

SPEAKER • AUTHOR • AI SEARCH STRATEGIST

Donna Rougeau

Helping audiences understand how AI finds, checks and recommends businesses.

Founder & Chief Information Architect, Protected by ALFIE Inc.

Charlottetown, Prince Edward Island • Available in person and virtually

Customers are asking AI first

49%

of U.S. adults now use AI chatbots, up 16 points in two years

Pew Research, Jun 2026

37%

of consumers now begin searches with AI tools instead of a search engine

Eight Oh Two, cited in Instant Press, 2026

900M+

weekly active ChatGPT users in early 2026, more than double a year earlier

Instant Press / Ridge Marketing, 2026

38%

drop in click-through to websites when Google AI Overviews appear

Randomized field experiment, cited in Reporter Outreach, Jun 2026

Every audience I speak to is already affected. Most do not know it yet.

30+ years of making sense of how search works

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Founder & Chief Information Architect, Protected by ALFIE Inc.

Charlottetown, Prince Edward Island, Canada

- From assembler programming to AI-era search, 30+ years in technology
- Has studied Google's public patent filings since 2006
- Subject matter expert author for Search Engine Land
- Co-host of the podcast Reimagining Digital: Mastering Search with AI
- Member of two AI Hospitality Alliance working groups, alongside Accor, AWS, Cendyn, Canary Technologies and the Boutique & Lifestyle Lodging Association
- Author of The Basics++, Design | Decide | Develop | Distribute, The First One Up and The Chaiwallah's Digital Secret

Be the Business AI Recommends

More people now ask AI who to choose instead of searching. AI checks facts, and when a business's facts are out of date or disagree with each other, it recommends someone else. Donna explains how this works in plain language, shows what it looked like at a real Vancouver hotel, and gives owners a clear first step.

You will leave with

- Why AI skips good businesses, in everyday terms
- A simple self-check of your own online facts
- How to turn proof you already have, such as reviews and awards, into something AI can read
- A clear first step for your business

Best for: business owners, associations, chambers of commerce, hospitality and professional services **Format:** 40-minute keynote with Q&A

Garbage In, Confident Out: Facts Worth Retrieving

A retrieval system is only as trustworthy as the sources it draws from. Donna shows what happens when an assistant meets facts that contradict each other, such as three different pet fees on one website, and how to design sources for retrieval: one clear fact per statement, provenance a system can check, and freshness.

You will leave with

- How to spot contradictions, stale pages and vague wording
- How to structure facts so a system can verify their origin
- How to test a knowledge source against real questions before launch

Best for: product, data, AI and marketing teams, hackathons, technical communities **Format:** 45-minute talk or 90-minute workshop

Truth by Design: Responsible AI in Practice

Responsible AI starts with a rule many projects skip: do not publish what you cannot verify. Donna shares how a working platform puts a person in the loop before anything goes live, signs facts so their origin can be checked, and teaches its AI step to answer “unverifiable” instead of inventing a fact.

You will leave with

- Where to place human review in an AI workflow
- How to design for provenance, so every output traces to a source
- How to teach an AI step to admit what it does not know

Best for: responsible AI tracks, boards, associations, regulated and professional-services audiences **Format:** 40-minute keynote, fireside chat or panel

AI Visibility Workshop: audit your own business

1

How AI decides

Why assistants pick one business over another.

2

Audit your facts

Participants check their own websites and listings against a simple checklist.

3

Prioritize the fixes

Each person turns what they found into an ordered list of fixes.

4

Plan your next step

A realistic plan they can start the same week.

Half-day or full-day. Works for association members, leadership teams and client groups.

Ways to bring Donna to your event

Keynote

30 to 45 minutes, tailored to your audience and industry.

Workshop

Half-day or full-day, hands-on, with materials for every participant.

Virtual briefing

A 45 to 60 minute session for members, teams or clients, from anywhere.

Fireside chat or panel

A conversation format for conferences and community events.

Every session is customized with examples from your industry after a short discovery call.

Every talk is built on a real case

Georgian Court Hotel, a 180-room boutique hotel in downtown Vancouver.

+38.7%

**Direct bookings, Aug
2026 vs Aug 2025**

1,050 to 1,456 room nights:
406 more nights booked
without a middleman.

42% to 66%

Overall AI readiness

How easily AI can identify
the hotel, check its facts and
trust what it finds.

6 to 290

Signed claims

Facts AI can now verify,
each with a digital seal and
an evidence link.

Direct bookings are hotel-reported. Readiness scores come from ALFIE audits on Jul 8 and Sep 29, 2026. Tracing bookings to AI answers is ongoing work with the hotel.

Audiences who choose, and those who build

Business audiences

- Hotels, resorts and tourism
- Golf and experience operators
- Law, accounting and advisory firms
- Associations and chambers of commerce

Technical and community

- AI, data and product teams
- Marketing and SEO professionals
- Women in tech and AI networks
- Hackathons and founder programs

Plain language for business owners. Practical depth for the people who build the systems.

Simple for organizers

1

Discovery call

A short conversation about your audience, goals and format.

2

Tailored content

Examples from your industry, so the talk lands for your people.

3

Everything you need

Bio, headshot, abstract, slides and technical needs, on time.

4

Follow-up

A checklist for attendees and a debrief for you, so the value lasts.

Fees are tailored to the format, location and customization. Ask for a quote.

Let's bring this to your audience

Tell me about your event and the people in the room. I will suggest the talk that fits.

Donna Rougeau

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