



ELEVATE
TMSA CONFERENCE



BEYOND THE BUZZ



June 7-9, 2026, | Denver, CO

HOW I DON'T *YET* LIKE TO USE AI

Meet Whitnifer



+



=



HOW I LIKE TO USE AI

As a sparring partner, not a yes man.

Sparring Mode Prompt

- Don't simply agree with me
- Challenge my assumptions
- Cite sources when possible
- Clearly identify placeholders



TRACK DEVELOPMENT

■ ESTABLISH MORE CUSTOMIZED CONTENT

■ CREATE EASILY DIGESTIBLE CONTENT

■ USE THE MOUNTAINS OF CONTENT WE HAVE



THE INPUT

The screenshot shows a web application interface for converting YouTube content into blog posts. The background is a scenic view of a coastline at sunset. The interface includes a title, a subtitle, a 'Clear' button, radio buttons for input type (YouTube URL selected), a text input field for the YouTube URL, radio buttons for output type (Takeaways selected), a checkbox for 'Select all audiences', a dropdown menu for target audience (Marketing Leader selected), and a 'Generate from YouTube video' button.

YouTube to Blog Post

Writin' sick blog posts since 2024.

Clear

SELECT INPUT TYPE:

YouTube URL Paste Text

YOUTUBE URL

SELECT OUTPUT TYPE:

Blog Post Takeaways Both

Select all audiences

Select target audience(s):



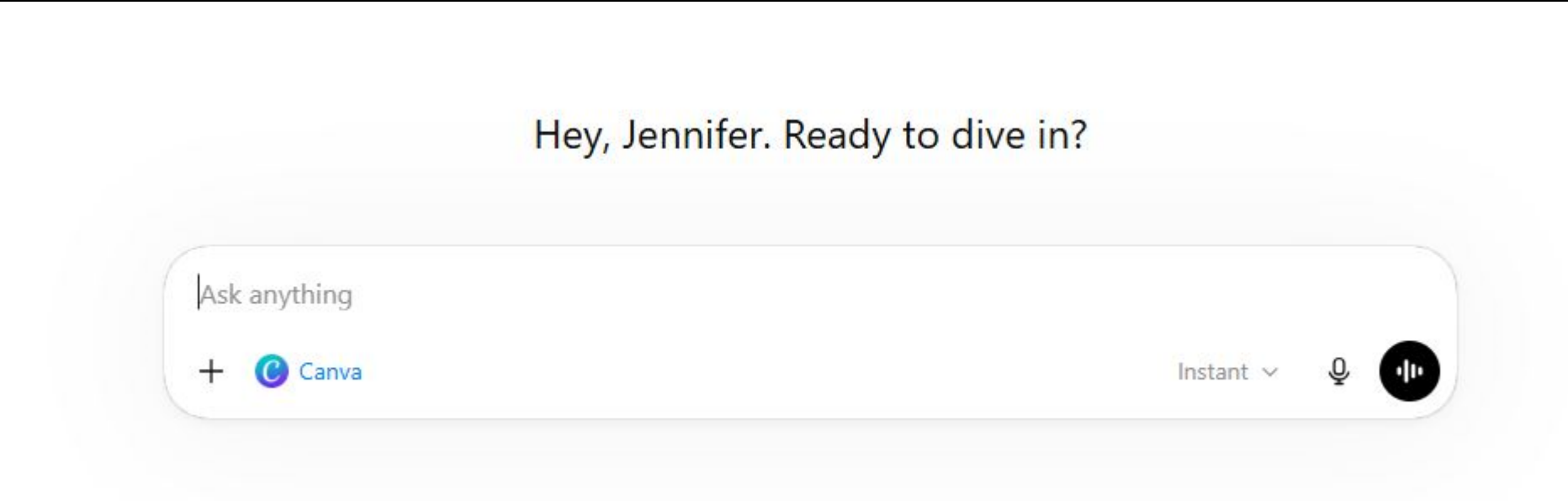
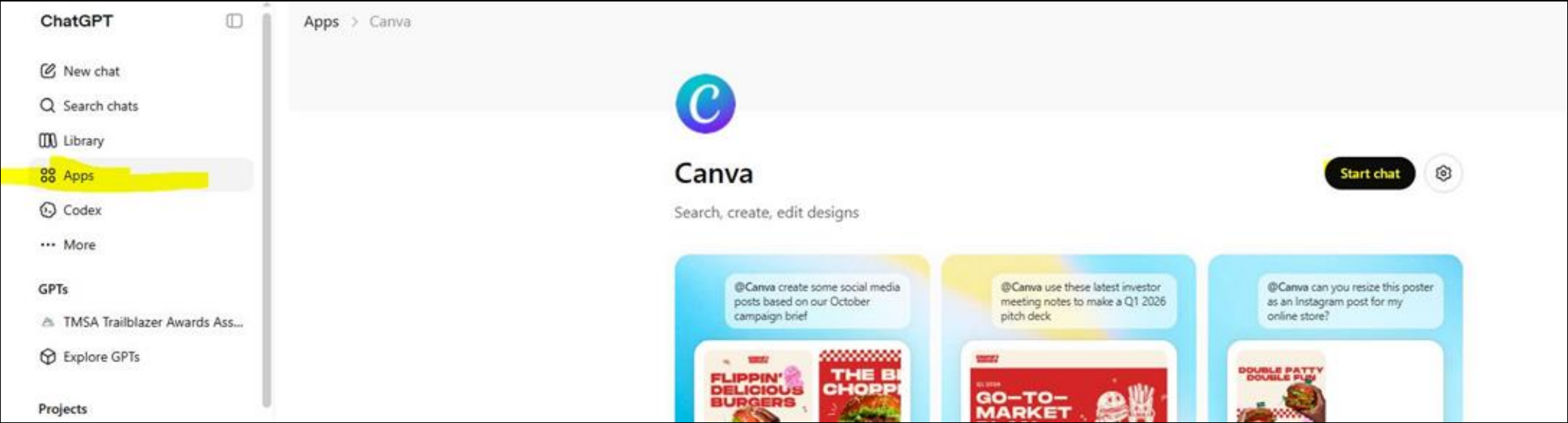
THE OUTPUT

Marketing Leader

- ****Reframe pipeline quality metrics beyond lead volume****: Implement ICP scoring frameworks that evaluate opportunities by profitability and margin fit, not just company size, ensuring marketing investment targets prospects that drive long-term business value.
- ****Build multi-touch attribution into your CRM architecture now****: Leverage tools like Salesforce combined with intent data platforms to track every touchpoint—including partner-influenced and offline signals—so you can identify your fastest, highest-retention sales motions and replicate them.
- ****Formalize marketing's seat at the sales process table****: Develop a structured cadence where marketing reviews sales qualification criteria quarterly, challenges campaign assumptions with sales input before launch, and monitors post-close retention data to connect marketing activity directly to revenue outcomes.



PUTTING INTO CHATGPT + CANVA



PUTTING INTO CHATGPT + CANVA

I want to create an infographic that shows the three main takeaways from the Marketing Leader Virtual Roundtable that TMSA recently did. This infographic should be easily usable on social media and in the TMSA member portal. The Marketing Leader color is #0066a1 (TMSA Blue). Please also include a caption for social media

Here are the takeaways:

- **Reframe pipeline quality metrics beyond lead volume**: Implement ICP scoring frameworks that evaluate opportunities by profitability and margin fit, not just company size, ensuring marketing investment targets prospects that drive long-term business value.
- **Build multi-touch attribution into your CRM architecture now**: Leverage tools like Salesforce combined with intent data platforms to track every touchpoint—including partner-influenced and offline signals—so you can identify your fastest, highest-retention sales motions and replicate them.
- **Formalize marketing's seat at the sales process table**: Develop a structured cadence where marketing reviews sales qualification criteria quarterly, challenges campaign assumptions with sales input before launch, and monitors post-close retention data to connect marketing activity directly to revenue outcomes.

Show less ^

I'll turn this into a Canva-ready infographic concept with tightened copy, a clear layout direction, and a social caption. I'll also create a Canva design candidate so you can open and edit it directly.

I'll turn the three takeaways into a polished Canva infographic direction and generate editable design options in Canva, using TMSA Blue as the anchor color.



PUTTING INTO CHATGPT + CANVA



Absolutely — I created editable Canva infographic options using TMSA Blue #0066a1 and your three Marketing Leader takeaways.

I tightened the copy slightly for visual readability while keeping the substance intact. You should see the Canva design options above and can open/edit the one you like best.

Recommended infographic title:

3 Takeaways from the Marketing Leader Virtual Roundtable

Suggested footer:

TMSA Marketing Leader Virtual Roundtable

Social Caption:

Marketing leaders are being asked to prove impact in smarter, more connected ways — and our recent TMSA Marketing Leader Virtual Roundtable made one thing clear: pipeline conversations have to go deeper than lead volume.

Three key takeaways rose to the top:

1. Reframe pipeline quality around profitability, margin fit, and long-term value.
2. Build multi-touch attribution into your CRM now so you can better understand what actually drives results.
3. Formalize marketing's role in the sales process through stronger alignment, shared review cadences, and post-close performance insights.

These are the kinds of practical, role-specific conversations TMSA members are having throughout the year — and exactly why the Marketing Leader track exists.

FINISHED PRODUCT



TAKEAWAYS

Insights from the Marketing Leader Roundtable

REFRAME
Implement ICP scoring to evaluate opportunities by profitability, not just lead volume.



 **BUILD**
Integrate multi-touch attribution in your CRM to identify high-retention sales motions effectively.

FORMALIZE
Establish a structured cadence for marketing to engage with sales and track retention data.



DISCOVER MORE
Join us for deeper insights and strategies in Track Virtual Roundtables.
Check out more track-specific content on the TMSA Member Portal.

Unleash Your Marketing Potential Today!

TIME FOR THE COMPETITION!



JEFF PRICE

AI-Powered Sales
Intelligence for Global
Trade



KAMEEL GAINES

Engineering Visibility for
the AI Search Era



BRYAN OSSA

Rebuilding the CRM for
Operational Clarity



CARLY GUNBY

AI-Powered Freight Pricing



8-10 MINUTES EACH. LIVE VOTING TO FOLLOW.

June 7-9, 2026, | Denver, CO

TIME TO VOTE!



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