

# AI FULL THROTTLE: **IGNITE**

## OVERVIEW

### The Mission: Close the AI Knowledge Gap in 2025

In 2025, businesses face a growing knowledge gap in understanding and adopting artificial intelligence. While many have heard of AI, few know how to apply it effectively. Companies that fail to integrate AI into their processes, marketing, or strategy risk being left behind as competitors rapidly scale using this transformative technology. The greatest opportunities lie with those who act now to adopt and understand AI.

### Why Attend AI Full Throttle: Ignite?

This workshop is designed to bridge the knowledge gap by introducing, guiding, and empowering business leaders to transform their companies and cultures with AI. This is no longer optional; it's essential for survival in the competitive business landscape. AI Rocketship has developed the **AI Full Throttle** program as a series of segments offered throughout the year. It is the ideal series for introducing and nurturing knowledge for professionals, workplaces, and entrepreneurs. 2025 kicks off with Ignite, focused on introducing a roadmap for AI adoption.

### Key Takeaways:

- Understand the foundational strategies to implement AI in your workplace.
- Gain insights in generative AI for digital marketing, enhancing engagement and content creation.
- Learn the role of AI in business planning, capital movements, and financial growth.

## PRESENTERS

### Business and AI - Navigating the Future

Presented by Peter Rodriguez

Explore AI's role in the economy, capital investment trends, and strategic planning. Learn actionable steps to leverage AI for growth and innovation.



**Peter Rodriguez**  
VP Financial Services  
Business Insider  
Leadership Miami

### Generative AI for Digital Marketing

Presented by Michael Pina

Discover how generative AI reshapes digital marketing with live demos and real-world applications. Gain the tools to elevate your brand in an AI-driven market.



**Michael Pina, MBA**  
Founder  
Chief AI Strategist  
AI Rocketship LLC

Powered  
by

**AI ROCKETSHIP**

LEARN MORE AT [AIROCKETSHIP.COM/IGNITE](https://airocketship.com/ignite)

