



AI AGENTS

AGENTS OF CHANGE WEBINAR SERIES



August 2025



Janette's AI Agenda

- 1 Operational excellence
- 2 Industry empowerment
- 3 Traveler experience enhancement

An AI agent is software that can *understand a goal* and *figure out how to achieve it*.

Today's AI agents do one of four jobs

Operator

"Operates" your mouse to take actions on your behalf

- Controls UI (mouse, keyboard)
- Eliminates manual actions

Researcher

Builder

Automator

Identify 50 businesses that could be a member of Visit Kansas City in KCMO (but aren't) that are likely to benefit from DMO membership, and explain why. Include contact info, reasoning, and sector trends. Do not suggest any businesses that would not qualify for membership.

Worked for 5 seconds >

To identify 50 businesses in Kansas City, Missouri, that could benefit from Visit Kansas City membership, could you clarify which industry sectors or categories you want me to focus on? For example, do you want me to prioritize businesses in hospitality and tourism-related services (like hotels, restaurants, attractions, event services, transportation), or do you want other specific industries included as well?



Worked for 59 minutes >

Here are 50 Kansas City (MO) businesses that appear to be absent from Visit KC’s partner list but would likely benefit from Destination Marketing Organization (DMO) membership. The table lists contact details (address, phone, web), concise reasoning for joining, and notes about sector trends. Many of these businesses are relatively new or independent, so Visit KC membership could increase their visibility among the 28.4 million visitors who travel to Kansas City annually [visitkc.com](#) and tap into tourism’s \$6.7 billion economic impact [visitkc.com](#). Membership provides benefits such as digital listings, marketing opportunities and industry networking [visitkc.com](#).

Business (category)	Contact info	Why membership helps	Sector/trends
Nour’s Lebanese Cuisine – new Lebanese restaurant in Midtown	3855 Warwick Blvd, Kansas City, MO 64111; +1 (816) 603-6687; nourskc.com mapquest.com	Authentic Lebanese dishes, modest location with limited marketing; DMO can amplify exposure to food-curious tourists.	Visitor demand for unique global cuisines is rising—new eateries like Nour’s illustrate growth in KC’s dining scene kansascitylocalsguide.com .
Green Dirt on Oak – farm-to-table restaurant/market	1601 Oak St, Kansas City, MO 64108; +1 (816) 386-2156 mapquest.com	Showcases cheeses and meats from Green Dirt Farm; membership could draw culinary tourists and group tours.	Tourists increasingly seek local, sustainable food experiences; farm-to-table dining supports this trend kansascitylocalsguide.com .



We're reaching out from Visit KC, the official tourism organization for Kansas City. With more than 28 million visitors exploring the city each year, we help connect local attractions—like yours—to new audiences through digital listings, hotel partnerships, and group travel referrals.

Escape rooms are increasingly popular with families, corporate teams, and event planners—and we'd love to spotlight yours.

Joining Visit KC is simple and starts with a quick 15-minute call. From there, we'll help tailor your listing and plug you into our year-round marketing efforts.



My company's website is <https://www.thebrandusa.com>. Based on its design style and visual language, please create a set of icons we can use in PowerPoint presentations. The icons should be rich, appealing and maintain a consistent design language with our site. I specifically want a variety of icons that will work for presentations about generative AI.

 manus

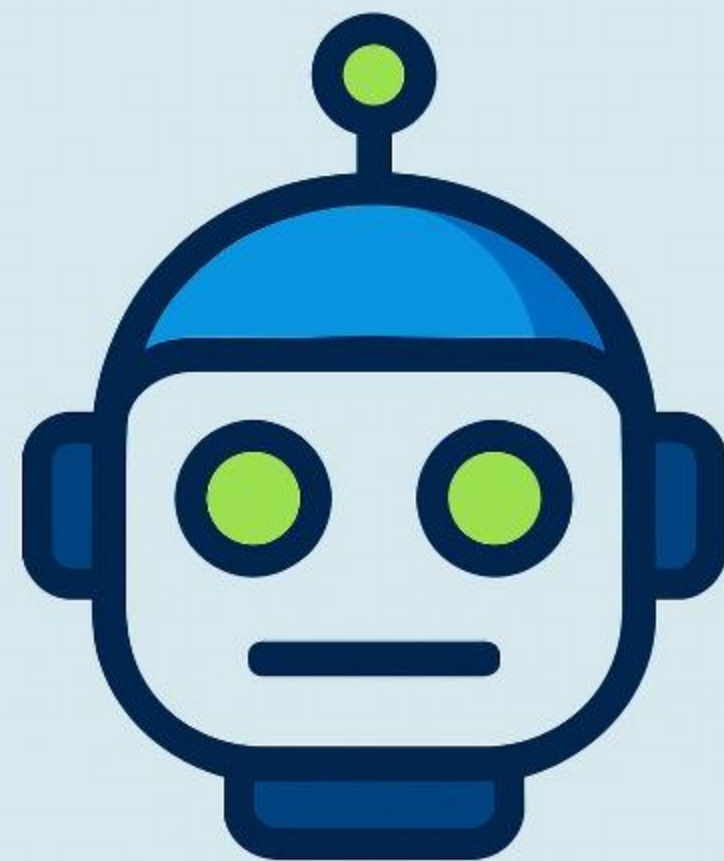
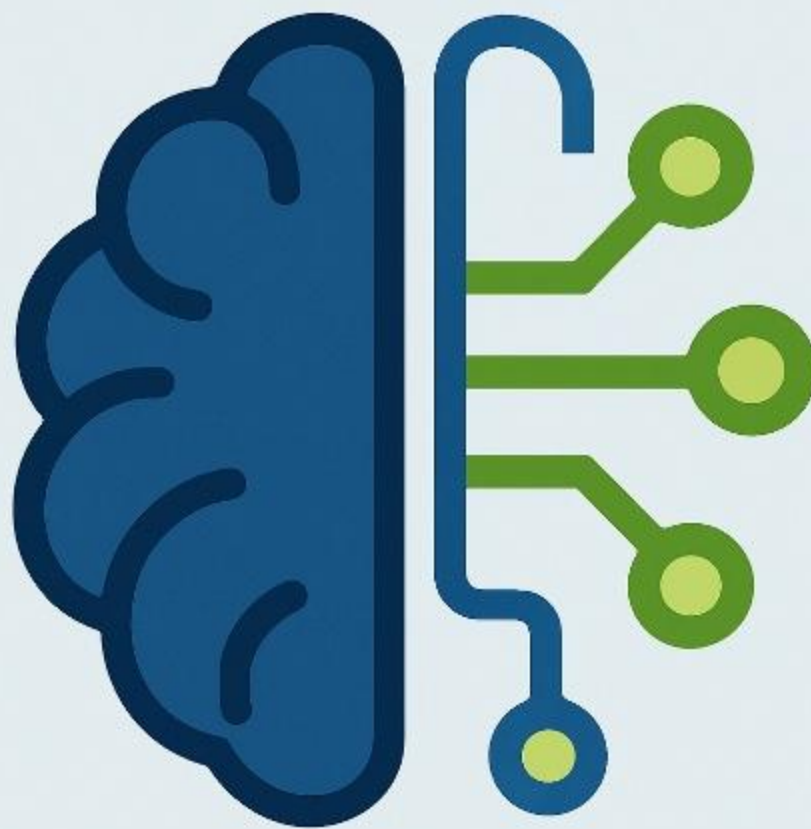
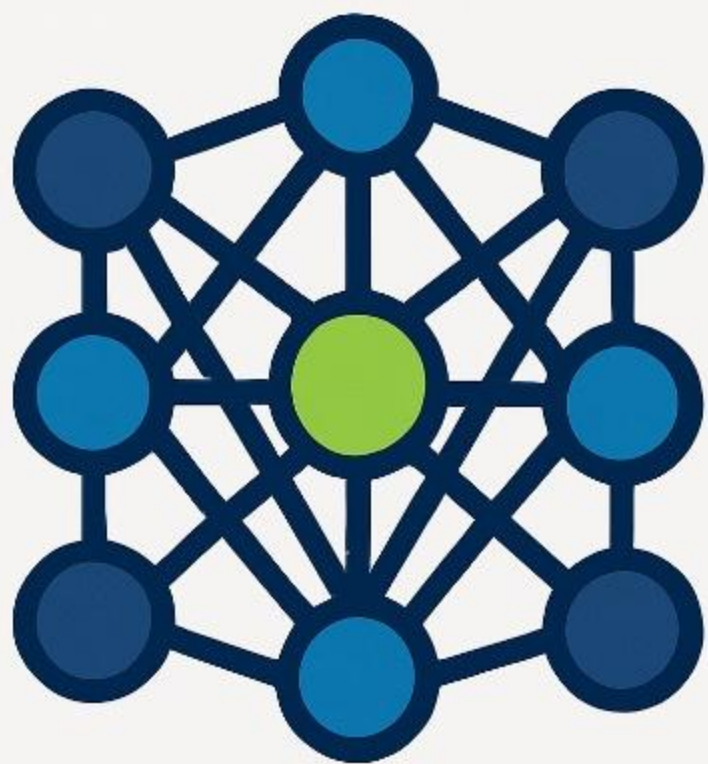
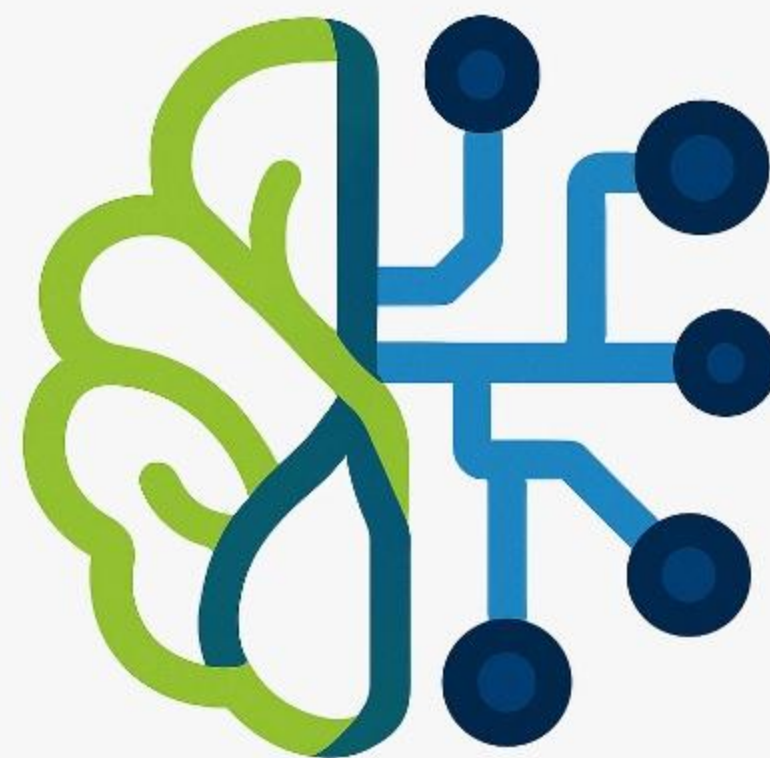
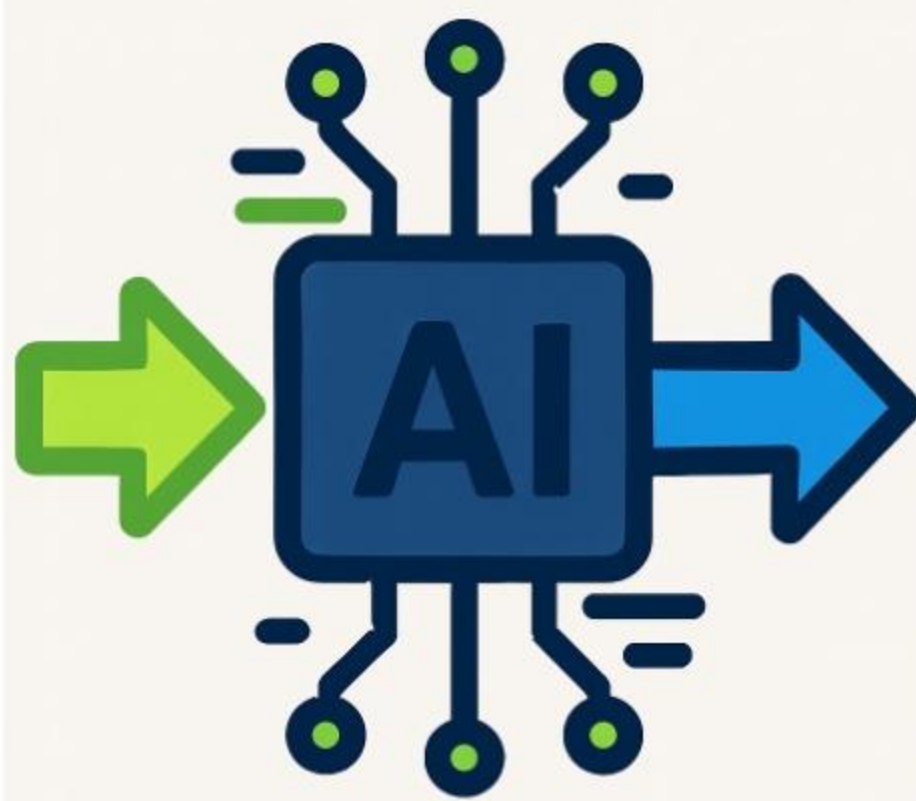
Understood, I will create a set of icons for your PowerPoint presentations based on your website's design style and visual language. I will ensure they are rich, appealing, and consistent with your site, specifically for presentations about generative AI.

 manus

I will do the following:

1. Analyze website design and visual language
2. Research generative AI icon concepts and references
3. Create icon set with consistent design language
4. Deliver icon set to user



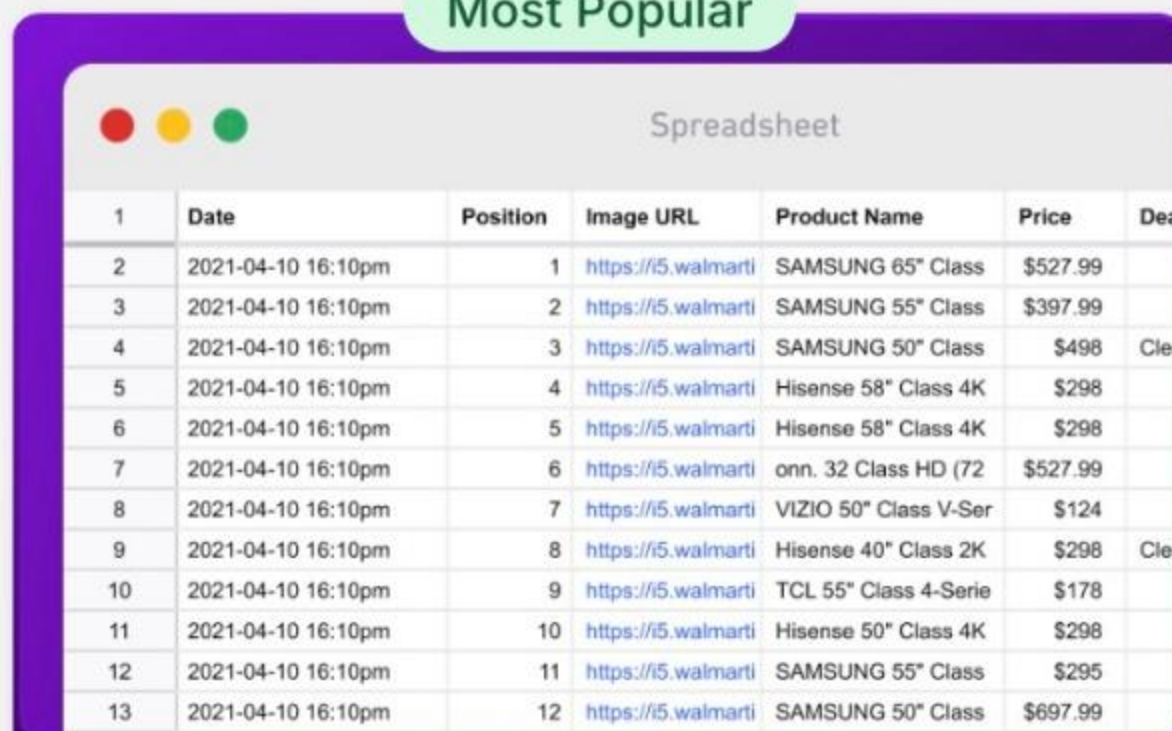




Build New Robot

Select a category below so we can show you more relevant instructions.
Regardless of the category you choose, you will be able to enable monitoring after the robot is created.

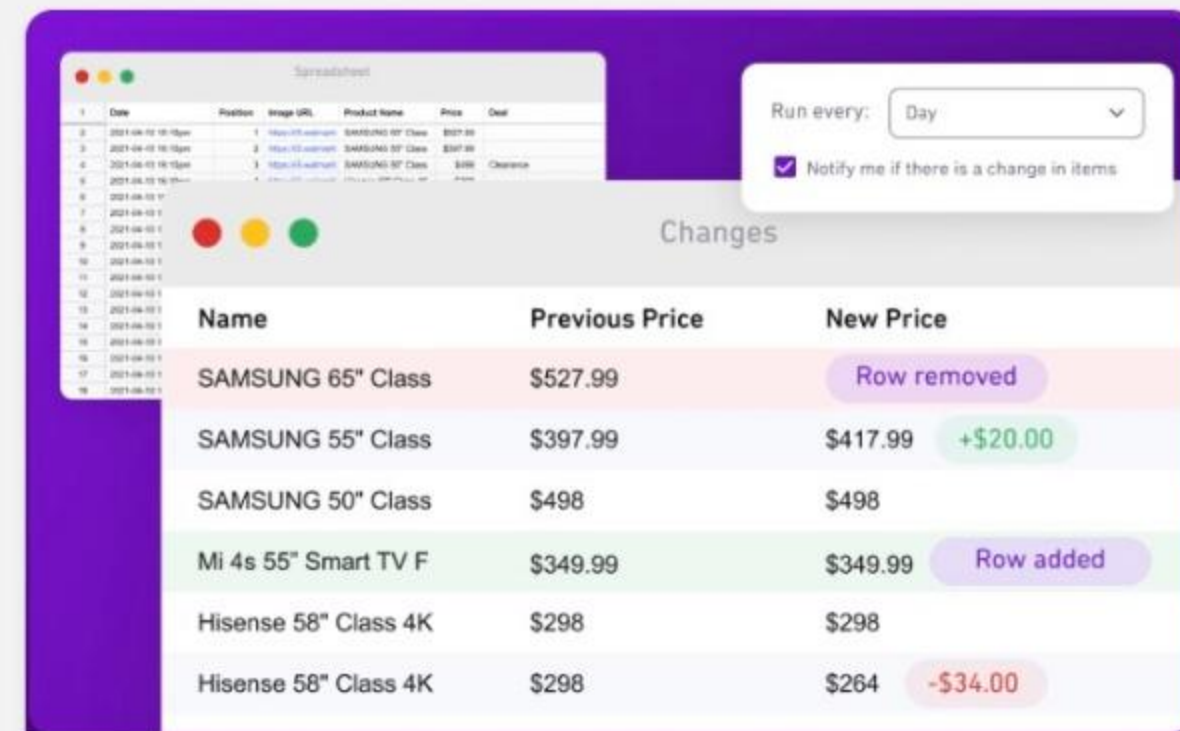
Most Popular



1	Date	Position	Image URL	Product Name	Price	Deal
2	2021-04-10 16:10pm	1	https://i5.walmart	SAMSUNG 65" Class	\$527.99	
3	2021-04-10 16:10pm	2	https://i5.walmart	SAMSUNG 55" Class	\$397.99	
4	2021-04-10 16:10pm	3	https://i5.walmart	SAMSUNG 50" Class	\$498	Clea
5	2021-04-10 16:10pm	4	https://i5.walmart	Hisense 58" Class 4K	\$298	
6	2021-04-10 16:10pm	5	https://i5.walmart	Hisense 58" Class 4K	\$298	
7	2021-04-10 16:10pm	6	https://i5.walmart	onn. 32 Class HD (72	\$527.99	
8	2021-04-10 16:10pm	7	https://i5.walmart	VIZIO 50" Class V-Ser	\$124	
9	2021-04-10 16:10pm	8	https://i5.walmart	Hisense 40" Class 2K	\$298	Clea
10	2021-04-10 16:10pm	9	https://i5.walmart	TCL 55" Class 4-Serie	\$178	
11	2021-04-10 16:10pm	10	https://i5.walmart	Hisense 50" Class 4K	\$298	
12	2021-04-10 16:10pm	11	https://i5.walmart	SAMSUNG 55" Class	\$295	
13	2021-04-10 16:10pm	12	https://i5.walmart	SAMSUNG 50" Class	\$697.99	

Extract Structured Data

Extract structured data from any website with no code! Download data as a spreadsheet or integrate it with your software using Browse AI API.



Name	Previous Price	New Price
SAMSUNG 65" Class	\$527.99	Row removed
SAMSUNG 55" Class	\$397.99	\$417.99 +\$20.00
SAMSUNG 50" Class	\$498	\$498
Mi 4s 55" Smart TV F	\$349.99	\$349.99 Row added
Hisense 58" Class 4K	\$298	\$298
Hisense 58" Class 4K	\$298	\$264 -\$34.00

Monitor Site Changes

Monitor your competitors and get notified when they change their website or their listings on other sites.



Browse AI

[← Back](#)

New Data Extraction Robot



Origin URL



☐ This website needs logging in.

Start Training Robot



https://greaterkansascitychamberofcommerce-dev.growthzoneapp.com/memberdirectory/find?term=restaurant

restaurant X

Back to Search

Results: 23

Big Biscuit

Big Biscuit

@ Send Email

Visit Website

Chicken N Pickle

Chicken N Pickle

@ Send Email

Visit Website

Cooper's Hawk Winery & Restaurants

Cooper's Hawk Winery & Restaurants

@ Send Email

Visit Website

Country Club Plaza

Cubework - St. John Ave
(Warehouse, Storage,
CubeEats, Parking, &
SuperFlea Market)

Culinary Virtue I Restaurant
Collective

Output Data Preview

What data do you want to extract?

To begin, navigate to the page you'd like to extract data from. Then, choose an option below.

Capture text

Capture screenshot

Step 2: Page Interaction

Click

Step 3: Navigation

Navigating to https://greaterkansasc...

Navigating to https://greaterkansasc...

Navigate Back

Discard

Finish



←

↺

https://greaterkansascitychamberofcommerce-dev.growthzoneapp.com/memberdirectory/find?term=restaurant

restaurant X

Back to Search

Results: 23

⌂

☰

List Item 1

Big Biscuit

Big Biscuit

@ Send Email

🌐 Visit Website

List Item 2

Chicken N Pickle

Chicken N Pickle

@ Send Email

🌐 Visit Website

List Item 3

Cooper's Hawk Winery & Restaurants

Cooper's Hawk Winery & Restaurants

@ Send Email

🌐 Visit Website

List Item 4

Country Club Plaza

List Item 5

Cubework - St. John Ave
(Warehouse, Storage,
CubeEats, Parking, &
SuperFlea Market)

Culinary Virtue I Restaurant
Collective

?

Capture from a list:

Hover over the list you want to extract. Once the list items are separately highlighted, click to select them.

Cancel

↖ Navigating to https://greaterkansasc...

↖ Navigating to https://greaterkansasc...

← Navigate Back

?



← ↺ https://greaterkansascitychamberofcommerce-dev.growthzoneapp.com/memberdirectory/find?term=restaurant

☰ Output Data Preview Collapse ↓

Restaurant Directory

1	Big Biscuit	http://bigbiscuit.com/
2	Chicken N Pickle	http://www.chickennpickle.com/
3	Cooper's Hawk Winery & Restaurants	http://www.chwinery.com/
4	Country Club Plaza	http://www.countryclubplaza.com

1 What is the maximum number of rows you want to extract?

Every 10 rows extracted consumes 1 credit (more info). You can change this limit later on your dashboard.

☐ 10

☒ 100

☐ Custom Ex: 248

2 How can we find the next item?

Select and review the pagination setting this webpage is using.

"No more items to load"

Review Pagination Setting

⚡ Select Manually Instead

Cancel

Save Captured List

🤖

Review and edit the list

✓ Name the list and columns

✓ Choose the number of items to extract

✓ Select how the robot can capture the rest of the list

Step 4: Captured List

☰ List (Restaurant Directory)

T Visible Text (Restaurant Name)

T Link (Website Link)

T Alternative Text (Category)

?

✕ Discard

Finish

Today's AI agents do one of four jobs

Operator

Researcher

Goes deep into online resources to gather, analyze, and synthesize complex information into clear, summarized insights

Builder

Automator

What are you researching?

Ask anything



Search



Deep research



"Brand USA needs to conduct a comprehensive competitive analysis of these 30 NTOs and their positioning in the global market for business events. Focus on their USP, brand promise, their tagline if they have one for business event marketing, their budget for this market, the incentives they offer and their top three international markets."

Destination	Unique Selling Proposition (USP)	Brand Promise	Tagline (Business Events)	Recent Budget for Business Events	Incentives for Event Planners
Australia (Tourism Australia – Business Events Australia)	Extraordinary destinations and experiences that can only be found in Australia. Known for “exceptional experiences and world-class destinations” that consistently make Australia a preferred events host ²⁵ – from iconic cities to unique wildlife settings. Clean, safe, with cutting-edge facilities and friendly locals.	Where every event can be truly unforgettable. Promises fresh perspectives and inspiration – inviting the world to “experience the impact Australia can have on your thinking” with its friendly people, diverse offerings and innovative spirit ²⁶ . Emphasizes successful outcomes in a welcoming, adventurous environment.	“There’s Nothing Like Australia for Business Events.” ²⁷ (Mirrors the national tourism tagline, underscoring Australia’s unique appeal for meetings).	Backed by federal investment. Business Events Australia’s programs had ~A\$6 M/year for incentive bids (A\$24 M over 2018–2023) ²⁸ . During COVID recovery, additional funds launched new campaigns (e.g. 2022 international campaign in key markets) ²⁹ . Overall, significant resources are allocated via Tourism Australia’s budget and bid funds.	Bid Fund Program: provides financial subventions at the critical bid stage, offering support for international conferences/ incentives with ≥400 delegates ³⁰ . This fund (free to applicants) has helped secure 164 events, turning A\$24 M in support into over A\$1 B economic impact ³¹ . Other perks include hosted site inspections, marketing materials, and sector-specific expertise alignment ³² .

Gemini Deep Research



Get Gemini on the go

Discover more to love in the app
talk through ideas with Gemini Li

Hello, Janette

Research sensor trends
for my robotics essay

Research floor heating
for a bathroom remodel

Research AI campaigns
for annual planning



Ask Gemini



Today's AI agents do one of four jobs

Operator

Researcher

Builder

Turns your descriptions into fully functioning digital products— websites, apps, or landing pages —without needing technical know-how

Automator



Idea to app in seconds.

Lovable is your superhuman full stack engineer.

Ask Lovable to create a prototype...

Attach Import

Public

Fitness tracker

Personal website

Bill splitter

File uploader

My Projects

Latest

Featured



BRAND USA AI LEARNING LAB

Each session is fast-paced, practical, and focused on real-world tools—no jargon, just skills you can use immediately. Sessions are offered during the morning open networking break and again during the afternoon business appointment slots. Please register only for sessions that do not conflict with your scheduled appointments. Choose the topics that align with your goals, and get ready to build real AI fluency at IPW.

This app was 'vibe-coded' by Janette Roush using Lovable.dev. Things could go wrong! Email jroush@thebrandusa.com to report a glitch, remove yourself from a session, or request training during a morning appointment session.

Mon 16

Tue 17

Wed 18

Monday June 16

Explore our interactive AI learning experiences led by Janette Roush, SVP Innovation and Chief AI Officer.

● Open Networking Sessions

AI Roadmap for Leadership

Available

🕒 10:30 am to 11:00 am

👤 14/20 registered

6 spots remaining

Mindtrip Chatbot Showcase

Available

🕒 11:00 am to 11:30 am

👤 7/20 registered

13 spots remaining

● Appointment Sessions

 **Lovable**

BRAND USA AI LEARNING LAB

Each session is fast-paced, practical, and focused on real-world tools—no jargon, just skills you can use immediately. Sessions are offered during the morning open networking break and again during the afternoon business appointment slots. Please register only for sessions that do not conflict with your scheduled appointments. Choose the topics that align with your goals, and get ready to build real AI fluency at IPW.

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Mon 16

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Explore our interactive AI learning experiences led by Janette Roush, SVP Innovation and Chief AI Officer.



Use Claude Artifacts to build simple apps.

Create a stylish Pomodoro timer web application with the following features:

- A clean, modern UI with a gradient background and glassmorphism design
- A circular progress indicator that shows time remaining visually
- Work mode (25 minutes) and break mode (5 minutes) with toggle buttons
- Start/pause and reset buttons
- Voice notifications that announce when work/break periods begin and end
- An option to toggle voice notifications on/off
- All text in English
- Responsive design that works well on different screen sizes
- Pure HTML, CSS, and JavaScript implementation (no frameworks required)

The timer should automatically switch between work and break modes when each period ends, and include appropriate voice feedback to keep the user informed. And it should have one small feature that induces delight!

← Stylish Pomodoro Timer



Preview

Code



00:05

Current Mode: Break

Work

Break



Voice Notifications:



Last edited just now



Share

Today's AI agents do one of four jobs

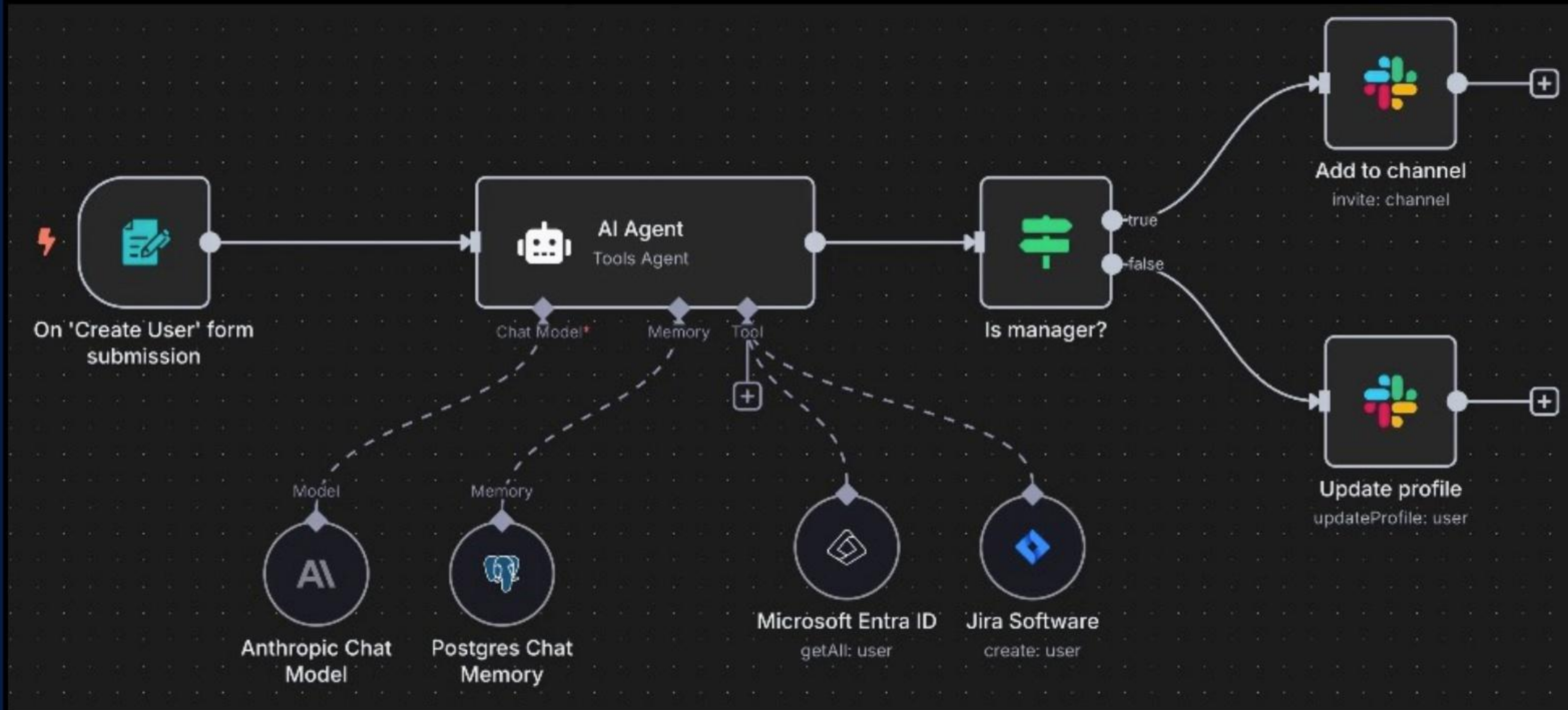
Operator

Researcher

Builder

Automator

Connects different apps and workflows together automatically, eliminating repetitive manual steps





✨ New agents added every week ✨

The #1 Professional Network for AI Agents

Where professionals build, find, and use AI agents that get real work done.



My Agent Team:  Executive DISC Profile  Second Brain  Industry Analysis  Press Release collector

Business Event Planner Insights for DMOs

[View Profile](#)[Follow](#)[Dev Console](#)[Edit](#)

Analyzes LinkedIn profiles of business event planners to deliver actionable sales intelligence for destination marketing professionals. It identifies key selling points, decision-making patterns, and personalized approaches based on the planner's professional history, allowing DMO sales teams to prepare targeted pitches that align their destination's strengths with the planner's specific needs and preferences before initial meetings.

Enter the LinkedIn URL of the planner*

<https://www.linkedin.com/in/stuart-r-55b712175/>

Go 

Settings

Trigger

Actions

Advanced

Agent name

Business Event Planner Insights for DMOs

Agent description

Analyzes LinkedIn profiles of business event planners to deliver actionable sales intelligence for destination marketing professionals. It identifies key selling points, decision-making patterns, and personalized approaches based on the planner's professional history, allowing DMO sales teams to prepare targeted pitches that align their destination's strengths with the planner's specific needs and

Video demo

Video demo URL (optional)

Provide the public video URL of a live demo of your agent in action from Youtube, Loom, Vimeo, or Wistia, or upload a local recording. You can copy this URL from the video player on any of these sites. This video will be shown to Agent.AI site explorers to help better understand the value and behavior of your agent.

Agent username (32 characters max, no spaces)

Enter a human-readable agent URL (i.e. keyword-research)

 <https://agent.ai/agent/f0qddrf4lkc2qres>

[View Profile](#)

Icon URL

/icons/action.svg

[Choose Icon](#)

Sharing & visibility

Private (Anyone with the link)

☐ Allow other builders to view this agent's actions and details

Expected runtime

30 sec

Choose tags...

Select...



[Go back to My Agents](#)



Business Event Planner Insights for DMOs



Last Published: 5/22/2025, 4:35:20 PM

Run

Publish changes

Settings

Trigger

Actions

Advanced

SmartFlow Actions

Add action

Step		Action	Modify
1		Get user input type <code>text</code> with prompt Enter the LinkedIn URL of the planner and save to <code>Linkedin_url</code>	
2		Get <code>Linkedin_url</code> 's LinkedIn Profile and save to <code>Out_linkedin_data</code>	
3		Get LinkedIn Activity (<code>25</code> posts) for <code>{{Linkedin_url}}</code> and save to <code>out_linkedin_posts</code>	
4		Invoke gpt45 using <code>Out_linkedin_data</code> with prompt I'm providing you with the LinkedIn profile and po... and save to <code>out_summary</code>	
5		Output <code>out_summary</code> in markdown format under the heading Output	

Preview

Debugger

Context

Enter the LinkedIn URL of the planner*

Go

Restart Agent



Edit Action: Get User Input



Input Type* ⓘ

Text

User Prompt* ⓘ

 Insert Variable

Enter the LinkedIn URL of the planner

Enter some (optional) examples, one per line

Default Value ⓘ

 Insert Variable

☒ Required? ⓘ

Output Variable Name* ⓘ

Linkedin_url

Cancel

Save



Edit Action: Use GenAI (LLM)



LLM Engine

GPT-4.5 (Deprecating soon - Switch to GPT-4.1)



Instructions*

 Insert Variable

I'm providing you with the LinkedIn profile and posts of a business event planner. Please generate a detailed summary of what interests them, what destinations they write about if any, and what a good sales approach could be for them. Please identify and return in a bulleted list: key selling points, decision-making patterns, and personalized approaches based on the planner's professional history, allowing Destination Marketing Organization sales teams to prepare targeted pitches that align their destination's strengths with the planners specific needs and preferences. Conclude the output with one surprising insight about the planner.

Profile data: {{Out_linkedin_data}}

Posts: {{out_linkedin_posts}}

Select Attachment(s) for LLM Assistant (uploaded to Knowledge Base)

No files uploaded in any knowledge base yet. Upload files first to select them.

Output Variable Name

out_summary

Cancel

Save



- **Address Labor & Service Reliability:** Share data on hotel staffing, guest satisfaction, and contingency plans for labor shortages.
 - **Offer Customization & Flexibility:** Propose tailored packages, early booking incentives, and flexible contract terms.
 - **Leverage Local Industry Connections:** Facilitate introductions to local risk management, insurance, or business communities for added value.
 - **Provide Post-Event Engagement Ideas:** Suggest ways to keep attendees engaged after the event (e.g., local experiences, digital content, follow-up networking).
-

6. Key Takeaways for DMO Sales Teams

Key Selling Points

- Safety, security, and duty of care
- DEI and inclusive community
- Advanced event technology and hybrid capabilities
- Reliable hospitality and labor market
- Strong transportation and accessibility
- Proven track record with large, complex events

Decision-Making Patterns

- Strategic, data-driven, and collaborative
- Risk-aware and forward-thinking
- Seeks innovation and measurable ROI
- Values early planning and strong partnerships

Personalized Approaches

- Lead with safety and DEI credentials
 - Demonstrate tech and hybrid event strengths
 - Address labor and service reliability head-on
 - Offer early booking incentives and flexible terms
 - Connect with local business/risk management communities
-

7. Surprising Insight

Stuart's influence extends beyond event planning into shaping industry standards for safety, DEI, and innovation—he is not just a consumer of destinations, but an advisor and thought leader who helps set the agenda for how destinations should evolve to meet the needs of modern, risk-aware, and diverse professional communities.

Approaching Stuart is not just about selling a venue—it's about inviting him to co-create the future of business events in your destination.



Settings

Trigger

Actions

Advanced



Manual Only

Agents can always be run manually, but selecting 'Manual Only' ensures this agent can only be triggered directly from Agent.AI



User configured schedule

Enabling user configured schedules allows users of your agent to set up recurring runs of the agent using inputs from their previously defined inputs.



Enable agent via email

When this setting is enabled, the agent will also be accessible via email. Users can just email the agent's email address and they'll get a reply with the full response directly.



HubSpot contact added

When a new contact is created in your HubSpot portal, the agent will automatically run using the contact's details as input



HubSpot company added

When a new company is created in your HubSpot portal, the agent will automatically run using the company's details as input



Webhook

By enabling a webhook, the agent can be triggered whenever an external system sends a request to the specified endpoint. This ensures your agent remains up to date and reacts instantly to new events or data. [Learn more](#)





Create a work brief for me every morning.



Productivity planner

Show thinking ▼

Of course. I've scheduled a daily work brief for you every weekday morning at 8:00 AM. Here is your brief for today, August 4, 2025:

Today's Schedule

- **8:00 AM - 9:00 AM:** Add mcp to agent presentation - this is how we will get agents to add truth to what they do
- **7:15 PM - 8:15 PM:** Pause or cancel BOTM

Your Tasks

- Buy Claritin

For Your Information

- You received a "Back to School" email from Daniel Swantek at United Nations Federal Credit Union.
- The latest Google Labs newsletter for July is available, featuring updates on their new AI filmmaking tool, Flow.

I can customize this brief to better suit your needs. For example, I can provide summaries of important emails or documents related to your key projects. Just let me know what you'd like to see here each morning. Ask me to edit or delete your scheduled action at any time.



Create a work brief for me

8 AM on weekdays

Pause

Edit

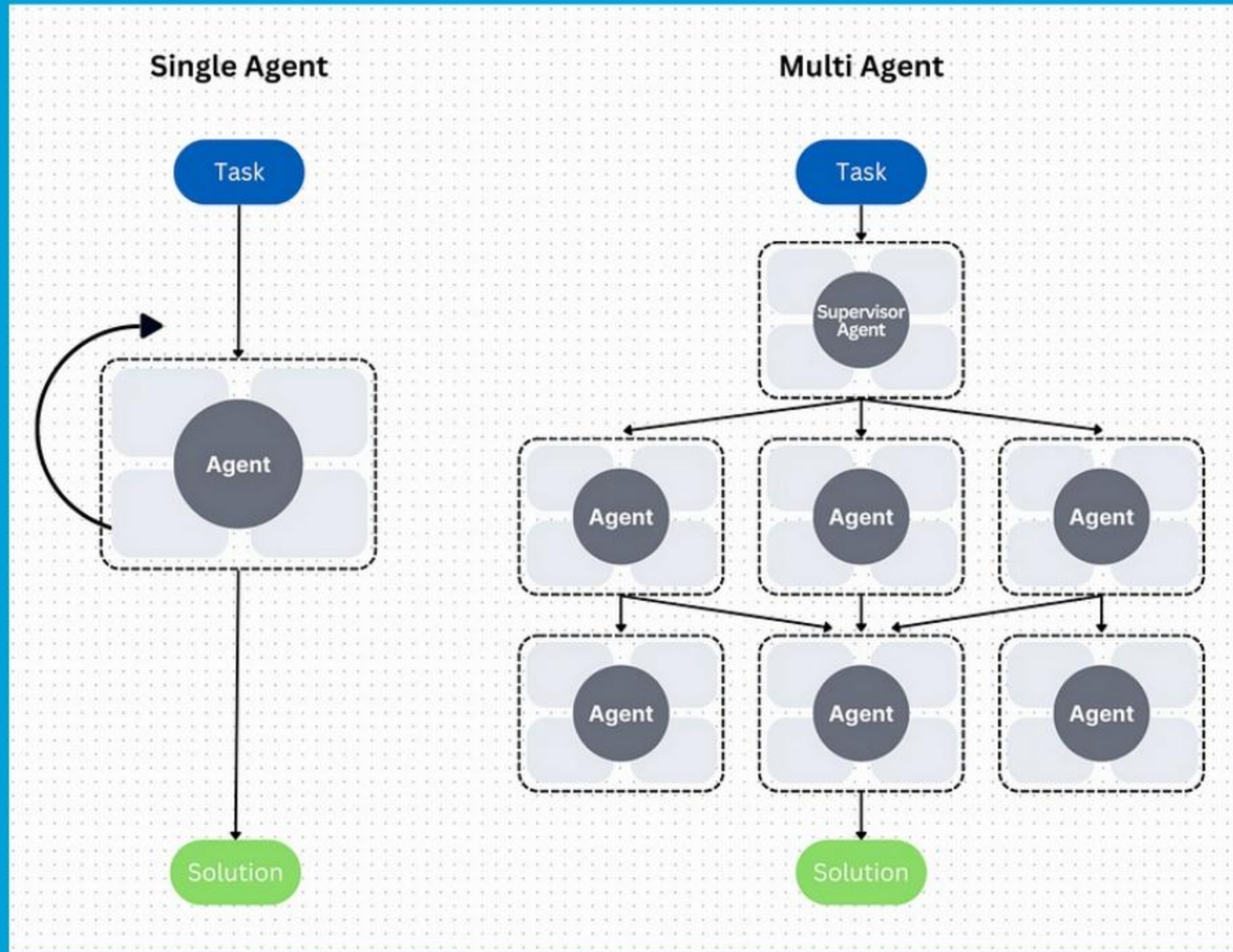


HOW WILL AGENTS EVOLVE?

DMOs in 2027

- **Every employee is an "agent wrangler"**
Data analysts will supervise agents that process visitor patterns, spending habits and sentiment analysis
- **Agents will multiply the impact of your staff**
- **Employees become strategic directors of AI assistants that execute the tactical components of their roles**

DMOs in 2030



- **Interconnected systems of agents ("swarms") will be orchestrated by your staff**

A Community Management swarm could include:

Monitoring agents tracking local tourism sentiment

Communication agents draft updates for stakeholders

Data agents generate customized economic impact reports for different communities

Feedback agents collect input from local businesses

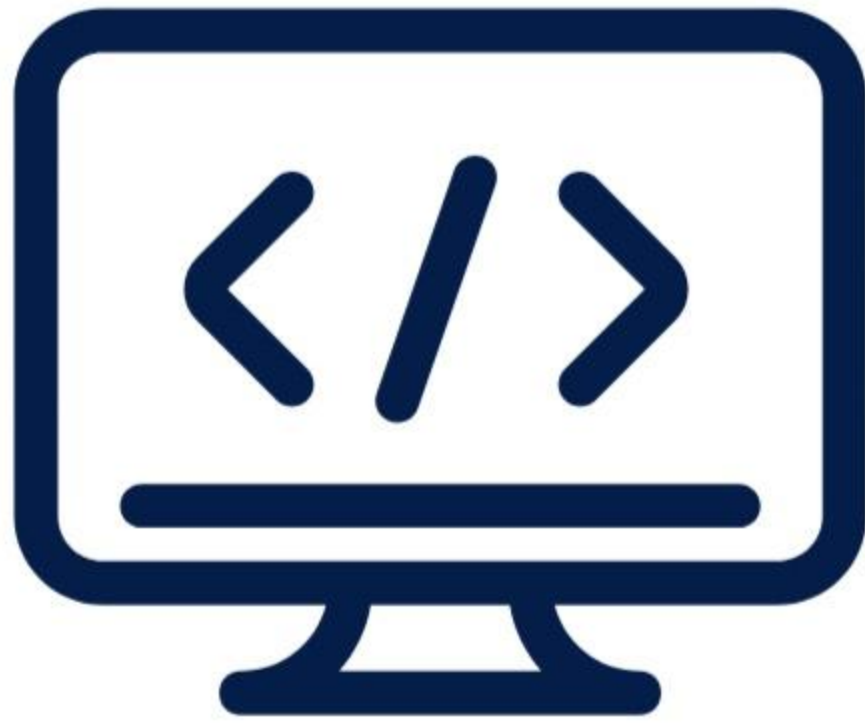
Resource agents match stakeholder needs with available DMO programs

The human team focuses on strategic community relationships

- **Humans provide guidance rather than manual handoffs**
- **DMO leaders will design these systems**



What happens when the agent in your personal AI tool needs a "source of truth" to provide the best answer?



Model Context Protocol (MCP) allows your personal AI to plug into context (a database or a booking tool) without a programmer writing code to connect API endpoints.

MCP can connect planners to trusted databases to start - and could provide real-time availability or booking in the future.



Plug into a database of curb cuts to plan a wheelchair-accessible route



Plug into a database of meeting venues for trustworthy capacity information



OUR AIM MANTRAS



**Start small to
think big**



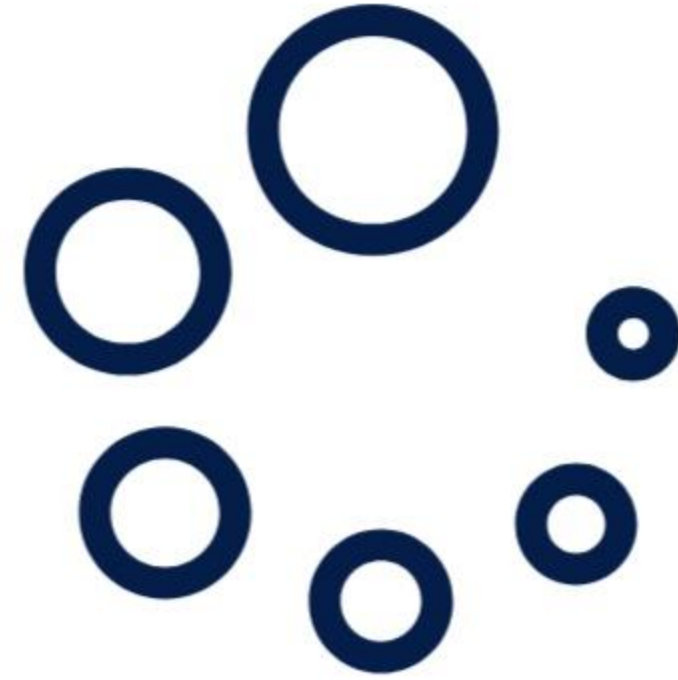
**Take a top-down
and bottom-up
approach**



Lead with wonder



**Open ChatGPT on
your second
screen**



**Don't wait for a
perfect use case**



Share your ideas

**At work . . . it's not
cheating to use AI!**



BRAND
USA

DOWNLOAD
TODAY'S AGENTS
OF CHANGE
WEBINAR





REGISTER FOR OUR NEXT **AGENTS OF CHANGE** WEBINAR

[THEBRANDUSA.COM/EVENTS/WEBINARS](https://thebrandusa.com/events/webinars)

CUSTOM GPTS (YOUR NEW AI COLLEAGUE!)

SEPTEMBER 15, 1:00PM ET

[JROUSH@THEBRANDUSA.COM](mailto:jroush@thebrandusa.com)

