



**Virtual Marketing Forum  
Thursday, May 1, 2025  
9:00 AM - 12:00 PM**

- A. Introduction of ACEC Ohio – Rachel Headings, Burgess & Niple**
- B. Introduction of SMPS Ohio Chapters (Columbus, Northeast Ohio) – Meghan Allsop, OHM Advisors, Jillian Van Wagnen, Regency Construction Services**
- C. Introduction of Facilitators – Kathleen Bast, KS Associates & Tim Bates, MurphyEpson**

**Agenda**

**9:10 AM - 10:10 AM**

**Presentation/Q&A - Finding 12 minutes: Unlocking Efficiency & Productivity with Gen AI**  
*Practical AI Use Cases for AEC Firms, Frank Lazaro*

**Break 10:10 AM - 10:15 AM**

**10:15 AM - 10:55 AM**

**Break out discussions**

Facilitators: *Kathleen Bast, KS Associates & Tim Bates, MurphyEpson*

1. **Breakout Topic 1 (10:15-10:35):** How is your firm Leveraging (or plan to leverage) AI?
2. **Breakout Topic 2 (10:35-10:55):** How is your marketing team supporting recruiting and retention?

**Break 10:55 AM - 11:00 AM**

**11:00 AM - 11:55 PM**

**Presentation/Q&A - Critical Infrastructure to Building a Crisis Communications Plan, Jocelyn Hodson, APR**

**11:55 AM – 12:00 PM**

*Final remarks*