

KEY TAKEAWAYS

1

AI Is a Complement, Not a Replacement

AI can handle repetitive tasks, allowing communicators to focus on the strategic, human-centric work, critical in biopharma.

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2

Communicators Are Master Prompt Engineers

Corporate affairs practitioners are inherently skilled at interacting with generative AI platforms due to their expertise in human communication.

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3

Confidentiality Is Key

Ensure the use of approved, secure AI platforms when working with sensitive information to protect confidentiality and intellectual property.

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4

Navigate Legal and Ethical Uncertainty

Ethical AI usage can be murky and lacks clear legal guidelines. Play it safe by avoiding copyrighted material, personal information, and proprietary data without explicit consent.

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5

AI-Powered Competitive Analysis

Employ AI to research and analyze peers' and competitors' strategies to provide context or even support for your own comms plans.

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6

Embrace AI Tools for Efficiency

Utilize AI tools for research, brainstorming, content generation and overcoming writer's block, always refining the outputs.

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7

Repurpose Public Content

Maximize approved materials by using AI to create ancillary materials like Q&A articles, social media posts, or scripts from public content.

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8

Localized Content Creation

Use AI to translate and localize content for different markets, ensuring targeted messaging, accuracy and cultural relevance.

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9

Leverage AI for Sentiment Analysis

Use AI tools to analyze audience reactions and comments, gaining insights into sentiment and identifying key themes.

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Lead the AI Conversation as a Communicator

Invest in understanding and experimenting with AI, and partner with IT, Legal and other departments to integrate AI effectively into your organization.

COMM CONVO: AI FOR CORP AFFAIRS

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