

Rapid-fire  
AI Session!

# 20 Tools in 20 Minutes!



**Janessa  
Drainville**  
Atlassian



**Mark  
Sirkin**  
Walk West



**Dahlia  
El Gazzar**  
DAHLIA+Agency

# Janessa's Picks



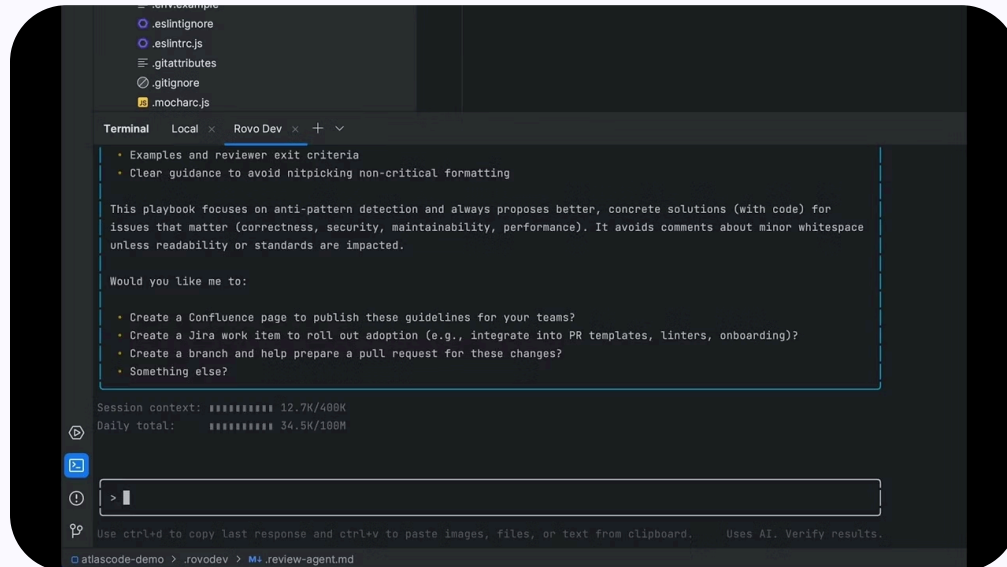
## JANESSA'S PICK #1



Multi-model CLI assistant to run custom skills for repeat event workflows like:

- video-soundbite-selector.md
- youtube-upload.md

 [Access here → atlassian.com/rovo](https://atlassian.com/rovo)



```
Terminal Local x Rovo Dev x + v
  • Examples and reviewer exit criteria
  • Clear guidance to avoid nitpicking non-critical formatting

This playbook focuses on anti-pattern detection and always proposes better, concrete solutions (with code) for
issues that matter (correctness, security, maintainability, performance). It avoids comments about minor whitespace
unless readability or standards are impacted.

Would you like me to:
  • Create a Confluence page to publish these guidelines for your teams?
  • Create a Jira work item to roll out adoption (e.g., integrate into PR templates, linters, onboarding)?
  • Create a branch and help prepare a pull request for these changes?
  • Something else?

Session context: ██████████ 12.7K/400K
Daily total:    ██████████ 34.5K/100M

[atlascode-demo] >
```

JANESSA'S PICK #2

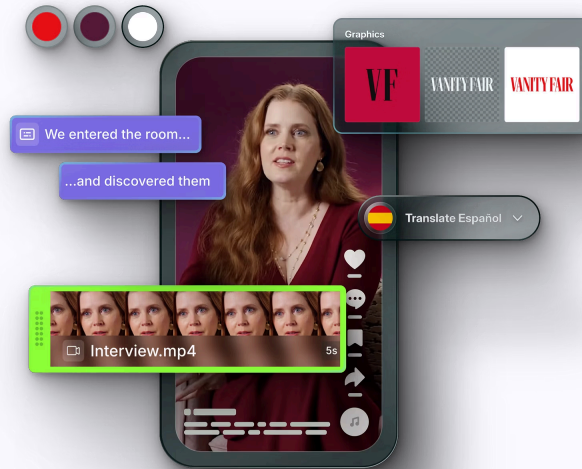


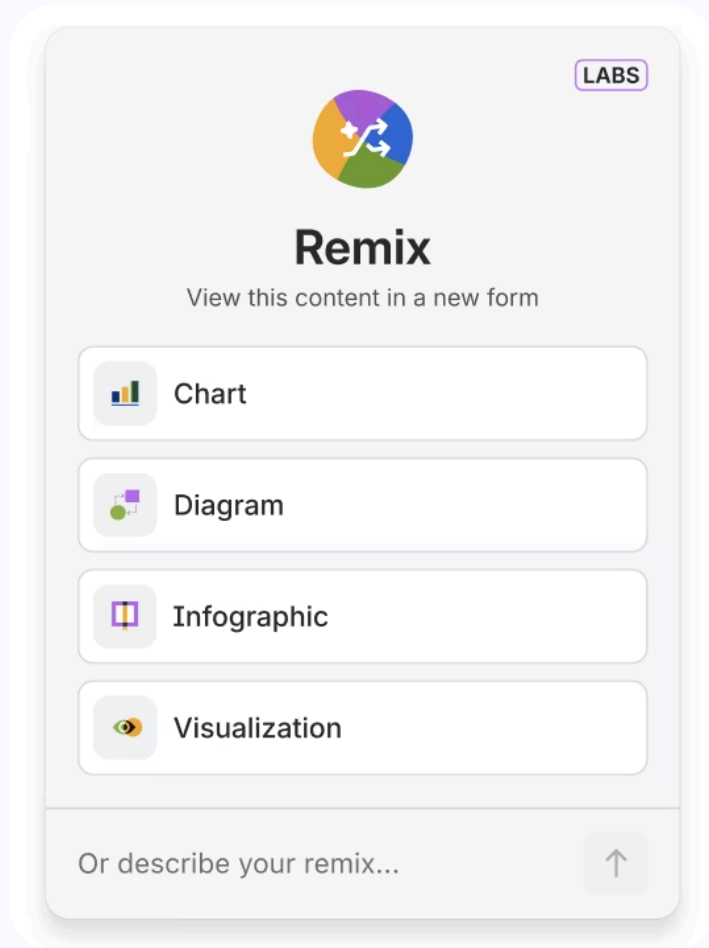
# SLATE

Event recordings → content campaigns across every channel.

- Clips, captions, and brand templates all applied super fast
- Shortcuts: Turn long content into social-ready clips

[▶ Access here → slateteams.com](https://slateteams.com)





JANESSA'S PICK #3

# Confluence

Build slide mock-ups, outlines, talk tracks, and visuals

- Collaborate and get feedback from presenters, producers, and stakeholders

 [Access here → atlassian.com/confluence](https://atlassian.com/confluence)

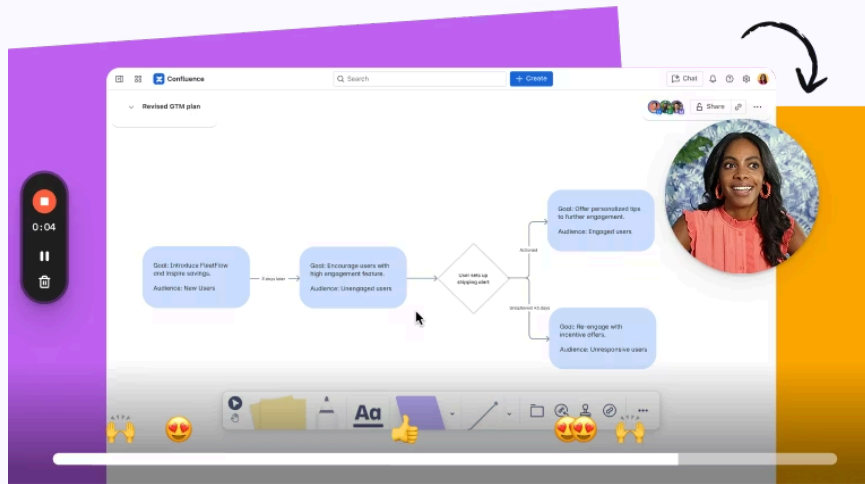
## JANESSA'S PICK #4



Record async walkthroughs – no extra meetings needed.

- Plans & updates shared without scheduling a call
- Presenters, producers & stakeholders always aligned

 [Access here → atlassian.com/loom](https://atlassian.com/loom)



JANESSA'S PICK #5

# Genie by



Ask your event data plain-English questions – get instant insights.

- Registration, attendance & engagement data in seconds
- Better decisions, zero manual digging

 [Access here → databricks.com](https://databricks.com)

Sales Genie ★

[+ New chat](#) [History](#) [Data](#) [Monitoring](#) [Share](#) ⋮

Show top 10 sales reps for current FY by revenue and deals closed

This analysis identifies the top 10 sales representatives based on their total revenue generated from closed deals in 2025. It combines data on sales opportunities and user information, focusing on deals that were successfully closed during the specified year. The results are ranked by total revenue, showcasing the most successful sales reps.

[opportunity](#) [user](#)

10 rows [↓](#) [Show code](#) ⋮

	<a href="#">name</a>	<a href="#">total_revenue</a>	<a href="#">closed_deals</a>	
1	Kathye Osanne	\$96,001.94	8	
2	Alejandro Baldwin	\$72,002.07	6	
3	Morgana Whinney	\$60,000.35	5	

[↶ What are the top 10 sales reps by total revenue for the last fiscal year?](#) [↷ Which sales rep has the highest revenue?](#)

[🗨️ Ask your question...](#) [▶](#)

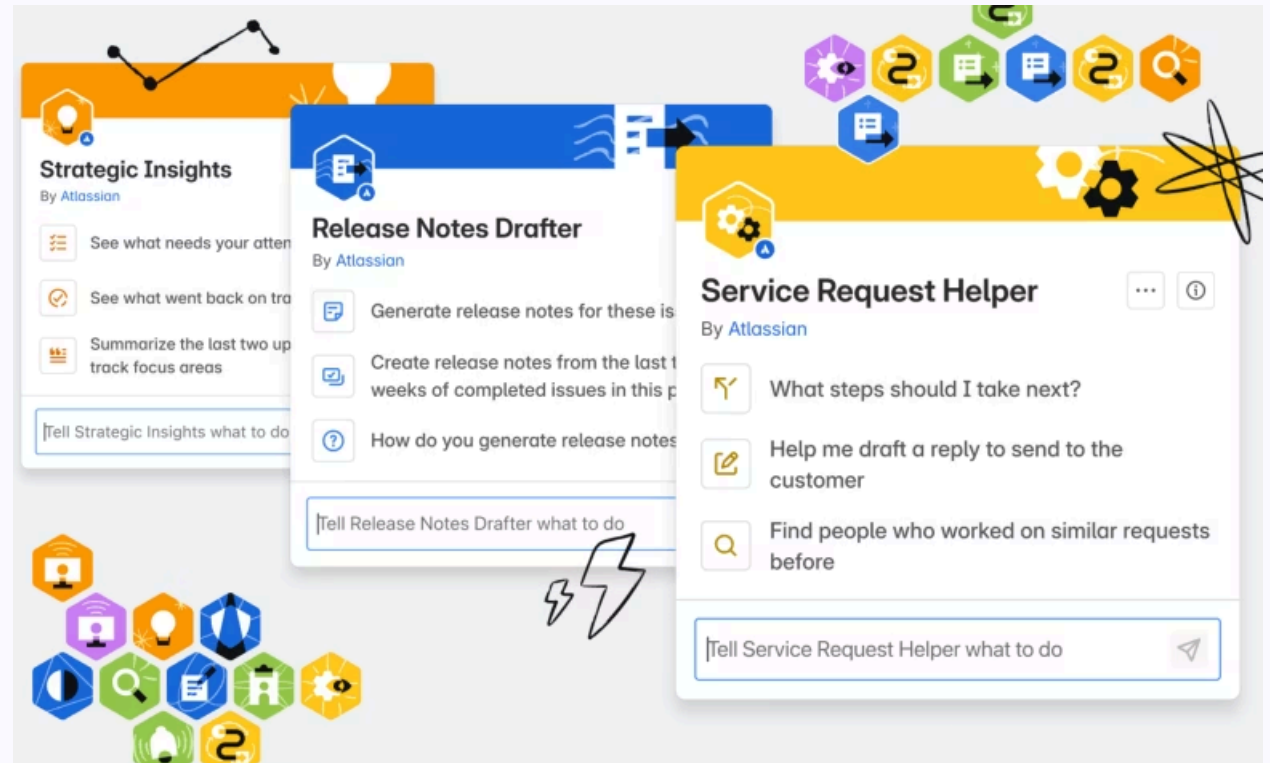
JANESSA'S PICK #6

# Rovo Agents

Custom AI agents that automate workflows & personalize attendee experiences.

- Repetitive event tasks automated – teams focus on strategy
- Agendas & routing tailored by attendee segment

[▶ Access here → atlassia...](#)



# Mark's Picks



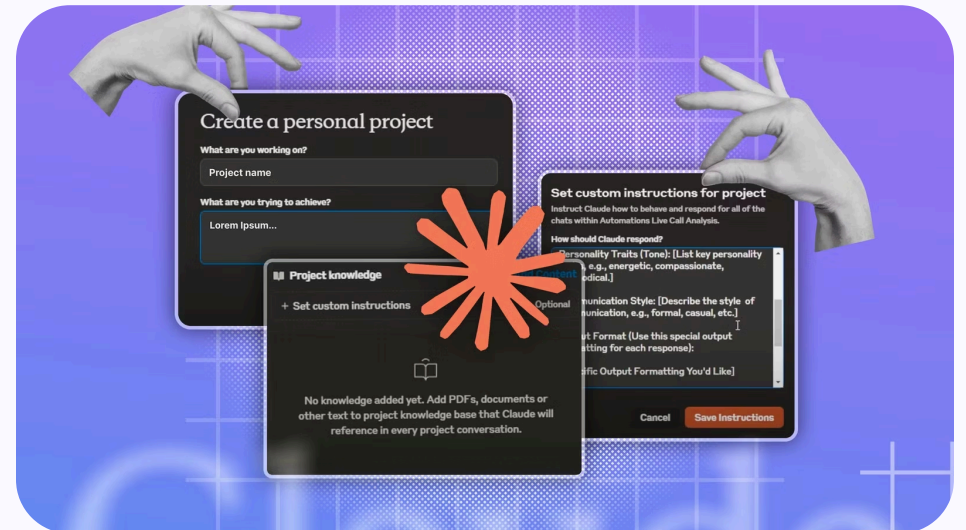
MARC'S PICK #1

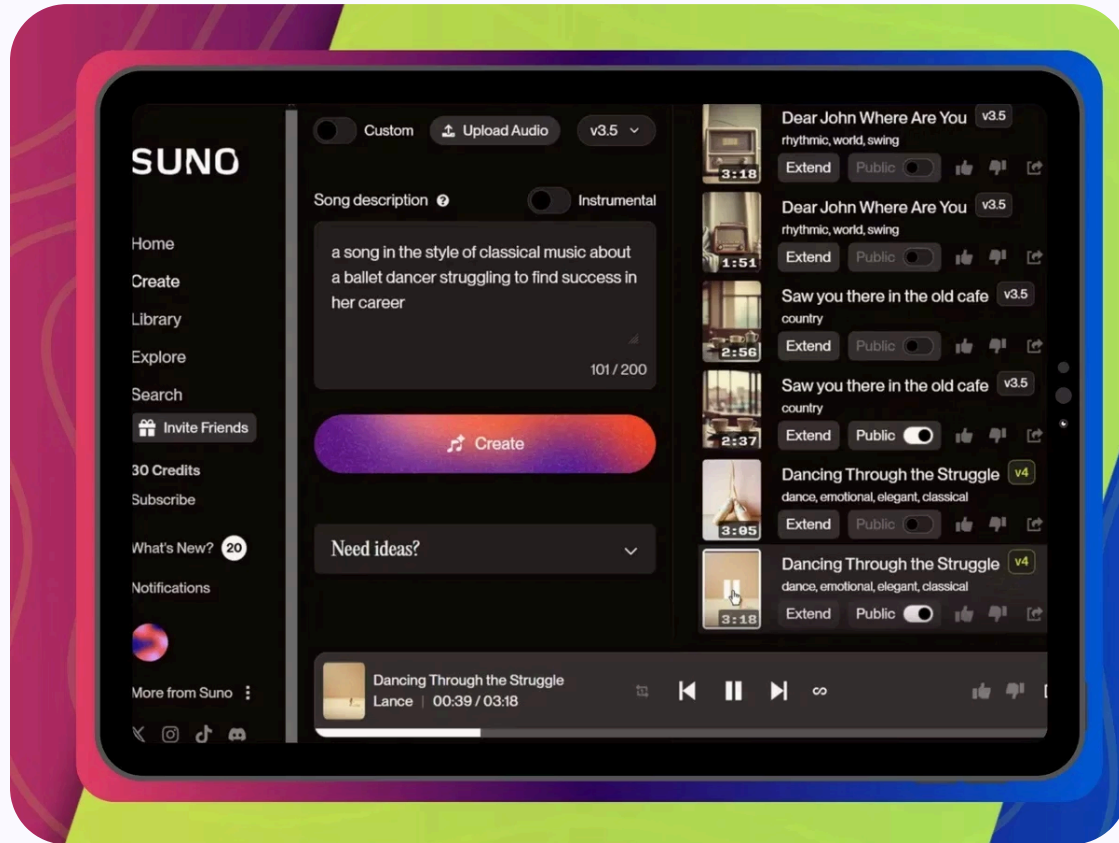
# Custom GPTs & Claude Projects

Build event-specific AI assistants trained on YOUR content.

- Consistent AI outputs for attendee comms & recaps
- Reusable brand-safe prompts across all workflows

 [Access here → chat.openai.com](https://chat.openai.com)





MARC'S PICK #2

# SUNO

Original branded event music – from a single text prompt.

- Intros, stings & recap tracks in minutes
- Multiple vibes, instantly

 [Access here → suno.com](https://suno.com)



MARC'S PICK #3



Google's AI video generator for cinematic promos, zero crew.

- Intros, transitions & teasers without a production team
- Generates video + native audio from one prompt

[▶ Access here → AI Studio](#)

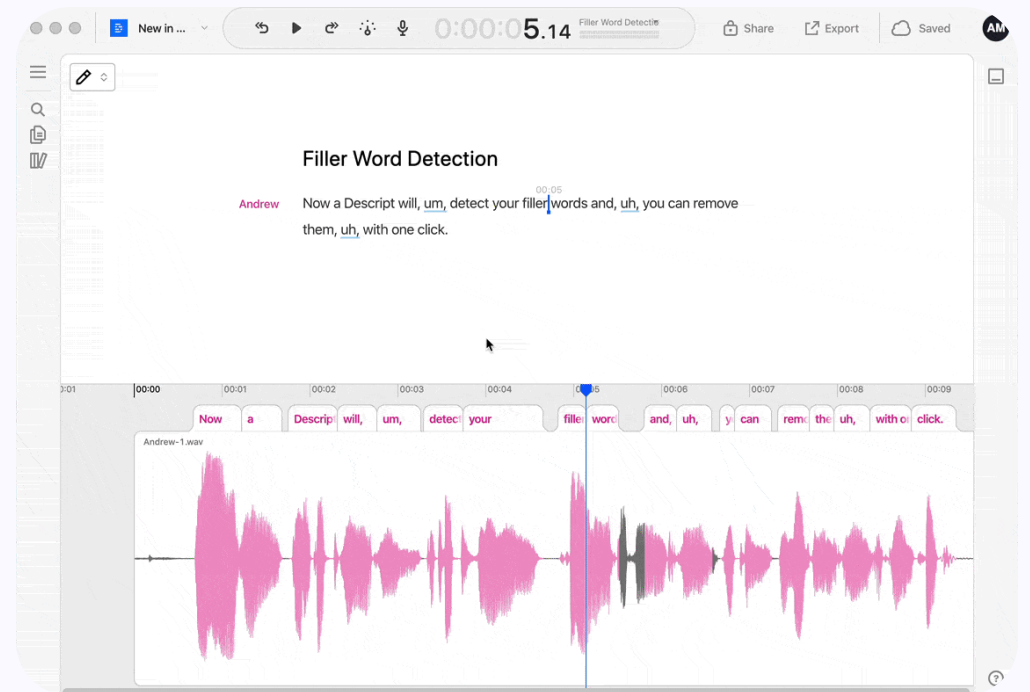
MARC'S PICK #4



Edit video like a Google Doc and AI handles the rest.

- Long recordings → polished highlight clips, fast
- Cuts filler words, silences & rough edits automatically

[▶ Access here → descript.com](https://descript.com)



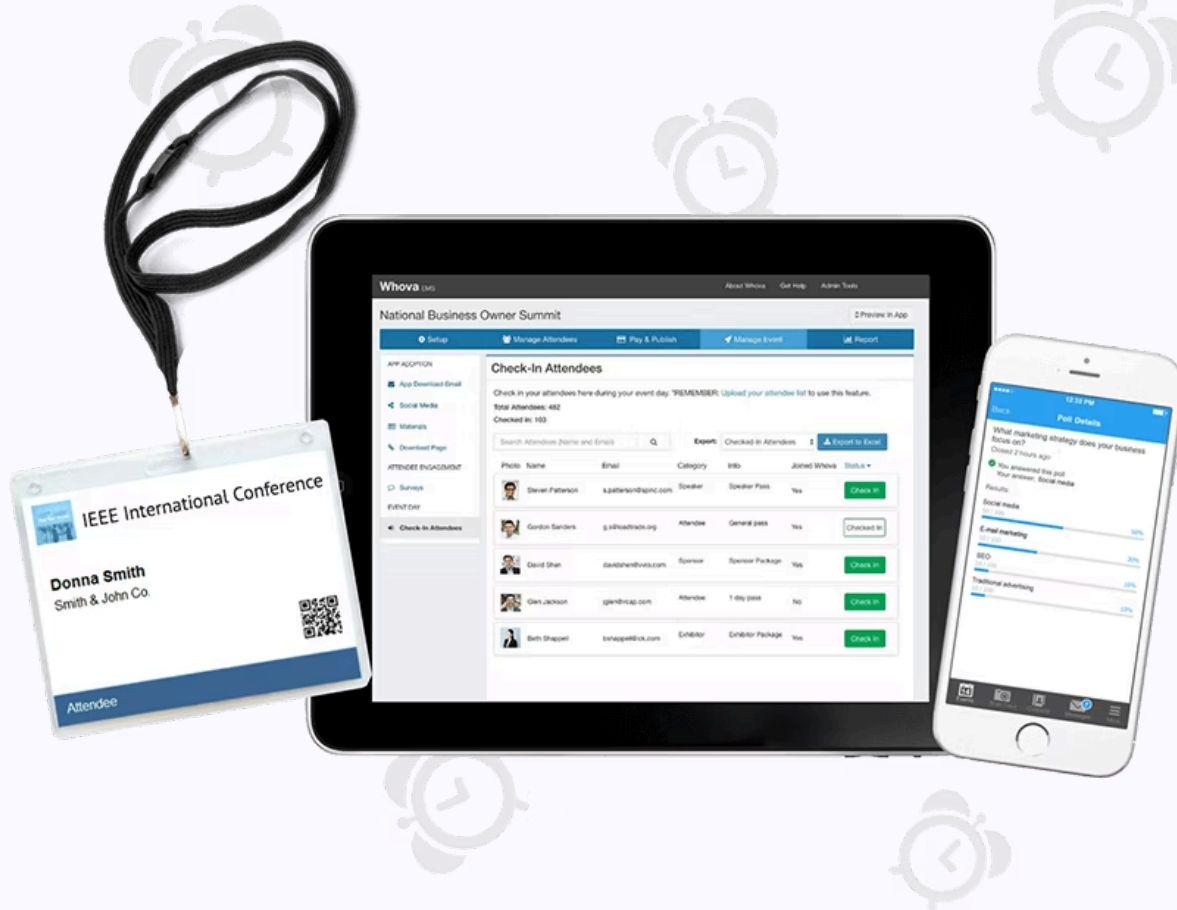
MARC'S PICK #5

# Whova

AI event app with matchmaking, networking & agenda – all in one.

- Attendees find the right people & sessions instantly
- Networking, updates & engagement in one place

▶ Access here → [whova.com](https://whova.com)



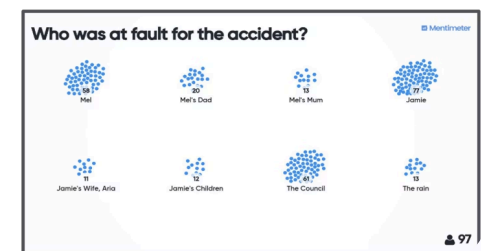
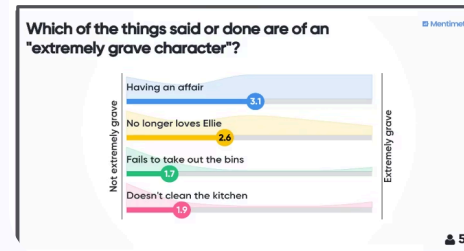
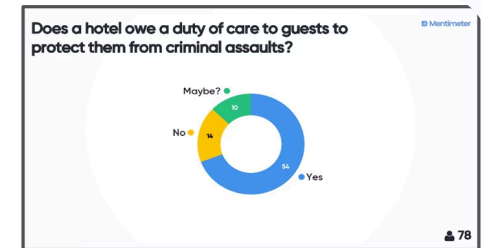
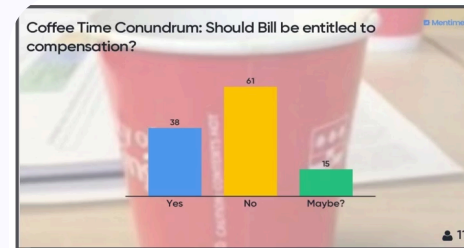
MARC'S PICK #6

# Mentimeter

Live audience engagement that makes every session electric.

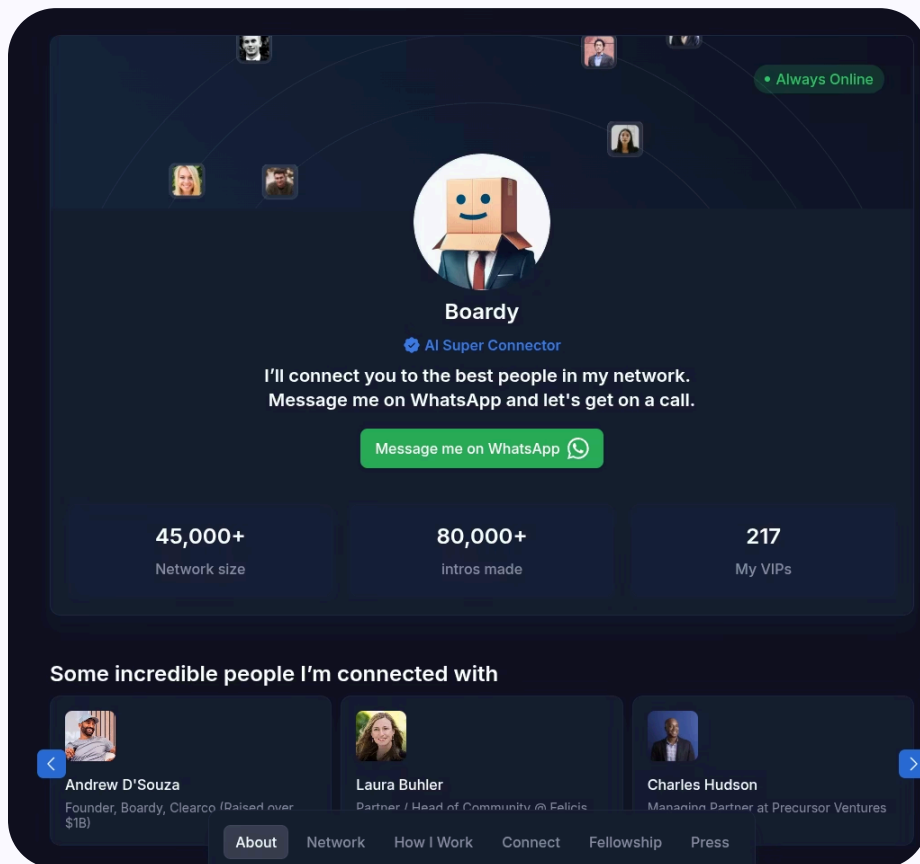
- Polls, word clouds & live Q&A that actually work
- Surfaces real-time feedback & audience insights

 [Access here → mentimeter.com](https://www.mentimeter.com)



# Dahlia's Picks





## DAHLIA'S PICK #1



Voice AI that calls YOU, learns your goals, and makes warm intros.

- Proactive networking – no cold outreach needed
- Relevant connections delivered straight to you
- WhatsApp Boardy: **+1 (415) 969-9735**

[▶ Access here → boardy.ai](https://boardy.ai)

## DAHLIA'S PICK #2



Writes LinkedIn posts in your voice – fast.

- Writes in your tone, not generic AI-speak
- Spotlights speakers, sessions & key moments

[▶ Access here → kleo.so](https://kleo.so)

**Why this post works**

**Angle:**  
Jake presents a contrarian view of SEO by demonstrating that brand authority trumps traditional technical optimisation. He transforms a controversial experiment into a strategic insight about the future of search, positioning himself as an innovative thought leader who understands emerging search trends.

**Hook:**  
The opening line creates immediate intrigue by referencing Google's CEO talking. The short, punchy sentences and direct visitors later, (the internet lost its mind\*) create tension and continue reading.

**Content:**  
The post delivers concrete value by: • Explaining a real-world SEO experiment • Challenging traditional SEO thinking • Providing insights into future search algorithm trends • Offering a strategic perspective on building digital authority

The content moves from storytelling to strategic insight, showing how the experiment wasn't just a technical trick but a sophisticated approach to understanding search dynamics.

**Ending:**  
The post concludes with a provocative call to action: "Own the conversation or get left behind!" This creates urgency and positions the reader at a strategic crossroads, with the postscript offering a direct pathway to solving their SEO challenges.

**Optional improvements**

**AI language quality:** The language feels authentically human, avoiding typical AI-generated patterns. The conversational tone and personal storytelling make the post feel genuine rather than formulaic.

**Quick actions:** Turn this into a bullet list

**The SEO strategy that made Google's CEO...**  
Updated less than a minute ago

**Jake Ward**  
Just now

We ran an experiment that got Google's CEO talking.

Called it the "SEO Heist".

The concept was simple:

Find a competitor's top-ranking pages, create better versions, and watch the traffic shift to us.

3.6 million visitors later, the internet lost its mind.

SEO Twitter called it unethical. Marketers said we'd gamed the system. Some even reported us to Google.

Then Sundar Pichai weighed in during an interview.

But here's what everyone missed:

The experiment worked because we didn't just copy content. We built better resources, added more value, and optimised for what users actually wanted.

Traditional SEO told us to chase keywords and backlinks.

We chased authority instead.

The results proved something most agencies won't admit:

Rankings aren't about technical perfection anymore. They're about being the brand people trust and reference.

Google's algorithm is shifting towards brand signals, unlinked mentions, and topical authority.

The "SEO Heist" wasn't a hack.

1083 / 3,000

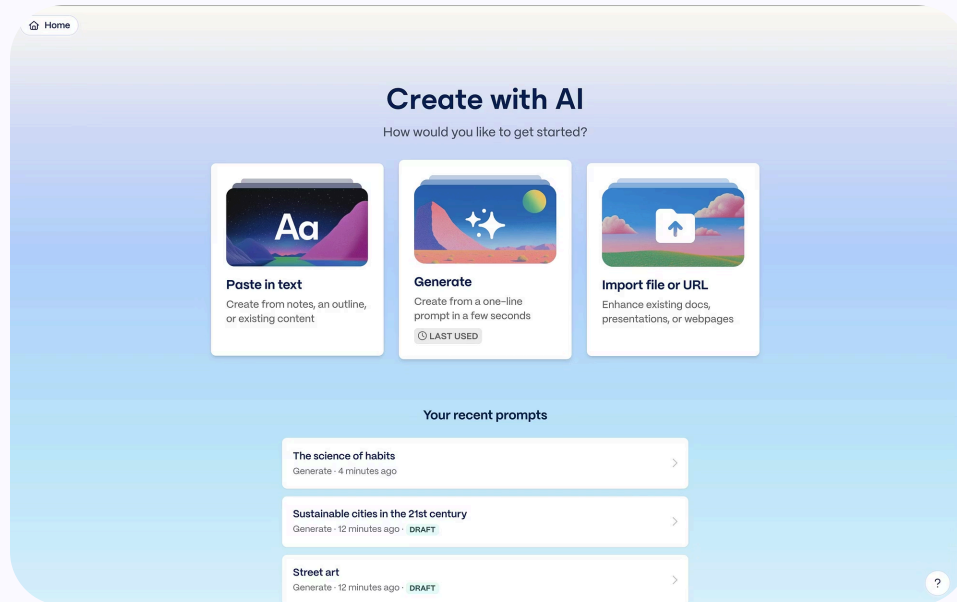
DAHLIA'S PICK #3

# GAMMA

Build decks, microsites & event pages with no design skills required.

- Ideas → polished content in minutes
- On-brand updates for speakers, sponsors & attendees

 [Access here → gamma.app](https://gamma.app)



## DAHLIA'S PICK #4

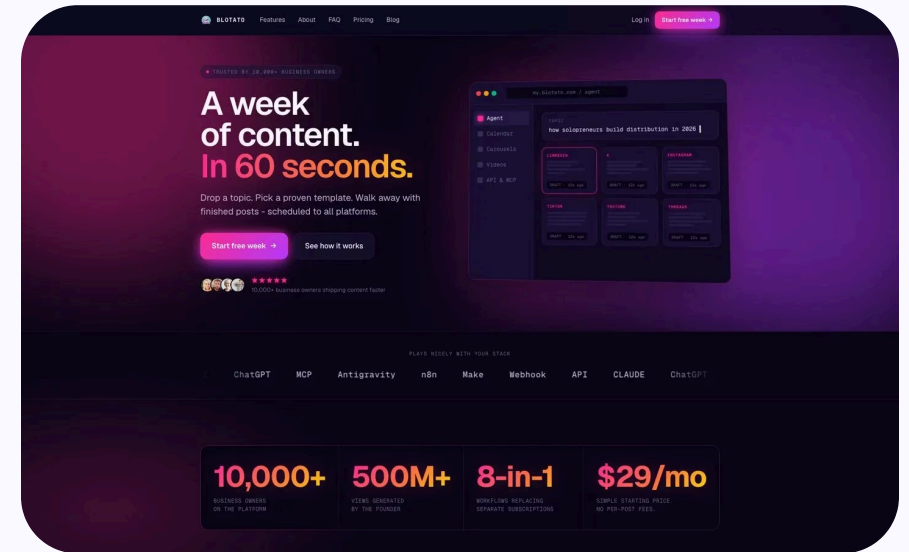


# BLOTATO

One transcript → platform-ready content on every channel.

- Repurpose event content in seconds
- Adapt messaging per channel, effortlessly

 [Access here → blotato.com](https://blotato.com)



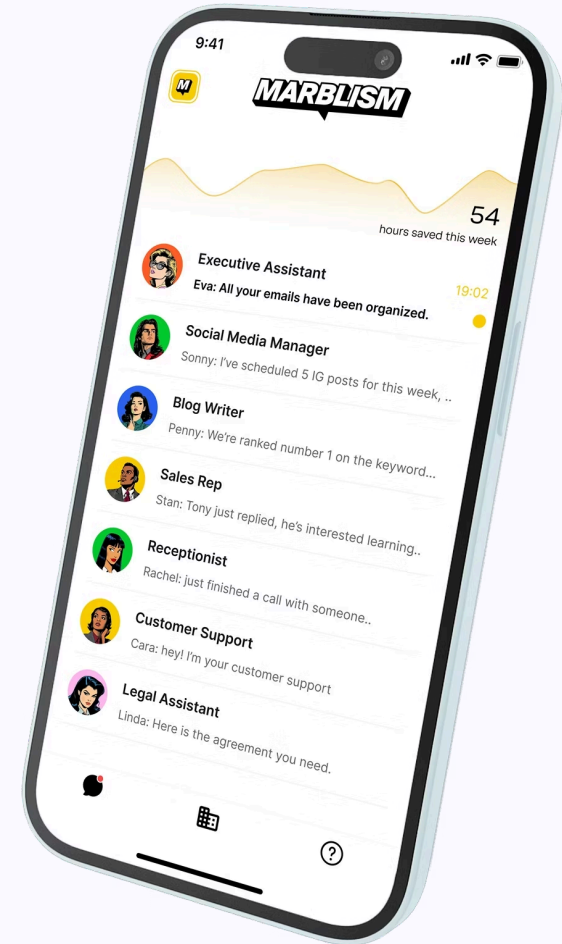
DAHLIA'S PICK #5

# MARBLISM

7 AI employees – inbox, social, leads & blogs – one subscription.

- Follow-up & content on autopilot
- Keeps communications moving without the overhead

[▶ Access here → marblism.com](https://marblism.com)




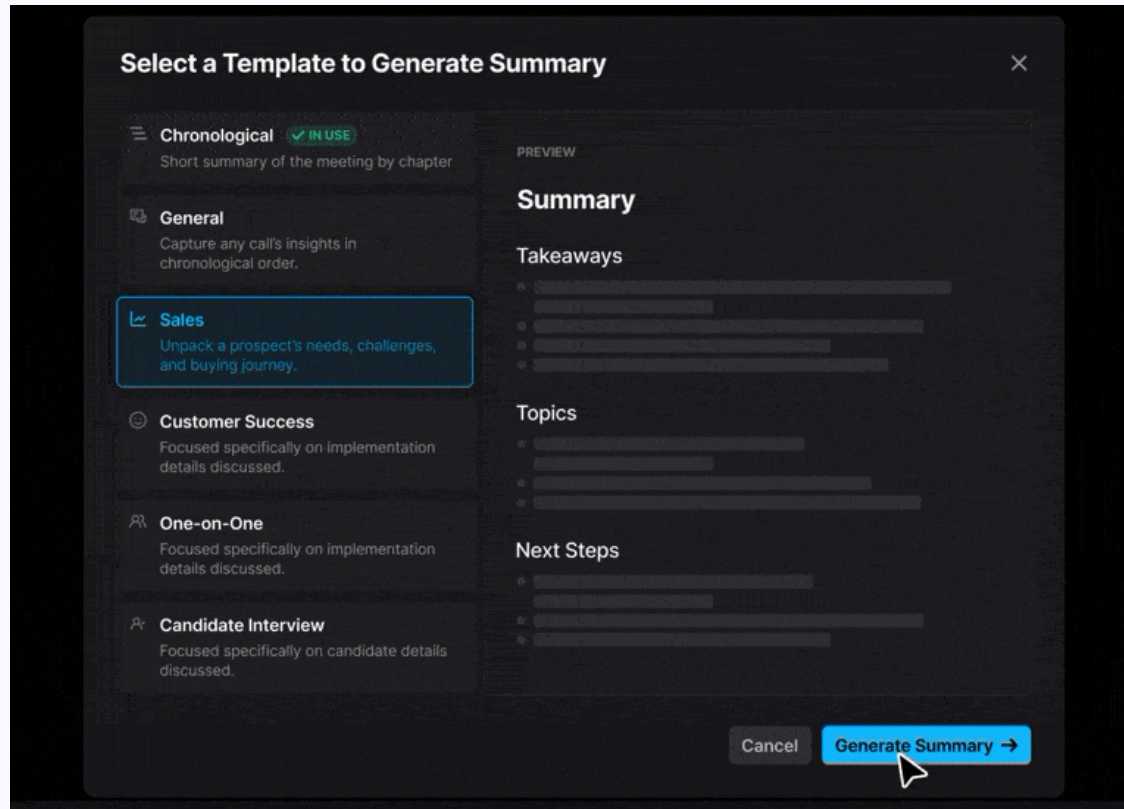
DAHLIA'S PICK #6



Joins your calls, takes notes, and delivers clean summaries instantly.

- Captures vendor, sponsor & speaker calls automatically
- Keeps teams aligned with summaries & action items

 [Access here → fathom.video](https://fathom.video)



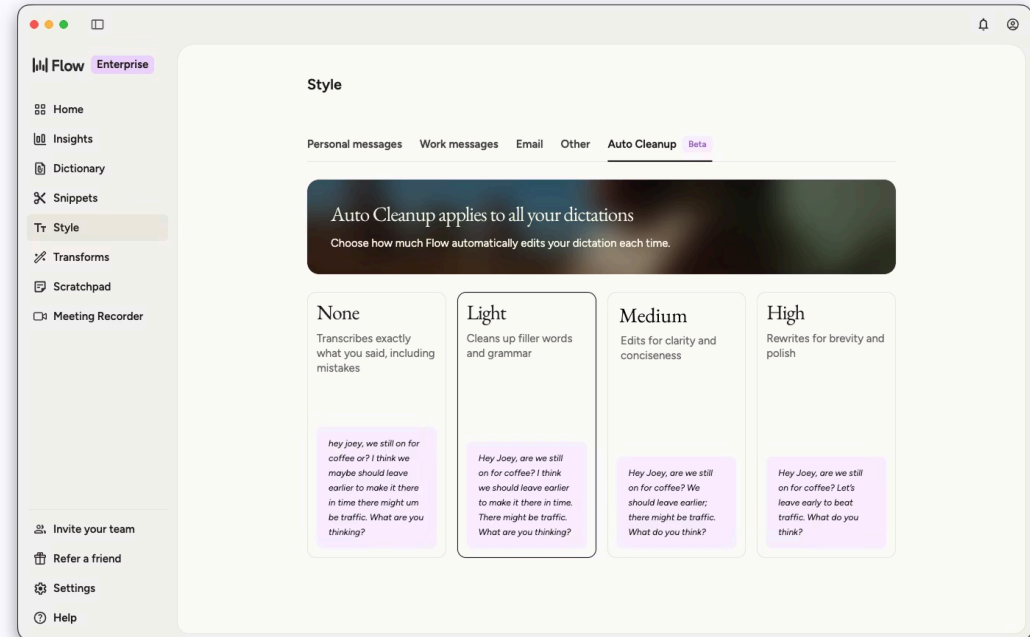
DAHLIA'S PICK #7

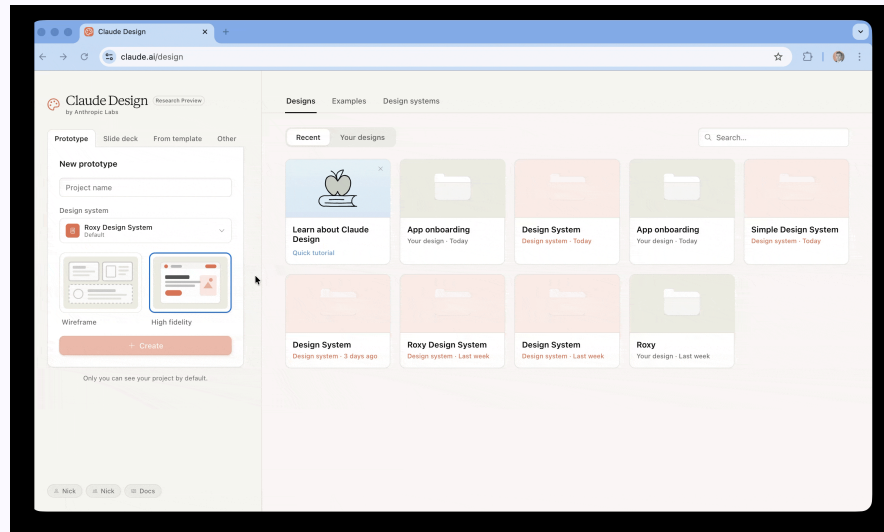
# Flow

Hands-free voice dictation – talk, and it types for you.

- Draft sponsor notes & run-of-show at full speed
- Capture polished copy between sessions

 [Access here → wisprflow.ai](https://wisprflow.ai)





DAHLIA'S PICK #8



AI powerhouse for writing, strategy & design thinking.

- Turns messy notes into polished copy
- Refines themes, messaging & concepts instantly

 [Access here → claude.ai/design](https://claude.ai/design)

# The Best AI Toolkit? You're Welcome.



Start with one tool. Build the habit. Then go wild. 🚀

Questions? Find us after the session!



↑ Scan here to access the full deck!



🧑‍🤝‍🧑 Not sponsored. These are tools we actually live in every single day. Now go use them!