# hfma

## arkansas chapter

# *ChatGPT Webinar*
## March 14, 2024

## 1:00 pm – 2:00 pm | Course W2401
### ChatGPT 101

CPE Credits: 1.0 | CPE Type: Information Technology | Level: Intermediate | Prerequisites: Obtain a login to ChatGPT before class

**Program Content:** The class provides a comprehensive overview of ChatGPT's functionalities and applications, guiding participants through setting up and interacting with the AI model. Through hands-on exercises and practical examples, students learn to utilize ChatGPT effectively for tasks such as generating text, answering questions, and engaging in natural language conversations.

**Learning Objectives:** After the session, participants will be able to
- Know how to use ChatGPT in their business for ideas and creative writing.
- Know how to use ChatGPT for the betterment of their SEO through social media and websites.



**Shelby McFarland** is a trailblazing woman entrepreneur with over 12 years of experience in the dynamic world of marketing. With a relentless passion for innovation and a keen eye for trends, she has become a prominent figure in the marketing industry, setting new standards and redefining success.

Shelby's journey in the marketing sector began early in her career, where she quickly distinguished herself as a rising star. She started her career life at 18 and built a strong foundation for her future endeavors. Her insatiable curiosity and drive for excellence led her to pursue several entrepreneurial opportunities.

Throughout her illustrious career, Shelby has helped several small businesses increase their online branding by exceeding expectations. Her expertise spans a wide spectrum of marketing disciplines, including digital marketing, content strategy, social media management, SEO, and branding.

# EDUCATIONAL CREDITS

Healthcare Financial Management Association-Arkansas Chapter is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.NASBAregistry.org

Healthcare Financial Management Association-Arkansas Chapter is registered with the Texas State Board of Public Accountancy as a CPE sponsor.  This registration does not constitute an endorsement by the Board as to the quality of our CPE program.
(Sponsor number 009840)

*Prerequisites and advance preparation are not required unless otherwise indicated.*
*A maximum of 1.0 CPE credits is available.  All courses are instruction method GROUP LIVE.*
*All sessions will incorporate an element of participant engagement, and there will be time for questions after each session.*

CPE Type is classified based on NASBA definitions. The AR State Board of Public Accountancy requires license holders to complete a minimum number of hours in certain subject areas. The chapter has determined that the following CPE types fall within these subject areas: Accounting, Accounting (Governmental), Auditing, Auditing (Governmental), Regulatory Ethics, Behavioral Ethics & Taxes.

## PLEASE REGISTER ON-LINE
### Go to:

## https://cvent.me/W8mlgL?locale=en

**\*Registration Fee Arkansas HFMA members & AR Sponsors:   $0**

**\*Registration Fee Non Arkansas HFMA members:   $25**

**\*Deadline for registration and payment is March 12, 2024**

## REFUNDS AND CANCELLATIONS

If cancellations are received after March 12, 2024, the registration fee is not refundable.  Registrants who do not cancel or fail to attend must pay the entire fee.  Substitutions, however, are permitted. Registration forms and cancellations must be emailed to address below. Phone and voicemail are not valid forms of communication for cancellations.  For more information regarding administrative policies such as complaint and refund, please contact Tami Hill at 501-231-0200 or arhfma@arkansashfma.org.