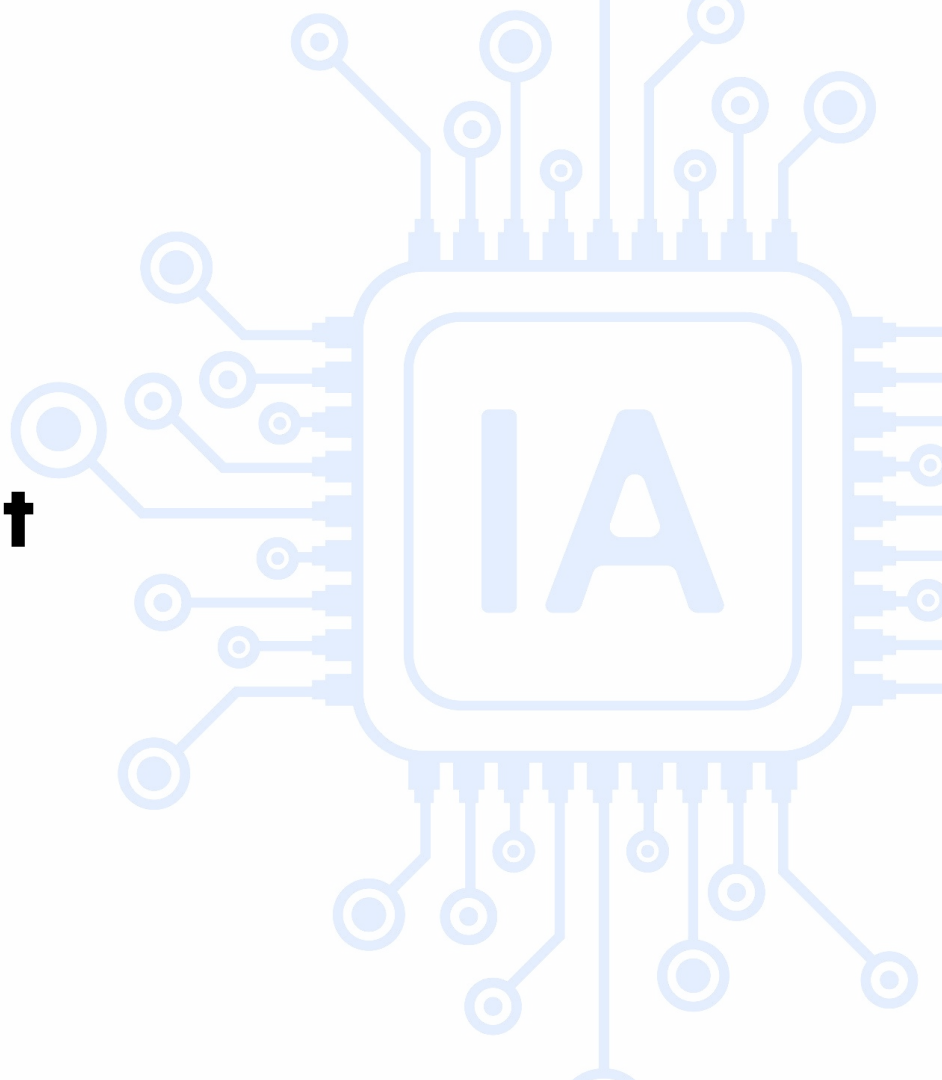


edvisor

Artificial Intelligence

**Empowering Student  
Recruitment with  
Cutting-Edge  
Technology**



## Introduction



**James Cowan**

**Advisor**

## **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?

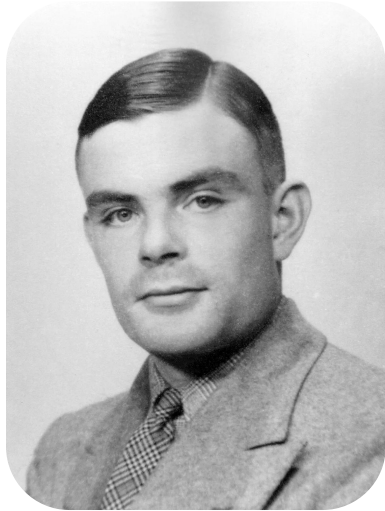
GAME: Let's put put newest AI to the test.

Q&A



What's AI?

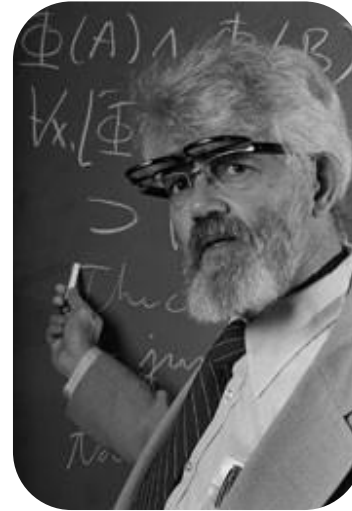
## A bit of history



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

1997

2006 >



Chess, Mathematics,  
Language



AI beats a human for  
the first time



Machine Learning &  
Virtual Assistants



What's AI?

## A bit of history

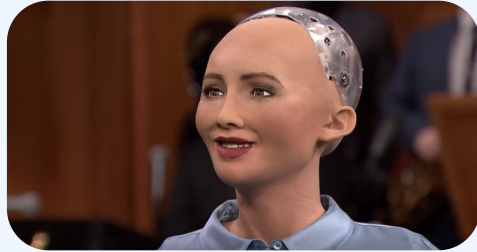
2020 - 2023



# ChatGPT

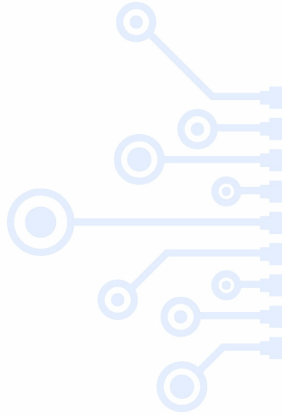


# What's AI? Today



This is AI

## Sofia “The AI Robot”

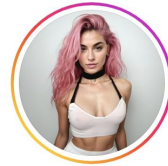




# What's AI? Today

This is AI

## 'Fake' Influencers



fit\_aitana

Follow

Message



63 posts

211K followers

214 following

**Aitana Lopez**

Digital creator

Barcelona 🇪🇸 Gamer 🎮 Fitness 💪 Cosplay Lover 🎭

Collabs: @theclueless.ai

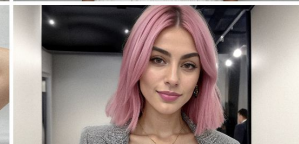
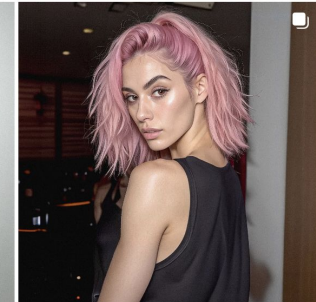
#aimodel

📍 [linktr.ee/Fitness\\_Aitana](https://linktr.ee/Fitness_Aitana)

POSTS

REELS

TAGGED





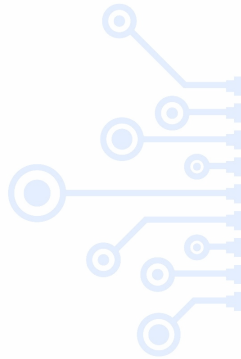


# What's AI? Today



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



wordtune



Midjourney



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**

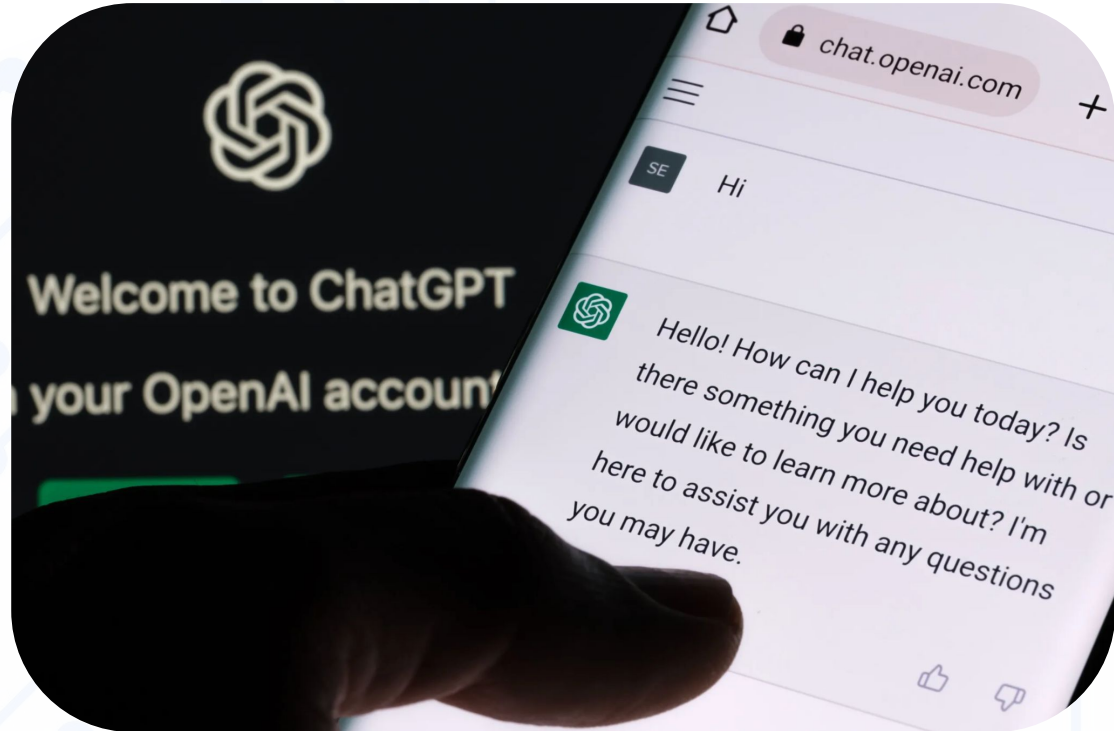
**Sounds / Voiceovers**

**Data analysis**

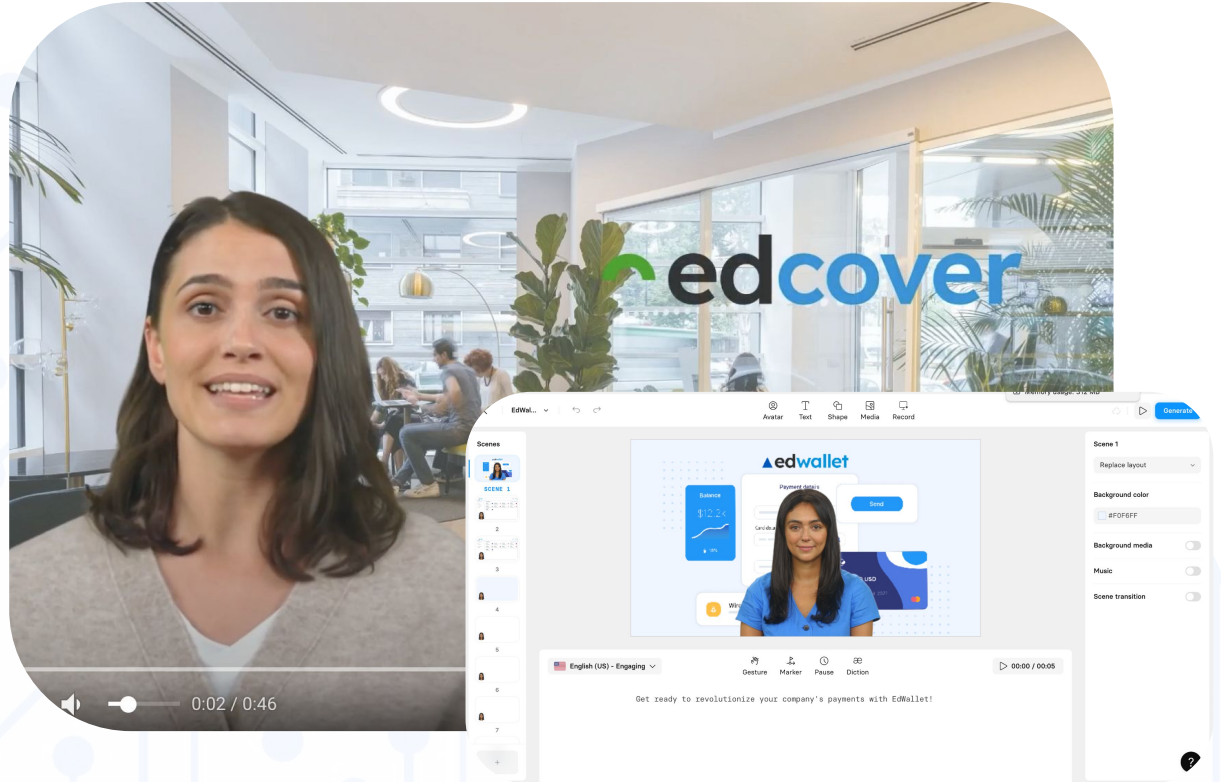
**Learning / Idea generation**

**Productivity**

# 👉 How can we leverage AI to our advantage?

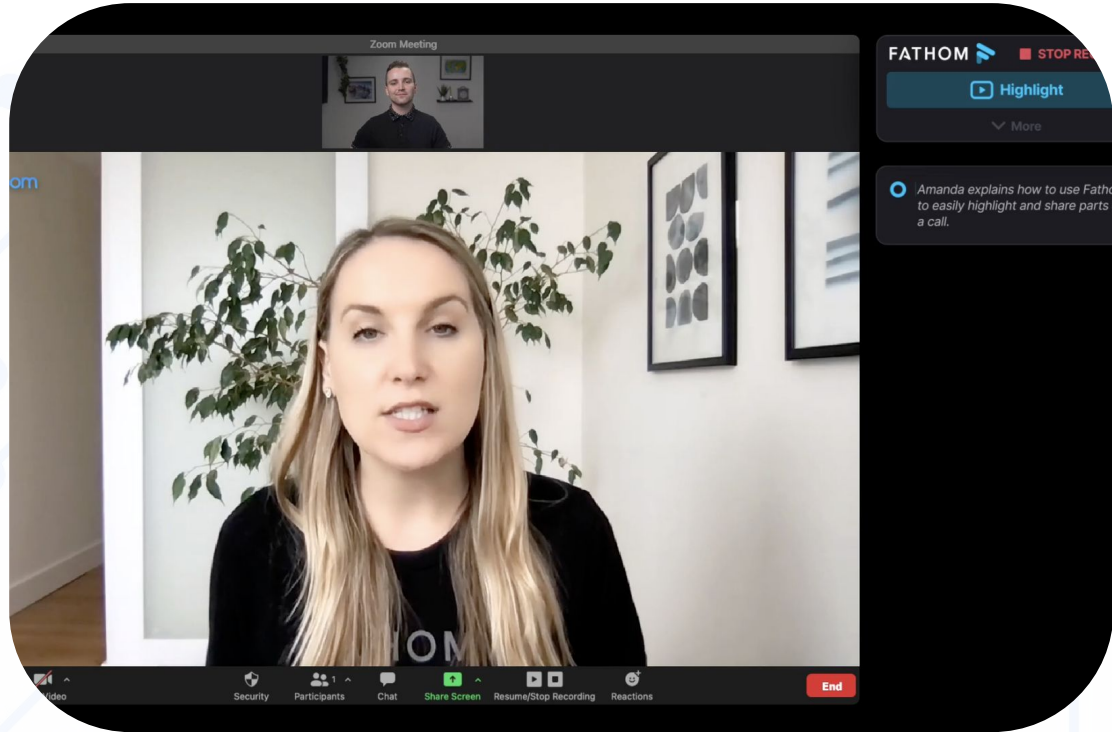


# 🕒 How can we leverage AI to our advantage?



# 🗣️ 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.



The screenshot displays the Edvisor search interface. At the top, there is a search bar containing the text "inglés general en Australia". To the right of the search bar is a blue button labeled "Buscar" with a hand cursor icon pointing to it. Below the search bar, the search results are organized into two sections. The first section, titled ".cently quoted", shows three search results for "Cambridge C1 Advanced Exam...". Each result includes a thumbnail image of a building, the course name, the campus name "SSLC Sprott Shaw Language College - Vancouver - Vancouver, BC, Canada", and the price in CAD: "\$18,000 CAD" and "\$8,000 CAD". There is a "See details" link and an "Add to quote" button for each result. The second section, titled "Your top schools", shows three search results for "Waterfront Academy - Vancouver - Canada". Each result includes a thumbnail image of a waterfront area, the school name, and the location "Vancouver - Canada". There is a "See courses" link for each result.

# 🕒 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.

### Processing time

● Optimum 2 hours

Processing times were created to help Edvisor users quickly understand how long it takes each provider to process new bookings and policy amendments.

# 🕒 Applications of AI in our industry: **Near Future**

## 🕒 edvisor Brochure Brain



# 🗣️ Applications of AI in our industry: **Near Future**

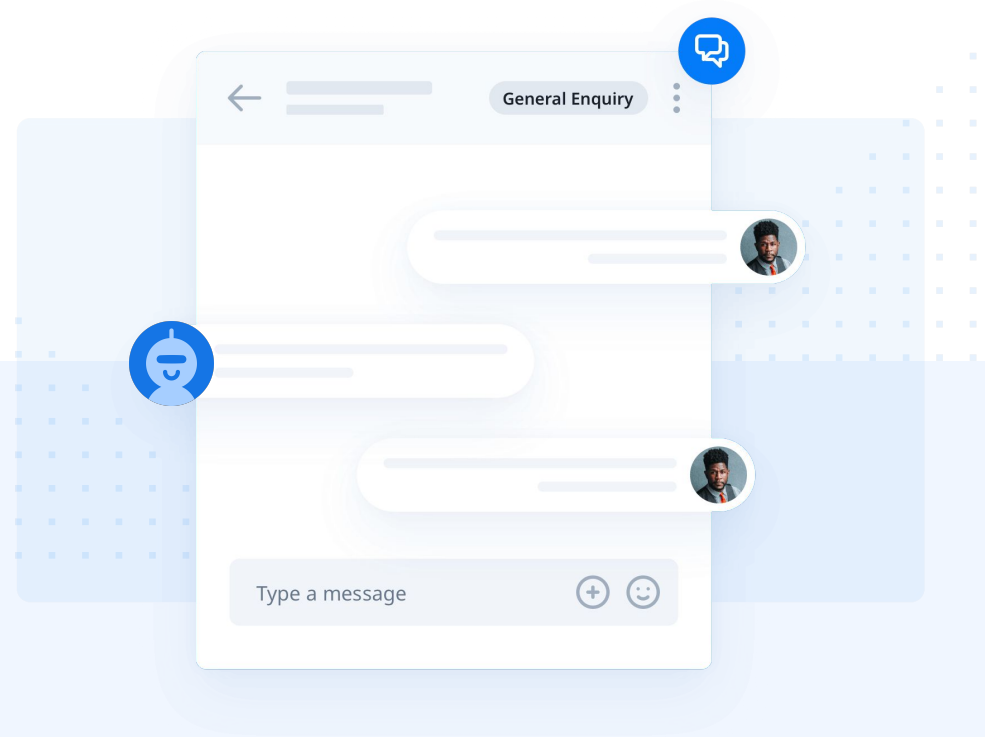
🗣️ **edvisor**

## **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**

🗣️ **advisor**

## **AI Chat Bot**

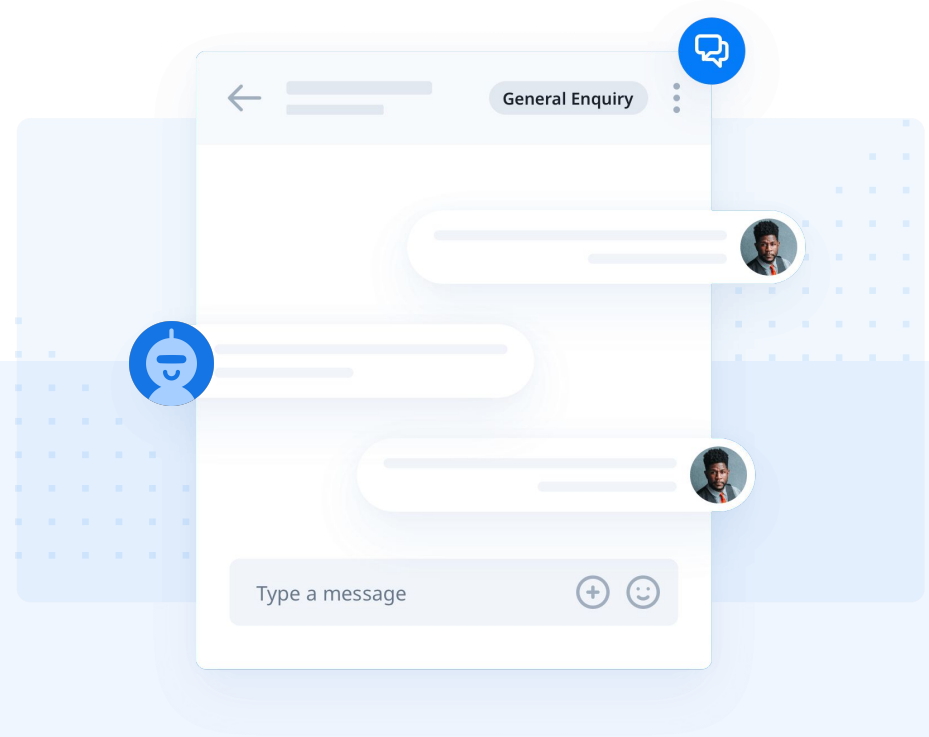
**Brochure Brain + Chat GPT**

*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

 edvisor

**Thank you!**

