



UNLEASHING THE POWER
OF AI DESIGN



2024 Spring Conference Agenda March 18-19, 2024 Southern Union Community College

AGENDA

Monday, March 18, 2024

3:00 p.m. - ACCSPRA Board Meeting

5:00 p.m. until 7:00 p.m. - Welcome Reception

Location: Wild Wing Cafe, 3040 Capps Way, Opelika, AL 36804

Tuesday, March 19, 2024

Southern Union Community College

301 Lake Condy Rd

Opelika, AL 36801

(Southern Room of the Business Technology Center)

8:30 a.m. - Registration/Breakfast

9:00 a.m. - Welcome

9:15 a.m. - **Artificial Intelligence = Hours Back Into Your Day!**

Every marketing communicator is aware of the rapid rise of Artificial Intelligence. But have you fully explored the ways that you can integrate this powerful new tool into your creative workflow? And save hours in your day?

Join **Kathi Swanson from Clarus** as she shares best practices from your colleagues across the nation and puts hours back into your day!

10:45 a.m. - Break

11:00 a.m. - **Exploring AI in Adobe Creative Cloud: Creativity and Productivity**

Dr. Chelsy Hooper, Head of Instructional Technology in the
Auburn University Libraries' Innovation and Research Commons

12:15 p.m. - Lunch

1:15 p.m. - **Introduction to Photoshop's Generative Fill**

Lloyd Wing, Director of Marketing for Coastal Alabama Community College

2:15 p.m. - Pyramid Awards Update

3:00 p.m. - Dismissal