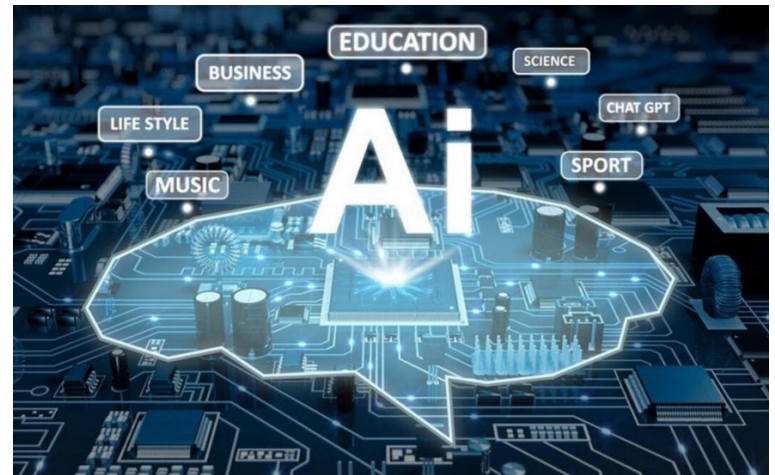# Empowering State CTE Associations with Generative AI

AGENDA

- What is Generative AI?

- Use Case 1: Automating Member Communications
  - AI Tool: ChatGPT

- Use Case 2: Streamlining Member Data Management and Engagement
  - AI Tool: SurveyMonkey Genius

- Use Case 3: Event Planning and Marketing
  - AI Tool: Canva
  - AI Tool: Copy.ai

- Use Case 4: AI-Enhanced Customer Service

What is…

GPT stands for **Generative Pre-training Transformer**. In essence, GPT is a kind of artificial intelligence (AI). GPT is an AI that's adept at understanding and creating human language. Think of it as a smart language assistant. Technically, it's a language model.

Use Case 1: Automating Member Communications

- **Automated Email Drafting:** ChatGPT can generate tailored email drafts based on member preferences, improving efficiency and relevance.

- **AI-Driven Newsletters:** Tools like Jasper AI enable automatic newsletter generation, incorporating recent updates to engage members effectively.

- **Personalized Communication:** Generative AI analyzes member data to customize communications, enhancing individual member experiences and participation.

AI Tool: ChatGPT

- **Sign-Up Process:** Visit OpenAI's website, create an account, and verify your email to access ChatGPT.

- **Customizing Responses:** Provide specific context in prompts to guide ChatGPT for more relevant and tailored email drafts.

- **Drafting Emails Efficiently:** Utilize clear, concise prompts to generate focused drafts quickly, saving time while maintaining quality.

Use Case 2: Streamlining Member Data Management and Engagement

- **Survey Automation Tools:** Utilize SurveyMonkey Genius and Google Forms to automate survey distribution, streamlining data collection processes.

- **Feedback Analysis:** AI can analyze feedback trends from surveys, delivering insights that inform targeted member engagement strategies.

- **Real-Time Reporting:** Integrate AI tools to provide real-time reporting on survey results, enhancing decision-making agility for associations.

AI Tool: SurveyMonkey Genius

- **Generating Survey Questions:** SurveyMonkey Genius utilizes AI to create relevant questions, ensuring comprehensive feedback from members consistently.

- **Analyzing Member Feedback:** The AI tool identifies trends in survey responses, helping associations adapt strategies based on data insights.

- **User-Friendly Interface:** SurveyMonkey Genius features an intuitive interface that simplifies survey creation and analysis for all users.

Use Case 3: Event Planning and Marketing

- **Event Material Automation:** AI tools like Canva automate the design process, significantly reducing the time and effort required.

- **Customizable Design Templates:** Canva offers a vast library of templates tailored to specific events, enhancing professional presentation effortlessly.

- **Collaborative Design Features:** Real-time collaboration in Canva allows teams to engage creatively, ensuring consistency in marketing materials.

AI Tool: Canva

- **Accessing Canva's AI Features:** To utilize Canva's AI features, log in, then navigate to the template section for event promo.

- **Generating Promotional Content:** Select event type; Canva's AI generates tailored designs expediently, enhancing user experience and efficiency.

- **Editing and Customization:** Utilize Canva's intuitive editing tools for quick customization, ensuring promotional content aligns with association branding.
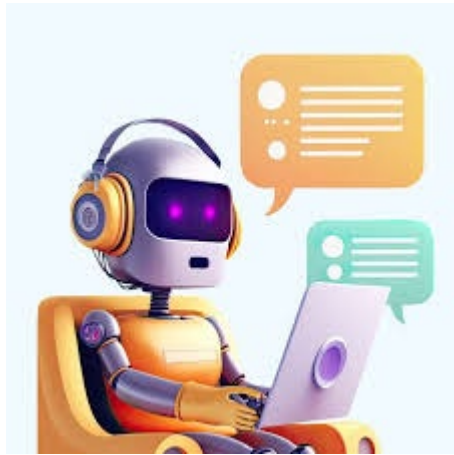
AI Tool: Copy.ai

- **Efficient Marketing Copy Generation:** Copy.ai generates engaging marketing copy, providing social media posts and advertisement text with bespoke prompts.

- **Prompt Examples for Social Media:** Utilize prompts like 'Create a post about membership benefits' to generate compelling social media content efficiently.

- **Ad Copy Creation Techniques:** Input specifications such as target audience and tone to receive tailored ad copies that enhance engagement.

Use Case 4: AI-Enhanced Customer Service

- **Member Inquiry Automation:** AI-powered chatbots like Tidio automate member inquiries, enhancing responsiveness and ensuring member satisfaction seamlessly.

- **24/7 Availability:** Chatbots provide round-the-clock support, addressing member questions anytime, thereby increasing engagement opportunities significantly.

- **Data-Driven Insights:** These chatbots analyze interactions to deliver valuable insights into member needs, informing strategic improvements effectively.

AI Tool: Tidio

- **Tidio Setup Overview:** Implement Tidio by creating an account, integrating it into your website for member interaction automation.

- **Creating FAQ Responses:** Develop a comprehensive FAQ section within Tidio to preemptively address common member inquiries efficiently.

- **Monitoring and Optimization:** Regularly analyze interaction data from Tidio to enhance response quality and adjust communication strategies accordingly.

Wrap Up

- **Automation Benefits:** AI's automation reduces manual workloads, enabling focus on strategic initiatives and fostering operational efficiency.

- **Enhanced Communication:** Implementing AI tools enriches communication flow, ensuring timely and targeted interactions with association members.

- **Encouragement to Explore:** Attendees are urged to explore discussed AI tools, uncovering innovative solutions for enhanced member engagement.

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