



Bureau of Digital



AI & YOUR AGENCY

ATLANTA – THE GARAGE

MARCH 4-5, 2024



Event Dossier

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Welcome to AI & Your Agency!

This will be your handy guide to what's happening during AI & Your Agency. We want you to learn, share, be collaborative and know where to be so you don't miss a thing!

There is ample parking at The Garage, with the entrance via White Street SW. This would also be the best spot to be dropped off by rideshare, if you're not driving to the venue. If you have any issues, please call or text Lori at 904-910-2112.

From the parking lot you'll take the walkway between Box Car at Hop City and West End Brewery & Gardens, then the sidewalk to the left. The private entrance to The Garage's Chandelier Room will be on your right. (see below)

THE GARAGE — 933 LEE STREET SW, ATLANTA, GEORGIA 30318



MARCH 4

Monday

Day 1:

THE GARAGE

933 LEE STREET SW, ATLANTA, GEORGIA 30318

9:00-10:00 AM

Check-in and Continental Breakfast

10:00-11:00 AM · **GROUP DISCUSSION**

Why did you decide to join us? Are you using AI in your business? How's it going?

11:00 AM-12:00 PM · **PRESENTATION**

The Origin of AI and How It Works

— Britney Muller

12:00-1:00 PM · **GROUP DISCUSSION**

Internal AI policies, Trials and Adoption

1:00-2:30 PM

Lunch

2:30-4:00 PM · **WORKSHOP**

Thinking in AI

— Gant Laborde

4:00-5:00 PM · **PRESENTATION**

How to Use AI to Supercharge Your Agency

— JP Holecka

5:00-6:00 PM

Happy Hour

— The Garage

MARCH 5

Tuesday

Day 2:

THE GARAGE

933 LEE STREET SW, ATLANTA, GEORGIA 30318

9:00-10:00 AM

Continental Breakfast

10:00-11:00 AM · PRESENTATION

Implementing AI in Your Service Offering

— Michael King

11:00 AM-1:00 PM · GROUP DISCUSSION

Managing client expectations and promoting the use of AI

1:00-2:30 PM

Lunch

2:30-4:00 PM · PRESENTATION

AI & Content Marketing

— Jeff Coyle

4:00-5:00 PM · PRESENTATION

Solving Problems & New Opportunities

— Wil Reynolds

Learn more at BureauEvents.com

Upcoming Events

2024 - MAIN EVENTS

MARCH 24 - 27

**Owner Excursion: Kentucky
Bourbon Trail**

APRIL 15 - 16

Design Leadership Camp Online

MAY 19 - 23

Owner Camp England

SEPTEMBER 24 - 27

Leadership Live Las Vegas!

OCTOBER 13 - 16

Digital PM Summit Austin

NOVEMBER 10 - 14

Operations Camp New Orleans

DECEMBER 8 - 12

Owner "Ski" Camp Whistler

Bureau Role Calls, Webinars and Workshops

**CHECK THE BUREAU WEBSITE AND GCAL FOR DATES
AND TIMES**

ONLINE WEBINARS AND WORKSHOPS ARE FREE FOR MEMBERS!

Special thanks to our wonderful partners



MATCHSTICK



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