

A man with a shaved head, wearing a red blazer over a pink shirt, is speaking on a stage. He is looking upwards and to the right with an expressive, open-mouthed smile. The background is dark with colorful bokeh lights in shades of blue, purple, and yellow.

KEYNOTE & WORKSHOP

Fire Up Your Brand With AI

Ernie Harker

Speaker • Author • Consultant

Abstract

Generative AI is one of the hottest tools in business today—and for good reason. It's not just futuristic hype. Those who learn to wield it now will save time, slash costs, and unleash mind-blowing business results.

In this eye-opening, hands-on keynote, branding expert and AI educator Ernie Harker shows American Rental Association members how to tap into AI's full potential—no technical degree or Silicon Valley budget required.

Whether you're renting tents, tools, or towable lifts, you'll discover how to use AI to instantly generate proposals, RFPs, social media, and marketing materials in minutes—not hours. Plus, you'll build your very own AI-powered marketing assistant live during the session!

Ernie brings years of real-world experience helping businesses create high-impact branding and marketing content with AI. He'll walk you through tools, tactics, and prompt-writing techniques that produce useful, on-brand results—every time.

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

Take Aways

- 1 Your own AI marketing robot (yes, really!)
- 2 Speedy techniques for writing RFPs, proposals, and promotions
- 3 The skills to apply AI across your social media, website, product photos, and more



About Ernie

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

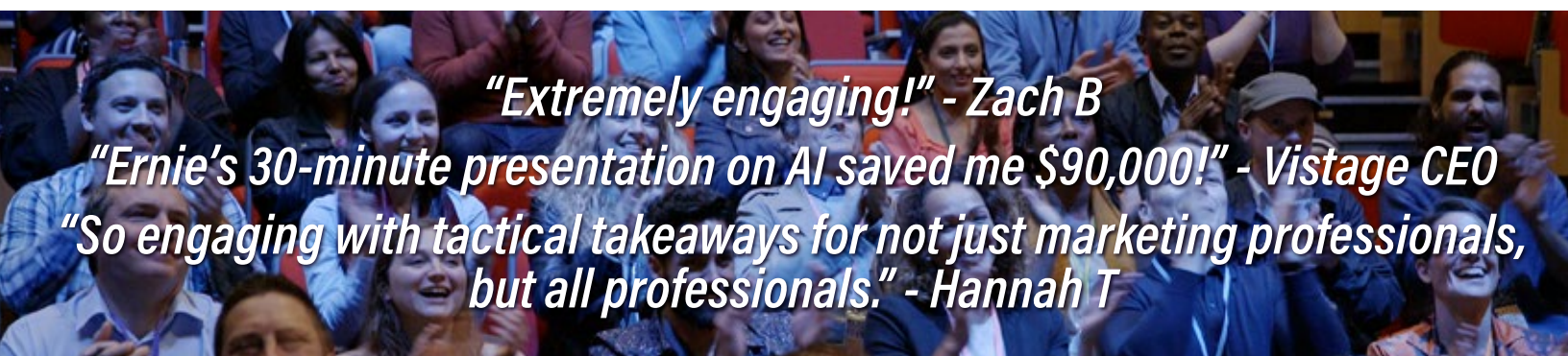
Two years later he founded a creative production studio called Ernburn that built a reputation for world class illustration, animation, video production, ad design, writing, and brand development. One of his best known successes was leading the rebrand of Maverik, Inc., from Country Stores to a multi-billion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

