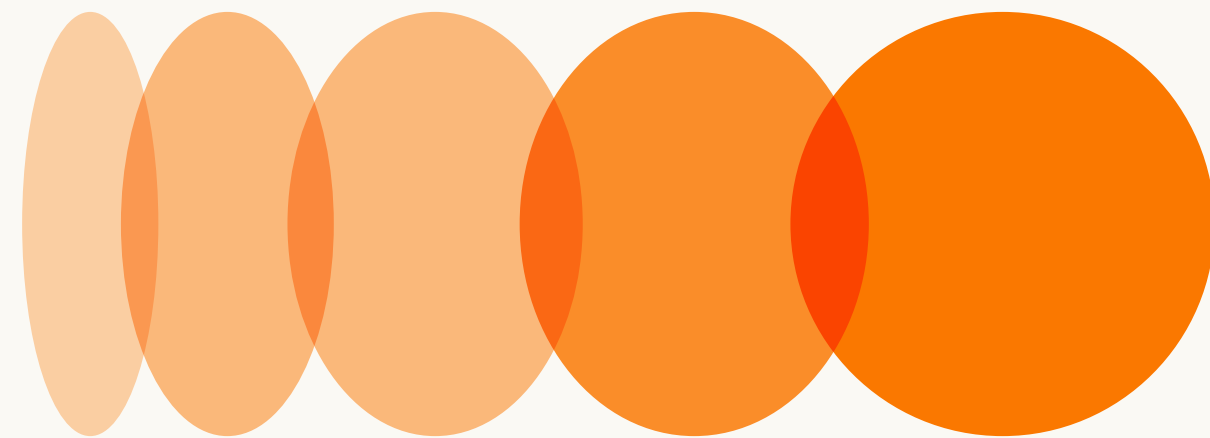


# Accelerator Workshop: Agentic AI for ABM

## AI Agent for ABM Workshop

Build the next generation of ABM automation. Ideal for ABM teams with baseline AI experience – those already leveraging AI for specific tasks – the next leap is agentic AI: autonomous solutions that super-charge personalization, streamline workflows, and deliver measurable ABM impact, driving real program innovation. This two-part, agile workshop sprint is designed to help ambitious teams accelerate this journey by taking you from concept to a working agent prototype built for your unique business needs.



## Workshop Structure:

### Part 1: Discovery & Agentic AI Foundations (2hr session)

We begin with a concise introduction to agentic AI, explaining its core principles, practical applications, and value for ABM. Together, we rapidly scope a live, client-specific ABM challenge, co-develop detailed agent requirements, and define the content, data, and assets needed for the solution. You provide the assets; we drive the requirements and discovery. This session ends with agreement on the agent's key goals and inputs.

### Development Window:

After Part 1, our expert team builds your working agent prototype using "Momentum AI," our secure enterprise platform, drawing on all the materials gathered.

### Part 2: Prototype Showcase & Next Steps (2hr session)

We reconvene to demonstrate your custom ABM agent in action. You experience the agent with your own data and processes, provide feedback, and see first-hand how agentic AI integrates into your real-world operations. We finish by delivering a tailored implementation guide – and can offer access to your own "Momentum AI" instance for further experimentation and optimization.

## Key Benefits:

- Custom ABM agent developed and demoed to your exact requirements
- Immediate insight into value and integration potential within your environment
- Expert guidance on agentic AI deployment, governance, and best practice

## Workshop Outcomes:

- A functioning ABM AI agent, ready for testing and refinement
- A practical blueprint and end-to-end guidance for scaling agent-driven ABM
- Lasting confidence and hands-on experience to drive greater value from AI