

# THE CONVERGENCE: AI BUSINESS & EDUCATION

## 8th Annual Business Community Engagement Symposium

### Program Agenda:

10:00 - 10:30 am Registration/ Check-In, Refreshments & Networking

10:30 - 10:45 am Welcoming Remarks:

- **Kelly Brozyna**, CEO/ State Director, NJSBDC Statewide Network
- **Dean Lei Lei**, Rutgers Business School - Newark & New Brunswick
- **Jeffrey Robinson**, Provost, Rutgers University–Newark

10:45 - 11:30 am Panel Discussion #1: RBS & The Community

#### Working with RBS to Help Your Operations

Rutgers Business School is constantly at the forefront of innovation. Join us to learn how to tap into RBS Students and Faculty to help your business operations.

11:30 - 1:00 pm Keynote Lunch & Networking

#### There's No Need to Fear AI; the Future is Here!

Featuring Keynote: Donna Da Cruz Lloyd

1:00 - 3:00 pm

#### Workshops

**Tracks: #1 - 101: Beginner/ Entry Level | #2 - 102: Intermediate | #3 - 103: Advanced**

**1:15 - 2:00 pm (GROUP A)**

Workshop 1A: Beginner/ Entry Level AI

Workshop 2A: Intermediate AI

Workshop 3A: Advanced AI

#### AI & The Basics:

##### **General Usage of AI for Business**

So, what's the big deal with AI? Is there a secret sauce for your business? Join us to find out the basics of what AI can do for your business today.

#### AI & Your Money:

##### **Using AI In Your Accounting Processes**

Most people don't realize that AI can really enhance your accounting processes. Whether you need to help with accurate auditing, financial statements, or managing/ archiving documents and data, AI can definitely help you strengthen your accounting practices. Join us to learn how you can build AI into your accounting processes.

#### AI & CRM:

##### **Taking Your Marketing to the Next Level with AI**

Artificial Intelligence has tons of options for you to upgrade your marketing processes. You can take your customer relations to a completely different level, as well as tailoring specific content for your specific needs. Join us to learn how to take advantage of these practices to push you above and beyond your competition.

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Wednesday, NOVEMBER 8, 2023 | 10:00 am - 4:00 pm | Rutgers Business School, 1 Washington Park, Newark NJ 07102

• Business Counseling Clinic Available Throughout the Day

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### Program Agenda (cont.):

#### Workshops

Tracks: #1 - 101: Beginner/ Entry Level | #2 - 102: Intermediate

2:15 - 3:00 pm (GROUP B)

Workshop 1B: Beginner/ Entry Level AI

Workshop 2B : Intermediate AI

#### **AI & Policy:**

##### **NJ & The State of AI**

Artificial Intelligence presents a multitude of possibilities to impact all aspects of life today. So much so, that Gov. Murphy recently established a State Artificial Intelligence Task Force. What does this mean for you, your business, and your community? Join us to find out.

#### **AI & HR:**

##### **Managing Your Workforce Utilizing HR**

Today's workforce presents many challenges. However, there are undisputed benefits to incorporating AI into your HR practices. Did you know that Artificial Intelligence can help you track your team's skill-sets progress and measure efficiencies? Join us to learn how to take advantage of these practices to help you manage your staff.

3:10 - 3:55 pm

#### **Panel Discussion #2: AI & Activation**

##### **Next Steps: Putting AI to Work**

Now that you've been able to find out about the tons of benefits artificial intelligence has to help you and your business, how can you actually use it? What do you need to do to get to the next level? And maybe you have more questions to ask to help you utilize AI. Join us for a final overview of AI and ask any question you need answered while the experts are here!

3:55 - 4:00 pm

#### **Summary & Closing Remarks**

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