

VaynerX Presents: Marketing for the Now: Back to School Edition

<https://silosolo.com/447723>

Summary

The video featured an interview with the CEO of ETS, Amit Sva, who discussed the role of ETS as an educational assessment company. He highlighted their work in K-12, Higher Ed, and Workforce education. The concept of 'back to school' was viewed as a time for reflection and learning, with ETS focusing on supporting adult workers. Gary expressed his view on innovation in education, questioning the traditional college model and emphasizing the importance of self-awareness. The integration of AI in education was also discussed, with ETS launching an initiative called Teach AI to foster fundamentals of AI education. There is growing momentum in the educational sector to incorporate AI, despite some districts banning certain aspects. Overall, the mood and conversation around AI in education are shifting towards addressing challenges and promoting understanding.

Silo sample questions

- What is ETS and what do they do?
- How does ETS view the concept of 'back to school'?
- What is Gary's view on innovation and education?
- How do ETS and the educational sector view the integration of AI in education?
- What is the current mood and conversation around AI in education?

Topics

Education assessment

Back to school

Innovation in education

Integration of AI in education

Key Takeaways

- ETS is an educational assessment company that provides data and insights through a range of products and services. They work in K-12, Higher Ed, and Workforce education.
- ETS sees 'back to school' as a time for reflection and learning for both children and adults. They are focused on supporting adult workers with educational products and services.
- Gary believes that college is not for everyone and that there is a need for self-awareness and consideration of individual situations. He questions the progress and conversations in the educational sector regarding this nuance.
- There is growing momentum in the educational sector to incorporate AI into the system. ETS has launched an initiative called Teach AI to foster the fundamentals of AI education for students.
- While there are districts that have banned certain aspects of AI, the overall mood is shifting. There is a movement to address and confront the challenges and foster the

understanding of AI fundamentals.

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