



**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*