

FOR AI CONFERENCES, INNOVATION SUMMITS, CHAMBERS AND BUSINESS GROUPS · KEYNOTE ·
SESSION · HANDS-ON WORKSHOP

Building a Brain for Your *Business*

Every file in. *Finished marketing out.*

Your attendees set up a brain on the business's own computer: one folder and an AI assistant that knows the business and never needs it explained again. The brain gathers every photo, review, document and logo the business owns and builds posts in every size, video, newsletters, guides and the follow-up for every customer. The team approves, and gets back the hours this takes by hand.

**Video built
automatically**

No editing, no Photoshop, no
software

Any AI assistant

Reads one folder on the business's
own computer

20 to 120 minutes

Keynote, session or hands-on
workshop



Steve Schadt

Speaker · Sarasota, Florida

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What your members learn

Every business already owns its best marketing: photos of the work, customer reviews, documents, logos and video, spread across the website, review sites, phones, inboxes and old drives.

This session shows owners and teams how to put all of it into a business brain: one folder on the business's own computer, and an AI assistant that gathers the assets automatically and builds the marketing from them. The worked example is one business start to finish, and Steve's own company runs on the same system every day. Attendees leave with the steps to set up their own brain the next week. Nothing is sold from the front of the room.

Save time

Every photo, review and file found and filed automatically. Posts, follow-up and newsletters are written by the brain while the team does the work customers pay for.

Save money

Posts, reels, newsletters and guides made in-house, from the photos, reviews and files the business already paid for.

Make money

The best work on social media, the best reviews in front of new customers, and every inquiry answered and followed up on day 1, 7, 14 and 30.

Attendees will be able to

- 01** Set up a business brain: one folder on the business's own computer that any AI assistant reads, so it never starts from scratch.
- 02** Consolidate every photo, review, document, logo and video from the website, review sites, phones, inboxes and old drives into the brain.
- 03** Use the brain to build posts in every size social media needs, and 30-second and 15-second videos, with no editing software.
- 04** Turn every review from every site into review cards, a review video and social proof for every email and presentation.
- 05** Answer every inquiry with a personal reply, follow up on day 1, 7, 14 and 30, and build newsletters and guides in-house.

20 min

Keynote

60 min

Conference breakout with examples and questions

90 to 120 min

Hands-on workshop, every attendee on a laptop

On site

Team workshop, by request

AUDIENCE

Business owners, founders, managers, marketing teams and anyone who uses AI at work. No coding.

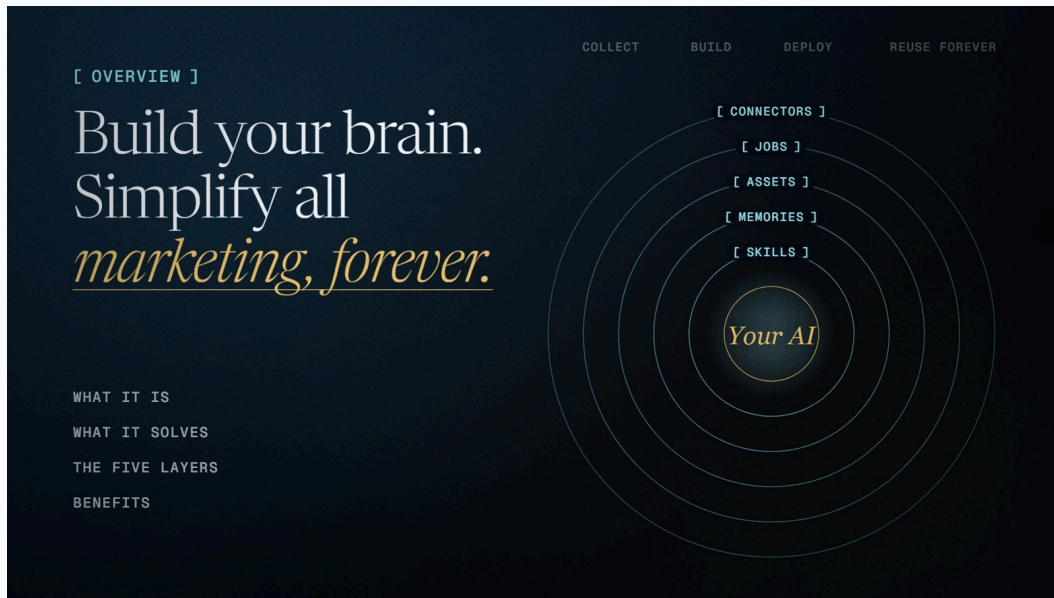
ROOM NEEDS

Projector and screen, 16:9, HDMI or USB-C. Lavalier or handheld microphone. The workshop needs Wi-Fi for laptops.

WORKSHOP EXTRAS

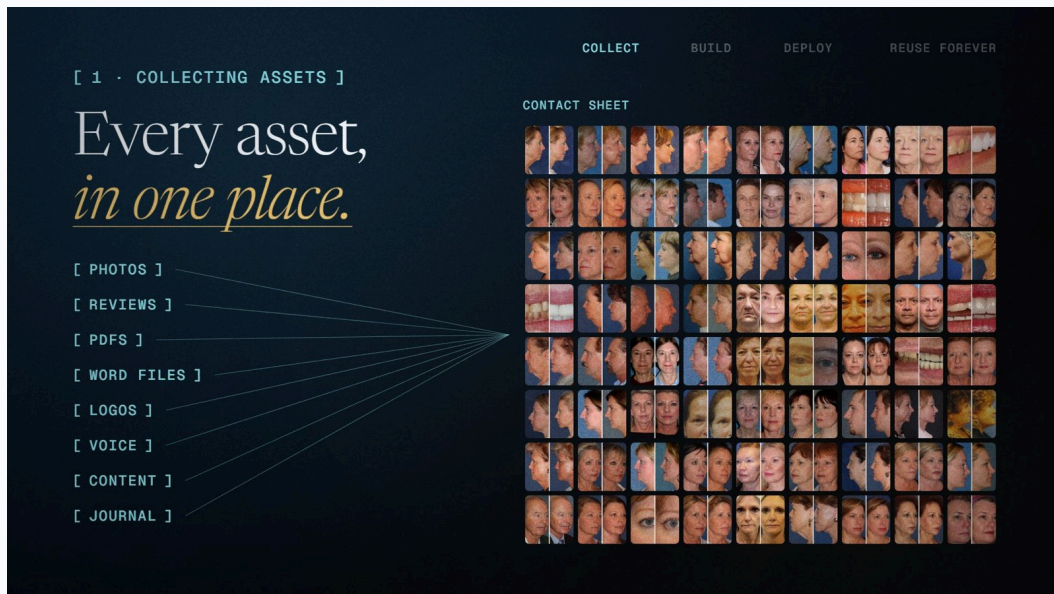
Every attendee gets a USB drive with the brain template, tools and worksheets, and leaves with their own brain working.

Nine chapters, one brain



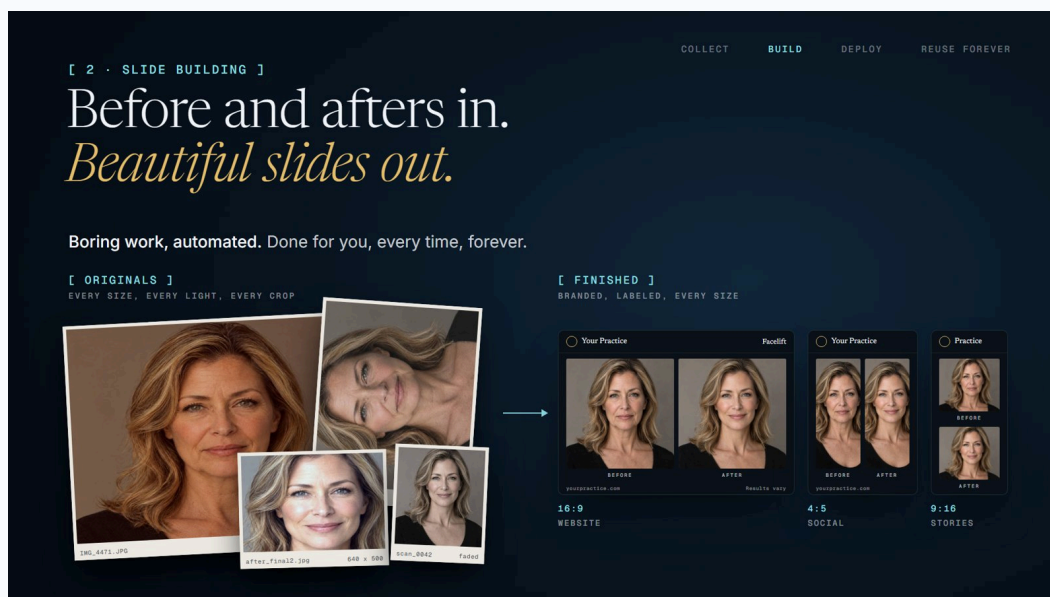
01 Build your brain

One folder on the business's own computer. Any AI assistant reads it, so it never starts from scratch and never needs the business explained again.



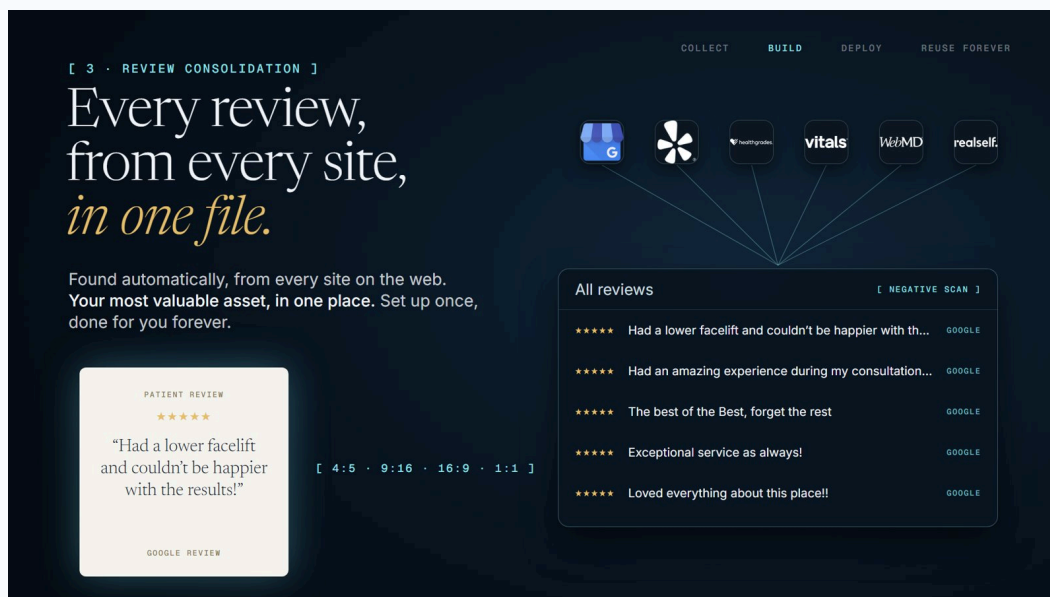
02 Every asset, in one place

Photos, reviews, PDFs, Word files, logos, voice and content, gathered automatically from the website, review sites, phones, inboxes and old drives into one contact sheet.



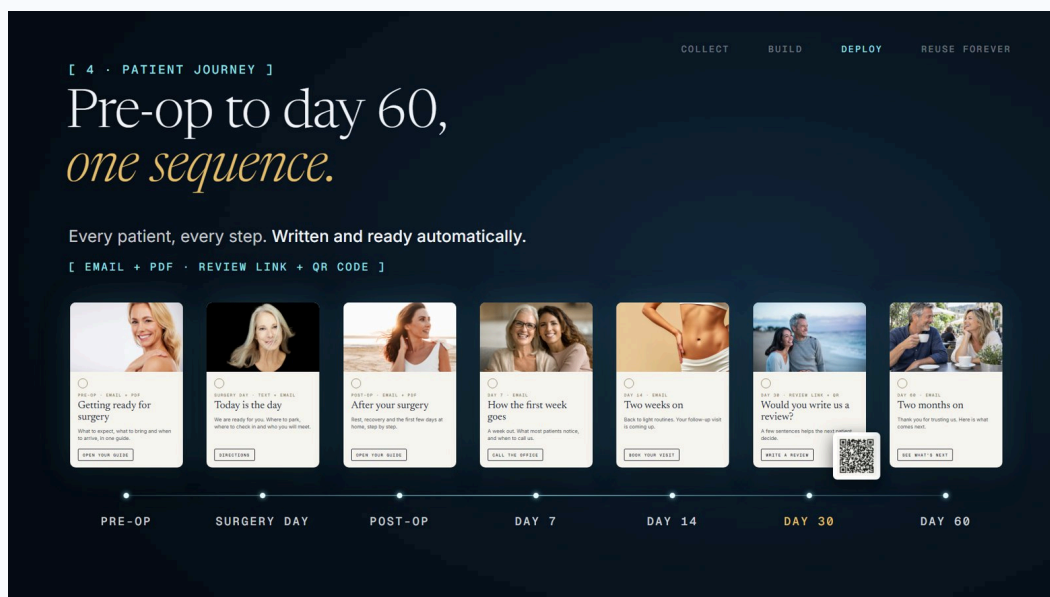
03 Before and afters in. Beautiful slides out.

Original photos in every size, light and crop go in. Branded, labeled slides at every size social media needs come out. The same job runs on product shots, project photos and team photos. Boring work, automated: done for you, every time, forever.



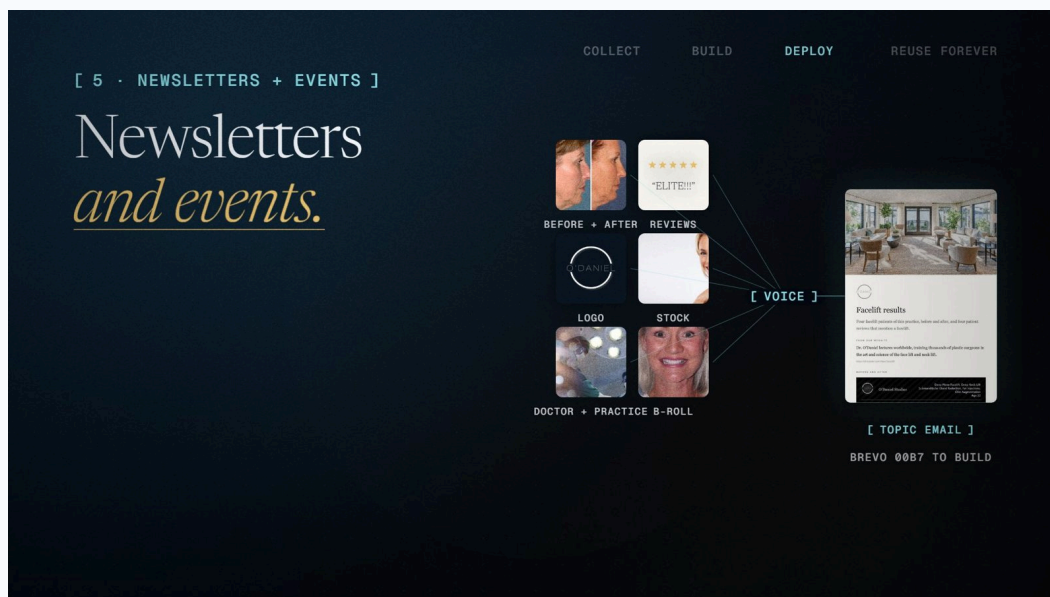
04 Every review, from every site, in one file

The brain finds every review on the web automatically and keeps the business's most valuable asset in one file. Reviews become review cards, a review video and social proof for every email, guide and presentation.



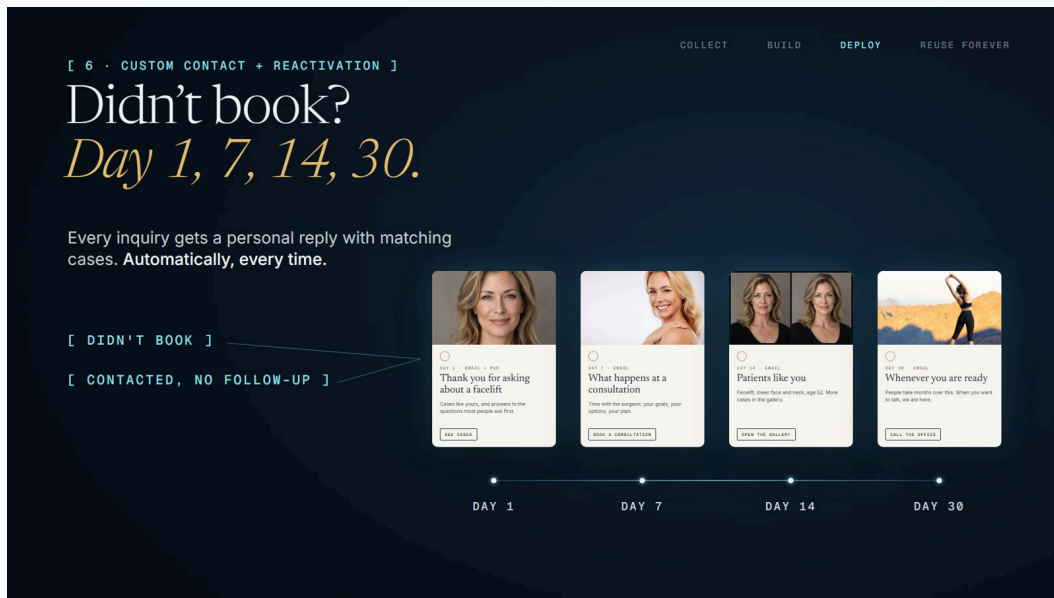
05 Pre-op to day 60, one sequence

Guides, reminders, check-ins and a day 30 review request with a QR code, written for every customer automatically. The example is a patient's path; the same sequence fits any client or customer.



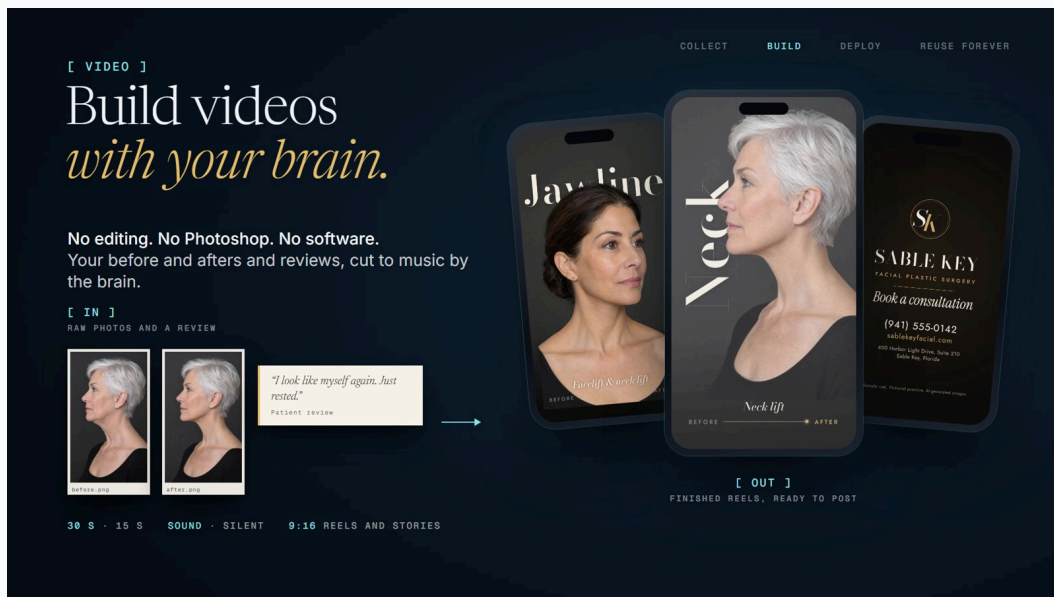
06 Newsletters and events

Newsletters, event invitations and print pieces built from the business's best work, without an agency.



07 Didn't book?

Every inquiry that did not buy gets a personal reply on day 1, then follow-up on day 7, 14 and 30. Automatically, every time.



08 Build videos with your brain

No editing, no Photoshop, no software. Photos and reviews go in; 30-second and 15-second reels come out, cut to music, with sound and silent, ready to post. People shown are AI-generated.



09 One pass. All marketing, better.

Build it once and use it everywhere: the website, social media, sales meetings, email and print, for years.

HOW IT RUNS

Keynote

The nine chapters, the reel and one set of photos turned into posts in every size. Attendees leave knowing what a business brain does and what it saves.

Session

The nine chapters with more examples, the setup steps, and time for questions from owners and teams.

Workshop

Every attendee builds their own brain on a laptop from the USB drive: files gathered, a post and a reel built, follow-up written.

ABOUT

Steve Schadt



Steve Schadt started as an art director at McCann Erickson on major international advertising accounts, then served as director of corporate development and creative director at Einstein Medical.

He was an early adopter of AI for marketing and is an expert in generative AI search: how ChatGPT, Gemini and Google's AI answers decide who to recommend. His own company runs every day on an AI brain he built from plain files on its own computers.

He has lectured at national medical and dental societies, local associations and a bar association, and has worked with hundreds of medical and dental practices. His sessions are hands-on, and attendees leave with working tools that save time and make money.

McCann Erickson

Art director

Einstein Medical

Creative director

Generative AI search

How AI answers choose

Foundation for Facial Aesthetic Surgery

Faculty, three sessions

UC Santa Barbara

BFA, fine art

U.S. Coast Guard

Licensed captain

Lectures across medicine, dentistry and law

PLASTIC AND AESTHETIC SURGERY

Foundation for Facial Aesthetic Surgery

Faculty, three sessions

Vegas Cosmetic Surgery & Aesthetic Dermatology

Lecturer, marketing track

American Med Spa Association

Lecturer, marketing track

The Aesthetic Society

Panel member

Florida Society of Plastic Surgeons

Panel member

American Society of Plastic Surgeons

Panel member

DENTISTRY

American Academy of Implant Dentistry

Panel member

The Nash Institute

Educator and trainer

Tampa Bay Area Dental Association

Speaker

Sarasota County Dental Association

Speaker

ONLINE

Einstein Medical webinar series

Practice marketing for physicians, dentists and staff

TOPICS PRESENTED

AI, Art and Advertising · The Future of Search Engine Optimization in an AI-Driven World · Setting Up a Photo/Video Studio in Your Practice · Story Driven Marketing, the Value of Real Patient Stories · Digital Production and Large Video Files · Storytelling With Video · SEO for Implant Dentistry · LASIK Marketing Secrets

EYE, LASER AND SKIN

American Society of Cataract and Refractive Surgery

Lecturer, marketing track

American Society for Laser Medicine and Surgery

Lecturer, marketing track

American Academy of Ophthalmology

Panel member

American Academy of Dermatology

Presenter

LAW

San Diego County Bar Association

Speaker

LOCAL AND REGIONAL

State societies and study clubs

Medical, dental and marketing events

FROM THE AUDIENCE

“This session was fantastic. Steve Schadt is the BEST; his energy and presence were palpable throughout his enthusiastic presentation. He is simply outstanding.”

Carlos Burnett, MD · Westfield, NJ

“Great ideas! I have a lot to implement. Thanks. Very well organized and well done.”

G. Gregory Gallico III, MD · Boston, MA

“I learned how social media can help the practice and how to use internet marketing tools. It was Great!”

Frank Yelian, MD · Irvine, CA

“I learned how to break down and analyze my practice design and copy”

Gavin Sandercoe, MD · NSW, Australia

“I started looking at objections from a different perspective and found out the importance of following a script to overcome objections.”

Cheryl Summa · Registered Nurse

“Good content with ideas that can be put into action right away!”

Tom Armstrong, DDS · Bakersfield, CA

“I knew very little about the benefits of social media so I learned a lot - very well done”

Juris Bunkis, MD · Los Angeles, CA

“Excellent, I learned important tips about photography.”

Mahamood Kara, MD · Ontario, Canada

“It was great - I learned how important any call to the practice is, even if they are not ready.”

Sondra Osorio · Patient Coordinator

SPEAKING REQUESTS

Book the *session.*

steve@schadt.com

941-400-0104

MEETING

Name, date and city

FORMAT

Keynote, session or hands-on workshop

AUDIENCE

Owners, teams or both, and expected size

DEADLINE

When the program needs title, abstract and objectives