# . **Breakout Session #1**

**Create, Automate, and Elevate Your Work with GenAI**

In today's digital era, organizations are embracing AI to revolutionize marketing. As a business leader, you understand the importance of maximizing resources while still delivering impactful messages to your audience.

AI enhances efficiency, saves time, and sparks creativity. From streamlining data analysis to automating tasks, AI provides tools for precise and effective marketing and business support. However, it's vital to recognize the irreplaceable human touch. Crafting brand-resonant narratives and interpreting nuanced cues require human creativity and insight. Balancing AI's benefits with human expertise ensures impactful output for entrepreneurs.

**You’ll Learn:**

* The fundamentals of prompt engineering
* Practical applications of AI tools
* The pitfalls of too much trust
* Where human creativity still wins

**Presented By:**  
**Beth Brodovsky, President, Iris Creative Group**  
Beth works with organization leaders to focus their audience and inspire them to action. For 29 years, she and her team have developed branding, marketing, and fundraising communications. She has also helped thousands of marketers build skills through workshops and educational sessions.

**Breakout Session #2**

**Panel Discussion: Social Impact and the Role of For-Profit and Non-Profit Businesses**

This panel explores the evolving landscape where business and purpose intersect. Leaders from both the for-profit and non-profit sectors will discuss how organizations can drive meaningful social impact while maintaining financial sustainability.

The conversation will highlight innovative approaches to addressing societal challenges, the unique strengths and limitations of each sector, and opportunities for collaboration across industries. Panelists will also share real-world examples of impact-driven initiatives, offering insights into how mission and market forces can work together to create lasting change.

**Panelists:**

* **Chaya Scott** – Chief Program & Philanthropy Planning Officer, Chester County Community Foundation
* **Michelle Venema** – Chief Executive Officer, Home of the Sparrow
* **Tyler Frees** – President, Frees Insurance; President, Phoenixville Fire Department

**Breakout Session #3**

**Panel Discussion: Millennial Women Making Their Mark**

In an era of constant change and evolving workplace norms, millennial women are leading the charge—blending passion, innovation, and authenticity to build impactful careers and businesses.

Join moderator **Laura Manion, President of the Chester County Chamber of Business and Industry**, for a dynamic conversation with three powerhouse entrepreneurs:

* **Madi Coble** – Founder, *Madi’s on a Roll*
* **Sydney Grims** – Fearless Restaurants
* **Patricia Olson** – Founder, *Piqued PR*

From food and hospitality to public relations, this panel will dive into the distinct paths these women have carved for themselves, the lessons they’ve learned along the way, and how they’re challenging traditional definitions of success. Whether you're just getting started or looking to level up, their stories will inspire and empower the next generation of women to roll up their sleeves and lead with confidence.