



Annual Membership Includes:

1. **Quarterly AI Trends Briefing** with Paul Roetzer and Mike Kaput – On exactly what AI topics and trends matter to businesses and pros.
2. **Generative AI Mastery Series** with Mike Kaput – Regular demos of powerful gen AI technology.
3. **Quarterly AMA Session** – Attendees ask Paul Roetzer questions - live!
4. **Monthly Intro to AI Class** – Our on-demand class will be updated and shared monthly.
5. **AI Blueprint Library** – Comprehensive digital books for different marketing functions & industries.
6. **Webinar Library** – Expert-led webinars covering the hottest topics and tools in AI today.
7. **Members-Only Monthly Newsletter** – Members-only monthly newsletter, packed with exclusive editorials, new course updates & special member offers.

The AI Mastery Membership will help you:

- Maintain a defensible competitive advantage through continuing, cutting-edge AI education.
- Stay up to date on critical AI trends, topics, and best practices.
- Accelerate your adoption of AI tools through regular, independent hands-on demos and walkthroughs of powerful AI technologies that can transform your work.

“Do you ever hear somebody give a presentation and you're just in awe by how smart they are? Based on what Paul just showed us, I'm starting to connect the dots on how I can use AI in different ways.”
Jim MacLeod, Dir. of Digital Experience

1-4 licenses: \$999 each
5-9 licenses: \$899 each
11-24 licenses: \$849 each
25-49 licenses: \$799 each
50+ licenses: \$749 each
Contact us to learn more.



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