

KEYNOTE & WORKSHOP

AI For Fun & Profit

Ernie Harker

Speaker · Author · Consultant



Abstract

Generative AI is one of the hottest topics in business today, and for good reason! Those who learn to use it will save a tremendous amount of time and money while producing mind-blowing results.

In this eye opening presentation, branding expert Ernie Harker—a Generative AI educator and daily practitioner—will introduce your audience to powerful AI tools that can amplify marketing teams, accelerate production, and improve creativity. As a pioneer in using AI to create high-impact branding and marketing content, Ernie teaches AI courses and has helped businesses streamline their creative processes.

Ernie will help you discover the limitless potential of AI for social media, product photography, website design, books, research, and more! He'll also teach prompt-writing techniques that ensure useful, on-brand results—helping attendees harness AI like a pro.

Ernie is an audience favorite because he brings high-energy humor, creativity, and real world business experience to inspire and educate.

Take Aways

- 1 Maximize Creativity** – Discover how AI can ignite new ideas and turn on your creativity.
- 2 Master AI Prompting** – Craft prompts that generate high-quality, on-brand content.
- 3 Competitive Edge** – Leverage AI to streamline workflows and reduce costs.



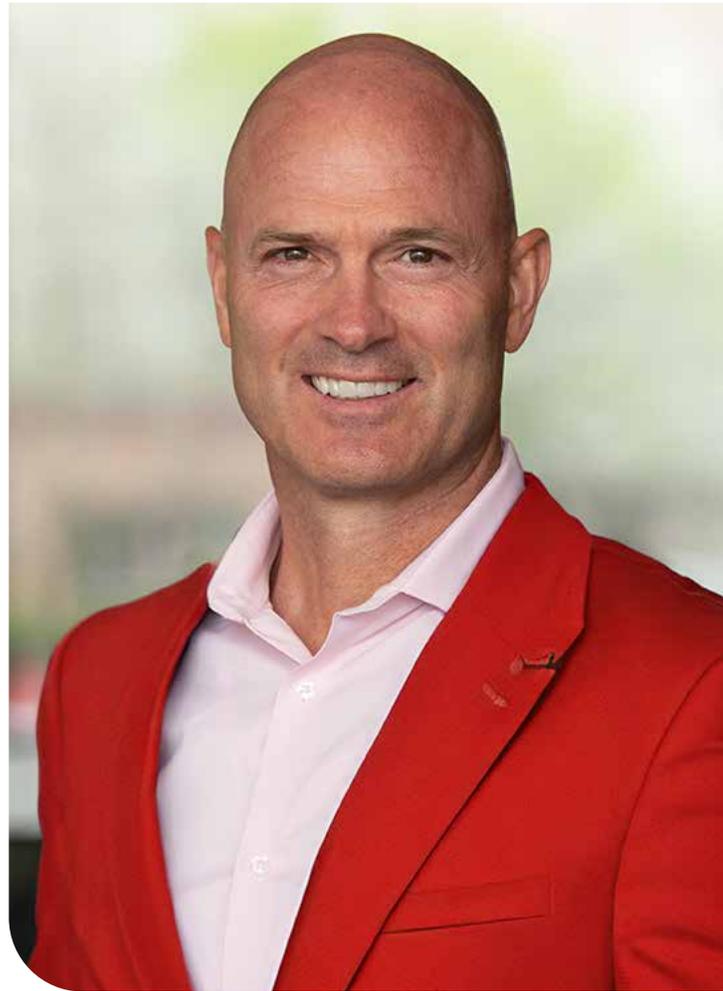
About Ernie

Ernie began his career in 1993 as a storyboard artist and graphic designer for a large ad agency in SLC, UT.

Two years later he founded a creative production studio called Ernburn that built a reputation for world class illustration, animation, video production, ad design, writing, and brand development. One of his best known successes was leading the rebrand of Maverik, Inc., from Country Stores to a multi-billion dollar outdoor adventure themed brand.

Ten years later he was hired as Maverik's Executive Director of Marketing. Ernie left Maverik in 2018 to consult, finish writing, "Your Brand Sucks," and pour gasoline on his speaking career!

He now teaches courses that teach people how to use Generative AI for content writing, image creation, ideation, and video production.



Ernie loves to draw, run, wake board, do yoga, hit the gym, mountain bike, watch movies, eat junk food, and spend time with his family and 7 brothers.

"Extremely engaging!" - Zach B

"Ernie's 30-minute presentation on AI saved me \$90,000!" - Vistage CEO

"So engaging with tactical takeaways for not just marketing professionals, but all professionals." - Hannah T

