

# The Arkansas AI Business Conference

**Date:** Friday, Aug. 15, 2025

**Location:** The Great Hall,  
The Clinton Presidential Center, Little Rock

**Co-hosts:** Arkansas PRSA, *Arkansas Business*

PRSA  
ARKANSAS  
CHAPTER

Arkansas  
Business



**ARKANSAS**  
**AI CONFERENCE**  
AUG. 15 | LITTLE ROCK

Purchase tickets [here](#).

## Agenda

**8:30 – 9 a.m.**  
**Doors Open**

**9 – 9:10 a.m.**  
**Welcome**

Mitch Bettis, President, CEO  
Arkansas Business Publishing

**9:10 – 9:15 a.m.**  
**Keynote Introduction**

Madeline Roberts, APR, Arkansas PRSA President-Elect

**9:15 – 10 a.m.**

**Keynote: Claiming Your AI Advantage – Unlocking Human Potential in the Age of AI**

Elizabeth Edwards, Founder and President of Volume PR, Engagement Science Lab, and The Affect Institute

*AI has shifted the work world dramatically, but most businesses are still playing yesterday's game. In this transformative keynote, Elizabeth Edwards reveals what's really changed in AI and business, what's coming next, and most importantly, what you need to do about it right now.*

**10 – 11 a.m.**

**Panel Discussion: State of AI in Arkansas**

Moderated by Hunter Field, Editor of Arkansas Business

*Explore current trends, real-world applications and emerging opportunities for AI in a variety of industries in Arkansas. Panelists include:*

- Allyson Lewis, Founder and CEO of 7 Minute AI and member of Governor Sarah Sanders' AI Taskforce
- Devin Bates, Partner at Mitchell Williams Law Firm and member of the Arkansas Bar Association Task Force on Artificial Intelligence
- Audrey P. Willis, Co-founder of CodeCrew and radio host of "(AI) Actual Intelligence with Audrey"

**11 – 11:15 a.m.**  
**Break**

**11:15 a.m. – noon**

**Workshop: Expanding Your Mind with AI Tools, Teams**

Elizabeth Edwards, Founder and President of Volume PR, Engagement Science Lab, and The Affect Institute

*This hands-on workshop reveals how to use AI not just for productivity but for genuinely expanded thinking and creation. Elizabeth Edwards shares her proven methods for building and managing teams of AI apprentices — specialized AI agents that extend your expertise across multiple domains.*

**12 – 12:15 p.m.**  
**Break**

**12:15 – 1 p.m.**  
**(Lunch)**

**Responsible AI in Action: Ethics Meets Excellence**

Elizabeth Edwards, Founder and President of Volume PR, Engagement Science Lab, and The Affect Institute

*AI is transforming professional communication, and so a new framework is needed — one that combines responsibility with strategic effectiveness. Elizabeth Edwards introduces Affective AI, her groundbreaking approach that merges ethical AI use with behavioral science to create communication that truly resonates.*

**1:15 – 2 p.m.**

**Fireside Chat: AI & The Environment**

Shannon Lynn, Principal Consultant at Trinity Consulting

*As AI infrastructure expands, so do its environmental impacts. In this insightful fireside chat and Q&A, Shannon Lynn explores the intersection of AI, environmental policy, and public accountability. Learn what business leaders need to consider about energy use, sustainability, and community impact, and how to balance innovation with responsible environmental stewardship.*

**2 – 2:15 p.m.**  
**Afternoon Break**

**2:15 – 3:30 p.m.**

**AI: Your Questions Answered**

Elizabeth Edwards, Founder and President of Volume PR, Engagement Science Lab, and The Affect Institute

*"Can I use AI for that?" Throughout the day, attendees can submit job-specific AI questions via a provided QR code, and Elizabeth will answer those during the session.*