



# AI-DRIVEN BEAUTY PROFESSIONALS MARKETING IN THE NEW ECONOMY

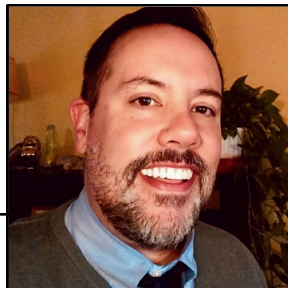
Step into the Future: Dive into the evolving world of digital marketing with the power of ChatGPT.

Together we will explore the unparalleled opportunity to transform technology into your business' competitive edge.

### We will explore:

- AI fundamentals
- Personalized brand voice development
- Strategic content creation powered by AI

Let's pioneer the future of industry marketing together, turning the latest tech advancements into your strategic advantage.



### HOW TO REGISTER:

#### Contact a local Salon Consultant

- Chad Parkhurst 816-916-4314
- Vonna Occhipinto 816-456-4772
- Shelby Bowden 660-619-4123

#### Stop by one of our six local stores

- Lee's Summit, Blue Springs, Liberty, Hickman Mills, Barry Rd or Westport (Mon-Fri 8am-5pm or Sat 8am-1pm)

**MONDAY, APRIL 14, 2025**

**9:00AM –12:00PM**

**GRAND STREET CAFÉ EVENT SPACE**

4740 GRAND AVENUE  
KANSAS CITY, MISSOURI

INVESTMENT: \$49      EDU147

### WHAT YOU WILL LEARN

Understand the basics of AI technology. Use ChatGPT to create effective Instagram content that engages. Learn where you should be putting your energy to attract clientele.

### FEATURING: TIM FISK

Senior Director of Brand Development and co-owner of Summit Salon Business Center, Tim Fisk is one of the beauty industry's top marketing and branding experts –bringing a unique blend of technical knowledge, relatability, and real-world experience as a salon owner and global brand manager.

