

USING ATTENTION TO INSTRUCT GENERATIVE AI EXPERIENCES AT SCALE

ROUNDTABLE CHAIRS



Laurie Sommer
Global Comm & Media
Acceleration Lead, Mars
[LinkedIn](#)



Steve Silvers
EVP, Global Creative, Media &
Ecosystem, Kantar
[LinkedIn](#)



Max Kalehoff
Chief Growth
Officer, Realeyes
[LinkedIn](#)

ROUNDTABLE SUMMARY

GenAI Outputs Need Human Attention Inputs. Rich human databases of Human Attention and Emotion have the potential to become the core instruction set for every single experience created with GenAI. Join our roundtable to learn how Attention, Emotion and other rich signals can ensure GenAI systems achieve the best human experiences at scale.

ROUNDTABLE KEY TAKEAWAYS

1. Marketers are thinking about scaling Attention and Emotion data for better customers experiences and business outcomes. Attention and Emotion can be used to enhance creative, media and audience strategies.
2. Marketers are considering generative AI systems and workflow, and they need human-intelligent instructions to guide those systems at scale. These experiences must create quality experiences and drive performance.
3. Marketers that harness Attention signals now will gain first-mover advantage ensuring GenAI experiences are great, not only fast and efficient. Early adopters also will better prepare themselves for customer relationships of tomorrow.

