



**WordPress
Ventures**

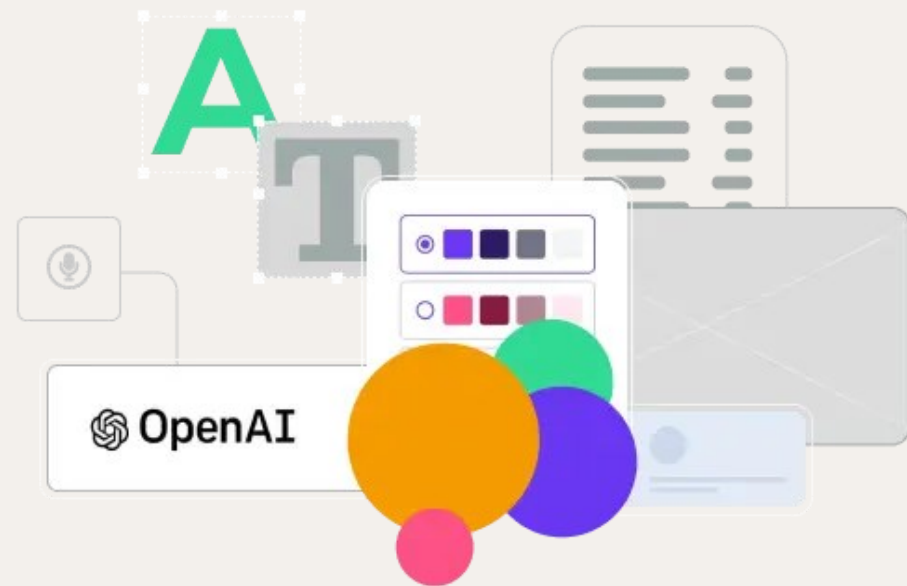
The Rise of AI

Supercharging Digital Agencies for the Future.

8th May 2025, 12 -2pm GMT

The Ivy Soho Brasserie 26-28 Broadwick Street, London

Sponsors



SITEBOX™

Today's Keynote Speakers



Kasia Wegrzyn
Co-Founder
SiteBox

1

Creating New (AI) Horizons



David Gardiner
BSc Computer Science

2

Emerging Models of AI Adoption



Neil Collard
GYDA

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CREATING NEW (AI) HORIZONS

David Gardiner, BSc Computer Science
AI Advocate, KM Practitioner, Keen Golfer

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Creating New (AI) Horizons

Managing New Trends

Shared experience and knowledge

- Gestalts Principles of Human Behaviour Applied to Website / Intranet Design
- Learning from AI (Copilot) Business Cases
- The Many A's in AI



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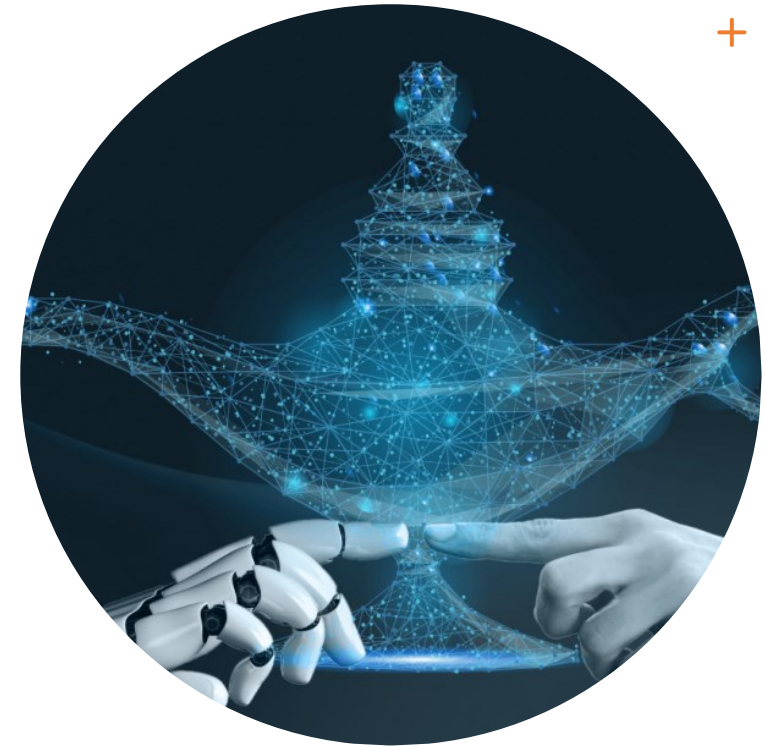




Creating New (AI) Horizons

The Many A's in AI

- ✓ Augmented
- ✓ Assistant
- ✓ Accountable
- ✓ Automated
- ✓ Advanced (Agentic)
- ✓ Amplified
- ✓ Aggrandised



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Creating New (AI) Horizons

Take Away's



- Stop and reflect on the human interaction when designing online services – where are the breakpoints in the process?
- Everyone acts differently: construct a digital service that maximises every interaction
- AI is a game-changer: categorise and manage where and when and how more astutely
- It will create highly efficient processes
- Use AI to measure your AI progress – keep a dashboard on what works and what is not

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Emerging Models of AI Adoption.



Neil Collard

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Agencies that are winning in this space – what does it look like?

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Me



- A grown up, 25+ years experience 10 years as MD of Great State
 - grew to 100 person £10m agency
- 6 years thinking and working in the AI / agency landscape
- Working with GYDA – access 200+ agencies across the network
 - Personally engaged with 30+ agencies and probably 1000 staff to talk AI

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I'm sick of

AI

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I'm sick of

people babbling on about AI all the time but not using it in a meaningful way to improve their business

AI

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A HUGE OPPORTUNITY

Be ahead of the curve

Lead in new technologies

Grab market share

Drive up margin

Capture the brightest minds

A MASSIVE RISK



Could get left behind

Sink into irrelevance

Haemorrhage clients

Lose everything

Let down the team

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AI MATURITY MODEL



ALIGNED EARLY DISCOMFORT

Open discussions at all levels of the business about the impact of AI

Made statements of intent

Experimenting with various tools

Not felt the impact yet, but a feeling that they need to be ready

Hesitancy about the sacrosanct

Security and privacy fears

Mindset is: mitigation and minimisation of impact

ADOPTING GAINING CONTROL

Clear strategy

- Clear ownership across the business
- Objectives identified
- New processes
- New skills
- Iterative development

Some new or different services being developed

Cost of investment (time and money)

Immediacy is not felt (yet)

Priority in what is a tough market

AMBITIOUS EMBEDDING WINS

Focus on 2027

Strategic review of core value that we bring to customers

Review of current products and services

- And new services identified

Review of current sectors

- And new sectors identified

Agency positioning aligned to future state

Barriers to entry for others

Insight to get the big calls right

Concerns around responsible use

The right skill set



What That Looks Like

THE TACTICAL
Do what we do, but better

PEOPLE

PROCESS

TECHNOLOGY

THE STRATEGIC
Do new things

New Offerings

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TACTICAL1. | People

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The People Challenge

The COM-B Model

- CAPABILITY

Practical skills to support new behaviours

- OPPORTUNITY

Real life puzzles to solve with new skills

- MOTIVATION

Direct discussions around intentions and beliefs

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“

Automate the tedious focus on the interesting

Bob

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TACTICAL 2. | Process (Automation)

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Automate Your Business



Proposal
Pippa



Brand
Barbara



Copy
Colin



NPS
Nigel



Strategy
Sue



Timesheet
Tara

CORE BUSINESS



Invoice
Ian



Blogging
Bill



Handbook
Harry



Self reflect
Suzy



Brainstorm
Brian



Research
Rachel



The Process of Processes

- Good (non-AI) businesses document processes
- Now, automate them
 - Build it
 - Evolve it
- How to make it better
- How to do it faster
- Bake in your IP*

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Meet Proposal Pippa

1. A trigger – a change in Pipedrive (say)
2. Take client brief + transcript + emails
3. References your IP (past proposals, briefs, case studies)
4. Creates proposal
5. Highlights key areas for review

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TACTICAL 3. | Technology

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Build or Buy?



THE QUESTION

TRIGGER

SECRET SAUCE

YOUR IP

THE INTELLIGENCE

LLM

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Core technologies

General purpose LLMs:	ChatGPT, Claude, Gemini
Automation and workflow:	Zapier, Make, N8N
Vector Databases:	Pinecone, Weaviate
Internal integrations:	Slack, Asana, ClickUp, Pipedrive
Building and sharing:	MindStudio, FlowGPT

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Example



pipedrive™

 **Fireflies**

 **Pinecone**

 **OpenAI**

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 **ScaleWise**

Ecologi
**climate
friendly
workforce**

Certified

corporation
PENDING



STRATEGIC | Do New Things

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Do New things

- AI solutions = MindStudio
- AI competency – automate your client's process
- Reframe your value
 - You use tech to solve complex challenges
 - Radically (10x) improve an offering

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Summary

- Solve the people puzzle
- Build automations with your IP
- Be technology agnostic
- Then sell these skills

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Thank You

Reach out for a Chat | Coffee | Consulting



Neil Collard
GYDA

neil@gyda.co

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Q&A

Panel Discussion



Kasia Wegrzyn
Co-Founder
SiteBox

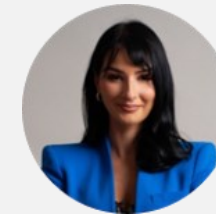
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Thank you for joining us!



Kasia Wegrzyn
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