

PRESS RELEASE

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“AI in Action” – Pantheon to host practical AI courses for business, entrepreneurs, and startups

VINCENNES – Exploring or integrating AI into your existing business or considering building a start-up with AI? Beginning September 8, the Pantheon will host “AI in Action,” a six-part series of free hands-on workshops led by experts. Funded by Indiana’s Community Collaboration Fund (CCF), the six workshops will present practical applications of AI for businesses and entrepreneurs, including implementation for business purposes, drafting strategic prompts, building marketing tools, and creating AI-supported workflows and timelines.

The first workshop titled “AI 101 – Introduction to AI” will be conducted by John Qualls, managing partner of Big Impact Group, a company that has trained more than 8,000 professionals and nearly 100 leadership teams in AI.

“John Qualls and the Big Impact Group focus on practical applications of AI that can help advance a business,” said Mary Jo Orlowski, Director of Business Development for Knox County Indiana Economic Development. “John focuses on finding the right tool and matching it with real needs, building AI skills in-house.”

Participants in the Knox County sessions can expect to develop skills that improve efficiency, strengthen marketing strategies, enhance customer engagement and help make more data-informed decisions. Entrepreneurs, aspiring founders and small businesses are expected to benefit from the session content.

In addition to Qualls, Colin Stauffer from Big Impact Group will also lead sessions. Stauffer currently is helping conduct the state’s IN AI regional training sessions and is also leading a separate AI training session for Knox HR professionals on October 6.

Although it is not required, it is highly recommended that those interested in integrating AI into their business register and take part in all six sessions, which cumulate in March 2027.

Interested? Sign up for free sessions at www.pantheontheatre.org. Sessions and topics will be offered on the following dates:

Sept. 8, 2026 – AI 101 – Intro to AI
Oct. 8, 2026 – Learning AI through implementation
Nov. 3, 2026 – Writing Prompts and Creating Marketing Tools
Jan. 5, 2027 – AI Driven Leaders
Feb. 9, 2027 – AI for Business
March 9, 2027 – Create and Define Workflows and Timelines

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ABOUT THE PANTHEON

a business and innovation theatre

The Pantheon's mission is to spark innovation and fuel entrepreneurship by inspiring, growing, and supporting new and existing businesses in Knox County. We are a 501(c)(3) nonprofit led by a diverse board of entrepreneurs, nonprofit, and government representatives. Our operations are funded by membership fees, event space rentals, and generous donations from corporate sponsors and angel investors from the south-central Indiana region. For more information, please visit <https://www.pantheontheatre.org/>.



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