

**Southern California Members Meeting
November 10, 2026, 9:30AM – 12:00PM**

Join us virtually

[Register Here](#)

 Gathering Great Ideas: Fall Marketing Workshop

1. Welcome & Introductions – 5 mins

- Welcome
- Overview of workshop objectives

2. Practical AI for TDM Marketing – 30 mins

- AI in Action – Canva and ChatGPT, Pros & Cons
 - Jerold Orcutt, Cal Poly Pomona
- AI for Content Creation Video Creation & Editing – Microsoft Clipchamp
 - Yvonne Ohara, Los Angeles World Airports

3. Turning Data into Action – 30 mins

- Rule 2202 Update
 - TBD, South Coast AQMD
- Leveraging AVR Data
 - Kristina Valenzuela, WSP

4. Break – 10 mins

5. Campaign Spotlights – 50 mins

- Marketing Campaign
 - CONFIRMED: Erika Rule, UC Irvine
- Marketing Campaign
 - CONFIRMED: Commute with Enterprise (presenter TBD)
- Demo of new platform
 - CONFIRMED: Melissa Molina, Los Angeles World Airports

6. AI Marketing Prompt Activity – 5 mins

7. Panel Discussion & Audience Q&A – 10 mins

8. Wrap Up & Closing – 10 mins

- Design Contest for all members
- Upcoming Events
- Instructions for claiming certificate

9. Adjournment