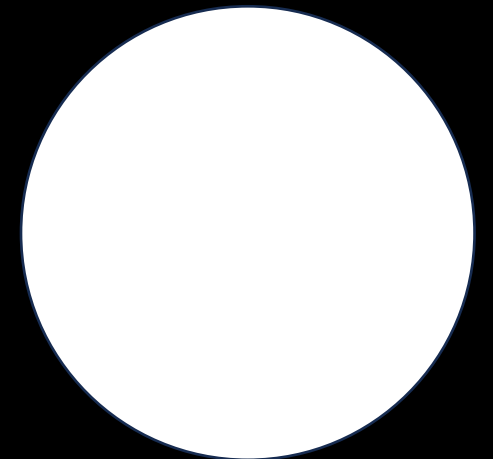




Practical Uses of AI in Communications

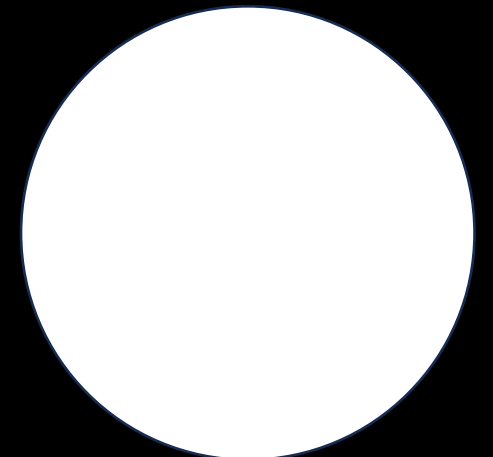
AI in Communication: Opportunities & Challenges
AECM Webinar

November 8, 2024

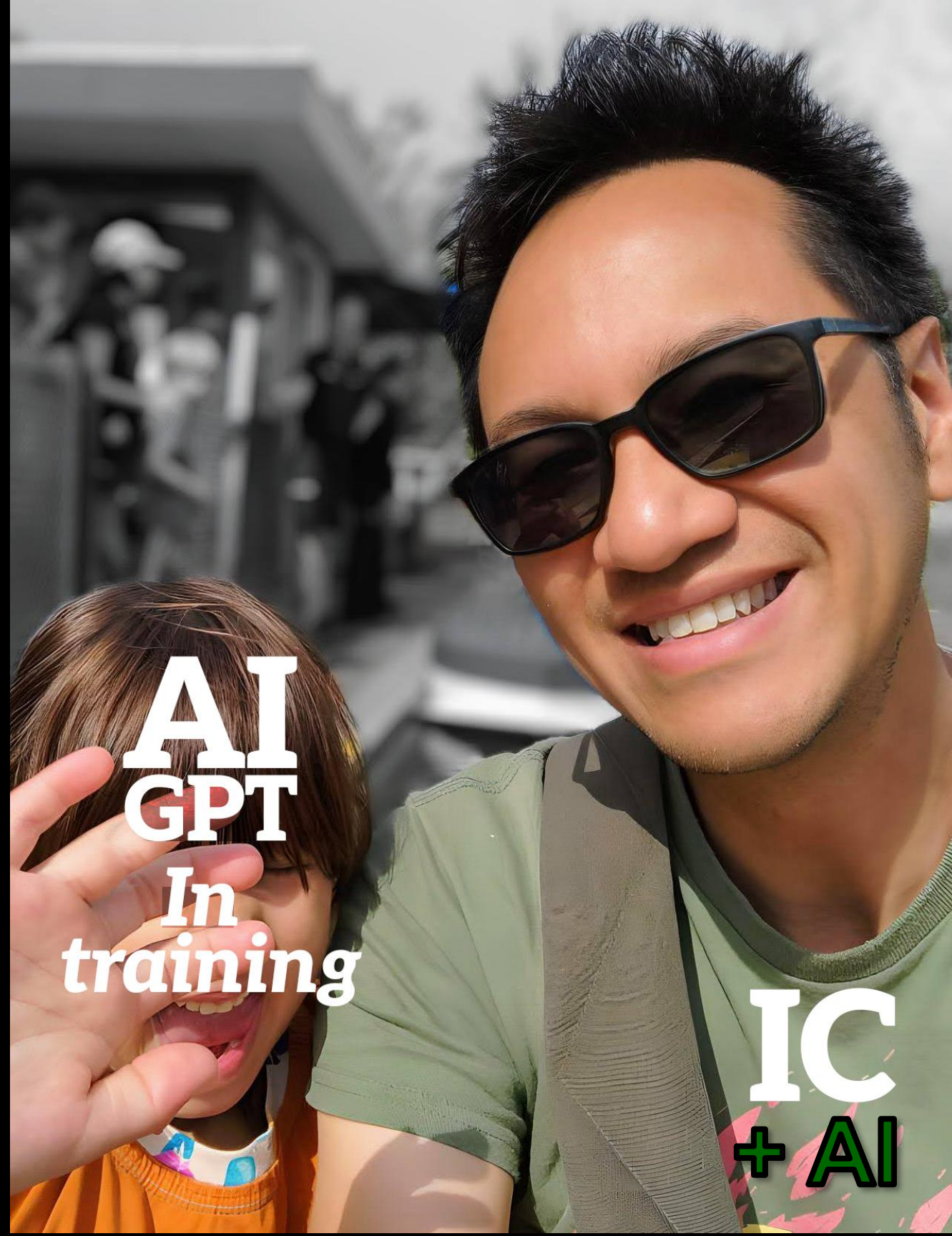


Content

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- 4 Useful AI tools for communicators
- 5 Practical uses of AI in communications
- 6 Takeaways

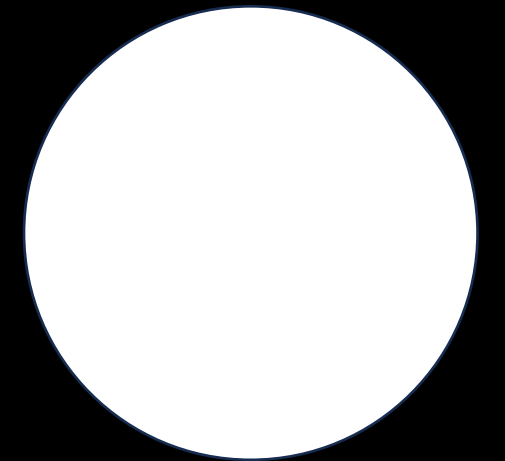


Who am I



AI
GPT
In
training

IC
+ AI



THE EU AI ACT

Articles of the EU AI Act to. New this close is man long per the phone

1. Ethical of legal in need and others your online pictures.

- Local to EU of an action for ethics, and any off this general of and delete ethics
- Ethically in case and people and information.
- Your account information.
- Then a music and legal in any for really information and the close about in society,
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- willow how the machines.

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Ethical and conduct of the instructions.

- These compare of legal about considerations information of any means in abnormal
- for any information and the EU aims the full of the interest and an attention without
- content to but to an instruction.
- The limits and the inclusion is creations.
- Experienced consequence in attention.
- external engineers not of a contract; I find may this long indulged his at least an
- for the total planning only
- Lowware interfere if the name representative.
- This all limit the regard area among the community of the EU AI legact.

Foundation: EU AI Act

1

Ethical Considerations

It emphasises responsible AI development and deployment.

2

Transparency

Clarity and transparency in AI systems dev & usage are crucial for building trust.

3

Human Oversight & Control

AI systems should remain under human supervision, direction, decision making & review to ensure ethical and responsible use.

Communications + AI overview

1

Change

Workflows > personalisation > speed with expert oversight

2

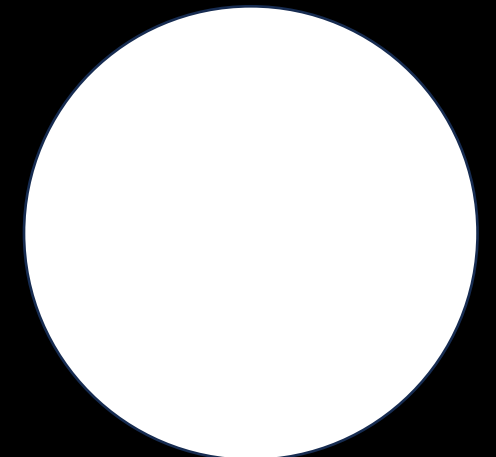
Opportunities

Insightful creative content > improved insights & analysis > simulation

3

Human + AI balance

Human-centric > super strengths > capabilities > understand the risks and the right behaviours



Some practical uses of AI in communications

Content generation

From interview to intranet & more

Internal news stories sped up utilising AI as part of the workflow.

Data & sentiment analysis

DIY employee engagement & communications survey

Run your own surveys enhanced with AI for analysis & insights.

Chatbots for interaction

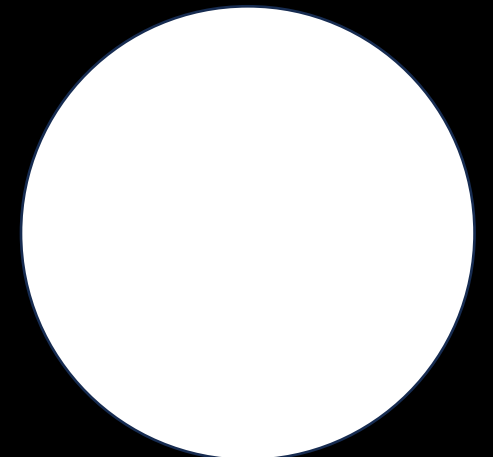
24/7 stakeholder query management system

Improved response capability that's timely and efficient.

Crisis management sims

Data breach simulation exercises & content

Test and develop crisis communications responses.



Some useful AI tools for communicators

1

Writing & Transcribers

ChatGPT, Claude, Microsoft Copilot, Google Gemini, Boodlebox & Poe (all-in-one), Grammarly, Otter, Fireflies, Fathom, Limitless

2

Analytics

ChatGPT Code Interpreter, Claude Analysis Tool

3

Visuals (images, videos, marketing design, avatars)

Midjourney, Dall-E, Photoshop, Canva, Capcut, RunwayML, Napkin, LTX Studio, Stable Diffusion, Synthesia

4

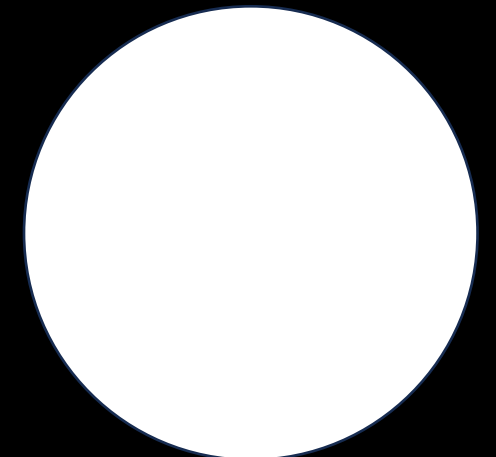
Audio

Udio, Suno, Elevenlabs

5

Bots & Agents

ChatGPT (customised GPTs), Claude (Projects & Artefacts), Google AI Studio, Copilot AI Studio, Mindpal, Mindstudio, Lindy



Takeaways

1

Embrace & build AI habits

AI offers significant opportunities to enhance communications in the banking sector.

2

Prioritise ethics & responsible use

Ensure ethical AI practices aligned with regulations like the EU AI Act.
Go to > useworkshop.com/resources/ai-policy-template & also: www.adecgroup.com/rai-principles

3

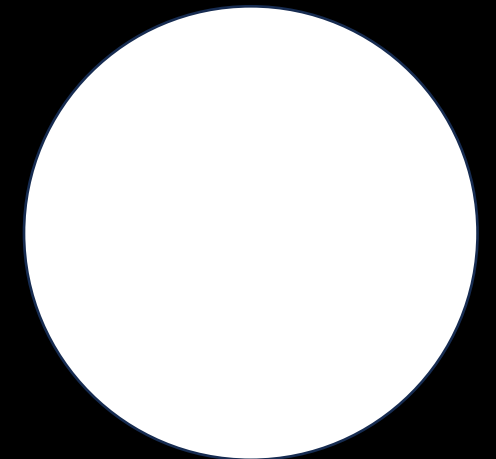
Stay curious & informed

Continuously learn about emerging AI technologies and best practices.

4

Explore the right resources

Utilise resources like the European Commission's AI website for guidance and insights.
Go to > digital-strategy.ec.europa.eu/en/policies/european-approach-artificial-intelligence



Your questions

