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FOR IMMEDIATE RELEASE**Springfield Biz Owner to Present on AI at Missouri Press Association's Annual Convention**

Presentation Titled "Mortality, Machines, and Magic Words" – will Explore AI's Role in Advertising, Journalism, Business, and Society.

Springfield, Mo – Gabriel Cassady, co-owner of 2oddballs Creative, will be speaking at the Missouri Press Association's Annual Convention at 10:30 a.m. on September 20, 2024, at the Hotel Vandivort in Springfield, Missouri. His presentation, *"Mortality, Machines, and Magic Words: The AI Revolution in Advertising, Journalism, and Beyond,"* aims to demystify artificial intelligence and to explore how it's reshaping the way professionals work and think.

In this session, Cassady will break down AI technologies, offering straightforward, digestible insights into how they operate and how to use them thoughtfully in day-to-day work. "The story of AI is the story of John Henry and the steam engine," Cassady says. "Today's AI is the worst AI you'll ever use – it's continually getting smarter, better, faster – and if you don't keep up, well, we know how that story ends."

Cassady will share insights from his experience as a business owner and public relations professional, demonstrating how AI can help cut tedium from your task list and free-up time for more meaningful contributions. While the focus of his talk is on AI's practical uses, his goal is to help media professionals truly grasp how the technology works and what it implies for the future of work and life. "We're living in historic times, and everyone needs to be paying attention," says Cassady.

According to Cassady, the talk weaves together his experience at the intersection of business, creativity, and human communication with personal stories and evidence-based research to illustrate the real-world effects of AI in work and life. Cassady's engaging, narrative style combined with his AI expertise offers attendees the necessary tools to evaluate AI's potential and limitations.

The Missouri Press Association's Annual Convention will be held at **Hotel Vandivort** in

Springfield, Mo, on **September 19-21, 2024**. Cassidy's presentation is scheduled for 10:30 a.m. on the 20th. Visit <https://mopress.com/convention/> for more information and to register.

About Gabriel Cassidy and 2oddballs Creative

Gabriel Cassidy is the co-owner of 2oddballs Creative, a full-service marketing, PR, and branding agency based in Springfield, Mo. 2oddballs specializes in brand design, digital content creation, and communication. Gabriel has a diverse professional background with experience in PR, marketing, advertising, journalism, and media production. He also frequently writes columns for the *Springfield Business Journal*.

About Missouri Press Association

Founded in 1867, the Missouri Press Association offers resources, advocacy, and education to Missouri newspapers and media professionals. The 2024 Missouri Press Association Convention marks the event's 158th year. For more details, visit <https://mopress.com/>.

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