

✓ Harnessing the power of generative AI for communicators

Alyssa Zeff, Melissa Bass

IABC Heritage Region
June 1, 2023





Welcome



About us



Alyssa Zeff
Senior Vice President

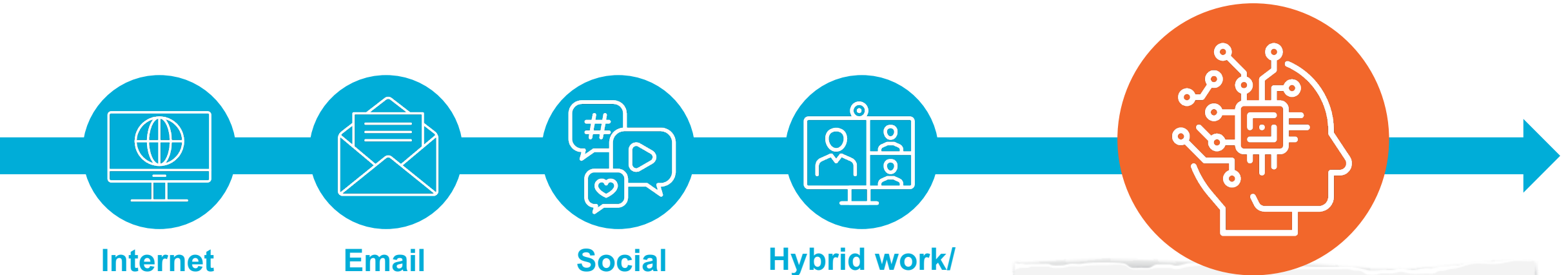
- Nine years at Davis & Company
- 10 years leading communication for global healthcare company
- Speaker at industry events, including IABC, PRSA and Interact Live
- B.A., Communication, Vanderbilt University



Melissa Bass
Senior Project Director

- Two years at Davis & Company
- 15 years in communications for global brands
- Adjunct professor at William Paterson University
- B.A. and M.A., Communication, Rowan University

The next disruption



TECH
ChatGPT's Sam Altman Warns Congress That AI 'Can Go Quite Wrong'
OpenAI CEO calls on lawmakers to create safety standards for artificial intelligence

Here's How AI Will Come for Your Job
Instead of being replaced by robots, office workers will soon be pressured to act more like robots themselves.

TECHNOLOGY EXECUTIVE COUNCIL
How generative A.I. and ChatGPT will influence jobs at all professional levels

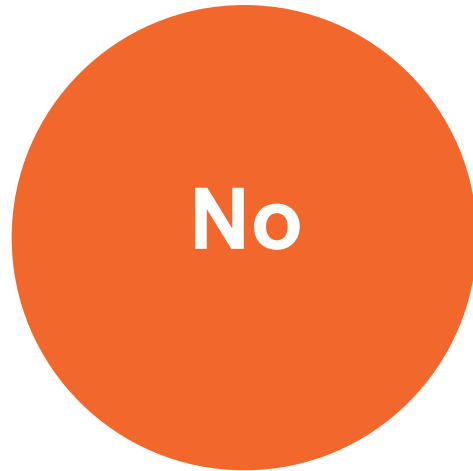
What is generative AI?



Generative artificial intelligence (AI) describes **algorithms that can be used to create new content**, including audio, code, images, text, simulations and videos, based on the content it was trained on.

Poll

Are you using generative AI in your role today?





Guiding principles

Guiding principles for leveraging generative AI

Use your
expertise; AI is a
supporting tool

Get to know
the AI tool you
are using

Define
your purpose for
using AI

Ensure
AI is
helping you



Use your expertise;
AI is a supporting tool

How can AI support me in my role?

Ideation



How can AI support me in my role?



How can AI support me in my role?



How can AI support me in my role?





Get to know the AI tool
you are using

What's out there? (A few examples)

Text



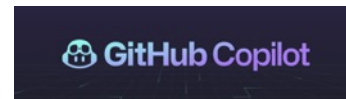
Image



Music



Code



Voice synthesis



Managing common risks



**Data
security**



Privacy



**Reliability of
information**



Copyright



Your greatest weapon
against these risks
is knowledge

- Do research
- Ask questions
- Fact-check
- Use appropriately
- Edit thoroughly



Define your purpose
for using AI

What are you trying to accomplish?

Sample objectives



Increase engagement with my content

- Craft catchier headlines
- Write more social posts
- Embed SEO keywords
- Cut words



Increase my productivity

- Overcome writer's block
- Get inspiration for content
- Draft simple content

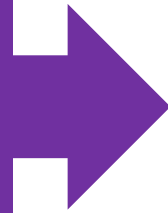


Ensure AI is helping you

Measure and adjust as needed

Based on your objectives, check in to see if AI is working

- ✓ Has your productivity improved?
- ✓ Are you spending time on more valuable work?
- ✓ Is the content you are posting more engaging?



**Review
and
adapt**



- Stay the course, increase AI use
- Change tools (is something better available?)
- Change use (good for headlines, not great for editing)



Let's see AI in action

Example 1: Press release headline



Make every sip count

Dunkin' iced coffee day supports children's hospitals nationwide



Donate joy with every cup

Dunkin' iced coffee day returns on May 23

Example 1: Press release headline



Make every sip count

Dunkin' Iced Coffee Day supports children's hospitals nationwide



Donate joy with every cup

Dunkin' iced coffee day returns on May 23

Example 2: Social media posts

A



OREO Cookie
@Oreo

The perfect s'more doesn't exist - oh wait! S'mOREO cookies out now 🔥

8:26 AM 5/22/23 39.7k Views



OREO Cookie
@Oreo

Things are getting real toasty over here 🌲 S'mOREO Cookies are back on shelves 5/8!

8:26 AM 5/22/23 39.7k Views



OREO Cookie
@Oreo

If you need us, we'll be perfecting our fav summer snack 🔥👁️

8:26 AM 5/22/23 39.7k Views

B



OREO Cookie
@Oreo

🔥 Limited Edition S'mOREO Sandwich Cookies are back! Get that s'mores feeling without a campfire. Available May 8th. 🍫🔥 #Smoreo #LimitedEdition

8:26 AM 5/22/23 39.7k Views



OREO Cookie
@Oreo

🍪✨ S'mores lovers, rejoice! Limited Edition S'mOREOSandwich Cookies are here. Graham-flavored cookies with chocolate & marshmallow creme. 😊💕 #Smoreo #LimitedEdition

8:26 AM 5/22/23 39.7k Views



OREO Cookie
@Oreo

🕒 Summer just got sweeter! Limited Edition S'mOREO Sandwich Cookies are back. Graham-flavored cookies with chocolate & marshmallow creme. 🌞🍪 #Smoreo #LimitedEdition

8:26 AM 5/22/23 39.7k Views

Example 2: Social media posts

A

 **OREO Cookie** 
@Oreo

The perfect s'more doesn't exist-oh wait! S'mOREO cookies out now 🔥

8:26 AM 5/22/23 39.7k Views

 **OREO Cookie** 
@Oreo

Things are getting real toasty over here 🏕️ S'mOREO Cookies are back on shelves 5/8!

8:26 AM 5/22/23 39.7k Views

 **OREO Cookie** 
@Oreo

If you need us, we'll be perfecting our fav summer snack 🔥👁️

8:26 AM 5/22/23 39.7k Views

B

 **OREO Cookie** 
@Oreo

🔥 Limited Edition S'mOREO Sandwich Cookies are back! Get that s'mores feeling without a campfire. Available May 8th. 🏕️🔥 #Smoreo #LimitedEdition

8:26 AM 5/22/23 39.7k Views

 **OREO Cookie** 
@Oreo

🍪🌟 S'mores lovers, rejoice! Limited Edition S'mOREOSandwich Cookies are here. Graham-flavored cookies with chocolate & marshmallow creme. 😊💕 #Smoreo #LimitedEdition

8:26 AM 5/22/23 39.7k Views

 **OREO Cookie** 
@Oreo

🕒 Summer just got sweeter! Limited Edition S'mOREO Sandwich Cookies are back. Graham-flavored cookies with chocolate & marshmallow creme. 🌞🍪 #Smoreo #LimitedEdition

8:26 AM 5/22/23 39.7k Views

Example 3: Employee newsletter



Move more at work

Being physically active helps your overall well-being. Take opportunities to sit less and move more. Stand up and do some stretches at least once per hour to prevent stiffness and soreness and take a short walk at lunchtime.

Here are 3 simple stretches to do when working from home by our fitness expert.

Enjoy these easy-to-do stretches from your desk! Do what feels best for you.

1) Ear-to-shoulder

Sit up tall in your chair, feet on the floor, and drop your left ear towards your left shoulder. Hold for a few seconds, bring your head up and repeat on the other side.

2) Seated spinal rotation

While seated, cross your arms over your chest and grab your shoulders. Gently turn your upper body to the left, center and then right.

3) Back stretch

Place your elbows on your desk in front of you, shoulder-width apart. Scooch out or roll your chair back and place your head between your elbows looking down. You can clasp your hands. Deepen this stretch by placing palms down and moving back more.



Boost Your Wellness at Work: Stretch and Move for a Happier, Healthier You!

Incorporating stretching and movement into our office routines can have a profound impact on our overall well-being. By dedicating a few moments each day to prioritize our physical health, you can experience increased energy, improved concentration, reduced stress levels, and enhanced productivity.

Here are practical techniques to stretch and move right at your desk:

Desk Stretches:

- Neck Rolls: Gently roll your head from side to side, releasing tension in your neck and shoulders.
- Seated Spinal Twist: Twist your torso while seated, improving lower back stiffness and spinal mobility.

Mini Workouts:

- Leg Extensions: Extend one leg straight out while sitting, alternating between legs to engage leg muscles and increase blood flow.
- Chair Dips: Lift your body off the chair by placing hands on the seat, strengthening triceps and maintaining upper body strength.

Walking Breaks:

- Stroll around the office or outside to rejuvenate your body and mind, boosting circulation and enhancing focus.
- Engage in walking conversations with colleagues instead of emailing or messaging, stretching your legs while connecting with others.

Remember, these are just a few examples to get you started. Stay active, stay productive!

Example 3: Employee newsletter



Move more at work

Being physically active helps your overall well-being. Take opportunities to sit less and move more. Stand up and do some stretches at least once per hour to prevent stiffness and soreness and take a short walk at lunchtime.

Here are 3 simple stretches to do when working from home by our fitness expert.

Enjoy these easy-to-do stretches from your desk! Do what feels best for you.

1) Ear-to-shoulder

Sit up tall in your chair, feet on the floor, and drop your left ear towards your left shoulder. Hold for a few seconds, bring your head up and repeat on the other side.

2) Seated spinal rotation

While seated, cross your arms over your chest and grab your shoulders. Gently turn your upper body to the left, center and then right.

3) Back stretch

Place your elbows on your desk in front of you, shoulder-width apart. Scooch out or roll your chair back and place your head between your elbows looking down. You can clasp your hands. Deepen this stretch by placing palms down and moving back more.



Boost Your Wellness at Work: Stretch and Move for a Happier, Healthier You!

Incorporating stretching and movement into our office routines can have a profound impact on our overall well-being. By dedicating a few moments each day to prioritize our physical health, you can experience increased energy, improved concentration, reduced stress levels, and enhanced productivity.

Here are practical techniques to stretch and move right at your desk:

Desk Stretches:

- Neck Rolls: Gently roll your head from side to side, releasing tension in your neck and shoulders.
- Seated Spinal Twist: Twist your torso while seated, improving lower back stiffness and spinal mobility.

Mini Workouts:

- Leg Extensions: Extend one leg straight out while sitting, alternating between legs to engage leg muscles and increase blood flow.
- Chair Dips: Lift your body off the chair by placing hands on the seat, strengthening triceps and maintaining upper body strength.

Walking Breaks:

- Stroll around the office or outside to rejuvenate your body and mind, boosting circulation and enhancing focus.
- Engage in walking conversations with colleagues instead of emailing or messaging, stretching your legs while connecting with others.

Remember, these are just a few examples to get you started. Stay active, stay productive!

A tool for you



The leaders in internal communication

We're Davis & Company, the employee communication experts. Since 1984, leading organizations have depended on us to reach, engage and motivate their employees.

Our strategic mindset, creative spirit and practical know-how can solve your toughest communication challenges.

Give us a call. We'd love to help.



Alyssa Zeff
(201) 445-5100
alyssa.zeff@davisandco.com



Melissa Bass
(201) 445-5100
melissa.bass@davisandco.com

Visit
www.davisandco.com

Contacts and what's next

- A participant survey will open when you exit
- Resources and AI Workbook
- Interested in presenting? Contact us at communication@iabcheritage.com
- Learn more: iabc.com/membership

Thank you for attending!

