

Digital Marketing Expert Brian Kato Set To Speak At Dark AI Dallas In December 2023

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Loveland, CO-based, SEO and digital marketing expert Brian Kato will be sharing his thoughts on DarkAI, the dark side of the ongoing artificial intelligence revolution, at a conference in Dallas later this year.

At the event, Brian will be speaking alongside a who's who of contemporary digital marketing practitioners including Chad Michael Lawson, Triston Goodwin, Honey Witcher, Devon Wayne, Ted Kubaitis, Dori Friend, Guerin Green, Craig Campbell, Randy Rohde, and event organizer Holly Starks. Some of the prominent names still under consideration for speaking at the event include Steve Toth, Derek Pierce, Michael Merlino, David Hood, Chris Palmer, Viktoria Altman, and Elisabeth Samuels.

Brian explains the key topic that will be discussed over the three days at the event by saying, "DarkAI, a term gaining prominence in the field of artificial intelligence, represents a significant shift in how AI technologies are developed and used. This emerging concept encapsulates the concerns and challenges associated with the potential misuse of AI for malicious purposes."

In essence, DarkAI refers to the application of artificial intelligence in ways that pose risks to individuals, organizations, and societies. These risks encompass a wide range of possibilities, from deepfake creation and AI-powered cyberattacks to the amplification of misinformation and surveillance. DarkAI's implications extend beyond mere technological concerns, touching upon ethical, legal, and security dimensions.

"Over the three days of the event," Brian says, "you will get a chance to get a peek at the future that AI is going to propel us into. While most have been accepting of the game-changing technology and have been incorporating it into their workflows already, its dark and often-ignored implications get lost in the sea of positivity surrounding it. At the conference, we will present a case for why DarkAI may force us to reevaluate the AI revolution and discuss how to keep ourselves and our loved ones protected from its most insidious consequences."

Some of the most glaringly overlooked ramifications of the growth of AI technology, in terms of scope and intelligence, have already come to pass. For example, WormGPT is a large language model (LLM) that is based on the open-source GPT-J LLM and has allegedly been trained on malware-related training data, giving it the ability to wreak havoc with phishing scams and generating malicious code. Similar products that have been spotted in the wild include WolfGPT, FraudGPT, XXXGPT, and several more.

While a lot of us are discerning about the kinds of scams abundant on the internet, Brian says, it only takes one phishing email sent to an unsuspecting employee to take down an entire corporation's defenses and cause a data breach. Tools such as WolfGPT and WormGPT are just the tip of the iceberg in which AI is being leveraged by bad actors to create a deluge of risky programs and communications that can put the best Operational Security (OPSEC) systems around the world at risk. Scammers now have a whole suite of tools that can supercharge their efforts, significantly increasing the reach and depth of the damage they can cause.

Currently, the power and accessibility of the smaller open-source language models do not pose a significant risk yet, but the future, with better more powerful hardware resources, could spell a proliferation of DarkAI tools putting a large percentage of the population at risk. Some of the solutions to the problem include making knowledge workers more aware of the kinds of threats out there and creating clear, easy-to-understand operational guidelines to safeguard businesses, their data, and their intellectual property.

The Dallas event will be held from Fri Dec 08 2023 at 12:00 p.m. to Sun Dec 10 2023 at 06:00 p.m. at Embassy Suites by Hilton Dallas Love Field, 880 W. Northwest Highway, Dallas, United States. A 1-day conference pass for the event costs \$497, a 2-day conference pass costs \$1,497 and the VIP MM + conference pass costs \$2,500.

Readers can contact Brian's SEO agency Fusion Vine at hello@fusionvine.com or (720) 515-6188 for inquiries into its range of SEO services.

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Fusion Vine

Fusion Vine is a Loveland, CO-based SEO and digital marketing provider. With an experienced team led by digital

strategist Brian Kato, Fusion Vine has a track record of positive testimonials and industry recognition.

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