

Talking Points | **Why Experiential for AI?**

The immersive experience has captured people's imaginations. It's fun, indeed. But done right, it can strengthen engagement and nurture learning about important AI concepts.

"Brands are increasing experiential budgets as they see the value of live events and... ROI." *

Bring your case studies to life. Experiential marketing includes face-to-face efforts to nurture opportunities and develop long-term loyalty in a physical setting.

Experiential learning is learning through reflection on doing. In technology, 'flipped classroom' forms of andragogy are effective from both a learning and a cost point of view, blending online and offline instruction. People can reflect on AI in action and see how it applies to their immediate problems.

Tech is behind the curve.

People want to be immersed, not have someone talking at them. But storytelling and activations rarely focus on meaningful AI learning. Consumer experiences typically lack depth. And the B2B experience is often a conference talk, executive briefing, webinar, or demo.

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Story with purpose → ROI.

Immersive experience is a fantastic way to engage, and it doesn't have to cost the earth. To add purpose and ROI, establish specific objectives and design around learning principles: Create an environment for problem solving, follow-on interaction, and time for reflection.

People need to experience AI first-hand.

Many of us rely on AI without really seeing, touching, or working with it. An immersive experience can build trust and understanding of capabilities and limitations as people make decisions and see results.

Let's talk about experiential for AI. Contact Tracy Allison Altman at tracy@museumof.ai or 303.618.4479

*(Agency EA, 2019). Accessed 25-Aug-2019. <https://agencyea.com/thoughts/2019-experiential-marketing-trend-report/>

About the Museum of AI

Museum of AI makes it possible for anyone to see, touch, and work with artificial intelligence. Through immersive experiences, people explore and understand AI's capabilities and limitations. The museum offers engaging storytelling and educational programs that are relevant to people's lives.

Our Team

Together, we have created 12+ years adult education development, 20+ large-scale art installations, and 11+ escape rooms. Our team has marketed and sold B2B technology, developed 15+ years of enterprise software training, dozens of data sets, and thousands of lines of code. We can claim 50+ acting and improv credits and 6+ produced scripts.