THE SPEAKERS OF MAICON19

Who's who at the inaugural Marketing AI Conference, MAICON? Trust Insights analyzed the 48 speakers on MAICON's Twitter list for their 2019 year-to-date posts to see who's talking about what. Let's dig in.
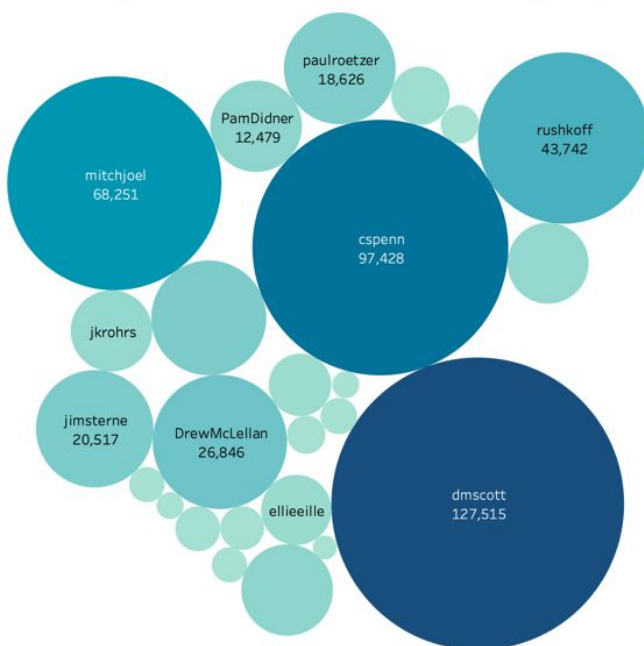
MAICON Speakers Percentage AI in Tweets :: Analysis by TrustInsights.ai

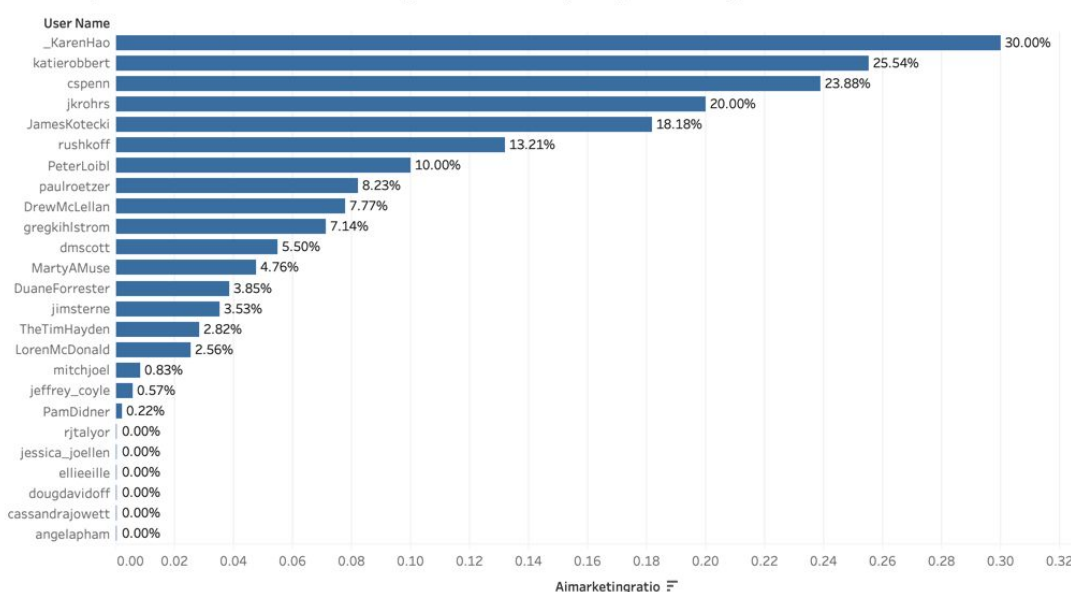|	
paulroetzer 10.11%	cspenn 5.58% · PeterLoibl 5.56% · jkrohrs 4.35%
MartyAMuse 8.57%	katierobbert 3.67% · JamesKotecki 2.38% · dmscott 2.27%
_KarenHao 8.16%	LorenMcDonald 3.03% · jimsterne 1.82% · rushkoff 2.49% · gregkihlstrom 1.79%

We first look at speakers and the amount of AI content as a percentage of their tweets. No surprises here - Paul Roetzer (founder of MAICON) heads up the list, followed by Marty Muse, CEO of Vennli, Karen Hao of MIT, and the founders of Trust Insights.

MAICON Speakers Addressable Audiences :: Analysis by TrustInsights.ai

The total addressable audience of MAICON speakers is over half a million people, 504,451 (not de-duped). Of those, David Meerman SCott heads the pack with over 127,000 audience members following him, followed by Christopher Penn and Mitch Joel.

paulroetzer 18,626 · PamDidner 12,479 · rushkoff 43,742 · mitchjoel 68,251 · cspenn 97,428 · jkrohrs · jimsterne 20,517 · DrewMcLellan 26,846 · ellieeille · dmscott 127,515

MAICON Speakers Ratio of AI to Marketing Tweets :: Analysis by TrustInsights.ai

User Name	Aimarketingratio
_KarenHao	30.00%
katierobbert	25.54%
cspenn	23.88%
jkrohrs	20.00%
JamesKotecki	18.18%
rushkoff	13.21%
PeterLoibl	10.00%
paulroetzer	8.23%
DrewMcLellan	7.77%
gregkihlstrom	7.14%
dmscott	5.50%
MartyAMuse	4.76%
DuaneForrester	3.85%
jimsterne	3.53%
TheTimHayden	2.82%
LorenMcDonald	2.56%
mitchjoel	0.83%
jeffrey_coyle	0.57%
PamDidner	0.22%
rjtalyor	0.00%
jessica_joellen	0.00%
ellieeille	0.00%
dougdavidoff	0.00%
cassandrajowett	0.00%
angelapham	0.00%

Finally, we examine what percentage of AI versus marketing content each speaker shares, based on lists of keywords in machine learning/AI and marketing. We see MIT's Karen Hao sharing the most AI content versus marketing, followed by the founders of Trust Insights, Jeffrey Rohrs of Torchlite, and James Kotecki of Infinia.

What speakers are you looking forward to hearing?

Who will you follow up with at MAICON and afterwards?

Methodology Statement

Trust Insights analyzed 9,249 posts by the 48 MAICON speakers identified by the conference in its Twitter list. The keyword lists for identifying top terms in marketing and AI were curated using the AHREFS SEO tool. The Twitter data came from Facebook's Crowdtangle software. Date of extraction was July 16, 2019; the timeframe examined was January 1, 2019 - July 15, 2019.

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A data science consulting firm for marketers.
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