

# CEE-SWISS IMPULSE SESSIONS

45 minutes  
inspiration

## AI TRILOGY 3/2024: AI-DRIVEN DIGITAL MARKETING & AUTOMATION FOR BUSINESS SUCCESS

How Artificial Intelligence and Automation Drive Efficiency and Profitability  
in Digital Marketing

Qris Riner,

Founder and CEO of Contextery

### DATE AND TIME:

Tuesday, 3rd of December 2024

11:00 – 11:45 CET, online webinar

### REGISTRATION:

Please sign up [through this Link](#).

After signing up, you will directly receive login details.

**About this webinar:** In today's fast-paced digital landscape, AI-driven automation is essential for optimizing each step of the customer journey. This session provides practical insights and real-life examples of effective marketing measures tailored to every stage—from lead generation to customer retention. We'll explore how to build high-converting lead magnets, engaging landing pages, and persuasive documents that captivate your audience. Additionally, we'll demonstrate how automated research tools can streamline data gathering and enhance decision-making. Join us to discover actionable strategies for maximizing your digital marketing impact with AI and automation, freeing up your team to focus on strategic growth.

**About the webinar series:** The «CEE-Swiss Impulse Sessions» is a monthly series of short webinars on exciting, current and relevant topics concerning Switzerland and Central Eastern Europe (CEE). It is delivered by outstanding speakers from many different backgrounds. The webinar series aims at inspiring, informing and connecting a diverse audience across industries and functions and thus advance the manifold relationships between Switzerland and all CEE countries. Initiated in 2021 by the Chamber of Commerce Switzerland Central Europe (SEC) in Zurich, this is a joint project of all chambers of commerce in the CEE region and SEC.



### More information about our keynote speaker:

**Qris** is a digital transformation expert who has been working with artificial intelligence since 2019. He consults with companies of all sizes—from small start-ups to major organizations like the Swiss Post—providing tailored solutions in strategy, marketing, and HR. Specializing in process automation, Qris helps his clients increase efficiency and drive innovation. Known for his hands-on approach, his sessions deliver valuable, actionable insights into using AI and automation to achieve sustainable success.



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