

WEBCAST

NOVEMBER 5, 2025

"AI FOR PRESENTATIONS: SHARPER DECKS, FASTER DECISIONS"

**Date and Time:**

Wednesday, November 5 from 2:00 p.m.- 3:00 p.m. Eastern Time
(1:00 p.m.-2:00 p.m. Central, 12:00 p.m.-1:00 p.m. Mountain, 11:00 p.m.- 12:00 p.m. Pacific)

Overview:

Everyone is building decks—executive updates, ops reviews, capital requests, customer meetings. The problem: too many slides, too little time, and a story that doesn't adapt when the room changes.

In this fast-paced, demo-driven session, RFA 2025-26 Keynote Speaker Julien LeBlanc and Ed Bilat (Blueprint Sales & AI Lead) show how to use AI to turn bloated presentations into sharp, audience-specific narratives—in minutes, not days. Learn how to cut a 90-slide deck down to what matters, tailor content for different stakeholders, and pivot mid-meeting when priorities shift.

Members will walk away with practical AI prompts, a simple clarity checklist, and the confidence to make every deck shorter, smarter, and more persuasive.

Presenters:

Ed Bilat, Business to Consumer Practice Lead, blueprint North America

Ed is a storytelling master, helping sales teams to ignite their performance and grow their business. Blueprint North America offers training, coaching, consultancy and keynote addresses that help build confidence in individuals, teams and organizations. Ed, his wife and two kids reside in Ottawa, Canada. When he is not travelling around the world consulting and speaking, Ed can be found at the local dojo practicing martial arts or in the middle of a lake paddleboarding and fishing.

Julien Leblanc, Managing Partner and Co-founder of blueprint North America

Julien is a Growth Strategist fueled by passion and purpose. Those of you who attended the 2025 RFA Conference will remember Julien's presentation on "Tech Forward Leadership." Back by popular demand, Julien will serve as the Keynote Speaker for our 2026 Conference in Ponte Vedra, FL this coming February. Julien lives in Ottawa, Canada with his wife Bridget and daughters Naomi and Rowyn.

How does the webcast work?

It's easy and convenient! It is a virtual seminar that you can "attend" and participate in right from your office. Webcasts are provided at **NO COST** to RFA members!

The RFA webcast will include live audio along with a slide presentation on the web. You just need a phone connection for the audio and an Internet connection.

To get the most out of a webcast, it is recommended that you have no more than five people at any one computer connection. If you have multiple locations, please register each location separately.

**Register now for this live, interactive Webcast
that you can join from your office!**

How to attend this meeting?

To register to attend the meeting, just send an email to Meg at info@refrigeratedfoods.org.

Once you have registered for the meeting, you will receive an email message inviting you to attend the webcast with instructions on how to attend. This message will provide the information that you need to join the meeting.

Register now!

Registration should be received no later than November 3, 2025. Confirmations will not be sent until you are successfully registered.

If you have questions about the meeting, please contact Meg Levin at meg@refrigeratedfoods.org