

12:00 – 12:30 PM	Arrival & Registration
12:30 – 1:00 PM	Welcome & Kickoff

Workshop Sessions

■ Track 1 — Small Business ■ Track 2 — Educators & Admin ■ Track 3 — General Community

1:00 – 1:50 PM Workshop Round 1

<p>SMALL BUSINESS</p> <p>AI for Small Business <i>Dr. Justin Rose, AI Innovator & AI Workflow Black Belt</i></p> <p>“I KNOW there’s an easier way to run my business with AI, but I don’t know where to start.” If that’s you, this session is your starting point. Watch real-time, real-world examples of how AI tools are used — then decide how to implement them in your business.</p>	<p>EDUCATORS & ADMIN</p> <p>Building Your AI Profile <i>Zac Schnell, President, Pamlico Community College</i></p> <p>Most people use AI like a search engine. Go deeper. Explore memory settings, custom instructions, deep research tools, specialized models, and interface tips most users never discover — all designed to help AI learn your preferences, goals, and style. Walk in using AI. Walk out owning it.</p>	<p>COMMUNITY</p> <p>AI Tools for Everyday Life <i>Matt Hinson, Manager of Digital Content, Channel 12/WCTI</i></p> <p>Curious about AI but not sure where to begin? Explore how AI tools can simplify daily tasks, spark creativity, and open new doors — no tech background required. From writing assistance to planning and problem-solving, you’ll walk away with practical examples you can use right away.</p>
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1:50 – 2:05 PM Break

2:05 – 2:55 PM Workshop Round 2

<p>SMALL BUSINESS</p> <p>AI for Small Business & Nonprofit Marketing <i>Brian Kurian, Marketing Strategist</i></p> <p>Learn how to leverage AI to strengthen marketing efforts, save time, and communicate more effectively. Covers content ideas, drafting materials, repurposing content, improving consistency, and avoiding pitfalls like generic messaging and loss of brand voice. Actionable strategies included.</p>	<p>EDUCATORS & ADMIN</p> <p>Intentional by Design <i>Nikki Coutouzis, Director, Distance & Professional Learning, Pitt CC</i></p> <p>Explore how AI can assist in evaluating and refining learning objectives, strengthening measurable outcomes, and checking alignment between activities and assessments. The focus: using AI to think more clearly and make intentional design choices. Hands-on — bring a lesson, unit, or set of objectives.</p>	<p>COMMUNITY</p> <p>AI Roulette <i>Dr. Justin Rose</i></p> <p>You bring the problems; our facilitator uses AI to tackle them in real time. Whether you’re a small business owner, educator, farmer, parent, or just curious — if you’ve got a challenge, we’ve got a tool. Come ready to participate and see what’s possible when AI meets everyday life.</p>
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2:55 – 3:10 PM Break

3:10 – 4:00 PM Workshop Round 3

<p>SMALL BUSINESS</p> <p>AI for Grant Writing <i>Dr. Justin Rose</i></p> <p>Dr. Rose demonstrates a customized GPT built specifically for grant writing. From research and data collection to measuring impact and writing content, see how AI can significantly optimize the grant preparation process and reduce time spent during every stage of grant writing.</p>	<p>EDUCATORS & ADMIN</p> <p>AI as a Colleague <i>Kendall Commodore, Program Director, Respiratory Therapy, Pitt CC</i></p> <p>Practical, real-world ways AI tools can help with everyday tasks: drafting emails, developing lesson ideas, simplifying complex concepts, and organizing information. Also covers what AI can and can’t do, including student privacy, academic integrity, and academic freedom considerations.</p>	<p>COMMUNITY</p> <p>AI & Your Home Garden <i>Ed King, Instructor of Horticulture & Chair of Correctional Education, PCC</i></p> <p>AI can help you grow a healthier garden! Learn to use AI tools to identify plants and pests, troubleshoot garden problems, plan your landscape layout, and get personalized growing advice — all from your phone or computer. Green thumb not required — just curiosity.</p>
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Closing Events

4:00 – 4:15 PM	Break
4:15 – 5:00 PM	Panel Discussion
5:00 – 5:45 PM	Gallery Browsing, Food Trucks, People’s Choice Voting
5:45 – 6:45 PM	Closing Celebration & Award Ceremony