on innovation and creativity. However, while the younger generations accept innovative technologies with joy and great interest, the older generation may be repulsed by such a tool of the experience economy.

75% of respondents still appreciate personal attendance at events and excursions despite the fact that it is resource-intensive and less convenient.

Innovative technologies play a key role in driving the experience economy, enriching the consumer experience and enhancing engagement between brands and consumers. The Experience Economy allows businesses to establish a deeper, more meaningful connection with their consumers, fostering greater loyalty and competitive advantage.

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ELEVATOR PITCH

In today's fast-paced world where attention spans are shorter than ever, being able to communicate the message concisely and effectively is crucial. By delivering your message quickly and succinctly, you increase the likelihood of grabbing your audience's attention and leaving a lasting impact. Mastering the art of the elevator pitch can help you cut through the noise and make a memorable impression in a world inundated with information.

The purpose of this paper is to develop a concise and compelling way to communicate ideas, business, or personal brand in a short amount of time, typically around 30 seconds to two minutes.

An elevator pitch – also known as elevator speech – is a short, memorable description of what you do and/or what you sell. The goal is to earn a second conversation, not to convince the person you are talking to that they should hire you or buy your solution.

It is called an elevator pitch because it takes roughly the amount of time you would spend riding an elevator with someone. If you happen to bump into Elon Mask you have been dying to meet in an elevator, how will you introduce yourself, get your point across, and ask to stay connected – all before that he gets off the elevator. Although you are unlikely to run into Elon Mask on the elevator, there are many occasions when you will need a strong elevator pitch [1].

There are many real-life stories where people, through elevator pitch, get a job or funding. One of the most successful cases is that of Howard Schultz. He was a former CEO of Starbucks who introduced a successful elevator pitch. He was able to convince investors of the potential of the company by inviting them to create a network of cafes with a common concept. As a result, Starbucks now costs more than $100 billion [2].

Elevator pitch can be used for introduction to employers virtually in online profiles. This can help recruiters find you in a targeted search and encourage them to contact you. It can also generate higher quality contacts from employers since you are proactively addressing what kind of opportunities interest you and the skills you bring. An elevator pitch is useful also at career fairs where your time to interact with employers is often limited to just a few minutes.

Whether you are actively looking for a new job or simply interested in meeting new people, use your elevator pitch during professional events to build your network. You might be pleasantly surprised to find that someone has advice, helpful connections or an interesting opportunity for you based on the experience and passion you mention in your pitch.

A successful elevator pitch should answer the following questions: Who are you? What do you do? What do you want?

The elevator pitch should start by introducing yourself. As you approach someone at an event, interview or anything in between, start your pitch by giving your full name, smile, extend your hand for a handshake and add a pleasantry like, "It's nice to meet you!"

The next step is to summarize what you do. This is where you will give a brief summary of your background. This entails providing a concise overview of your background, incorporating pertinent details such as your education, professional experience, and any notable specialties or strengths.

Then explanation of what you want. This step will depend on how you are using the pitch. This is a good opportunity to explain the value you will bring, why you are a good fit for a job, or generally what your audience has to gain from your interaction. The main focus in this section of the speech is on what you have to offer.

And the last step is a call to action. You should end your elevator pitch by asking for or stating what you want to happen next. If you feel an elevator pitch is appropriate for a certain situation, begin with the goal of gaining new insight or determining next steps. Examples can include asking for a meeting, expressing interest in a job, confirming you have fully answered an interview question or asking someone to be your mentor. Asking for what you want can be intimidating, but it is important you give the conversation an action item instead of letting it come to a dead end. Remember:

you have just met this person, so make the ask simple with little required on their part [3].

If they agree to your request, be sure to thank them for their time and get their contact information. End the conversation with a concise and action-oriented farewell, such as, "Thank you for your time, I'll send you a follow-up email tonight. Have a great day!" If they do not agree to your request, gracefully end the conversation with a polite, "I understand, thank you for your time! If it is all right, I will send you a follow-up email and see if there is a better time for us to connect.

In addition to what you include in your speech it also matters how you present it. It is important to speak naturally and concisely during your elevator pitch to avoid sounding rehearsed and forced. Using plain language that is easy for all audiences to understand is key, as technical jargon and industry-specific terms can make it difficult for others to engage in conversation with you.

In conclusion, crafting an elevator pitch is an invaluable tool in today's environment. It allows people to succinctly communicate a value proposition and grab the listener's attention within a brief meeting, whether it is in an elevator, networking event, or professional setting. A well-crafted elevator pitch can leave a lasting impression, opening doors to new opportunities and connections.

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GENERATIVE ARTIFICIAL INTELLIGENCE: ETHICS OF USAGE AND INFLUENCE ON EMPLOYMENT IN CREATIVE INDUSTRIES

Artificial intelligence is the simulation of human intelligence processes by machines, specific applications of which include expert systems, natural language processing, speech recognition and machine vision. Generative AI models use neural networks to identify patterns in existing data to generate "new" content. Training them