

THE AI AGENT WORKSHOP

Most sessions get applause. Ours send people home with a working system.

We don't give a talk and leave. We pre-score every attendee before they arrive, hand them a 10-agent system that runs on their own Claude, and walk them through building it live. Here's exactly how it runs — so you can decide whether to bring it to your stage.

+ Built at DigiMarCon

+ Built at DealCon

+ Built at Digital Day Wichita

+ 17 countries on stage



dennisyu.com/workshops

Scan or forward this to your programming team. Live examples, the full format, and what your attendees walk away with.

Dennis Yu

CEO, BlitzMetrics · Creator of the Dollar-a-Day strategy · campaigns for Nike, Bloomberg, and the Golden State Warriors

"Great session." Then nothing changes.

You book a strong AI speaker. The room is full, the energy is high, the feedback says "loved it." Then your attendees go home, open ChatGPT, get a generic paragraph that sounds like a corporate robot, and quietly give up. The session produced **inspiration, not implementation** — and inspiration has a shelf life of about a week.

The marketers and owners in your audience are drowning in "AI tools" while their workload gets heavier. They don't need another overview of what's coming. They need to walk out with something that already works — and proof that it works on *their* business, not a demo account.

So we changed what a session delivers

The week before your event, we run every registered attendee through the same audit system we use for paying clients — Mythos-class Claude agents (we run Claude Fable 5) working the Knowledge Graph, Ahrefs, and live search on each person's name. Every attendee arrives to find a **personal scorecard** waiting: a score out of 100, the verdict in a sentence, their three biggest gaps, and a 90-day plan. Nothing focuses a room like seeing your own name graded.

Before, during, and after — the attendee never just watches

BEFORE

Pre-scored

A personalized brand audit is waiting for every attendee when they arrive.

DURING

They build it

Laptops open. In ~60 seconds the 10-agent system runs on their own Claude; we process a real recording live.

AFTER

It keeps running

The system stays on their account, with a guide and a QR page. The factory runs the week after — and the month after.

"It is a true pleasure and treat working with Dennis Yu."

Jedediah Jenk — event coordinator & site manager, DigiMarCon. He books Dennis because Dennis arrives prepared, tunes every talk to the room, and stays to network with attendees afterward.

A keynote that frames it. A workshop that builds it.

We run it two ways, and most events do both. The keynote works as a standalone main-stage session. The hands-on workshop is the paid upgrade — a half-day where attendees actually build their system. At Digital Day Wichita, the workshop sold as a separate ticket capped at 100 seats.

1 • The keynote

35–45 min, main stage. The Content Factory framework: one interview → 20+ assets, and why a Knowledge Panel is the small-business side door to being found by Google and AI. High energy, real examples, zero fluff.

2 • The hands-on workshop

3 hours, capped room, laptops open. Attendees install the agents, process a live recording, and leave with their plumbing set up. Sells as a premium upgrade — your new reason to offer a paid day-two.

YOUR ATTENDEES WALK AWAY WITH

Not notes. A team.

- ✓ **Their personal brand audit** — 0–100, three gaps, 90-day plan, ready before they arrive.
- ✓ **The 10-agent Content Factory** — on their own Claude (free tier works), in ~60 seconds.
- ✓ **A self-verifying install** — Claude confirms "✓ 10 skills loaded"; "what skills do you have?" proves it.
- ✓ **The co-branded workbook** — 20+ pages, worksheets, the full prompt printed inside.
- ✓ **Their own QR landing page** — the system in one scan, carrying your event's brand.

WHY ORGANIZERS BOOK IT

It makes your event the one people talk about.

- ✓ **A differentiated session** — outcomes, not overviews; the thing attendees implement.
- ✓ **A premium upsell** — the workshop is a paid day-two. New revenue, capped and exclusive.
- ✓ **Co-branded materials** — workbook, landing page, and scorecards all carry your identity.
- ✓ **Building-in-public content** — audits and live wins your event can promote for months.
- ✓ **A speaker who shows early, stays late** — prepared, tuned to your audience, networking after.

THE SHORT VERSION

The keynote earns the room. The workshop earns the upgrade. Either way, your attendees leave with a system that runs — and your event gets the credit for the outcomes.

Three conferences, three live builds.

DIGITAL DAY
WICHITA
2026

dennisyu.com/wichita

The full template. Dennis keynoted the Liftoff Summit (June 18, WSU Tech — National Center for Aviation Training), then ran the hands-on AI Agent Workshop the next morning at Groover Labs — a paid upgrade presented by AMA Wichita, capped at 100 seats. Every attendee got a pre-scored audit, the co-branded Content Factory workbook, and the 10-agent system on their own Claude. The landing page hands the whole system to anyone in one scan.

DIGIMARCON
2025–26

dennisyu.com/digimarcon

The circuit. Dennis has run the Content Factory across DigiMarCon stops — Las Vegas (Luxor), Minneapolis, and Toronto — speaking, podcasting in the booth with Liana Ling, and putting young builders on the big stage. The lesson he teaches there is the one organizers love: a conference isn't one asset, it's a quarter of content. Their event coordinator calls Dennis one of the circuit's most-requested speakers.

DEALCON
DENVER

dennisyu.com/dealcon

The wake-up call. We pre-scored a room of 20 dealmakers — Forbes-listed founders, owners of nine-figure companies — and **zero of twenty had a Google Knowledge Panel.** Million-dollar operators, invisible to the machine. That single stat reframed the entire session, and every attendee left with the system to fix it.

Works for any audience

Marketers, business owners, dealmakers, franchisees, association members, students. The agents run a **person** overlay or a **business** overlay, so we tune the audit and the workshop to whoever is in your room — local-service pros in Wichita, marketers at DigiMarCon, acquirers at DealCon.

THE ENGINE BEHIND IT

The tools that make it repeatable.

This isn't a slide deck and a hope. It's a production system we can stand up for your event in days, not months.

The audit system

Mythos-class Claude agents score every attendee on the Knowledge Graph, Ahrefs, and live search — person or business — into a scorecard with a 90-day plan. Runs at conference scale.

The 10-skill agent library

Personal-brand strategist, mentions harvester, Knowledge-Panel SEO, content factory, Dollar-a-Day, and more — a self-improving system attendees install on their own Claude and keep.

The co-branded workbook

A 20+ page Content Factory guide, templated to your event's identity, with worksheets, the printed prompt, and the install-and-verify steps.

The custom landing page

A QR-driven page for your event — scan, paste, done — with a self-verifying install so attendees know the system is in. Built on your timeline.

BRING IT TO YOUR CONFERENCE

Give your attendees a session they implement.

Tell us your event, your dates, and your audience. We'll scope the keynote, the hands-on workshop, the attendee audits, and the co-branded materials — and show you exactly what your room walks away with.

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See a live example: dennisyu.com/wichita



LOCAL SERVICE SPOTLIGHT

The Content Factory workshop, run at your conference. Examples: dennisyu.com/wichita · [/digimarcon](https://dennisyu.com/digimarcon) · [/dealcon](https://dennisyu.com/dealcon). Dennis Yu — CEO, BlitzMetrics; spoken in 17 countries.