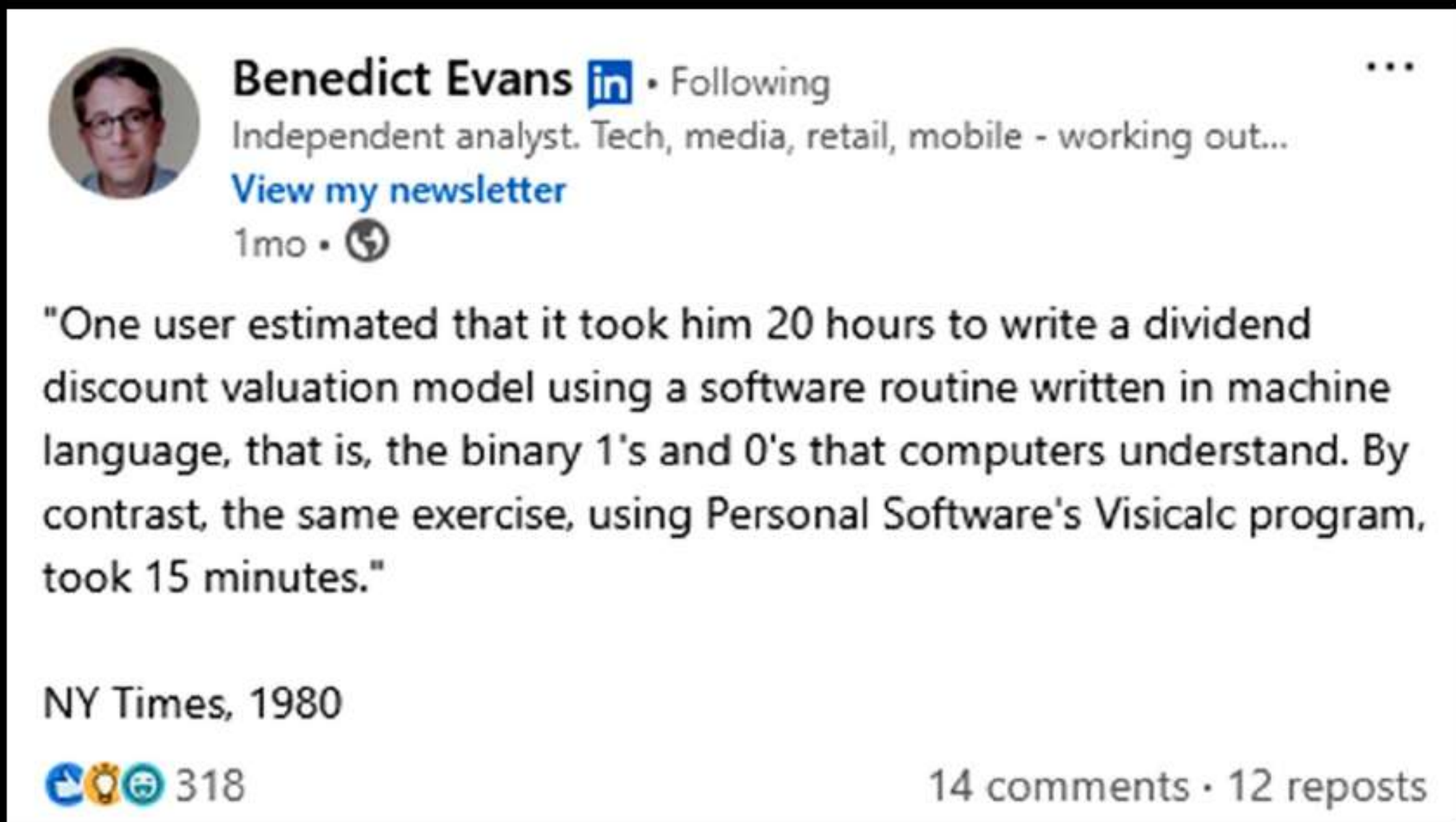


# The shift is currently a behavioural one, not a traffic one.




<https://chatgpt-vs-google.com>


# Change is a journey, it's not a destination.



A screenshot of a LinkedIn post by Benedict Evans. The post features a circular profile picture of a man with glasses, a blue LinkedIn icon, and a 'Following' status. The bio reads 'Independent analyst. Tech, media, retail, mobile - working out...' with a link to 'View my newsletter'. The post text is a quote from the NY Times (1980) comparing 20 hours of machine language coding to 15 minutes of Visicalc. Engagement metrics show 318 reactions (thumbs up, lightbulb, speech bubble) and 14 comments/12 reposts.




**Benedict Evans**  • Following ...

Independent analyst. Tech, media, retail, mobile - working out...  
[View my newsletter](#)

1mo • 

"One user estimated that it took him 20 hours to write a dividend discount valuation model using a software routine written in machine language, that is, the binary 1's and 0's that computers understand. By contrast, the same exercise, using Personal Software's Visicalc program, took 15 minutes."

NY Times, 1980

   318

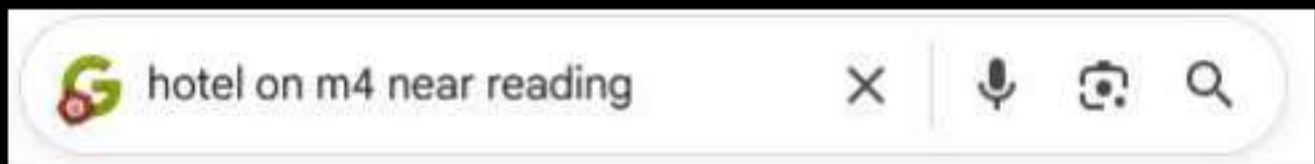
14 comments • 12 reposts

Crafted idea 3:

**What will its  
impact be?**

**Not all decisions are  
the same.**

# Low agency.



# High agency.



AI changes discovery  
more than it changes  
outcomes.

## NEWS

Home | InDepth | Israel-Gaza war | War in Ukraine | Climate | UK | World | Business | Politics | Culture

Technology

### I asked AI to plan my dream summer holiday. Here's how it turned out



ALAN SMITH

| Alan Smith with his wife and their daughter's boyfriend on the pier at Castro Urdiales

George Sandeman

12 October 2025

# Where is it best?



**Better.**

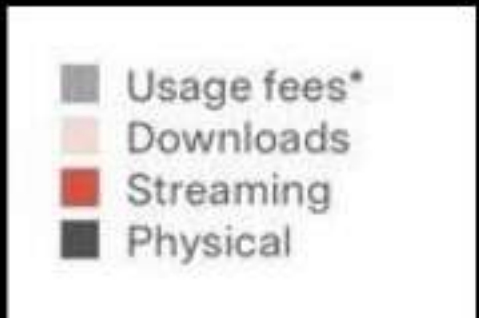
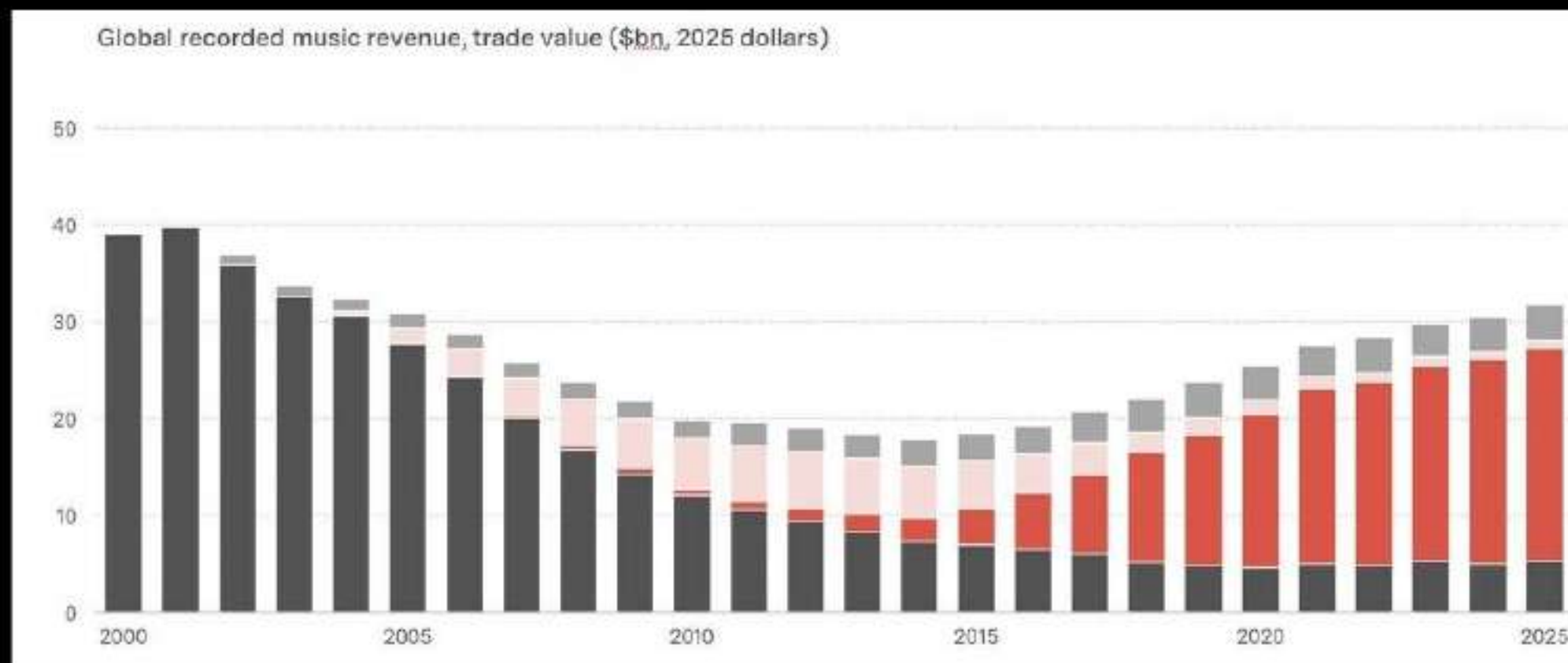


**Worse.**

# Is my job at risk?



**There will be substitution rather than erosion.**



Crafted idea 4:

**The noise can be  
greater than the signal.**

# Pace of change.

AI Tech

Marketers

Public

Businesses

Legislation

# Pace of change.


AI Tech

Marketers


Public

Businesses

Legislation

 The Times


A third of British businesses plan to invest in AI in 2026

 GOV.UK

Investment in British AI companies hits record levels as Tech Sec pitches UK as global magnet

 CNBC

SoftBank has fully funded \$40 billion investment in OpenAI, sources tell CNBC

 Goldman Sachs

Why AI Companies May Invest More than \$500 Billion in 2026

 Fool UK

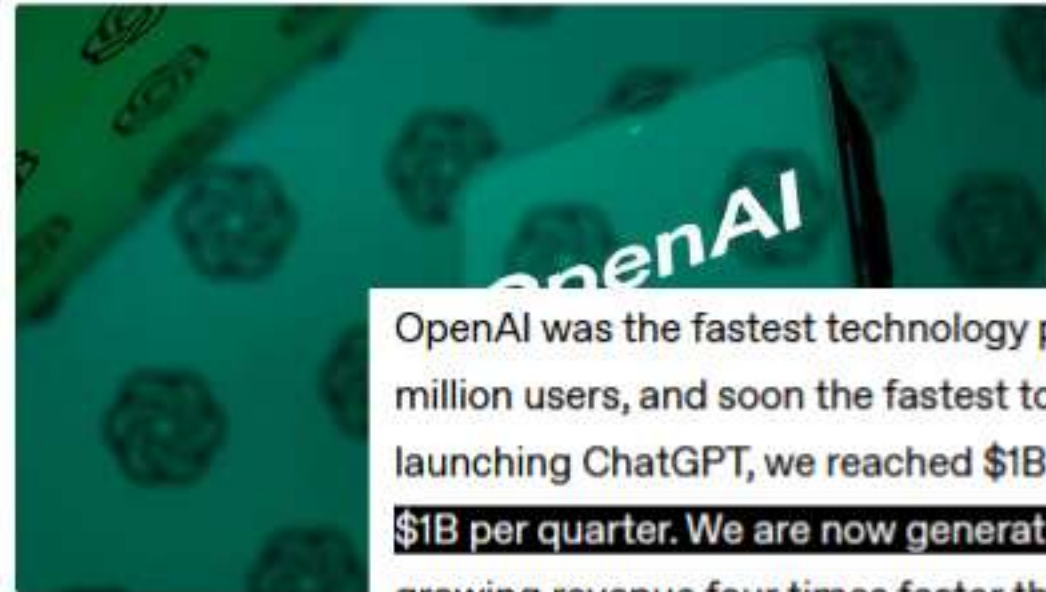
Prediction: AI stocks will rise again in 2026 and Nvidia's share price will soar to this level

# Follow the money.

## THE RISKS FACING OPENAI AND ITS \$1.4T IN SPENDING WITH COMMITMENTS

QUARTZ

**OpenAI misses revenue and user growth targets ahead of IPO**



Quartz - NurPhoto / Getty Images

OpenAI was the fastest technology platform to reach 10 million users, the fastest to 100 million users, and soon the fastest to 1 billion weekly active users. Within a year of launching ChatGPT, we reached \$1B in revenue. **By the end of 2024 we were generating \$1B per quarter. We are now generating \$2B in revenue per month.** At this stage, we are growing revenue four times faster than the companies who defined the Internet and mobile eras, including Alphabet and Meta.

## 'Please do not use Google AI to find out our specials, ' Wentzville restaurant asks patrons



'Please do not use Google AI to find out our specials' Wentzville restaurant states

Crafted ideas:

**What should I use AI for?**

**How are my customers using it?**

**What will the impact be?**

**What's signal, what's noise?**

Leaving thought.

**AI has never been more  
powerful, and will never  
again be as bad as it is today.**

**Thank you.**  
**Crafted<sup>®</sup>**

[www.crafted.co.uk](http://www.crafted.co.uk)  
[hello@crafted.co.uk](mailto:hello@crafted.co.uk)