



**WordPress
Ventures**

How **AI** can change the way we design, **build & manage** **digital experiences**

Sponsors



Today's Hosts & Presenters

Paul Fawcett / Head of Agency Partnership- SiteBox
Kasia Wegrzyn / Head of Customer Success - SiteBox
Fergus Dyer-Smith / Founder & CEO - Wooshii
John Campbell / Head of Innovation TIPI Group
Julian Boulding / CEO - thenetworkone
Brad Smith / Founder & CEO – Succeed
Jonathan Bates / Commercial Director - Wooshii

3 December 2024, 12:00 PM UK time

SITEBOX™

What we'll cover in today's session



Paul Fawcett
Co-Founder
SiteBox

1

**Integrate AI into
your agency &
client's ecosystem**

John Campbell
Head of Innovation, TIPI Group

2

**Transform
productivity with AI
focused on internal
teams & agencies**

Fergus Dyer-Smith
Founder & CEO, Wooshii

3

**Evolution of Digital
Agencies using AI**

Julian Boulding
CEO, thenetworkone & panel guests

How AI can change the way we manage digital experiences
WordPress Ventures Event Series



Session 1

Integrate AI into your agency & client's ecosystem



John Campbell
Head of Innovation
TIPI Group



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About TIPI Group



John Campbell
Head of Innovation
TIPI Group



Insights & Analytics

ROAST™

» Performance & Media

- Paid & Organic Search
- Paid Social
- Content Marketing
- Display & Programmatic
- CX & CRM
- TV & VOD
- Digital Audio & Radio
- DOOH & OOH
- Print

Client Services

kitty.

» Web Development

- Branding, UX & Design
- Website Development
- eCommerce
- Consultancy
- Hosting & Integrations
- Media Asset Production
- Conversion Rate Optimisation (CRO)

Planning & Consultancy



» Voice Experience

- Voice Strategy
- Alexa Smart Properties
- Alexa Skill Development & Management
- Conversation AI / Custom LLM projects
- AI Training

How has AI been adopted by TIPI Group



John Campbell
Head of Innovation
TIPI Group

Stage 1

- Empower staff to use the tools – *Sign up, Test, Feedback*
- Apply for beta / early access
- Attending workshops (AWS, Google)
- SaaS Vs build assessments

Stage 2

- AI staff survey
- Paid accounts of tools for entire teams
- Building internal tools using “*AI to build*” and “*tools with AI in*”

Stage 3

- Training program
- Upskilling specific staff for script creation with AI
- Model comparisons

AI policy

1. Use AI to improve efficiency / processes

2. Build products / tools that use AI to sell

Selection of tools that are working well



John Campbell
Head of Innovation
TIPI Group

Main daily “go to” tool



API for tools /
model access



Amazon Bedrock



winstonai

Demos / tools / scripts



Image / Audio



IIElevenLabs

Empowering non-technical staff to build tools

- **Client question** – Are my CrUX (Speed) times getting worse in the last year?
- **Solution** – Tool allows the user to paste in URLs, access the CrUX API to download and visualise data

SEO AM & Developer

- 12 hours - 10 day turn around – *best case*

SEO AM only - With - AI

- *Half a day* **95% quicker**



John Campbell
Head of Innovation
TIPI Group

CrUX bulk URL and bulk history report

This tool allows you to input a list of URLs and fetch CrUX API or CrUX History API reports for them. Please note that the tool is rate-limited to 50 calls in 60 seconds. It was built by the team at <https://weareroast.com/roast-labs/>. If you have any questions or need any tools like this built, feel free to reach out to John Campbell from the ROAST Labs team on [LinkedIn](#).

Enter a list of URLs (one per line):

URLs

Select report type

- CrUX API Report
- CrUX History API Report

Select form factors:

- DESKTOP

CrUX bulk URL and bulk history report

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Enter a list of URLs (one per line):

URLs

Select report type

- CrUX API Report
 CrUX History API Report

Select form factors:

- DESKTOP

Product selling to clients



John Campbell
Head of Innovation
TIPI Group

The screenshot shows the Wex Content Creator interface. On the left is a sidebar with the Wex logo (Powered by ROAST labs) and a menu with 'Content Engine' (containing 'Content Creator', 'Content Ideator', and 'Socials Generator - Coming Soon') and 'Tools' (containing 'Prompt Builder - Coming Soon', 'Internal Linking - Coming Soon', and 'Manage Knowledge Base'). The main area is titled 'Content Creator' and contains a 'Content Details' section with input fields for 'Title' (placeholder: 'Use Content Ideator to generate titles'), 'Instruction' (a list of guidelines: 'Approach: be conversational and casual, but not overly cheerful...', 'Style: employ a more natural flow...', 'Writing patterns: Use a more varied paragraph structure and...'), and 'Guidelines' (placeholder: 'Put our guidelines example here'). A message 'No article generated yet!' is displayed on the right side of the main area.

Session 1

AI powered search



John Campbell
Head of Innovation
TIPI Group

[About](#) [Store](#)

[Gmail](#) [Images](#)



Google

Search bar with a magnifying glass icon on the left, a microphone icon, and a camera icon on the right.

Google Search

I'm Feeling Lucky

[Watch key talks on climate change from COP29](#)

United Kingdom

[Advertising](#) [Business](#) [How Search works](#)

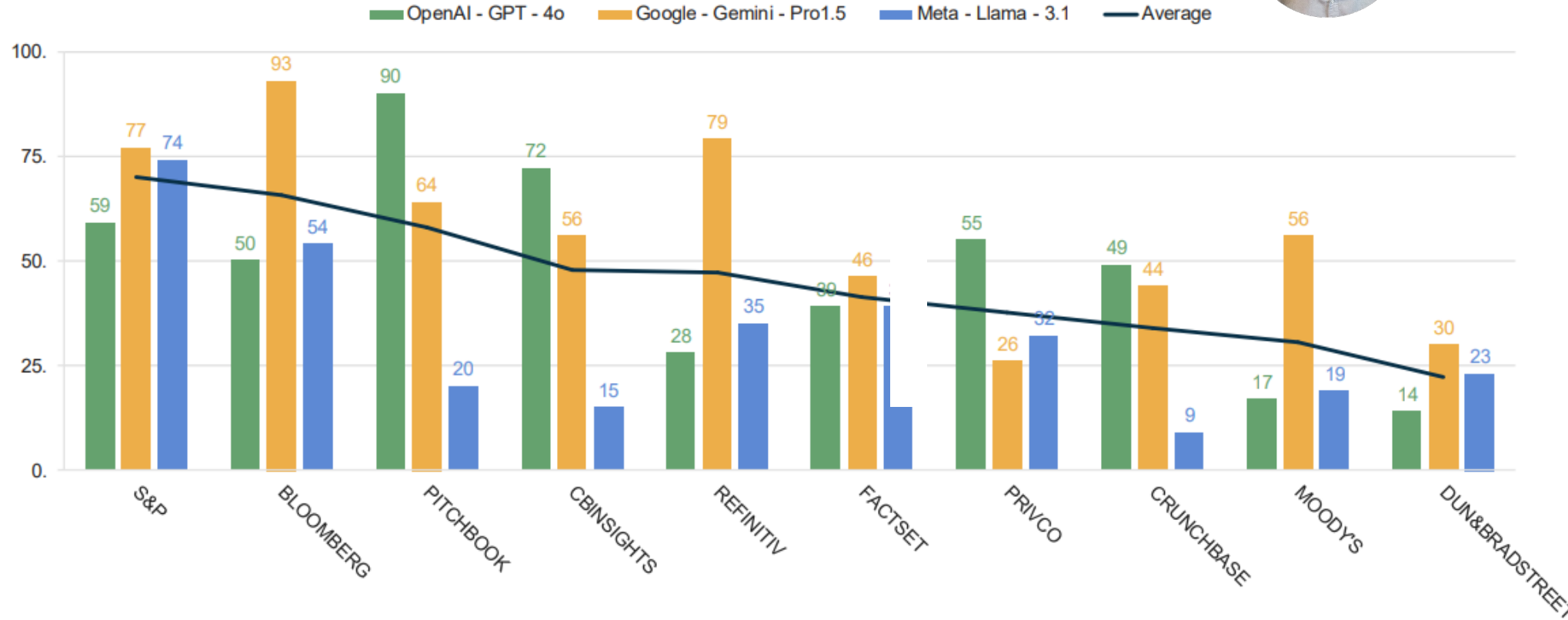
[Our third decade of climate action: join us](#)

[Privacy](#) [Terms](#) [Settings](#)

Tackling brand performance in AI models



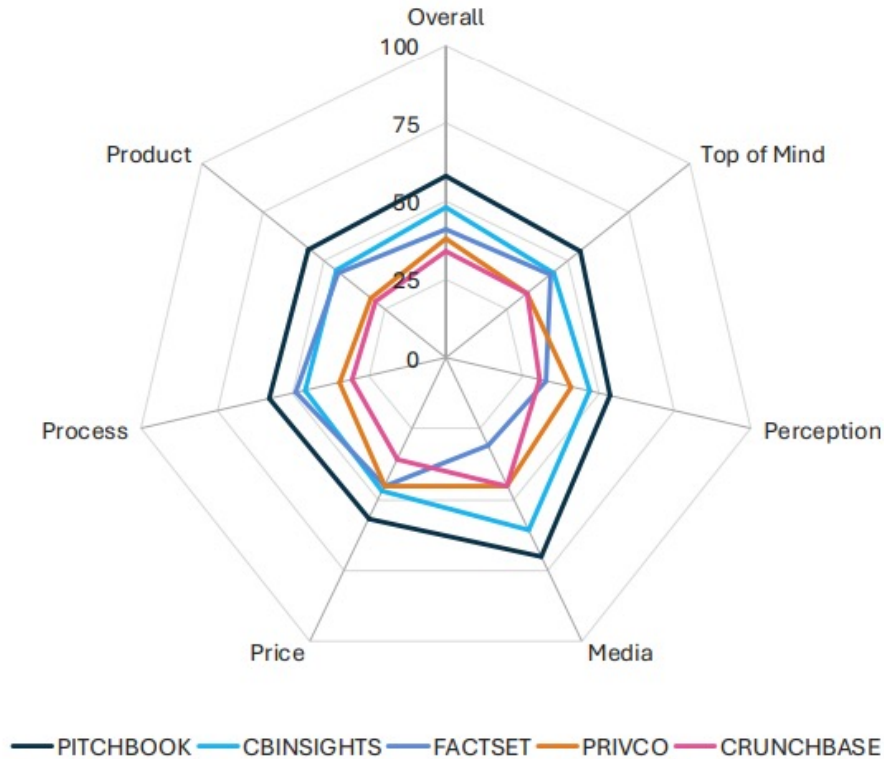
John Campbell
Head of Innovation
TIPI Group



Brand vector: Average across Open AI, Google & Meta



John Campbell
Head of Innovation
TIPI Group



Brand Vectors	Example Questions (x = product category)
Top Of Mind	What are the brands you think of first in X?
Brand Perception	What brands are leaders in X?
Media	What brands have the most effective advertising in X?
Price	Which brands offer the best value for money in X?
Process	Which brands have the best customer service in X?
Product	Which brands are recognized for superior quality in X?

Session 1

Integrate AI into your agency & client's ecosystem



John Campbell
Head of Innovation
TIPI Group



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Session 2

Transform productivity with AI focused on internal teams & agencies

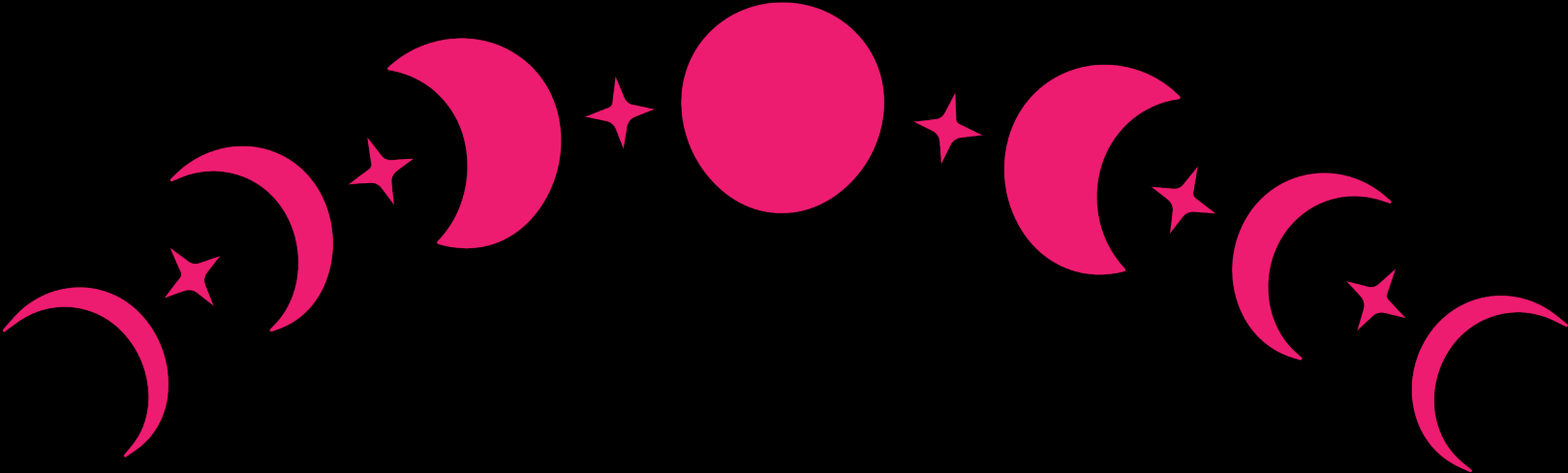


Fergus Dyer-Smith
Founder & CEO
Wooshii

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SERVICES

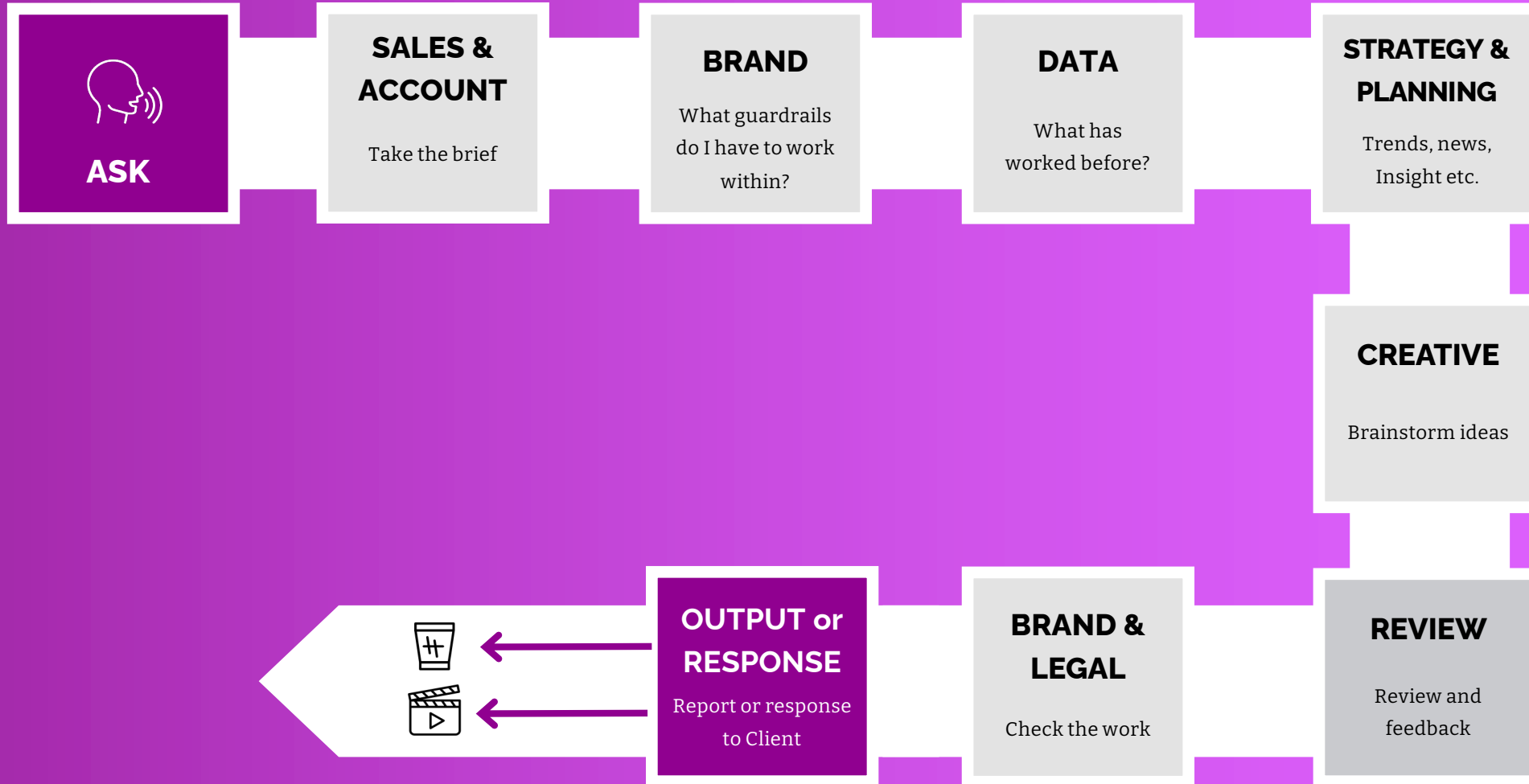


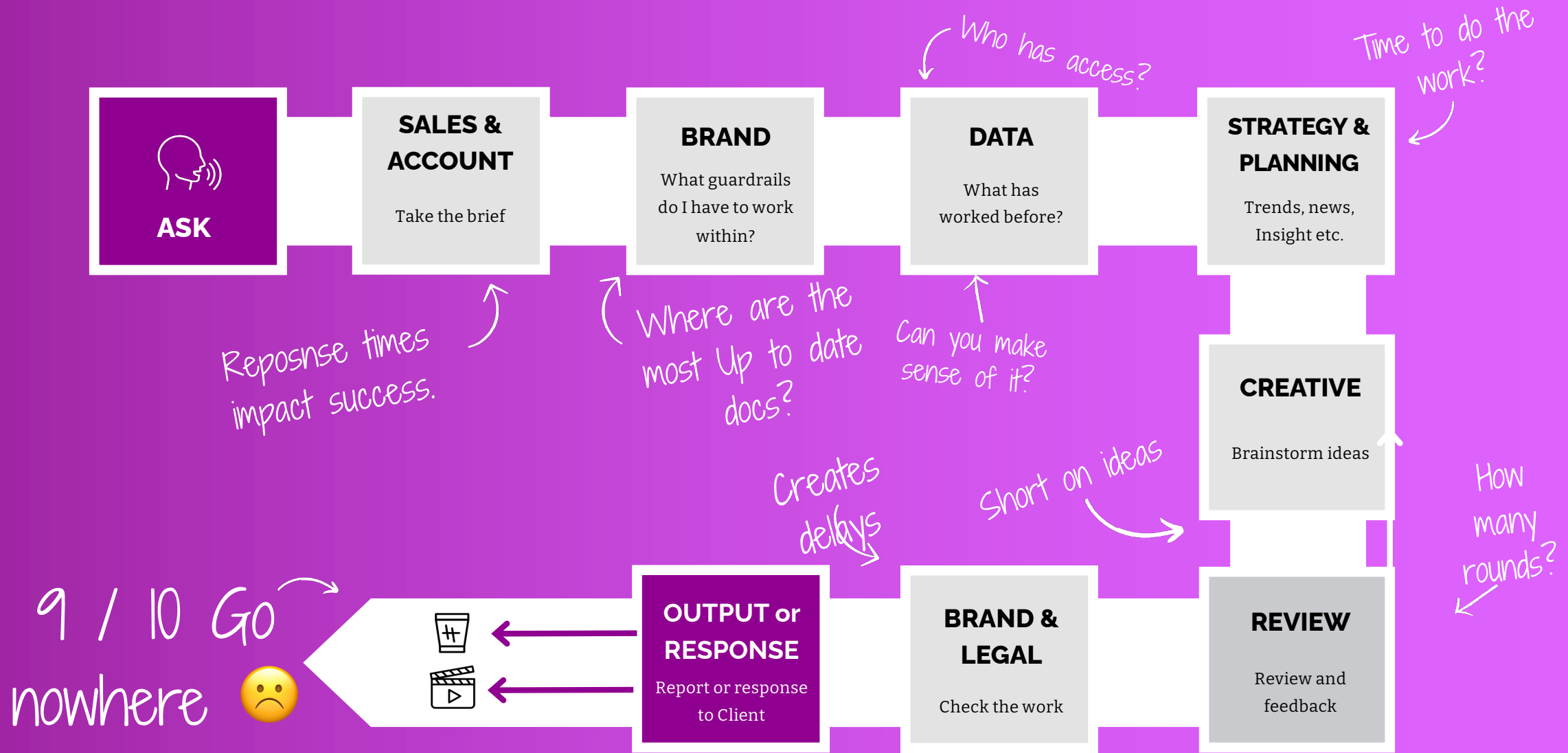
SOFTWARE

SOFTWARE

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COST OF SALE

- Brief Response
- Pitch Work
- Insights Generation
- Market Research
- Creative Development
- Strategy Overview
- Insights Generation
- Costing and Budgeting



COST OF SERVICE

- Creative Deliverables
- Strategy Work
- Research and Insights
- Thought Leadership
- Press and PR
- Media Planning
- Copywriting
- Brand Development



```

[OpenAI Image Info Receive]**
prompt_tokens: 1456
completion_tokens: 887
total_tokens: 1793

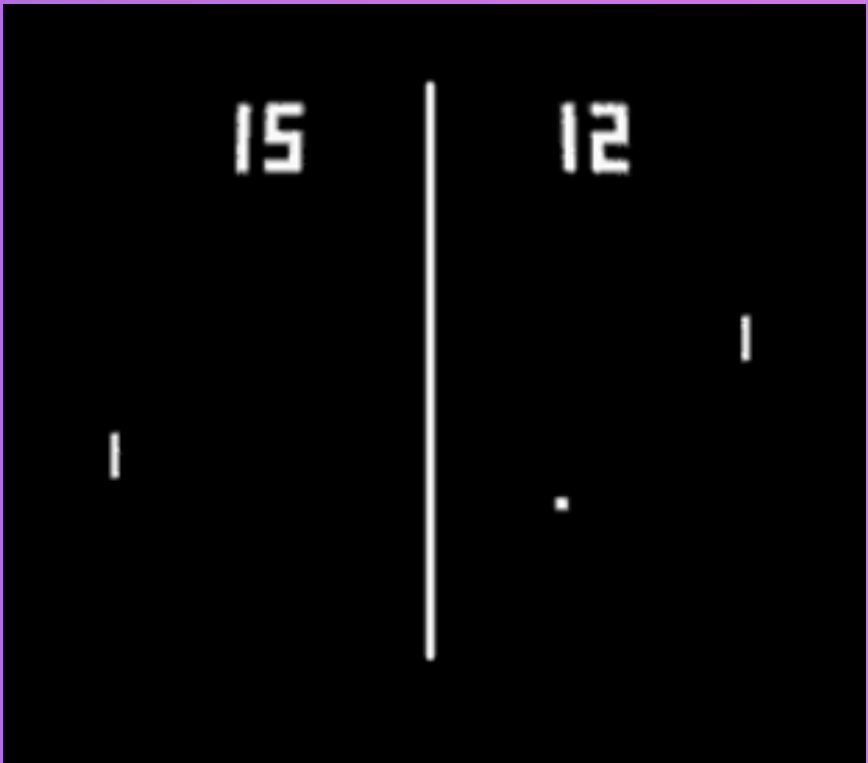
Code Reviewer: **Code Reviewer->Programmer on : CodeReviewComment, turn 0**
[ChatDev is a software company powered by multiple intelligent agents, such as chief &
officer, etc, with a multi-agent organizational structure and the mission of "help
you are Programmer, we are both working at ChatDev, we share a common interest in call
you can write/create computer software or applications by providing a specific program
any varieties of programming languages and platforms, such as Python, Java, C, C++, etc
here is a new customer's task: Game Design Prompt for Tetris:
To complete the task, you must write a response that appropriately solves the requests
<Comment>
The highest priority comment is that the 'running' variable in the 'handle_events' met
the highest priority comment is that the 'running' variable in the 'handle_events' met
running to False. This will cause an error when trying to set 'running' to False and exit t
To fix this, you need to declare 'running' as a class attribute in the '__init__' with
'running' to False. Instead of just 'running'.
Here's the revised code for the 'Tetris' class:
python
class Tetris:
def __init__(self):
self.width = 800
self.height = 600
self.screen = pygame.display.set_mode((self.width, self.height))
self.clock = pygame.time.Clock()
self.grid = [[0] * 10 for _ in range(20)]
self.current_piece = None
self.score = 0
self.running = True # Add running as a class attribute

def run(self):
while self.running: # use self.running in the game loop
self.handle_events()
self.update()
self.render()
self.clock.tick(30)

def handle_events(self):
for event in pygame.event.get():
if event.type == pygame.QUIT:
pygame.quit()
self.running = False # set self.running to False
# rest of the code...

with this change, the game loop will properly exit when the user closes the game window.

```



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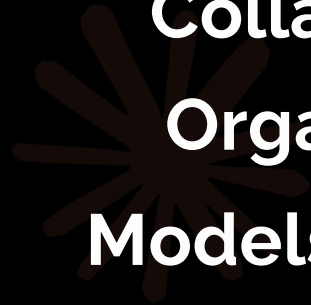




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Security Issues
Little Client Knowledge
Generic Output
Need Heavy Prompting
Permissions &
Collaboration
Organisation
Models For Tasks



WORKSPACES / BRAND

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WORKSPACES / BRAND

PROJECT

PROJECT

PROJECT

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WORKSPACES / BRAND

PROJECT

PROJECT

PROJECT

OUTPUTS

OUTPUTS

OUTPUTS

OUTPUTS

OUTPUTS

OUTPUTS

WORKSPACES / BRAND

PROJECT

PROJECT

PROJECT

OUTPUTS

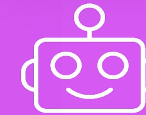
OUTPUTS

OUTPUTS

OUTPUTS

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OUTPUTS



WORKSPACES / BRAND

PROJECT

PROJECT

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OUTPUTS

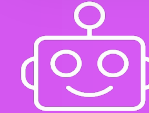
OUTPUTS

OUTPUTS

OUTPUTS

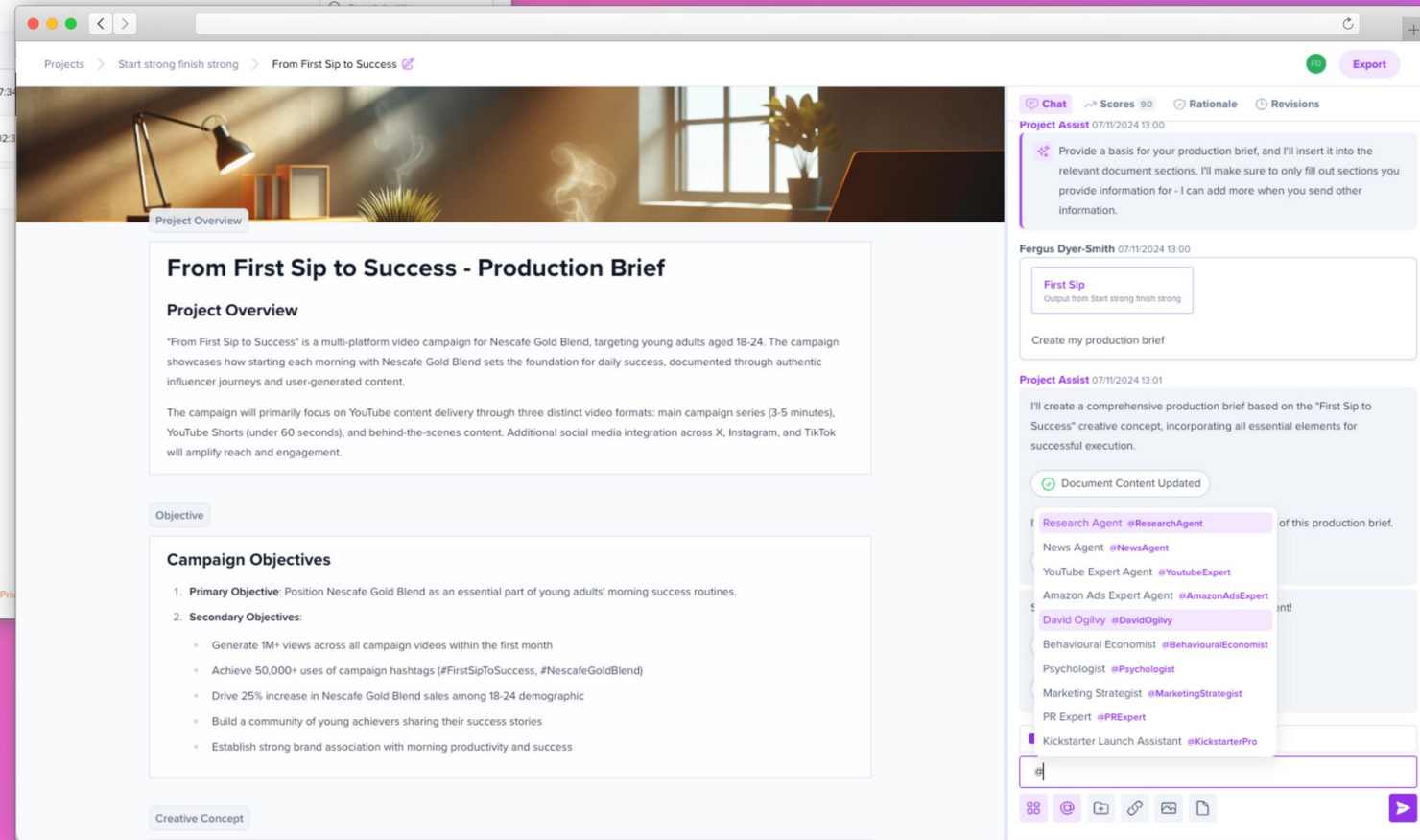
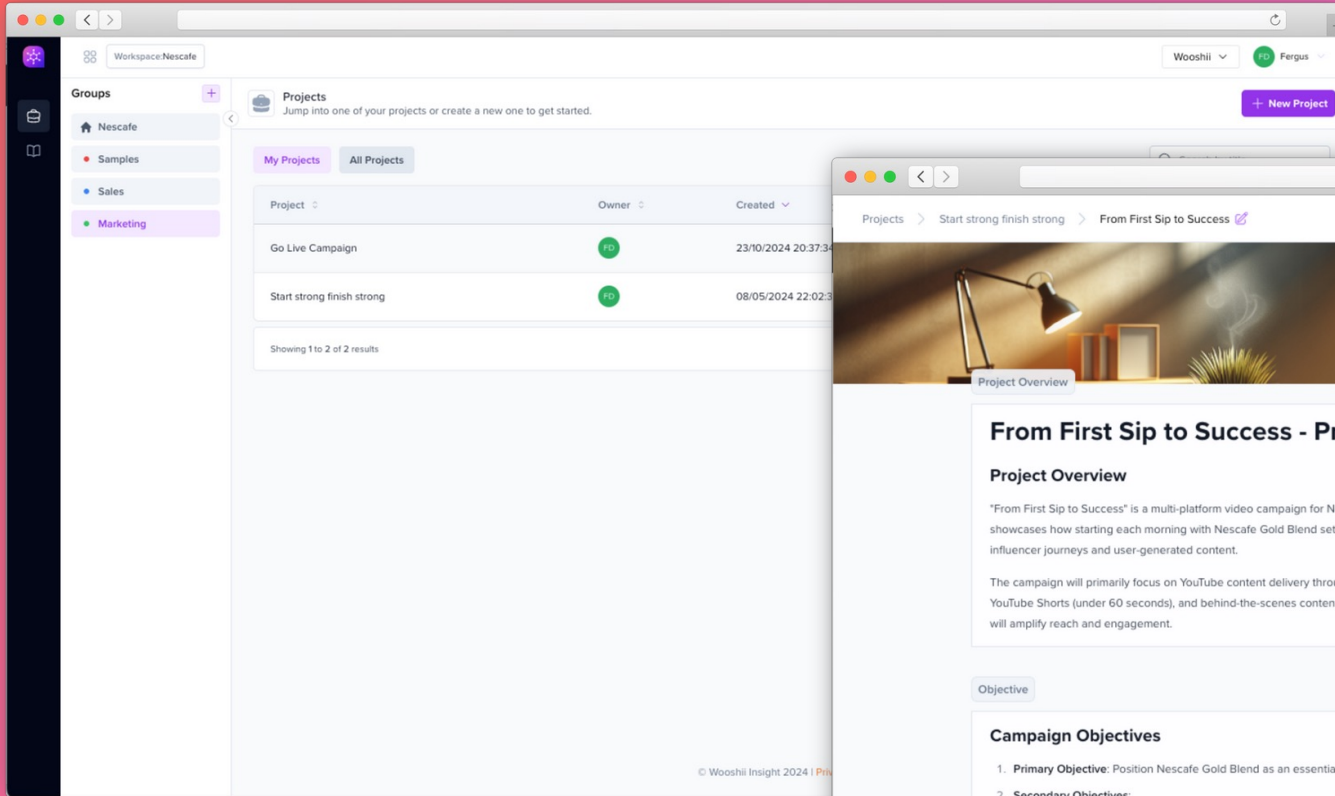
OUTPUTS

OUTPUTS



mixpanel

∞ Meta



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ASSIST

By \WOOSHII



publicis pro.

b2b lab.

It's been about 18 months since we started talking about AI in earnest – just enough time to grow a baby elephant. A *lot* has happened. And we've got some big news.

We've launched a new AI platform for B2B marketing, built collaboratively with our technology partner, Wooshii.

Meet B2B Lab.

B2B Lab, affectionately known as Otto, is an AI-based application trained exclusively for B2B. It accesses multiple leading Large Language Models (LLMs) and live data feeds to deliver smart results, fast.

And as you might imagine, we're pretty bloody excited to bring it to market.

Share this



Step away from business as usual.

Get in touch to discuss how we can work together.

Contact us

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“Already positively impacted our bottom line”

“We’ve won deals with Citi from output directly out of Assist”

“One 6-week process has been turned into an hour”



Jon Lonsdale - CEO

1. Process Audit

2. Dip Your Toe

3. Educate Your Clients



\\WOOSHII

Session 2

Transform productivity with AI focused on internal teams & agencies



Fergus Dyer-Smith
Founder & CEO
Wooshii

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Panel Discussion

Evolution of Digital Agencies using AI



Julian Boulding
CEO
thenetworkone



Today's Panelist's

Brad Smith / Founder & Director - Succeed
John Campbell / Head of Innovation - TIPI Group
Jonathan Bates / Commercial Director - Wooshii

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Panel discussion questions

What agency / business processes has AI enabled you to be more efficient?

What do you think are the areas that have yet to be addressed by AI in the agency eco system?

Have you set a budgets for AI utilisation?

What are the common themes that clients are asking you in relation to AI products and ideas?

Roll the clock forward 2yrs what might be the significant changes we see in agencies as a result of AI adoption?

SITΞBOX™

**Thank you
for join us!**



Paul Fawcett
Co-Founder / SiteBox
Agency Partnerships

Next
Event



Get creative using GTM strategies for high performance agency growth

Position yourself as a market leader with consistent profitability by offering these outstanding services.

14th January 2025, 12pm-2pm
Ivy Brasserie, Soho, London

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