1

Data Structuring With AI

Use GPT to organize semi-structured data into formats like tables, saving time and improving efficiency.

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2

GPT as an Explainer

Tools like ChatGPT can help communicators ramp up on new scientific subject matter by explaining complex terms or parsing clinical data from a paper.

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3

Dynamic Content Adjustment

Implement AI-driven conversational tools to tailor the technical level of content for different audiences, enhancing accessibility.
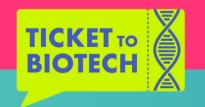
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4

GenAI in Asset Creation

AI improves the scalability and speed of creating a range of creative marketing assets, allowing high-quality results on smaller budgets.

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KEY TAKEAWAYS

5

Generative AI for Visuals

Tools like Midjourney and Adobe Firefly can improve image composition and create professional headshots and diverse stock images without the need for photoshoots.
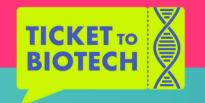
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6

New Opportunities, e.g. Splatting

Emerging AI technologies show promise for automating 3D model creation (e.g. conference booths, exhibitis, etc.), reducing manual work.

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KEY TAKEAWAYS

7

Prioritize Awesome User Experience

Don't employ AI for the sake of it. Create delightful, joyful user experiences that solve a real problem or bring joy.

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8

Quality Control for AI Outputs

Always have QC processes to ensure AI-generated data is accurate, as errors can still occur.

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9

Citing GenAI Content and Prompt Engineering

The future of citations and prompt engineering will evolve; currently, for visuals and artwork citing the service rather than the prompt is a practical approach.

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10

Raising the Bar

Agency partners will need to show value in new ways by knowing how to use AI tools effectively for creative problem-solving in design, comms and marketing.

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