

THAT'S A wrap!

AR Summit

Sept. 29 - Oct. 1, 2025

DAY 1

ORCHESTRATING INFLUENCE: THE NEXT CHAPTER OF ANALYST RELATIONS

Spotlight Co-Founder & CEO Rick Nash shared Spotlight's vision for the future of the industry: Influence Orchestration. It's the intentional coordination of how your company shows up across every signal buyers trust.

"This isn't just the evolution of AR. This is a new leadership moment. For your teams, for your companies, and for you."

— Rick Nash, Spotlight

IF GENAI CAN'T FIND YOU, NEITHER CAN YOUR BUYERS

Josh Blyskal (Profound) opened AR Summit 2025 with a clear message: GenAI demands a new playbook. Only 19% of ChatGPT results overlap with Google — proof that AI search isn't about browsing, it's about creating answers and driving decisions. In this new buyer-led world, AR's role is to ensure your company shows up where it matters most.

"Buyers aren't browsing anymore, they're asking AI and deciding,"

— Josh Blyskal, Profound

AR REIMAGINED

While AR may not always be labeled as a "core" function, it is consistently ranked among the most valuable, according to a Gartner survey. Kim Gibbons (Infrastructure Services, AWS) framed this not as a contradiction, but as an opportunity: AR can become a recognized strategic imperative, sitting at the intersection of corporate strategy, product, marketing, and sales.

"Create a development plan, build your tribe, and use GenAI."

— Kim Gibbons, AWS

THE POWER OF "WHAT": UNLOCKING DEEPER INSIGHT FROM ANALYSTS AND INTERNAL STAKE-HOLDERS

Clare Henry (Acceleres) encouraged attendees to adopt a forward-thinking mindset by leveraging the power of "what" — a strategy that sparks motivation, creativity and broader thinking.

"Build 'what' questions for your spokespeople, it will change the conversation. Try it, it may not work today, but there is always tomorrow."

— Clare Henry, Acceleres

CONVERSATIONS WITH A CEO

Travis Hess (Commerce) joined Rick Nash (Spotlight) to discuss how AI is reshaping the role of AR. With AI turning every customer into a new channel, success means meeting customers where they are—with what they value, at scale—while safeguarding brand reputation. It's a complex, new challenge for AR professionals.

"AR sits at the cornerstone of signals that continues to fuel our roadmap and everything we do."

— Travis Hess, Commerce

DAY 2

GO FASTER INTO THE AGE OF AI: ACCELERATE YOUR ORGANIZATION'S AI JOURNEY

Tim Sanders (G2) emphasized that to harness AI, AR professionals must study, practice, and collaborate. As AI agents are adopted, they won't just boost productivity—they'll help predict real productivity gains.

"Think about AI coming for your constraints — your limitations like time, anything that holds you back from doing your best work."

— Tim Sanders, G2

THE ART OF THE POSSIBLE IN AN AGE OF UNCERTAINTY

Mick MacComascaigh (MacComascaigh UG) challenged attendees to transform customer experience, trust, and value in times of disruption. He outlined a vision for AR's future: move beyond reacting to change and become an insight architect—not just briefing managers, but bringing clarity to the noise and using alternative signals to build credibility.

"Every single one of us is exposed to the volatility, the complexity and the ambiguity of this huge transformation being driven by AI."

— Mick MacComascaigh

SPOTLIGHT'S ANNUAL ANALYST SURVEY RESULTS

John Rockhold (Spotlight) shared the 2025 Analyst Survey findings. It's time to stop just "doing AR" and become a rockstar AR pro that earns the trust and respect of analysts, colleagues and stakeholders. Here's how: Relationships matter more than ever, AR can create unrivaled value, and it's time to harness AI before it hinders you.

"The opportunity and the imperative for AR to create strategic value for the business is at an all-time high."

— John Rockhold, Spotlight

Save the Date AR Summit Sept. 14 - 16, 2026