

Using AI TOOLS to Improve Student Learning and Reduce Teacher Workload in BUSINESS EDUCATION

(Grades 6-12)



A Unique One-Day Live Online Seminar Presented by

Denise Leigh

Outstanding Business Ed Teacher and International Presenter

Specifically Designed for Business Education Teachers, Business Education Department Chairs, CTE Teachers, and Administrators

Discover how AI can reshape classroom experiences and spark student interest in Business Ed and career preparation

Learn time-saving strategies that boost your teaching efficiency while reducing workload

Understand key ethical considerations and safety practices to ensure responsible use of AI in the classroom

Receive an extensive Business Ed AI digital resource handbook filled with dozens of valuable strategies and tips

LIVE ONLINE SEMINARS

October 28

9 AM Eastern, 8 AM Central,
7 AM Mountain, 6 AM Pacific

November 6

9 AM Central, 8 AM Mountain,
7 AM Pacific, 10 AM Eastern

CEUs and Graduate Credit Available
See page 6 for details

CAN'T ATTEND?

Order the recorded version
and take the seminar online at
your convenience (see page 6)

*"So many ideas.
I feel much more
comfortable using AI.
Excellent workshop."*

— NICOLE KLOSZ, TEACHER

Ten Key Benefits of Attending

'Exactly what I have been wanting to learn for my PD! Great content and the presenter was amazing! Thank you so much.'

– JOY MCCLAIN,
BUSINESS TEACHER/
WBL CO-OP COORDINATOR



Who Should Attend

Business Education
Teachers, Business
Education Department
Chairs, CTE Teachers, and
Administrators

1. **Unlock the Best Ways to Use AI in Business Education**

Practical, classroom-tested methods for applying AI in grades 6-12 business courses ...
Explore the most current tools that can elevate your students' learning

2. **Strengthen Student Learning with AI-Driven Feedback**

See how AI provides instant feedback that helps students refine their problem-solving, critical thinking, and decision-making skills

3. **Build Students' Career-Ready AI Competencies**

Integrate AI into your lessons to help students gain the technical fluency and adaptability needed for success in business fields such as management, marketing, and financial services and many others

4. **Increase Motivation Through Customized AI Experiences**

Discover how AI can personalize projects, case studies, and assessments, aligning them with student interests and making business content more engaging and relevant

5. **Simplify Your Workflow and Gain Valuable Time**

Learn how to use AI to streamline lesson planning, resource development, and routine classroom tasks, so you can devote more energy to teaching and student connections

6. **Create Dynamic, Industry-Connected Lesson Plans Quickly**

Design real-world simulations that reflect today's business trends, with the support of AI tools that cut prep time dramatically

7. **Transform Grading with Smarter Feedback Tools**

Discover AI strategies that make grading faster while also providing students with rich, personalized feedback that encourages growth and deeper learning

8. **Save Hours Each Week with AI Support**

See how AI can handle repetitive responsibilities, freeing up time for high-value activities like coaching students, innovating lessons, and building stronger classroom experiences

9. **Use AI to Automate Daily Tasks While Staying Aligned**

Learn how to apply AI for quizzes, prompts, and lesson materials while maintaining full control over quality, rigor, and alignment with your business education standards

10. **Receive an Extensive Digital AI in Business Education Toolkit**

Receive a detailed digital handbook filled with strategies, ideas, and classroom-ready Business Education tools—plus extensive online resources to keep you updated and supported long after the seminar

Outstanding Strategies You Can Use Immediately

What You Will Learn ...

- **Work smarter with AI** by quickly creating differentiated business lessons and assessments that meet diverse student needs
- **Expand opportunities for students** to actively practice and apply business concepts through AI-supported activities
- **Discover the most effective AI tools** for boosting instruction, increasing productivity, and deepening student learning
- **Bring creativity and innovation to life** in your classroom with AI platforms and applications designed for education
- **See concrete examples of AI prompts** that produce high-quality assessments to measure understanding of key business concepts
- **Cut down on tedious planning** by using AI prompts tailored to specific business topics and skills
- **Use AI in innovative ways to help students strengthen** business literacy, critical thinking, and problem-solving abilities
- **Design resources that reflect student interests and learning needs** by leveraging AI to maximize engagement and learning
- **Seamlessly integrate AI into your current lessons and units** – no need to start from scratch
- **Follow a clear roadmap for bringing AI into your business classroom**, including the newest tools, challenges to consider, and pitfalls to avoid
- **Simplify administrative work with AI** – from grading and parent communication to strategic planning, professional documentation, and sensitive correspondence



"So many great ideas that gave me a new look at AI and how it can help me as an educator."

– CHERRYL BOTT, TEACHER

Practical Ideas and Strategies

Most careers in business, marketing, and finance will soon require strong digital and AI-related skills. For today's students, learning how to apply AI in real-world contexts is just as important as understanding core business concepts. This **NEW** seminar, led by veteran business education teacher **DENISE LEIGH**, is an engaging and interactive opportunity for Grades 6-12 business ed educators to see how AI can be used to improve student learning while reducing teacher workload. Denise will demonstrate how AI can simplify lesson planning, grading, and administrative tasks—giving you back valuable time—while also showing you how to design lessons that mirror real-world business experiences. You'll walk away with dozens of practical strategies: how to use AI to generate high-quality assessments, personalize projects to match student interests, create rubrics in minutes, and foster business literacy, critical thinking, and problem-solving skills. **If you're looking for fresh, actionable ways to bring AI into your business classroom, this seminar will give you tools, examples, and ready-to-use ideas to make your curriculum more dynamic, relevant, and impactful right away. Don't miss this chance to stay ahead of the curve and equip both you and your students with the skills to thrive in the AI-powered business world.**



A Message From Seminar Leader, Denise Leigh



Uniquely Qualified Instructor

DENISE LEIGH is an award-winning business educator and international presenter with a passion for boosting tech skills and academic success among secondary students. With over 20 years of classroom experience and real-world know-how, Denise delivers dynamic seminars full of indispensable “use tomorrow” strategies for Grades 6-12 business education teachers. Denise is the author of *Using AI TOOLS to Improve Student Learning and Reduce Teacher Workload in BUSINESS EDUCATION (Grades 6-12)*, the extensive digital resource handbook each participant will receive at the seminar. You’ll leave Denise’s seminar with a wealth of strategies to use immediately to increase the technological literacy and academic achievement of your Grades 6-12 students. Don’t miss out on the proven, practical, time-saving strategies Denise has created to engage Grades 6-12 Business Ed students.

Dear Colleague:

As a business education teacher with nearly three decades in the classroom, I know firsthand the struggles of a multi-prep business education teacher and how overwhelming it can feel to keep up with new technology. When AI first appeared, many school’s initial reaction was to block it completely. But the more I explored, the more I realized: like calculators in math or the internet in research, AI isn’t just a passing trend ... it’s here to stay.

Our students will be expected to use these tools in their future careers, and that means it’s up to us to guide them—teaching them how to use AI responsibly, thoughtfully, and effectively. That’s why I’m so excited about this seminar. I’ll share practical strategies that have helped me streamline assessments, create more engaging lessons, and reduce my daily workload, all while giving students a more personalized learning experience. My goal is to make AI approachable, useful, and directly connected to what you do every day in your classroom.

I hope you’ll join me for this one-day event. You’ll walk away with strategies, resources, and the confidence to start using AI in ways that will save you time and energize your teaching. I will also share my proven protocol for using AI with your students so that they are still using critical thinking and analysis in the classroom.

I can’t wait to connect, share ideas, and learn together.

Warmly,

Denise Leigh

Denise Leigh

P.S. There’s no better moment than now to embrace the possibilities of AI—it can truly enhance student learning and give you back valuable time as a business ed teacher!

“I’ll share practical strategies that have helped me streamline assessments, create more engaging lessons, and reduce my daily workload, all while giving students a more personalized learning experience.”

What Your Colleagues Say About Denise Leigh

"Seminar was great. I plan on implementing some of the AI into my classes."

– Joseph Hovan, Teacher

"This is exactly what I was looking for as I try to incorporate a healthy use of AI in my classroom."

– Kevin Corcoran, Teacher

"Great resources and collaboration!"

– Meredyth Davis, Teacher

"Denise is amazing as always. Thank you for all of the information and resource book!"

– Tara Wirt, HS Business Teacher

"Thank you so much! This was extremely useful - we have been using school AI in our district but Magic School really seems to offer so much more! Such a helpful seminar that will be used for years to come!"

– Toni Lambert, Teacher



About BER Seminars

Outstanding Instructors

All programs are led by outstanding, top-rated BER national trainers.

Extensive Digital Resource Handbook

You'll receive an extensive digital Resource Handbook full of practical strategies and resources.

Highly Interactive

You'll be able to ask questions, consult with the instructor, and share ideas with other participants.

Program Guarantee

As we have for 49 years, we guarantee the high quality of our programs. If you are not satisfied, we'll give you a 100% refund.

Special Benefits of Attending



'This was super informative and easy to navigate.'

– ROCK GRISWOLD, BCIT
DEPARTMENT COORDINATOR

On-Site Training

Most BER seminars can be brought to your school or district in-person or online. See the options at www.ber.org/onsite or call 877-857-8964 to speak to one of our On-Site Training Consultants.

Extensive Digital Resource Handbook

Each participant will receive an extensive digital resource handbook giving you access to countless strategies. The handbook includes:

- Access to Denise's extensive online resources
- Examples of powerful prompts and strategies for designing personalized, engaging business ed lessons with AI that address individual student needs
- Practical ideas and ready-to-use resources to maximize the impact of AI tools in your classroom
- Clear overviews of the AI tools featured in the seminar, plus recommendations for additional tools tailored to specific areas of business education
- Smart ways to automate repetitive administrative tasks with AI, freeing up more time for teaching and student support
- Step-by-step strategies and tutorials for successfully introducing AI tools to your business education students

Share Ideas with Other Educators

This seminar provides a wonderful opportunity for participants to share ideas with other educators interested in introducing AI tools to your business education students.

Meet Inservice Requirements / Earn State CEUs

Participants of Live Online Seminars and those completing the Recorded Version online can receive a certificate of participation that may be used to verify five continuing education hours. For details about state CEUs available, visit www.ber.org/ceus

Earn One to Four Graduate Semester Credits



Up to four graduate-level professional development credits are available with an additional fee and completion of follow up practicum activities. Details may be found at www.ber.org/credit

Can't Attend?

Other Professional Development Options:



Recorded Version of the Seminar

Order the recorded version of this seminar to take online at your convenience. You'll have 90-day access to the entire course and to the extensive digital resource handbook. To enroll, see registration form on page 7, and for optional CEUs and graduate credit, please visit www.ber.org/credit



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BER offers educators a wide range of online courses that are affordable, fun, fast, and convenient. BER is now offering On-Demand Video-Based courses. You may earn optional graduate-level credits for most courses. See the catalog of available courses at www.ber.org/online

Using AI TOOLS to Improve Student Learning and Reduce Teacher Workload in BUSINESS EDUCATION (Grades 6-12)

Registration (TEL7F1)

- ☐ 1. **October 28, 2026** (Start time: 9 AM Eastern)
☐ 2. **November 6, 2026** (Start time: 9 AM Central)
— or —
☐ 3. **I'd like to order the recorded version of this seminar**

FIRST NAME M.I. LAST NAME

POSITION, SUBJECT TAUGHT GRADE LEVEL

SEMINAR NUMBER: _____ (Please see list above)

List additional registrants on a copy of this form

SCHOOL NAME

SCHOOL MAILING ADDRESS

CITY & STATE ZIP CODE

SCHOOL PHONE NUMBER HOME PHONE NUMBER

() ()

Registration confirmations and login details are sent via e-mail

E-MAIL ADDRESS (REQUIRED FOR EACH REGISTRANT)

HOME MAILING ADDRESS

CITY & STATE ZIP CODE

IMPORTANT – PRIORITY ID CODE: ETEL7F1

METHOD OF PAYMENT – Team Discount Available

The registration fee is \$295 per person;
for teams of three or more registering at the same time, the fee is \$275 per person. **Payment is due prior to the program.** No cash, please.

- ☐ A check (payable to **Bureau of Education & Research**) is attached
☐ A purchase order is attached, P.O. # _____
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Please print name as it appears on card

FIVE EASY WAYS TO REGISTER:

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at.ber.org/regTEL



@ **EMAIL this form to: register@ber.org**

 **PHONE toll-free: 1-800-735-3503**
(Weekdays 5:30 am - 5:00 pm Pacific Time)

 **FAX this form to: 1-425-453-1134**

 **MAIL this form to: Bureau of Education & Research**
3000 Northup Way • PO Box 96068
Bellevue, WA 98004

Program Hours

All Live Online Seminars are scheduled 9:00 AM – 3:30 PM in the time zone indicated. Check in 15 minutes prior. Registrants will be sent login information by email four days before their Live Online Seminar.

Fee

The registration fee is \$295 per person, \$275 per person for groups of three or more registering at the same time. Call us at 1-800-735-3503 for groups of ten or more. **Payment is due prior to the program.**

Fee includes seminar registration, a certificate of participation and an extensive digital resource handbook. The fee is the same for Live Online Seminars or Recorded Seminars.

WA residents: visit www.dor.wa.gov/TaxRateLookup to find your required WA sales tax rate.

Cancellation/Substitutions

100% of your paid registration fee will be refunded if you can't attend and notify us at least 10 days before the seminar. Late cancellations made prior to the event date will be refunded less a \$15 service fee. Substitutions may be made at any time without charge.

Program Guarantee

We stand behind the high quality of our programs by providing the following unconditional guarantee: If you are not satisfied with this program, we'll give you a 100% refund of your registration fee.

Further Questions

Call the Bureau of Education & Research (800) 735-3503 or visit us online at **www.ber.org**



TEL7F1

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Includes an extensive digital Resource Handbook

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Live Online Seminar or
Recorded Version



**A Unique One-Day Live Online Seminar
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Presented by

Denise Leigh

Outstanding Business Ed Teacher and International Presenter

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