



FEBRUARY 29, 2024
WITH ZACH GIGLIO

Engage and Grow: AI Strategies for Chamber Membership Success

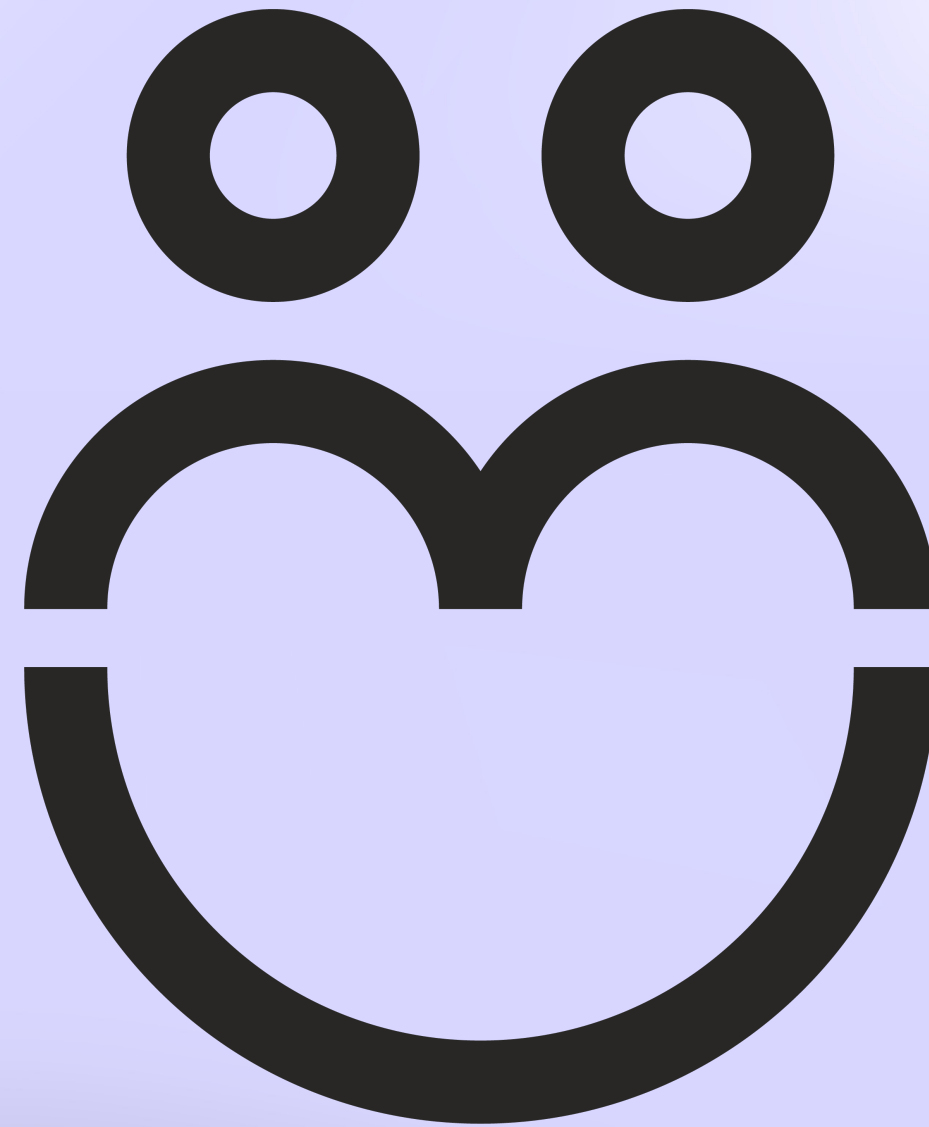
WHO IS GCM

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

Intro to AI

2.0

Engaging with AI

3.0

Membership Success

4.0

Free Resource



1.0

INTRO TO AI & ITS CAPABILITIES



1.1

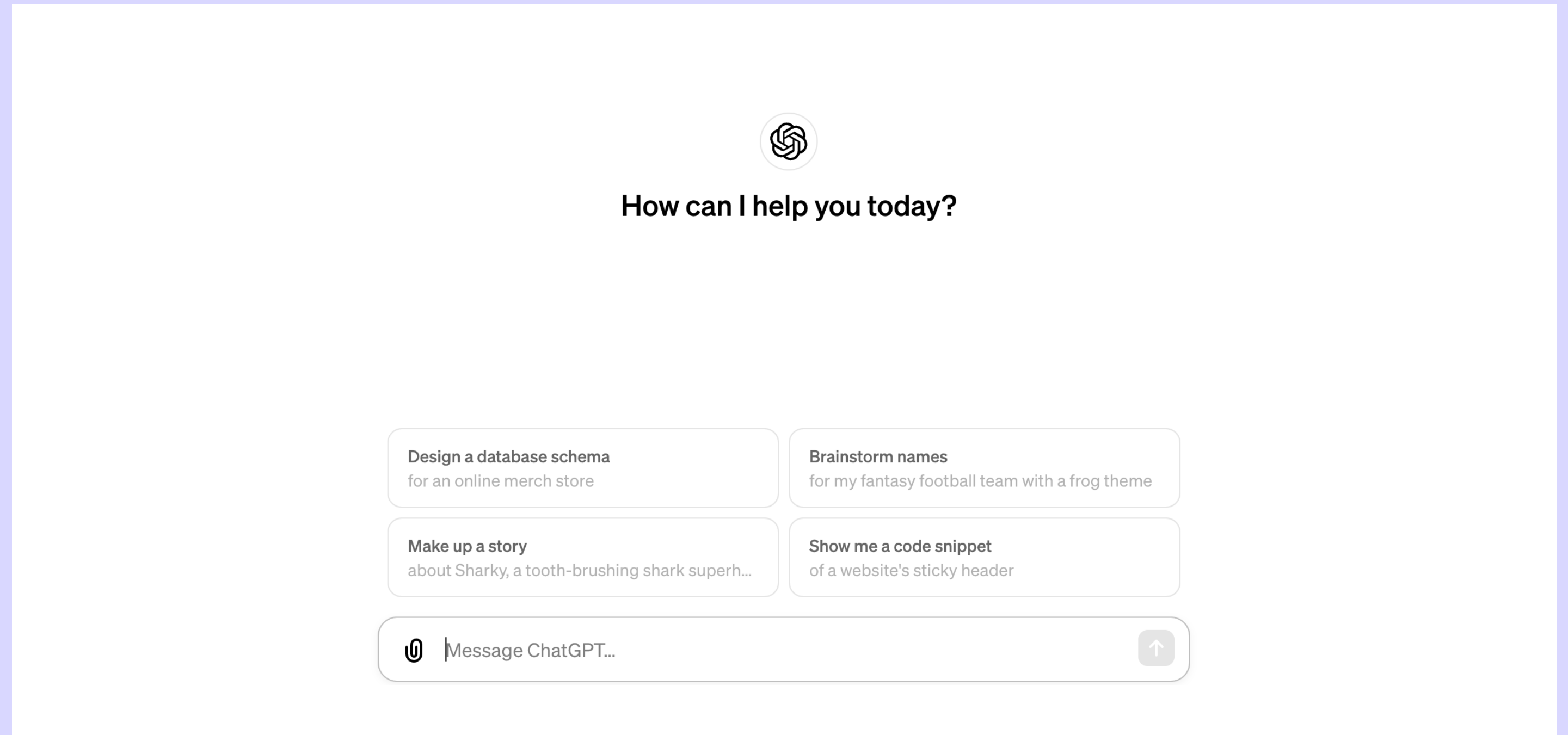
What is AI?

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.



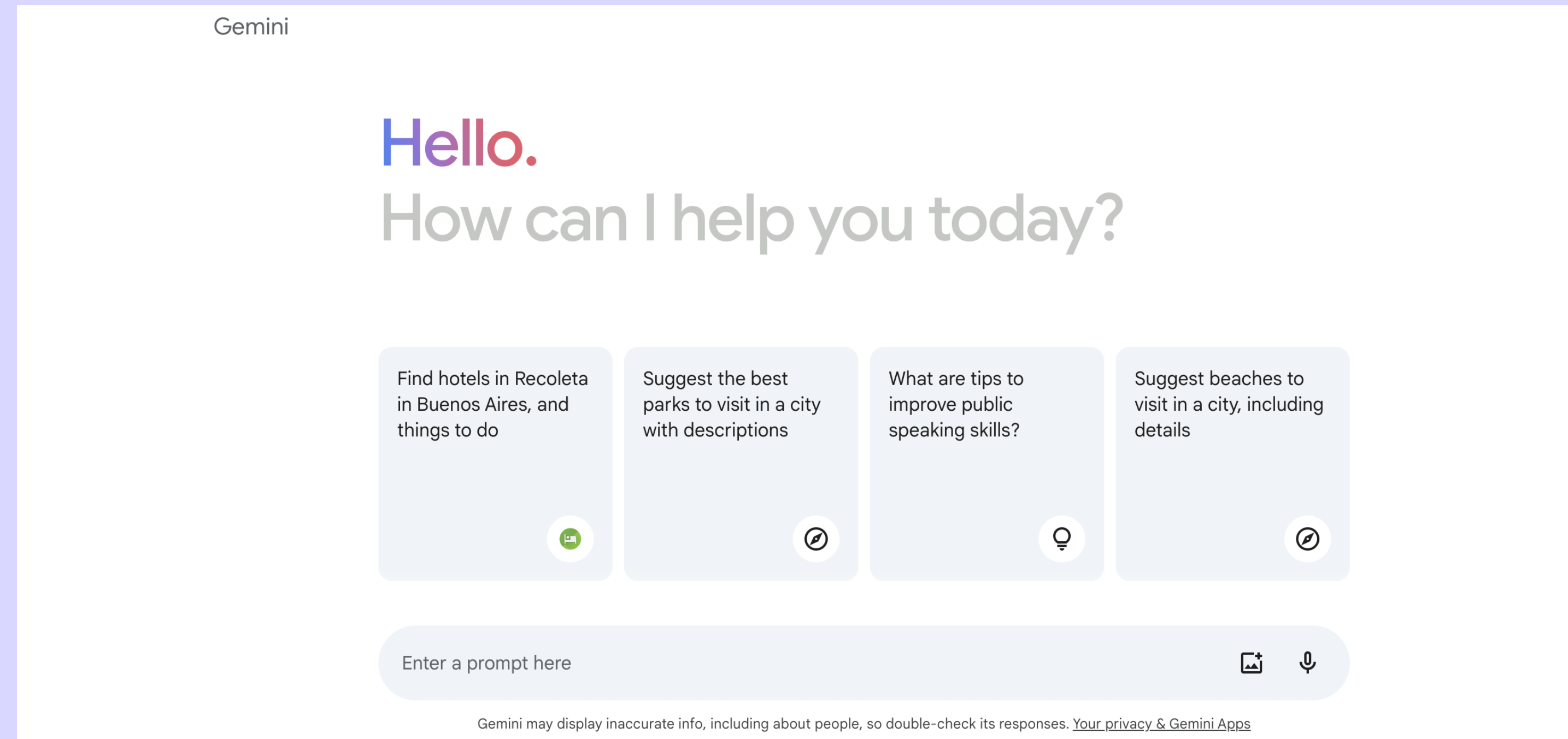
1.2

What is AI?



1.3

What is AI?



1.4

What is AI?

The screenshot displays the Copy.ai Chat interface. On the left is a sidebar with a 'GCM' header and a dropdown arrow. Below it are sections for 'AI TOOLS' (Chat, Projects), 'AUTOMATION' (Workflows with a 'NEW' badge, Workflow Library), and 'ASSETS' (Infobase, Brand Voice). At the bottom of the sidebar is an 'Invite a Teammate' button. The main chat area is titled 'Chat' and features a 'Welcome to Chat by Copy.ai' message. Below the welcome message is a prompt: 'Get started by writing a task and Chat can do the rest. Not sure where to start? Check out the Prompt Library for inspiration.' Two prompt suggestions are shown: 'Real-Time Search' with a search icon and a prompt to summarize news and write an email, and 'Long Form Content' with a pencil icon and a prompt to create a blog post and a press release. At the bottom of the chat area is a 'Brainstorm Ideas' section with a text input field 'Ask or search anything' and buttons for 'Attach', 'Browse Prompts', 'No Brand Voice', 'Improve', and a play button.



1.5

Impact on Small Business

93%

agree that AI tools offer cost-effective solutions, driving cost savings and improved profitability.

2.1

On average, small business owners report that AI tools do the work of 2.1 full-time employees.

76%

of small business owners report that AI frees both the business owner and employees of more time to focus on high-value tasks.



1.6

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



1.7

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



2.0

ENGAGING WITH AI

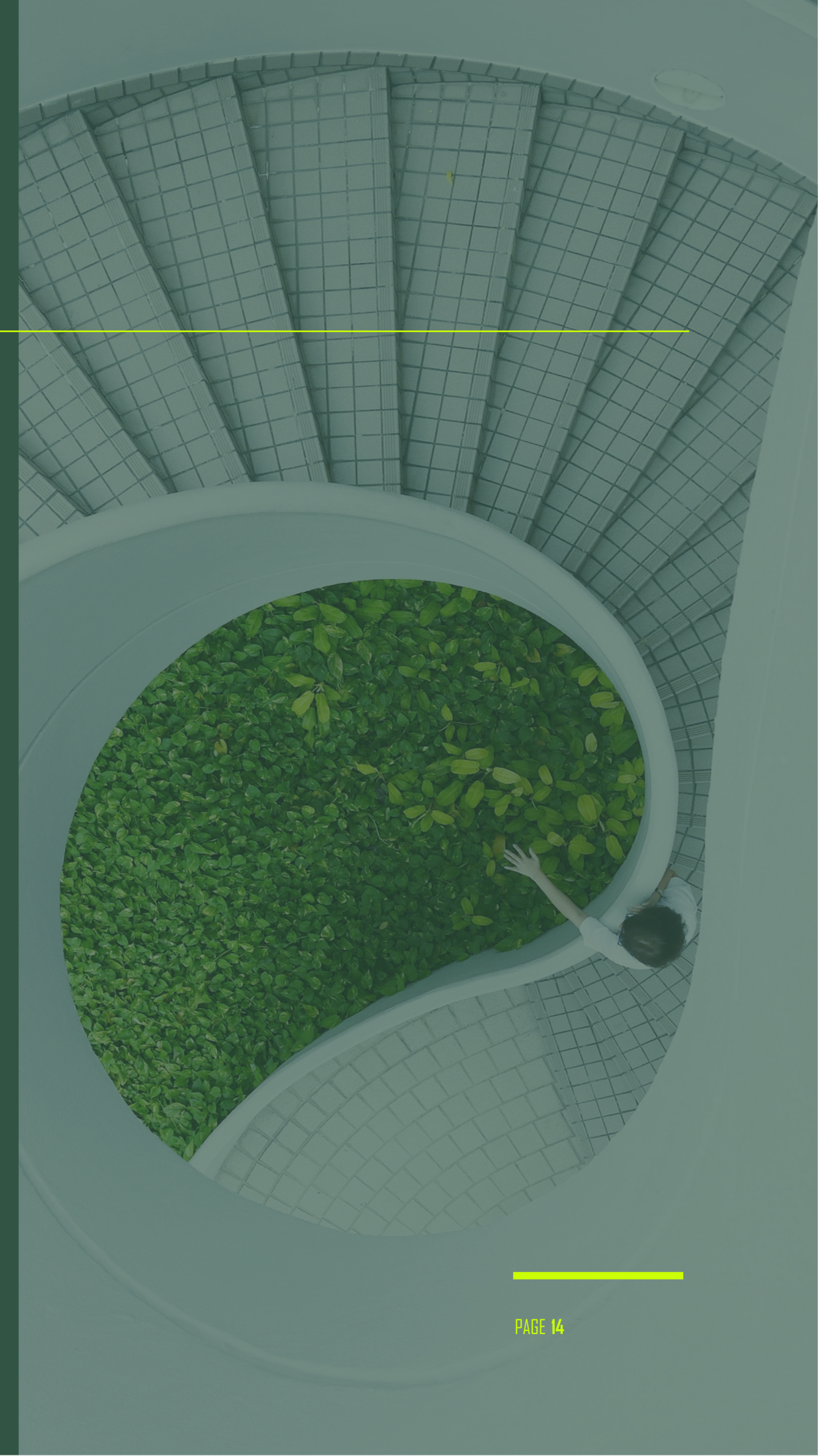


2.1

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



2.2

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



3.0

AI STRATEGIES FOR MEMBERSHIP SUCCESS



3.1

AI STRATEGIES FOR MEMBERSHIP SUCCESS

Grow and engage membership

- Data-driven decisions
- Personalized engagement
- Automate tasks for outreach and follow-up
- Support face-to-face meetings with research and personalized strategies
- Event/Call Follow-Up
- Tailor high-level content to specific segments



3.2

Prompt Examples

DATA DRIVEN DECISIONS

Analyze current trends in the [specific industry or market sector] within [specific location/region] over the past year. Identify key opportunities and challenges for businesses in this sector and suggest strategies for local chambers of commerce to support their members in leveraging these opportunities and overcoming the challenges.



3.3

Prompt Examples

PERSONALIZED ENGAGEMENT

Given this person's LinkedIn profile [INSERT LINKEDIN PROFILE URL], please search the internet for relevant news about their company and industry and draft an email message that matches the BENEFITS of becoming a member of our Chamber.

The first sentence in the message should grab the person's attention and show that this is a personalized message. Please work in the additional INFORMATION into the message.

BENEFITS: [add text description or link]

INFORMATION: [add testimonial, key point/s, as necessary]



3.4

Prompt Examples

SUPPORT FACE TO FACE MEETINGS

Conduct a comprehensive profile research for the upcoming meeting of the Chamber CEO with [Name], a high-profile potential member. Gather information about [Name]’s:

- Professional Background: Current role, career history, significant career achievements, and areas of professional interest.
- Business Interests: The company they represent, key business commitments, challenges, and the company’s future plans.
- Community Interactions: Contributions to local community, social causes, and industries they support.
- Compatibility with Chamber’s mission: Identify any areas where [Name]’s business interests align with our mission and opportunities that their membership could bring to our chamber.

After the research, generate a brief that includes:

- Introduction: A brief overview of [Name], their current role and company.
- Key Accomplishments: Outline major achievements in their career and any notable community contributions.
- Common Ground: Highlight any aligned interests or potential synergy between our chamber and their business or professional focus.
- Potential Discussion Points: Suggested talking points for the meeting, focusing on areas where our chamber can provide value to their business interests.
- Proposed Collaboration: Potential ways our chamber and [Name] can collaborate, including sponsorship, partnerships, or mutually beneficial initiatives.
- Additional Information: Any important personable details for establishing rapport, such as shared hobbies, mutual connections, alma mater, or other relevant interests.



3.5

Prompt Examples

EVENT/CALL
FOLLOW UP

Compose a follow-up email for [event] attendees to collect feedback.

Include questions on event content satisfaction, speaker performance, and suggestions for future events.

Integrate a link to a brief survey and thank them for their participation.



3.6

Prompt Examples

TAILOR HIGH
LEVEL CONTENT

Given the attached transcript of my last IOM webinar, please write an email that summarizes the webinar and encourages people to watch the full webinar for more details.









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Thank
you