BER

Bureau of Education & Research

Using AI TOOLS to Enhance Student Learning and Increase Teacher Productivity in BUSINESS EDUCATION
(Grades 6-12)

A Unique One-Day Live Online Seminar Presented by

Diane Marsh

Outstanding Business Ed Teacher and National Presenter

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

Practical strategies for using Artificial Intelligence (AI) tools in Grades 6-12 Business Ed classrooms

How AI can **transform your Business Ed classroom** and engage your students

Maximize your productivity and teaching with the most effective ways to let AI save you time

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

CAN'T ATTEND?
Order the recorded version and take the seminar online at your convenience (see page 6)

"This was a great seminar. I learned a lot! Thanks for the great information."

– JOE WISOTZKE, TEACHER

Ten Key Benefits of Attending

Who Should Attend
Business Education Teachers, Business Education Department Chairs, and Administrators

1. **Master the Most Effective Uses of AI in Business Classrooms**

   Essential, practical ways to harness Artificial Intelligence tools in Grades 6-12 business education classrooms … Explore trending AI tools for increasing your students' learning

2. **Improve Student Learning Through AI-Powered Feedback**

   Explore how AI supports real-time feedback, helping students improve critical thinking, problem-solving, and decision-making in business situations such as marketing strategies and entrepreneurial planning

3. **Equip Students With Future-Ready AI Skills**

   Learn how integrating AI into your teaching strengthens students' tech fluency and adaptability needed for careers in business, marketing, finance, and more

4. **Boost Engagement and Motivation With Personalized AI Content**

   Discover how teachers are using AI to tailor projects, case studies, and assessment to student interests, keeping them more engaged

5. **Streamline Your Workflow and Maximize Efficiency**

   AI has become a powerful tool for lesson planning, creating resources, and handling administrative tasks, giving teachers more time to focus on what matters most

6. **Design Exciting, Real-World Business Lesson Plans in Just Minutes**

   From marketing campaigns to financial planning exercises, AI tools help teachers bring current industry trends into the classroom, creating engaging experiences students connect with

7. **Simplify Grading and Deliver Rich, Actionable Feedback**

   See how educators are using AI to grade assignments efficiently and provide students with personalized feedback that drives improvement and supports growth

8. **Reclaim Your Time With AI Tools**

   Put AI to work for you … Explore the best ways to save hours each week by using AI to handle repetitive tasks, leaving more time for instructional design, mentoring students, and innovating classroom activities

9. **Automate Daily Tasks While Staying in Control**

   Learn how to use AI for lesson generation, quiz creation, discussion prompts, and reflection questions, while staying in control of content quality and alignment with standards

10. **Receive an Extensive AI in Business Digital Resource Handbook**

    You will receive a highly practical digital resource handbook packed with ideas, strategies and resources for using AI to increase student learning and enhance your productivity

Outstanding Strategies You Can Use Immediately

What You Will Learn ...

- **Work smarter, not harder**, by leveraging AI to easily create differentiated business lessons and assessments
- How to **increase opportunities for students** to engage in business practices and concepts using AI
- The best, most **useful AI tools to enhance your instruction and productivity**, and increase your students' learning
- **Numerous ideas for fostering creativity and innovation** in your business classroom using AI platforms and applications
- **Specific examples of AI prompts** that result in high-quality assessments to gauge student understanding of business concepts and practices
- **Ways to eliminate tedious planning**, using AI prompts aligned to specific business concepts and practices
- Innovative ways to ensure students **build business literacy, critical thinking, and problem-solving skills** using AI
- **Strategies for using AI** to maximize student learning by creating resources that reflect the interests and needs of your students
- How to readily **integrate AI into your existing lessons** and units so you don't need to start from scratch
- **A roadmap for integrating AI in the business classroom**: the latest developments, challenges, opportunities, and pitfalls to avoid

"Diane is amazing. I will share this information with my school site and district office. There was a lot of great information that I will be sharing for a long time."
– TOMMY SIBLEY, BUSINESS EDUCATION TEACHER

Practical Ideas and Strategies

This seminar presented by award-winning business education teacher **DIANE MARSH** is an exciting opportunity for Grades 6-12 business teachers to explore the latest developments in Artificial Intelligence (AI) and their specific applications in the world of business ed. Explore outstanding ways you can make the most of this cutting-edge technology – specifically in your own business classroom. You will learn how to create a learning experience that strengthens students' critical thinking, creativity, and engagement. This seminar is designed to provide you with practical, actionable strategies and skills you can implement immediately to enhance your existing business curriculum, making it more interactive and impactful for your students. Join Diane for a highly practical day filled with ways to make best use of AI tools to strengthen your students' business learning, streamline grading and assessments, enhance your instruction, and improve your own productivity.

Uniquely Qualified Instructor

DIANE MARSH is an award-winning business educator with a passion for boosting tech skills and academic success among secondary students. With 20 years of classroom experience and real-world know-how, Diane delivers dynamic seminars full of indispensable "use tomorrow" strategies for Grades 6-12 business education teachers. Diane is the author of *Using AI TOOLS to Enhance Student Learning and Increase Teacher Productivity in BUSINESS EDUCATION (Grades 6-12)*, the extensive digital resource handbook each participant will receive at the seminar. You'll leave Diane'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 unleashing your students' potential with the expertise of NCCE's Technology Educator of the Year.

Dear Colleague:

As a business education teacher with 20 years of classroom experience, I understand the hesitation many of us feel about integrating Artificial Intelligence into our teaching. At our school, our first instinct was to block it altogether. But like calculators in math, the internet in research, and eBooks in libraries, AI isn't going away. It's the next evolution of how we teach and how students learn.

Whether we feel ready or not, our students will be using these tools in the real world. It's up to us to guide them in using AI effectively, responsibly, and creatively.

I'm excited to invite you to a dynamic one-day seminar where I'll share practical, classroom-tested ways AI can transform business education. From streamlining assessments and feedback to creating engaging lessons and automating daily tasks, AI has helped me reduce my workload while giving students a more personalized, meaningful learning experience.

Join me as we explore how AI can support your teaching, save you time, and elevate your students' learning. You'll leave with tools, strategies, and inspiration to confidently bring AI into your Grades 6-12 business classrooms.

I look forward to learning and growing together at the seminar!

Sincerely,

Lari Diane Marsh

Diane Marsh

P.S.   Now is the time to embrace the benefits of using Artificial Intelligence tools and resources to enhance student learning and increase your productivity as a business ed teacher!

"I will address the best use of AI tools and resources for helping you with assessments, everyday student and teachers' tasks, routines, and more!"

What Your Colleagues Say About Diane Marsh

*"**This was an amazing seminar.** So much information!"*

— **Melissa Greco, CTE Teacher**

*"This was a great seminar for me as I really knew very little about AI. **I now feel confident to learn more and to 'play' with AI tools.** Also, I am excited to share what I have learned with my colleagues."*

— **Lisa Condon, Teacher**

*"**Very helpful. I was a 3 as a user, and I can say I am confidently a 5 now.** I learned some good tips on how to continue to use this tech and I will be sharing with others."*

— **Carla Marrazzo, Teacher**

*"**I really enjoyed the resources we looked at as a group and I appreciate the full links to all of the resources** so I may revisit on my own time. Today's seminar has been highly beneficial to me - thank you."*

— **Paul Smith, Business 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.
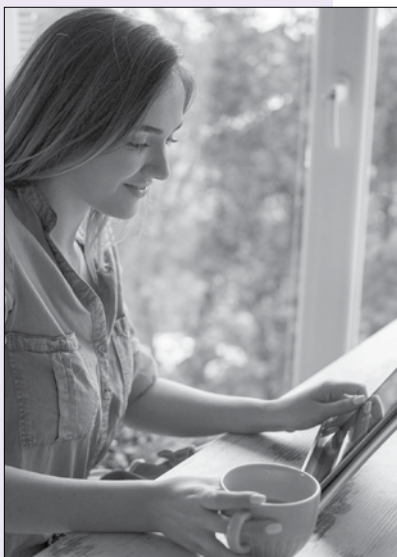
Highly Interactive
You'll be able to ask questions, consult with the instructor, and share ideas with other participants.

Program Guarantee
As we have for 48 years, we guarantee the high quality of our programs. If you are not satisfied, we'll give you a 100% refund.

Extensive Digital Resource Handbook

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

- Sample prompts and strategies for using AI tools to create engaging and personalized business lessons that cater to individual student learning needs
- Ideas and resources on how to make the best use of AI tools in your classroom
- Descriptions and overviews of the AI tools covered in the seminar as well as additional tools to consider for specific business ed content areas
- Ways to use AI to automate routine administrative tasks, allowing more time for teaching and student learning
- Practical strategies and tutorials to more effectively introduce AI tools to business ed students

Share Ideas with Other Educators

This seminar provides a wonderful opportunity for participants to share ideas with other educators interested in enhancing their business education program with AI.

Consultation Available

Diane Marsh will be available for consultation regarding your questions and the unique needs of your own business education program.

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

University of Massachusetts Global A nonprofit affiliate

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

"Excellent presentation. Diane was well prepared and provided us with a lot of useful and easy to understand information!"

– AUDREY JONES, BUSINESS EDUCATION TEACHER

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.

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

▶ Related On-Demand Online Courses

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 Enhance Student Learning and Increase Teacher Productivity in BUSINESS EDUCATION (Grades 6-12)

Registration (TEM6S1)

☐ **1. April 2, 2026** (Start time: 9 AM Eastern)

☐ **2. April 7, 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 (<u>REQUIRED</u> FOR EACH REGISTRANT)

HOME MAILING ADDRESS

CITY & STATE   ZIP CODE

IMPORTANT – PRIORITY ID CODE: ETEM6S1

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. #_____
(Be sure to include priority ID code on the P.O.)

Cards accepted: MasterCard, VISA, Discover, AMEX

Account # _____ Exp. Date: _____
MO/YR

Billing Zip Code: _____ 3 Digit CVV Code: _____
(Found on back of card)

Please print name as it appears on card

FIVE EASY WAYS TO REGISTER:

🌐 **SCAN QR code or visit:**
at.ber.org/regTEM

@ **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**
915 118th Avenue SE • PO Box 96068
Bellevue, WA   98009-9668

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**

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TEM6S1

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