



Is Artificial Intelligence A Threat To Broadcast Sellers And Ad Creators?

LBS 2nd Tuesday Webinar presented by:
Tim Burt, LBS Creative Expert

Join us on May 9, 2023 at Noon ET:

Should you use new and flashy AI tools such as ChatGPT and Bard to write your clients' ads? Can AI services work to your benefit, and how? Does AI art have a future in advertising? Will this quickly emerging technology eliminate your job?

By demonstrating through real-world examples, LBS Creative Expert and former CBS Radio production director Tim Burt will show you that there is a proper time - and place - for broadcasters to use these AI tools. Until you hear this presentation, use artificial intelligence services at your own risk!

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Tim Burt Bio:

Tim is credited with more than 30,000 commercials & over \$500 million in sales worldwide. His clients include: Burger King, South African Airways, Toyota, Graybar & more. He is a 3x International Award-winning author, had a 25-year broadcast career (CBS Radio), and is currently a marketing consultant to businesses around the world.

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