



Craig W. Turner Keynotes Fall 2025

“Data Power Play – Using AI to Unlock Big-Company Insights for Small Business”

Turn raw numbers into decisive moves – get the same data firepower the giants use, without the giant budget.

Synopsis

Big brands have teams of analysts churning out forecasts, market maps, and dollar-value insights. Most small businesses sit on under-used spreadsheets – if they have data at all. In this session Craig shows entrepreneurs how AI can mine *any* dataset – CRM exports, government databases, even a single CSV – and surface strategic gold: demand forecasts, ideal-customer profiles, pricing sweet spots, and more. No PhD, no six-figure platform – just practical playbooks to squeeze enterprise-grade insight from information you already own or can grab for free.

Perfect For

- Small-business conferences & growth expos
- Local and regional economic-development summits
- SBDC / SCORE workshops and incubator programs
- Community-bank and credit-union client events
- Chamber of Commerce member meetings & webinars

Audience Walks Away With

- A “Micro-Intel Stack” of low-cost AI tools that turn raw data into market advantages
- A step-by-step worksheet to build their first demand forecast or pricing model in under a week
- Real-world success stories of small firms out-maneuvering larger competitors with smarter data use

Signature Moment

“**Prospect Goldmine in Five Minutes**” — Craig asks for an attendee’s ideal-customer criteria, then uses free AI tools live to generate a verified list of 10 high-value prospects (with LinkedIn URLs and a ready-to-send intro email) before the clock runs out.

Formats & Lengths

- 30-60 min keynote
- 60-90 min breakout with guided hands-on setup stations

Tech Needs

Projector, house audio, reliable internet, HDMI input. Craig travels with backup hotspot, laptop, and clicker.

Booking / Info

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<https://www.momentumhub.ai/book-craig-ai-keynote-speaker/>