

Leadership

JOHNSON COUNTY

Select Workshops



MARKETING WITHOUT THE MEGAPHONE: HOW SMART BUSINESSES GET DISCOVERED

People don't just search, they ask. Whether they're turning to ChatGPT, Google AI, social media, or trusted news sources, people increasingly rely on recommendations rather than scrolling through pages of search results. In this interactive session, participants will learn how successful organizations are adapting by building credibility, telling authentic stories, and creating a consistent presence across owned, earned and paid media channels. Drawing from real-world examples in public relations, digital marketing, and brand strategy, attendees will explore how earned media, AI, search optimization, local visibility, and strategic, consistent messaging work together to influence who gets discovered and who gets overlooked. Participants will leave with practical, actionable steps they can implement immediately to strengthen their organization's visibility, reputation, and long-term growth no matter their size and scope.

Thursday, January 21, 2027
9:00 a.m. - 12:00 noon

THE SYCAMORE AT MALLOW RUN

7070 West Whiteland Road
Bargersville, IN 46106

Select Series Sponsors

Rick and Kim Kovacs

Michael and
Lynette McCarty



SPEAKER
LAUREN CASEY BEMIS



\$69 per person LJC and Franklin
College alumni & staff, Franklin, Aspire
and Indy Chamber members;
\$79, general public

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