## WHAT'S NEXT FOR THE BUILDING *Industry*



# THE AI ADVANTAGE

AI raises bigger questions than which tool to use. What will customers expect? Where does your team's knowledge create value? Which parts of the work could change?

This session connects those questions to the business of making, selling, and supporting building products. Stefanie brings an industry insider's view to the choices manufacturers, distributors, and dealers face.

### WHAT THE SESSION EXAMINES:

- How AI may change the way customers find answers and compare suppliers.
- Where product knowledge and staff experience can support useful AI work.
- How sales, marketing, and customer service may need to change.
- What to test now, what needs more evidence, and what can wait.

**TELL US ABOUT YOUR EVENT.**

Share your audience, date and what you want the session to accomplish. The team will follow up about fit, availability and next steps.

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### WHAT THE AUDIENCE SHOULD LEAVE WITH:

A clearer view of the changes that matter to their business and a short list of questions to take into their next planning meeting.

### BEST FIT

Building industry owners, executives, manufacturers, distributors, dealers, and associations.

## FORMAT

Available as a keynote or a focused executive briefing. The audience, scope, and format are confirmed during planning.







**"Stefanie's skills as a thought leader, presenter, and facilitator are amazing. She is a studied, insightful leader who maximizes her time and attention with clients and executives in the industry."**

**JOHN CROSBY**
**CEO, WINDOW AND DOOR MANUFACTURERS ASSOCIATION**
*Google review: keynote, fireside chat and facilitation for WDMA, 2025 to 2026*

## GIVE YOUR AUDIENCE A USEFUL PLACE TO *Start.*

Tell us who is coming and how they use AI today. We will help you choose the keynote and shape the examples.

CHECK AVAILABILITY

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EMAIL team@stefaniecouch.com
VIEW OFFER stefaniecouch.com/speaking/ai
WATCH THE AI SPEAKER REEL
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