



PIXELS
— With —
PURPOSE

Helping NWA Nonprofits Thrive in a **Digital** World

Tuesday, September 15 / 8:30-11 AM

Hosted at the NWA Food Bank, Lowell, AR

Please bring a non-perishable grocery donation for the NWA Food Bank

Session One

8:30 - 8:55 | Arrive, Fuel Up, Network

8:55 - 9:00 | Welcome & Preview

9:00 - 9:20 | **DIGITAL MARKETING**

Nonprofit Marketing in the AI Age: Key Trends to Grow Reach & Giving

Jesse Lane, Branches Mission Lab

9:20 - 9:35 | **TECHNOLOGY**

Managing Nonprofit Tech When It's Not Your Day Job

Rob Brothers, TekTrendz IT Services

9:35 - 10:00 | **AI PANEL**

Using AI to Free Up Time for Your Mission

Phil Dozier, Your Part Time Controller

Jason Rutel, Creative Nomads

Jessica Uranga, Purpose Brands 414

10:00 - 10:15 | Break & Network

Session Two

10:15 - 10:35 | **CYBERSECURITY**

Guarding Your Cause: Cybercrime Threats Facing NWA Nonprofits

Special Guest, Authority on Cybercrime

10:35 - 10:55 | **DIGITAL LEADERSHIP**

People-Powered, Digitally Amplified: The Leadership Behind Every Digital Initiative

Diana Rogers, TAB Northwest Arkansas

10:55 - 11:00 | Concluding Remarks

This is a tentative program and subject to change



*Emcee: Ashlyn Brothers,
Morning Anchor,
KNWA/FOX24*



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