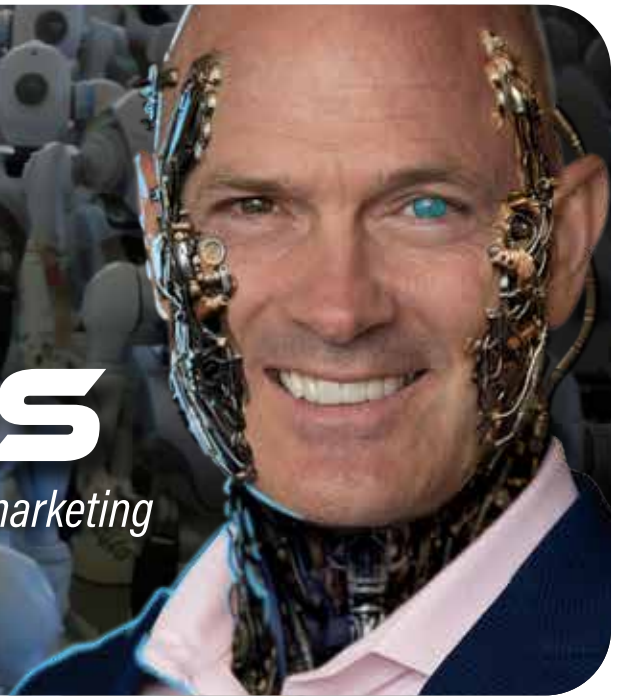


<Keynote>

RISE OF THE MACHINES

How to harness A.I. tools to empower your marketing team to do more with less.

< /Keynote >



ERNIE HARKER
Speaker • Author • Consultant

Abstract

Artificially intelligent text, image, and video generators are revolutionizing the way your competitors produce marketing materials for their businesses. Early adopters who learn how to use them will be faster, more creative, and more efficient.

In this 45-50 minute mind blowing presentation, branding expert, Ernie Harker will introduce your audience to powerful A.I. tools and explain how to use them to virtually multiply their marketing teams, accelerate production, and improve their results. Ernie will open minds to the limitless potential to create social media posts, product photos, website designs, research, and more! He'll also teach the steps to define a strategy that marketing professionals can use to guide A.I. prompts that deliver useful, on-brand results.

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

Learning Objectives

- 1 Discover powerful A.I. marketing tools.
- 2 Learn how to prompt these tools to get useful, on-brand material.
- 3 Learn strategies to improve the quality and quantity of your messaging.



About Ernie

"Ernie has a gift for breaking down the concept of branding into easy to understand steps using his strong capacity for storytelling!"

"He doesn't talk in fluff and abstraction."

"He's got so many good ideas that are high level."

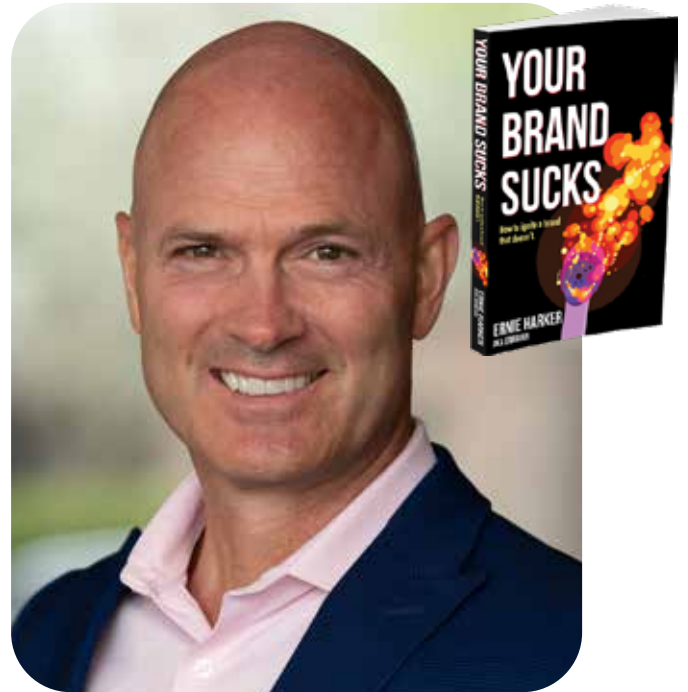
"I was taking tons of notes."

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 Adventure's First Stop.

Ten years later he was hired as Maverik's Executive Director of Marketing where he also served on the NACS marketing content committee for 4 years.

Ernie left Maverik in 2018 to consult, write "Your Brand Sucks," and pour gasoline on his speaking career!



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.



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