



March 25, 2026

1:00 PM – 2:00 PM

Canva, Gamma & Beyond: An AI Tools Workshop for Marketing in the Home Service Industry

Presented by: Colleen Keyworth

Description: AI is changing how home service businesses approach marketing, but you don't need complex systems or a full marketing team to benefit. This hands-on workshop focuses on practical, easy-to-use AI tools like Canva, Canva's built-in AI features, Gamma, and other helpful platforms that can support everyday marketing efforts in the home service industry.

Through live demos and real-world examples, attendees will learn how AI can help create presentations, social media graphics, internal marketing materials, and sales resources faster, while still maintaining brand consistency and a human voice. This session is designed to help industry professionals confidently use AI as a marketing assistant, not a replacement.

Takeaways:

- Live demonstrations of Canva, Canva AI, and Gamma for home service marketing
- How to quickly create professional marketing assets without design experience
- Ways AI can support social media, presentations, internal marketing materials, and sales tools
- Best practices for keeping AI-generated content on-brand and authentic
- A clear understanding of where AI adds value and where human expertise still matters
- Practical tools and workflows attendees can start using immediately



About the presenter: Colleen Keyworth is a leading figure in the HVAC industry, serving as the Vice President of Sales and Marketing at Online-Access Inc. With a deep understanding of the industry developed through her family's contracting business, she excels in teaching contractors how to leverage digital marketing. As a former president of both the International Network for Women in Cooling and Women in HVACR, Colleen is a passionate advocate for diversity and inclusion. Her accolades include being named one of ACHR News' 'Top 40 Under 40' and receiving the WHVACR Top 30 Influential Women award. Residing in Port Huron, Michigan, Colleen is also active in local event planning.