

## Group 1: Agentic Consumer Bots (Agentic Commerce Optimization)

**Session Description:** Consumer AI agents are beginning to make purchasing decisions on behalf of users. These agents compare products, negotiate prices, and execute transactions without human intervention. Marketing teams built their strategies around capturing human attention and influencing human decisions. Those tactics do not work when the buyer is an algorithm. This session explores how marketers must adapt their go-to-market strategies, pricing models, and brand positioning when the customer is a bot making decisions based on structured data and optimization criteria instead of emotional appeals or brand loyalty.

**Discussion Guide for Moderator:** This session should focus on practical changes CMOs need to make now and over the next 18 months. The goal is to move past theoretical discussion and identify specific tests, experiments, and organizational changes that marketing teams can implement this quarter.

### Starter Questions:

1. What percentage of your category's purchases could realistically be delegated to AI agents within the next two years, and what specific purchase criteria will those agents optimize for?
2. How should you restructure your product information architecture to make your offerings machine-readable and preference-matchable by AI agents?
3. If agents prioritize cost, speed, and specification matching over brand narrative, which parts of your marketing budget become obsolete and which become more critical?
4. What partnerships or platform relationships do you need to establish now to ensure your products appear in agent-mediated transactions?
5. How do you measure and optimize for agent conversion when traditional attribution and customer journey analytics are designed for human behavior?
6. What role does brand play when the decision maker is an algorithm trained on user preferences rather than advertising exposure?
7. What experiments should your team run in Q1 to test agent-optimized commerce strategies, and how will you measure success?

## Group 2: Answer Engine Optimization (AEO)

**Session Description:** Search engines are becoming answer engines. Users ask questions and receive direct answers synthesized from multiple sources instead of clicking through ten blue links. This shift renders traditional SEO tactics inadequate. Pages optimized for keyword density and backlink volume may never surface if the answer engine can extract and synthesize the information without sending traffic to your site. Marketing teams must learn to structure content so that AI systems can parse, attribute, and cite it in generated responses. This session examines how to rewrite content strategies, measure success when traffic declines but influence increases, and build authority in an environment where your brand may be cited without being visited.

**Discussion Guide for Moderator:** This session should address the practical transition from SEO to AEO. Focus on what changes in content strategy, measurement, and organizational structure. Help participants identify what to stop doing, what to start doing, and how to defend the strategy to executives who still measure success by organic traffic and page views.

### Starter Questions:

1. How do you measure marketing success when your content is cited by AI systems without driving traffic to your owned properties?
2. What specific structural changes do you need to make to your content (FAQ schema, direct answer blocks, machine-readable summaries) to increase citation by answer engines?
3. How should you reorganize your content team when the goal shifts from publishing high-volume blog posts to creating authoritative, citeable reference content?
4. What partnerships or syndication strategies help ensure your expertise appears in AI training data and real-time answer synthesis?
5. If organic traffic declines 30% but brand authority and deal velocity increase, how do you explain this trade to your board and justify continued content investment?
6. What owned data assets, research, or proprietary insights can you publish to establish citeable authority that competitors cannot easily replicate?
7. What pilot programs should you launch in Q1 to test AEO strategies, and what metrics will prove they work?

## **Group 3: Identity Threat (Humans and Machines Working Together)**

**Session Description:** Marketing teams are training AI systems to perform tasks that used to require human judgment. Copywriters train models to write headlines. Analysts train systems to segment audiences and predict campaign performance. Strategists train agents to synthesize research and generate positioning recommendations. Every training session creates anxiety. Marketers wonder if they are building the system that will eliminate their role. This session addresses the unspoken tension between adopting AI to remain competitive and the fear that adoption accelerates obsolescence. The discussion explores how leaders can create environments where teams embrace AI as a capability multiplier rather than resisting it as an existential threat.

**Discussion Guide for Moderator:** This session requires psychological safety and candor. The goal is to surface real fears and convert them into actionable workforce strategies. Help participants separate legitimate risks from unfounded anxiety, and identify specific ways to position their teams for value creation in an AI-augmented environment.

### **Starter Questions:**

1. What specific tasks or roles in your marketing organization are you actively training AI to perform, and how are you communicating that transition to the people currently doing those jobs?
2. How do you distinguish between tasks that AI should automate (to free human capacity for higher-value work) and capabilities that should remain human-led to preserve competitive differentiation?
3. What new skills or roles are emerging in your organization as AI handles execution, and how are you retraining existing team members to fill those roles instead of replacing them?
4. How do you create incentive structures that reward teams for training AI and sharing institutional knowledge rather than hoarding expertise to protect job security?
5. What honest conversations have you had with your team about which roles will likely be eliminated, consolidated, or fundamentally transformed, and how did those conversations affect morale and retention?
6. If you assume AI will handle 40% of your team's current workload within 18 months, what new value should your human team create to justify headcount and budget?
7. What leadership behaviors and organizational norms can you establish now to make AI adoption feel like capability building rather than job displacement?