



FOR IMMEDIATE RELEASE (Dec. 19, 2019)

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‘Alexa, what’s our brand?’ Building markets via AI topic at Jan. 9 Tech Council luncheon in Wauwatosa

WAUWATOSA, Wis. – The advent of the “Engagement Economy” means there’s a rush to launch voice apps among marketers who view artificial intelligence as a means of better targeting consumers. Learn about the latest trends from **Nick Myers**, founder and chief executive officer of [RedFox AI](#), at the **Thursday, Jan. 9** luncheon meeting of the Tech Council Innovation Network in Wauwatosa.

Artificial intelligence (AI) marketing is a method of leveraging customer data by using machine learning to anticipate a customer’s next steps and create highly personalized content. With nearly 120 million smart speakers in U.S. homes, marketers can give their brand a voice by using artificial intelligence through tools such as Amazon’s Alexa, Microsoft’s Cortana and Google Assistant.

The event will take place at UW-Milwaukee’s [Innovation Accelerator](#), 1225 Discovery Parkway. Registration, networking and hors d’oeuvres start at 11:30 a.m. and the presentation at 12:30 p.m. The cost is \$10 for students and returning veterans, \$25 for individual members, \$35 for non-members and included for Tech Council corporate members. [Click here to register.](#)

“Nick Myers is a TEDx speaker who has spoken around the nation and the world on the power of AI and voice assistant technology,” said Tom Still, president of the Wisconsin Technology Council. “He’s been an early disciple for the business case for making voice technology a part of the brand for companies large and small.”

The meeting is sponsored by the [UW-Milwaukee](#) and [UWM Research Foundation](#).

The [Tech Council](#) is the independent, non-profit science and technology adviser to the governor and Legislature, with events, publications and outreach that build Wisconsin’s tech-based economy. To join, go to www.wisconsintechcouncil.com or call 608-442-7557.

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