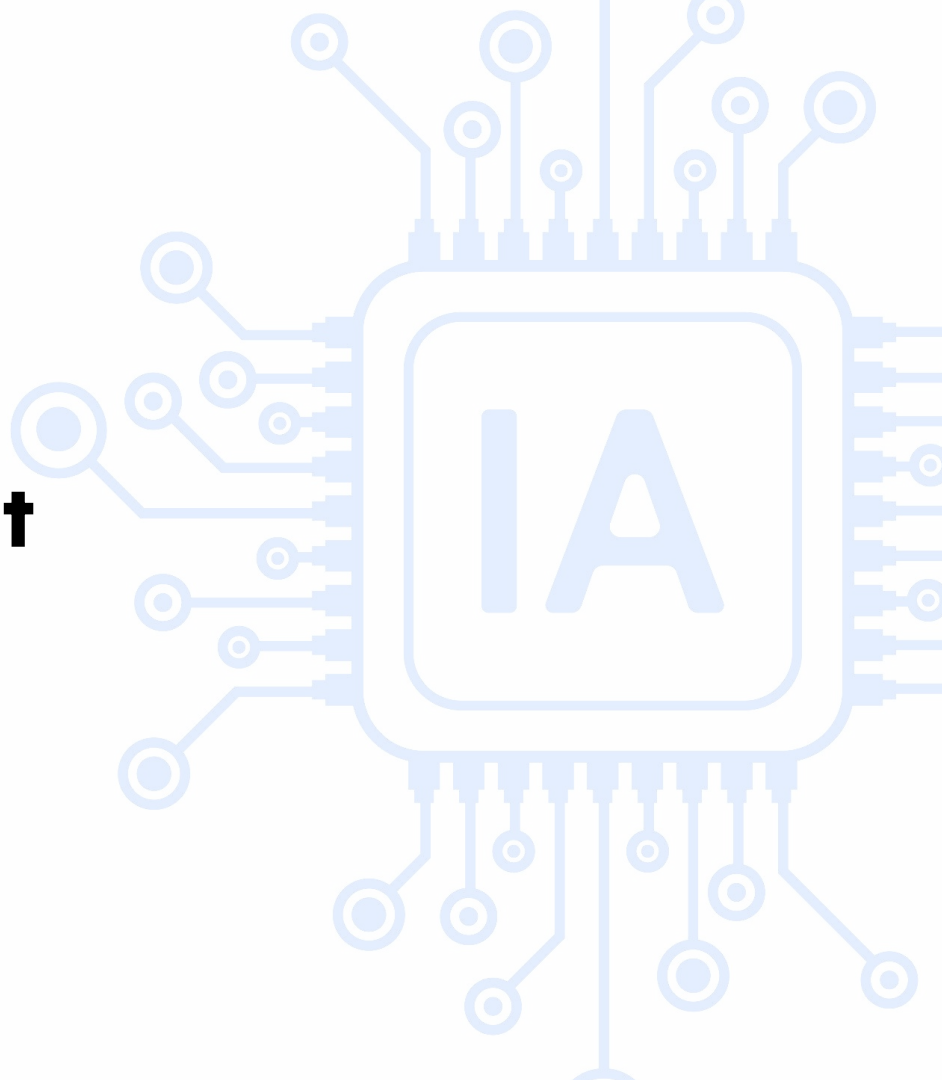
edvisor

Artificial Intelligence

Empowering Student Recruitment with Cutting-Edge Technology



Introduction

James Cowan
Edvisor

Artificial Intelligence

The ability of machines to perform tasks that previously required human intelligence.

Agenda

Block 1

What's artificial intelligence (AI)?

Evolution of AI.

Examples of AI

How can we leverage AI to our advantage?

Dangers of AI

How is AI being used in our industry?

Block 2

AI opportunities for our industry

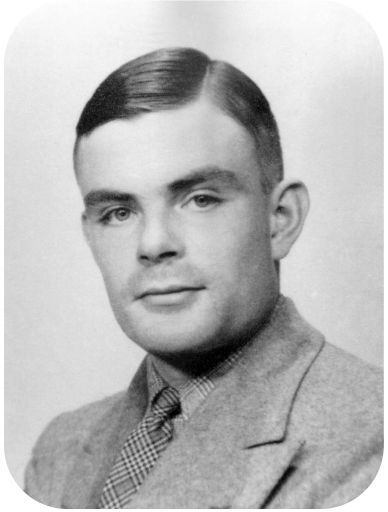
How is Edvisor leveraging AI?

GAME: Let's put put newest AI to the test.

Q&A

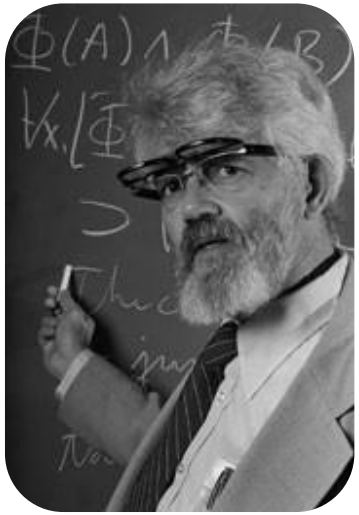
What's AI?

A bit of history



What if machines could think?

Alan Turing
1950



Let's call it **"Artificial Intelligence"**

John McCarthy
1955

What's AI?

A bit of history

1960-1980

Chess, Mathematics, Language

1997

AI beats a human for the first time

2006 >

Machine Learning & Virtual Assistants

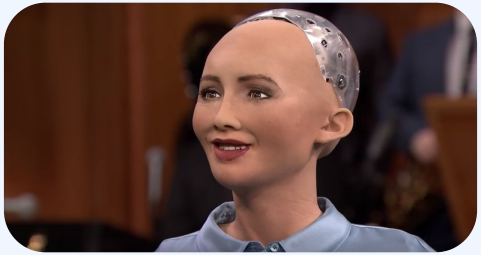
What's AI?

A bit of history

2020 - 2023

ChatGPT

What's AI?
Today



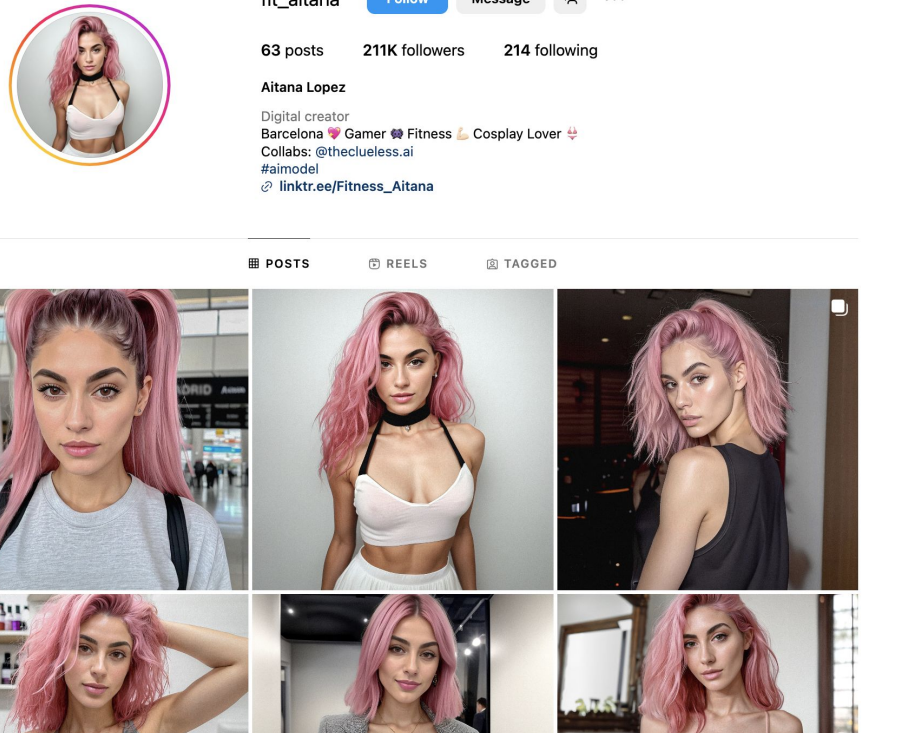
This is AI

Sofia "The AI Robot"

What's AI?
Today

This is AI

'Fake' Influencers



What’s AI?
Today

This is AI

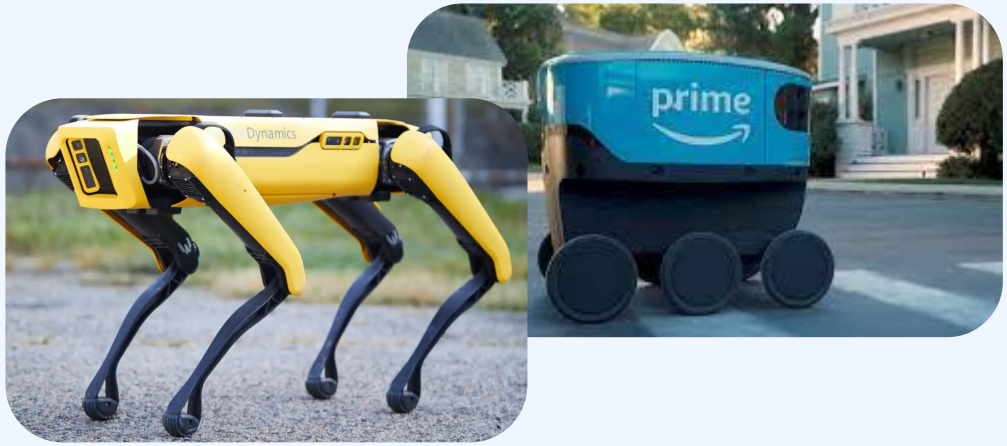
Deep Fake

What's AI?

Today

This is AI

Robots Making a Real Impact in the Service Sector



What's AI?
Today

NATIVE AI TOOLS

ChatGPT
copy.ai
MURF.A
FATHOM
Bard
Midjourney
wordtune
Synthesia
AdCreative.ai
Gemini

OTHER TECHNOLOGIES COMBINED WITH AI

HubSpot
grammarly
edvisor
Adobe Firefly
duolingo
Canva

This is also AI

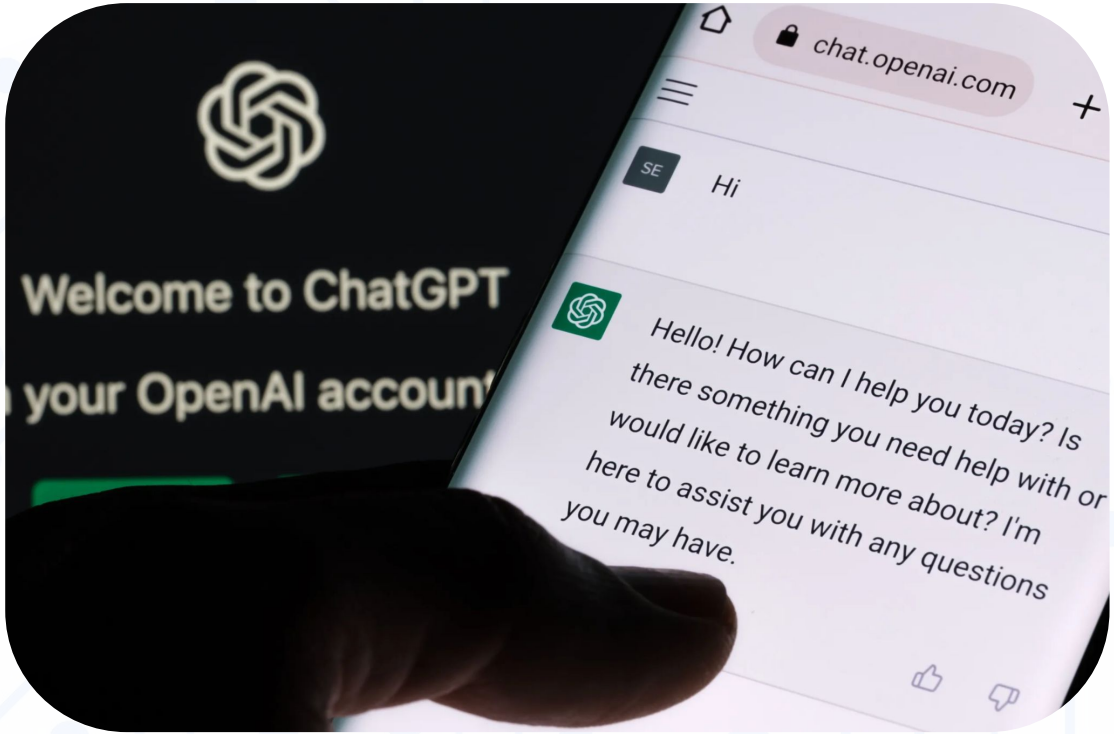
How can we leverage AI to our advantage?

AI can be applied in various situations and industries, and here are some examples of AI in our everyday lives.

- **Video creation**
- **Image generation**
- **Text editors**
- **Sounds / Voiceovers**
- **Data analysis**
- **Learning / Idea generation**
- **Productivity**

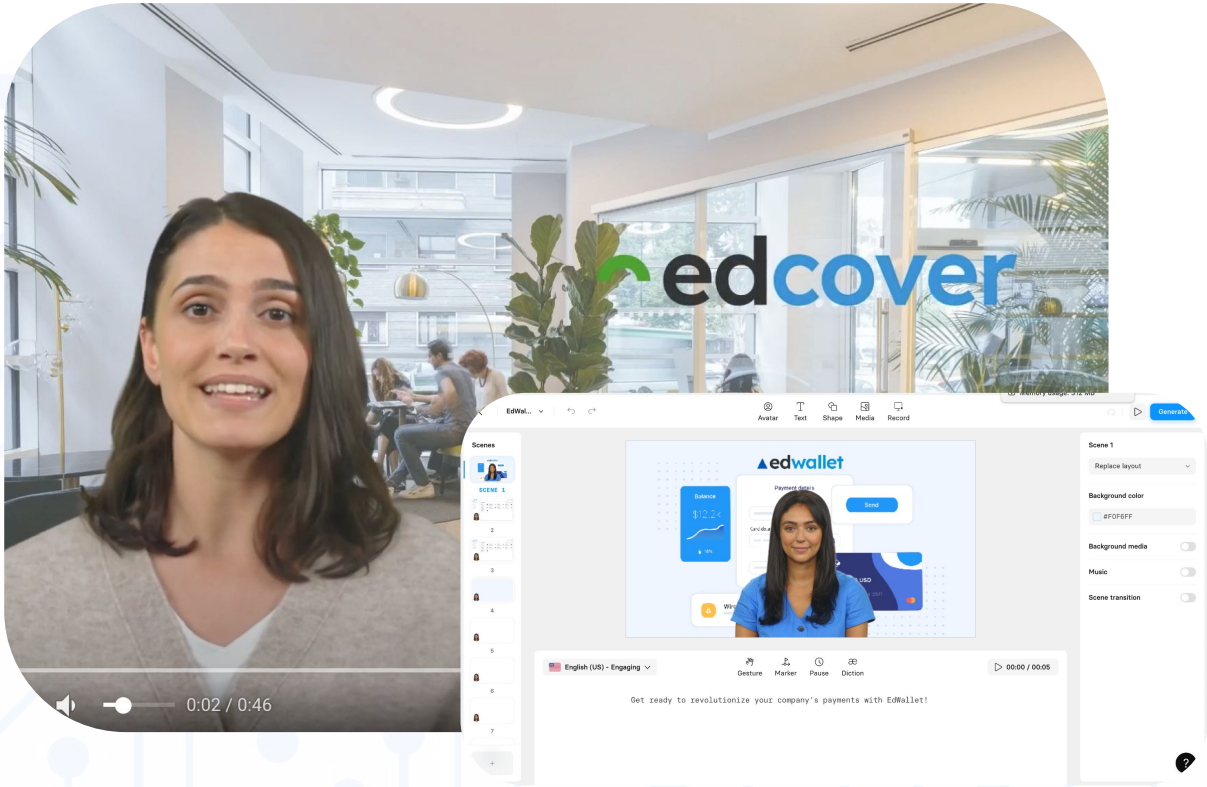
How can we leverage AI to our advantage?

ChatGPT



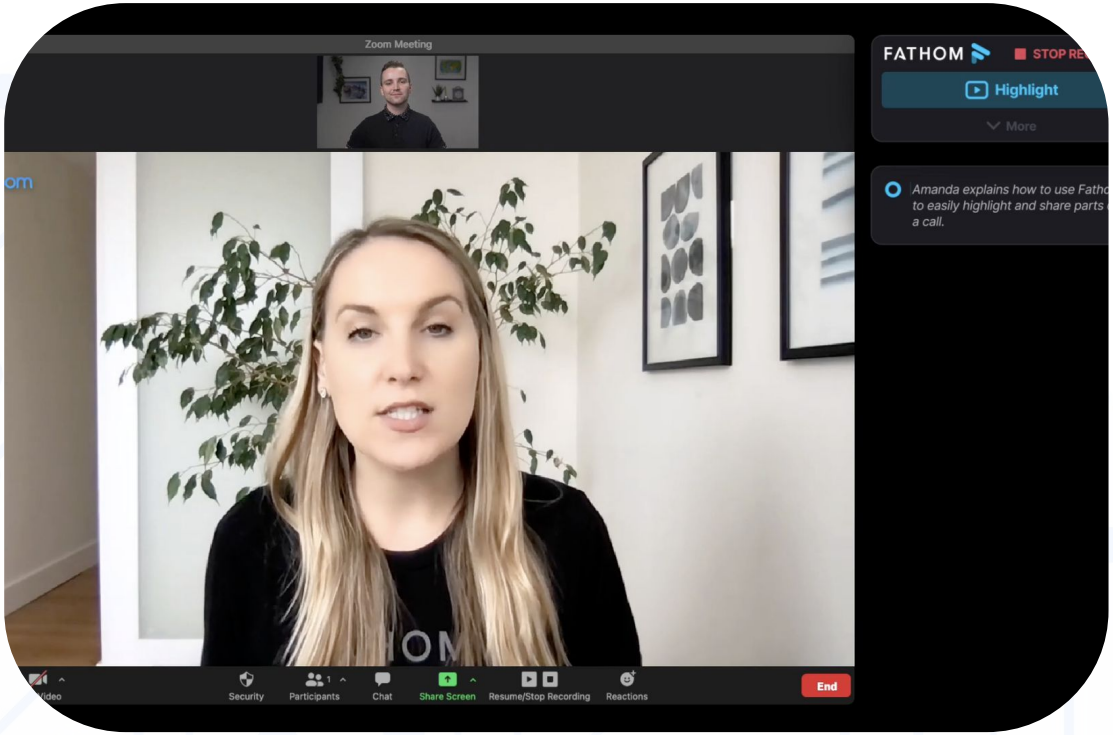
How can we leverage AI to our advantage?

Synthesia



How can we leverage AI to our advantage?

FATHOM



Dangers of AI

Undoubtedly, AI is still an unknown topic; we don't know how far it can go. It depends on us to use it wisely.

- **Privacy Issues**
- **Concentration of power**
- **Ethical dilemmas**
- **Security risks**
- **Dependence**

Applications of AI in our industry: Present

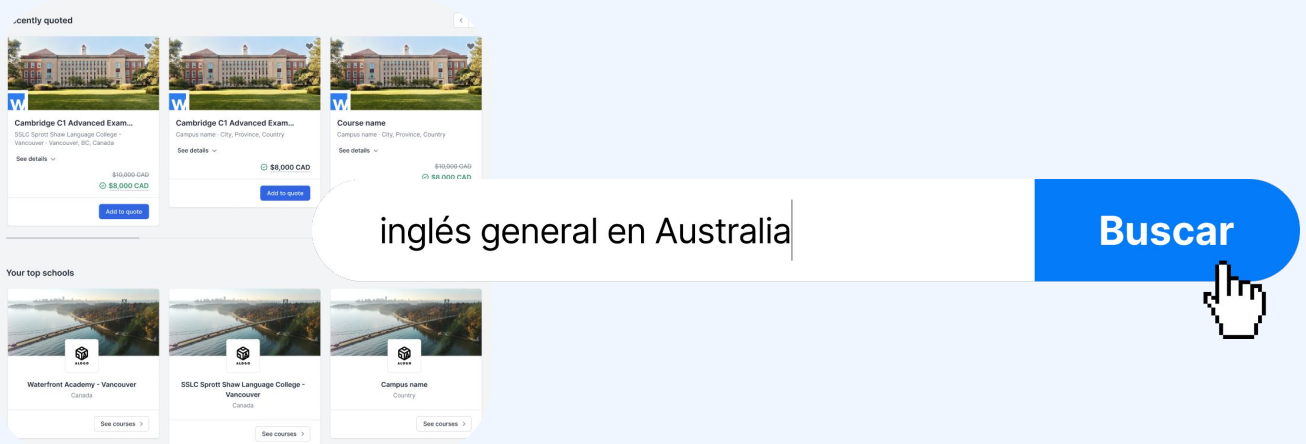
E-Learning:
Duolingo, this popular language learning app uses AI to personalize lessons and adapt them to each user's level and learning pace, making it a valuable tool for international students looking to improve their language skills.

Virtual Tours:
Universities like the University of British Columbia (UBC) in Canada offer virtual tours of their campuses, using AI and virtual reality technologies to provide international students with an immersive and detailed campus experience from anywhere in the world.

Applications of AI in our industry: Present

Search Recommendations:

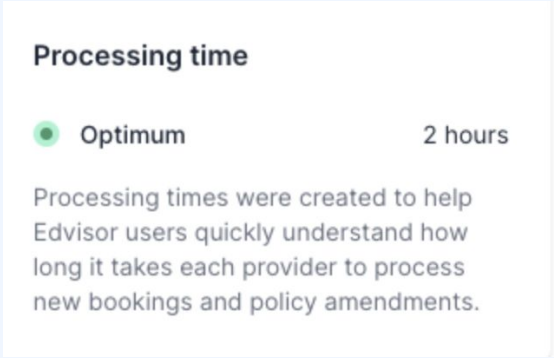
Edvisor's new Search feature employs AI technologies to optimize program searches and recommendations that align with the needs and preferences of each agency.



Applications of AI in our industry: Present

More efficient processes

On Edvisor, we leverage AI to automate processes and make our repetitive tasks much more efficient, especially in the insurance area.



Applications of AI in our industry: Near Future

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Brochure Brain

Applications of AI in our industry: Near Future

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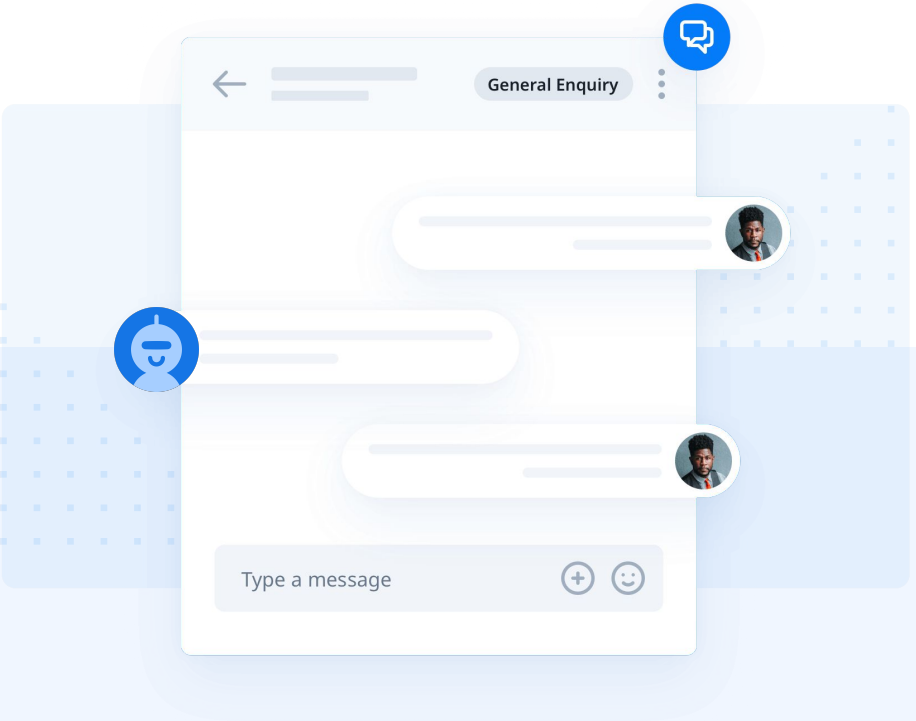
AI Chat Bot

Brochure Brain + Chat GPT

AI is intelligent on its own,
but it needs training.

Thanks to the information
we already have in Edvisor,
we are making it possible.



Applications of AI in our industry: Near Future

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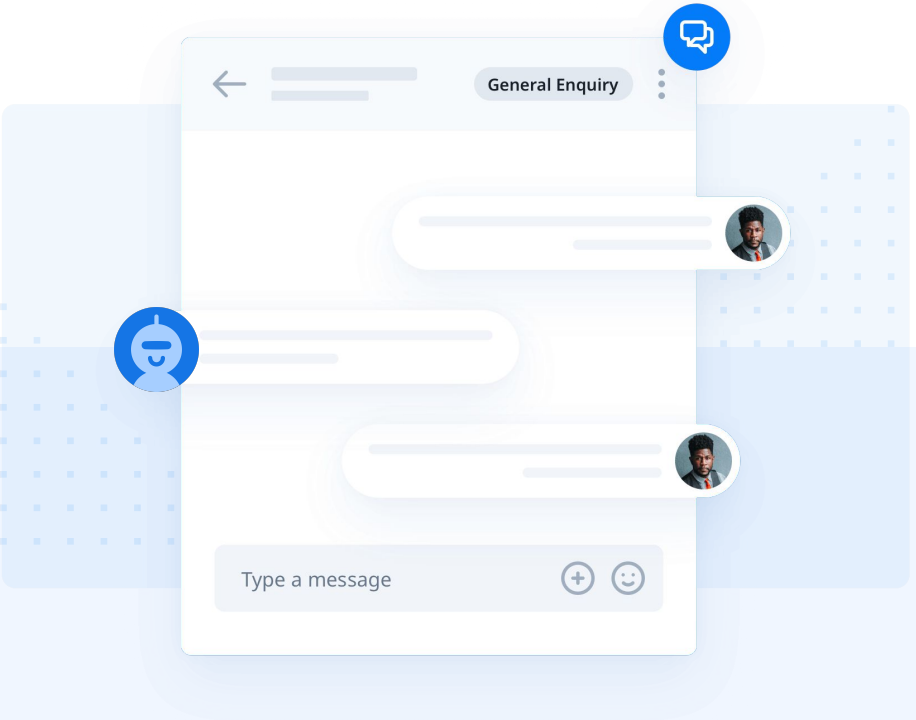
AI Chat Bot

Brochure Brain + Chat GPT



My student wants to travel to Canada for 2 weeks. What program do you recommend?

What's the cost?

Do I need a Visa?

What Schedule Would Be Best for This Student?

AI vs. Humans

Who knows more?

This image was generated by AI

Q&A

James Cowan
Edvisor

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Thank you!