



Marketing Forum
Thursday, May 9, 2024
8:30 AM - 12:00 PM

- A. Introduction of ACEC Ohio – **Lexi Francis, Communication Specialist, ACEC Ohio**
- B. Introduction of SMPS Columbus – **Anna McDonough, Regional Business Development Director, Legat Architects**
- C. Introduction of Facilitators – **Kristin Studabaker, Carpenter Marty Transportation**
Rachel Headings, Burgess & Niple
Kathy Bast, KS Associates

Agenda

8:35 AM – 9:35 AM

Frank Lazaro Presents: *Utilization of Artificial Intelligence (AI) in Marketing, Social Media, and Proposals*

9:40 AM – 11:00 AM

Break out discussions

Facilitators: *Rachel Headings, Burgess & Niple*
Kathy Bast, KS Associates

11:05 AM - 12:00 PM

Colin Trubee Presents: *Tutorial on video production for marketers using your phone*

Attendees should download the mobile software “Adobe Rush” to be prepared for the tutorial

12:00 PM

Final remarks