



---

JANUARY 24, 2024  
WITH ZACH GIGLIO

# The Profound Role of AI in Revolutionizing Chamber Management

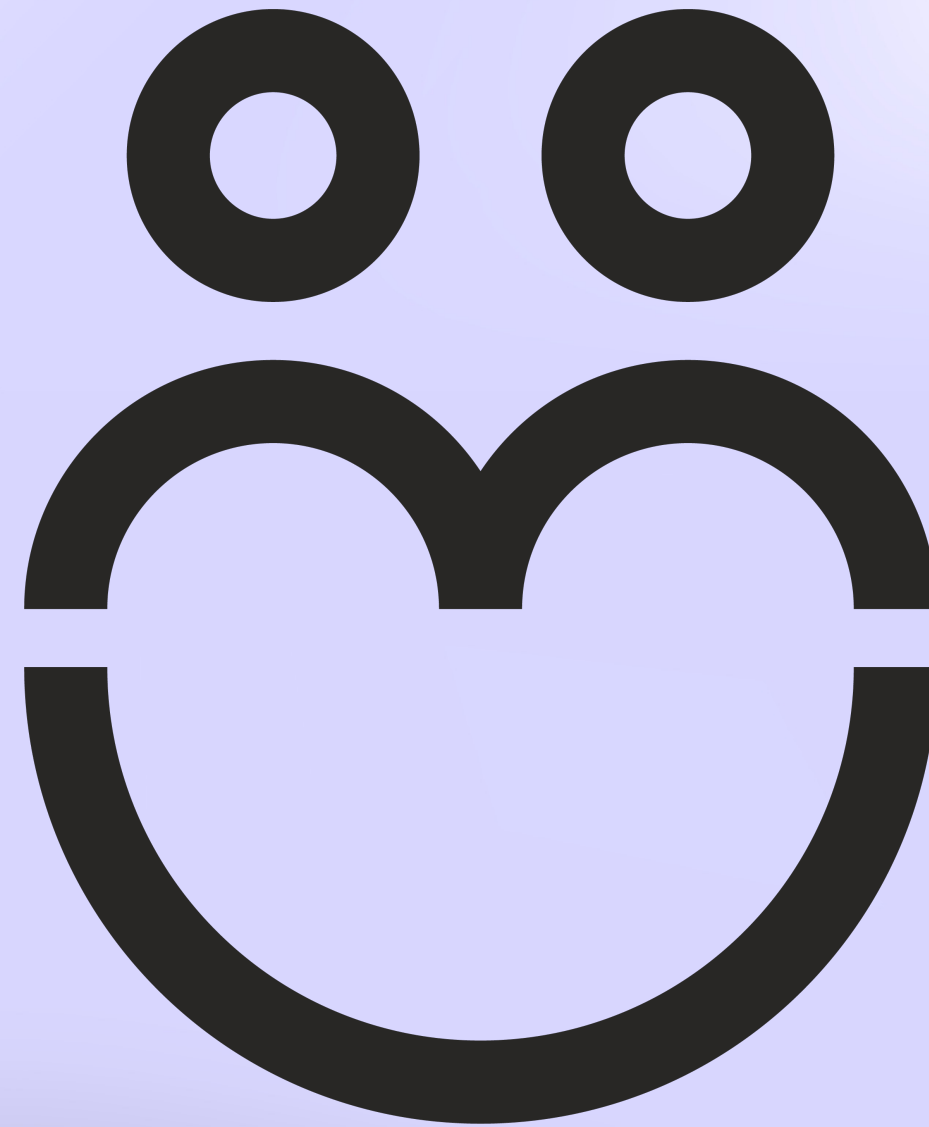
## WHO IS GCM

GCM is a family-founded global communications agency that believes in the power of human connection and business as a force for good. We have seen how AI can level the playing field between mega corporations and the rest of us. We're on a mission to help organizations, from small- and medium-sized businesses to non-profits, punch above their weight by leveraging cutting edge AI technology.



0.0

Hello there,  
human!



0.1

# On the agenda

---

**1.0**

**2.0**

**3.0**

**4.0**

**5.0**

**6.0**

---

Standing Out  
and  
Connecting

Intro to AI

Engaging  
with AI

Digital  
Double

Chamber  
Management  
& AI

Free  
Resource



1.0

# STANDING OUT IN A HYPER-COMMODOTIZED MARKET



# 1.1

## Emotion & Trust

---

90%

---

of decision making is **emotion-based**. We use logic to justify our decisions to ourselves and others. (Consumer Reports)

63%

---

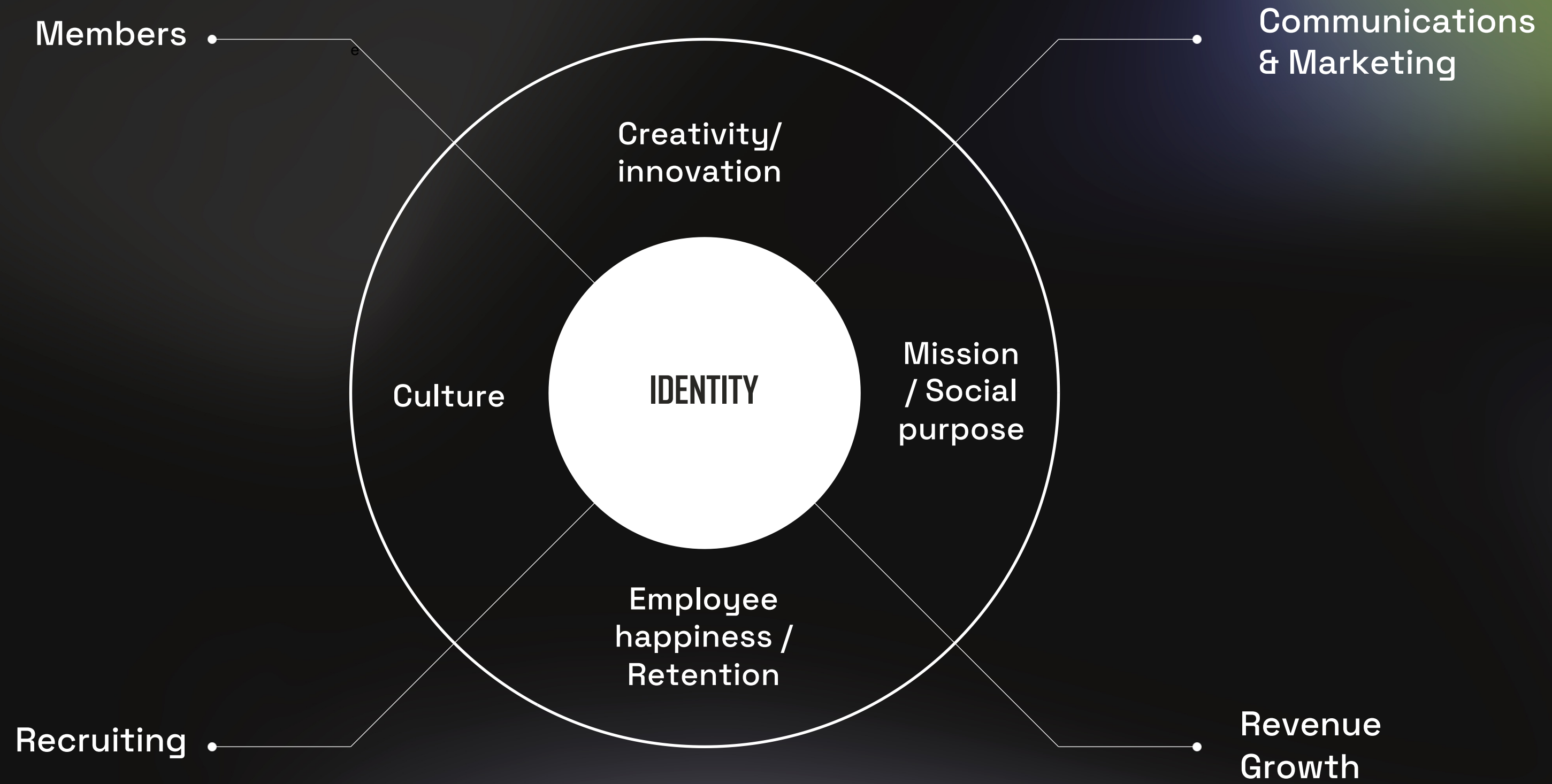
buy or advocate for brands based on their beliefs and values. (Edelman Trust Barometer)



**IDENTITY IS AT THE HEART**



# IDENTITY IS AT THE HEART





2.0

# INTRO TO AI & ITS CAPABILITIES



**ARTIFICIAL INTELLIGENCE (AI) IS A MODEL THAT CAN MIMIC HUMAN INTELLIGENCE BY UNDERSTANDING NATURAL LANGUAGE, RECOGNIZING PATTERNS, SOLVING PROBLEMS, OR LEARNING FROM EXPERIENCE. IT CAN PERFORM TASKS THAT NORMALLY REQUIRE HUMAN INTELLIGENCE, BUT WITHOUT THE NEED FOR HUMAN INTERVENTION.**

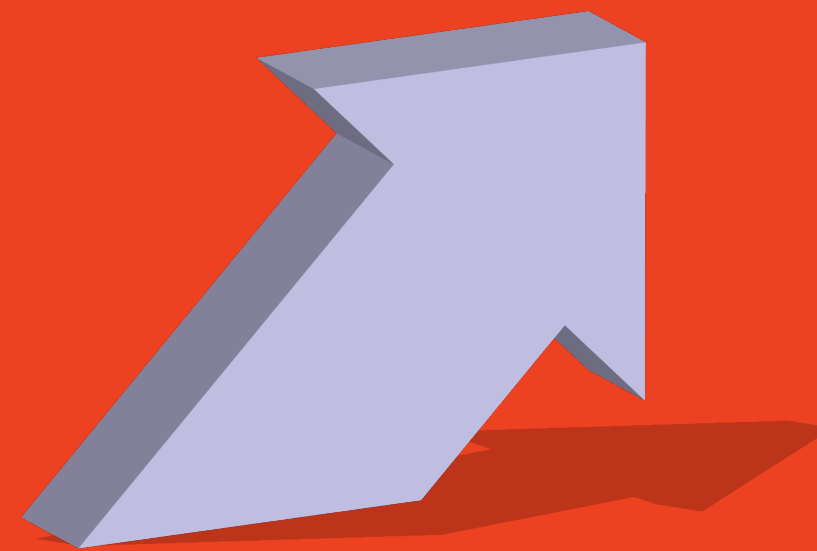
# Levelling the Playing Field

43%

Quality increase in  
below average performers

17%

Quality increase in  
above average performers



## 2.3

# The AI Effect



**12%**

More tasks completed

**25%**

Quicker completion time

**40%**

Improvement in work quality



## 2.4

---

# How Can AI Improve Productivity?

---

Ending blank-page syndrome

Generating ideas

Streamline longer form content

Prospecting + personalizing member engagement

Scaling Mail Merge

Scaling multi-channel marketing campaigns

Editing/proofreading



## 2.5

---

# Limitations of AI Generated Content

---

Inadvertently include inaccuracies or misinterpretations

Struggle with nuances of language, culture and context

Give answers that are plain wrong

Lack of memory and ability to understand longer conversations

Not see people as individuals

Possibility of drift



3.0

## ENGAGING WITH AI



## 3.1

# How to treat AI

Fast paced-junior employee

- Ambitious
- Making a name for itself
- Rushes to finish tasks - vulnerable to mistakes.
- Needs a lot of guidance
- Lacks maturity and understanding
- Better guidance = better outputs





## 3.2

# Converse with AI

Ask AI for ideas

Conduct some research

Turn that into a long-form piece of content with goals and guidelines

Repurpose for multi-channel marketing campaigns



## 3.3

# Tips for Prompting

---

Provide ample context

Role play

Use word processing tools outside of AI

Have a conversation and provide feedback

Include goals and audiences

Add a tone and voice

“Given ABC, do XYZ”

Try and refine



## 3.4

# Prompt Examples

### BLOG SECTION

Act as a content marketing specialist. Please write [number of words] words for a blog section for a [Insert Company] article for the H2 heading "[Insert H2 Heading]" You can use the information in the URLs below to help write the section.

URLS:

---

### SALES EMAIL

Write a friendly introduction to PROSPECT. In the body, include 3 ways being a member of THE CHAMBER can help with PROSPECT's exact pain points, derived from the PROSPECT's LinkedIn bio, pasted below:

PROSPECT: [Paste the prospect's LinkedIn profile]

WORKSHOP: [insert information about benefits of joining]

---



## 3.5

## Beware

Limit sharing personal information

Use pseudonyms if necessary

Check privacy policies

Only use reputable providers

Restrict access to your usage

Train any new team members

Evolve with a changing workforce



4.0

# DIGITAL DOUBLE: MAKING AI YOUR DOPPLEGANGER



## 4.1

# Tone and Voice

---

Fine tune your models to speak, think, and act like you

OR

Create content first then provide tone and voice guidance to refine it

Use existing language: blog posts, website copy, social media content, sales material, emails, etc. (cheat by using someone else's content that you want to emulate)

Use infobases and fine tuning to build tone and voice into the models



## 4.2

# Without Tone and Voice

Institute is the professional development program of the U.S. Chamber of Commerce. It was designed to enhance individual performance, elevate professional standards, and recognize association, chamber of commerce, and other nonprofit professionals who demonstrate the knowledge essential to the practice of nonprofit management.



## 4.3

# With a “Quirky, Approachable” Tone and Voice

Hey there! Ever heard of the Institute? It’s this super cool program cooked up by the U.S. Chamber of Commerce. It’s all about giving your professional skills a mega boost, lifting those standards sky-high, and showering some well-deserved spotlight on the whiz-kids in the nonprofit world – we’re talking association buffs, chamber of commerce gurus, and other nonprofit ninjas. If you’ve got the know-how to rock nonprofit management, the Institute is where you get to strut your stuff!





5.0

# REVOLUTIONIZING CHAMBER MANAGEMENT WITH AI



# 5.1

## How Can AI Revolutionize Chamber Management?

Grow and engage membership

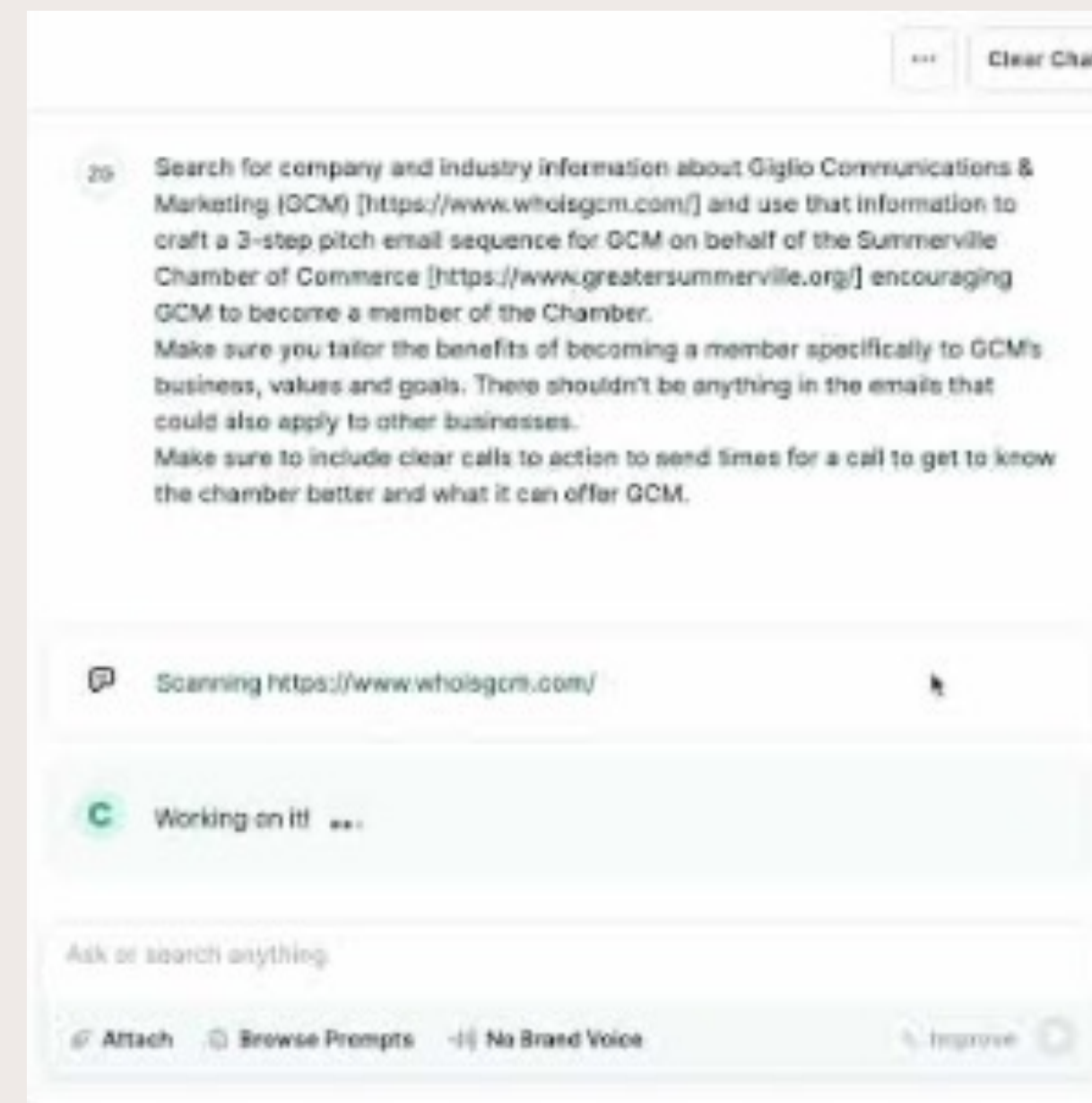
- Personalized engagement
- Lead scoring
- Data-driven decisions
- Tailor high-level content to specific segments
- Automate tasks for outreach and follow-up
- Support face-to-face meetings with research and personalized strategies
- Improve and scale email and newsletter campaigns
- Uplevel mail merge



# 5.1.1

## Grow and Engage Membership

Research & personalized engagement

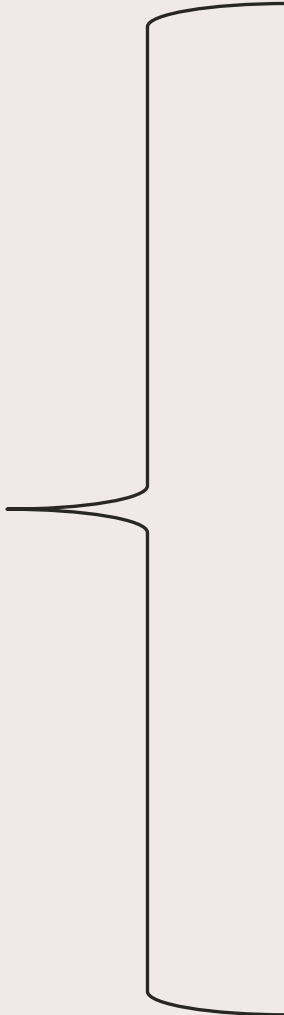


## 5.2

# How Can AI Revolutionize Chamber Management?

---

**Boost advocacy  
and campaigns**

- 
- Develop opinion-based content
  - Scale personalized education campaigns
  - Connect calls to action to individual values
  - Increase engagement with elected officials
  - Increase engagement with current and potential donors
  - Provide more comprehensive support to endorsed candidates



## 5.2.1

# Boost Advocacy & Fundraising Campaigns

Connect calls to action to individual values

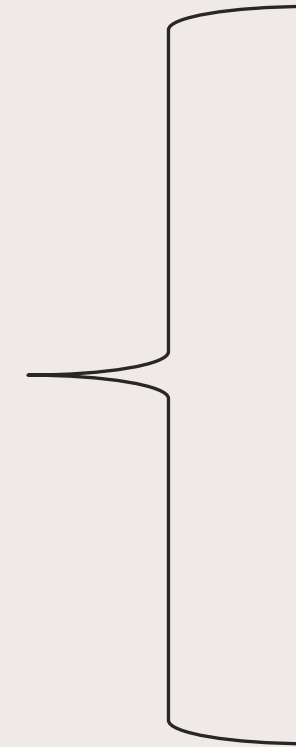


## 5.3

# How Can AI Revolutionize Chamber Management?

---

Improve and scale multi-channel marketing and thought leadership campaigns



- End blank-page syndrome
- Generate ideas
- Personalize content
- Produce longer-form content quickly
- Turn long form content into social media posts, newsletter content and emails

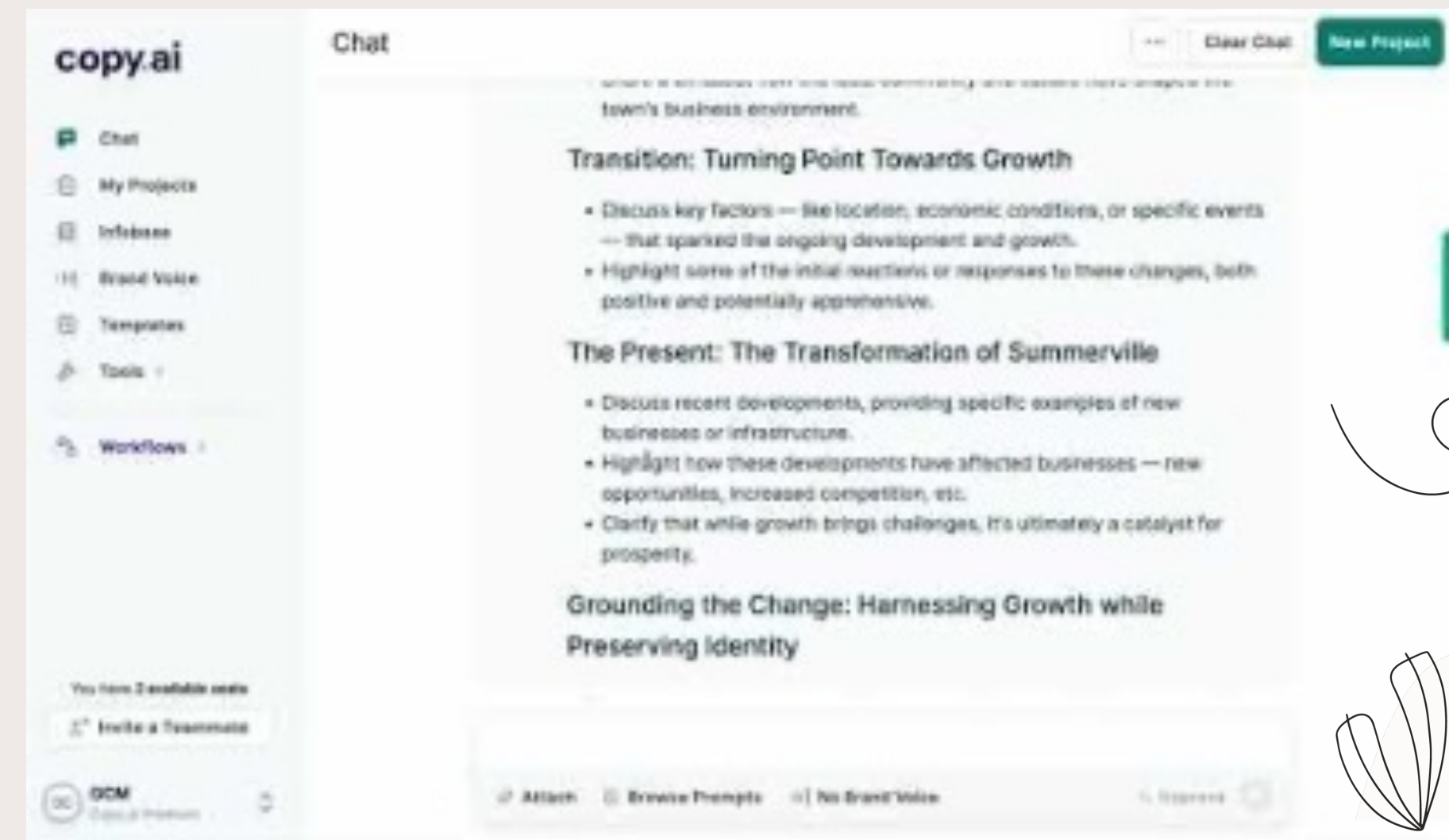


## 5.3.1

# Scale Marketing and Thought Leadership

Produce longer-form content quickly

- Turn long form content into social media posts, newsletter content and emails











---

JANUARY 24, 2024  
WITH ZACH GIGLIO

Thank  
you