



Marketing and Communications Workshop

Friday, January 26, 2024

Graland Country Day School

55 Clermont St.

Denver, CO 80220

303-399-8361

Parking: Attendees should park in an appropriate space on surrounding streets and then enter and check in at the east entrance on Clermont St. Please DO NOT park alongside the campus due to carpool access.

Agenda:

9:00 a.m.= Arrive at Graland Country Day School

9:00-9:30 a.m.= Introductions

9:30-11:00 a.m.= Adrienne Schafer from Recap Ideas presentation regarding AI applications for marketing and communications offices and tips for analytics.

11:00-11:15 a.m.= Break

11:15-12:00 a.m.= Roundtable Discussions Based on Group Interest

Possible Topics:

- Generational Shifts and Implications for Your Work
- Ideas/strategies on Branding
- Communication Strategies Leading to Success with Retention
- Ways to Shift from Traditional to Digital
- Tips for Tracking Loyalty

NOTE—new or different topics can be added on site based on attendee interest.

12:00- 12:15 p.m.= Share out from roundtables

12:15-1:00 p.m.= Lunch (provided by Graland) and collegial connections

1:00 p.m.-1:45 p.m.= Optional tour of Graland or depart

Presentation Overview/Description:

Empowering School Marketers and Communicators Through AI: Less Time, Better Outcomes

Get an introduction to the expansive potential of Artificial Intelligence (AI) in amplifying your communications and marketing efforts, working toward better outcomes with less time spent. Explore how AI can aid in creating engaging written and visual content. Learn how to harness AI to discover newsworthy stories within your school community, draft marketing content, and analyze data to distill impactful narratives or move donors to action. While AI can't do it all, it's a powerful ally for school marketing and communications professionals, reducing the grind and elevating the quality of your work.



Brief bio: Adrienne Schafer is an expert in digital strategy, aiding organizations in effectively reaching their target audiences through innovative digital tools, communications, and marketing. Driven by a love for extracting actionable insights from data and a knack for creative problem-solving, she offers tailored strategies for diverse clients, in the government, healthcare and education sectors and beyond. Her approach ensures not only digital engagement but also action beyond the online sphere.

With a master's degree in e-learning, Adrienne enjoys instructing people about technology, using technology, including how to leverage AI for marketing and communications. Her background includes roles at Twitter where she instructed global brands on maximizing social data, and at Sony, where she engaged children with interactive technology exhibits.

Company description: Recap Ideas provides custom AI training and consulting services tailored specifically for marketing and communications professionals. Our mission is to equip you with the knowledge to leverage artificial intelligence, to achieve your personal or organizational goals. Whether you're an individual looking to upskill or an organization seeking efficiencies or a competitive edge, Recap Ideas is your partner in navigating the dynamic landscape of AI with confidence and clarity.

