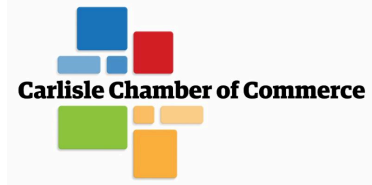




MISSION STATEMENT: The Carlisle Area Chamber of Commerce promotes the economic vitality of its community, drives community development, and enhances the quality of life for all who live and work in Carlisle.



WARREN COUNTY CHAMBER'S PRESENTS:

DIGITAL MARKETING SUMMIT

AI within your business



Dr. Aaron Santos
Simpson College



Professor Chris Snider
Drake University
School of Journalism &
Mass Communication

Learn how to actually use AI in your small business with simple, repeatable prompts, powerful tools beyond text, and real-world applications that save time and improve results. Walk away with practical strategies and tools you can start using immediately to support your business growth.



APRIL 14 | 9:00AM

Virtual Platform Provided By: Drake University's School of Journalism & Mass Communication



Digital Marketing Summit

Keynote Speakers

Dr. Aaron Santos
Simpson College



Dr. Aaron Santos is an assistant professor of physics at Simpson College with a BS from MIT and a PhD from Boston University. With more than 25 years of experience in emerging technologies, he has worked in data science and AI, including serving as a Data Science Supervisor and leading the Innovation Lab at EMC Insurance. He is also a co-founder of two tech companies and the author of multiple books that make complex science concepts accessible to everyday audiences.

Professor Chris Snider
Drake University School of Journalism & Mass Communication



Chris Snider is a professor at Drake University and co-founder of the AI education company Innovation Profs. He has spent his career pushing for innovative and creative ways to tell stories. He teaches social media and digital media courses to undergrad and graduate students. Prior to joining Drake, Chris was a journalist in Baltimore, St. Louis and Des Moines. Chris teaches workshops and gives presentations on topics ranging from Social Media Strategy to Personal Branding to Generative AI.

Agenda

- 9:00 AM **Welcome by Warren County Chambers of Commerce**
- 9:10 AM **Dr. Aaron Santos - Simpson College**
Get a clear, practical introduction to artificial intelligence—what it is, how it works, and why it matters for your business. You'll learn key concepts, explore real-world applications, and walk away with simple, actionable tips to start using AI to support growth right away.
- 9:50 AM **Break**
- 10:00 AM **Professor Chris Snider - Drake University School of Journalism & Mass Communication**
Learn how to turn AI into a practical tool for your business. This session will show you how to write effective prompts, create graphics and videos without a design budget, and use AI-powered tools to streamline your day-to-day operations. Walk away with simple, repeatable strategies you can start using immediately.
- 11:00AM **Summit Adjourned**

Register Online

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