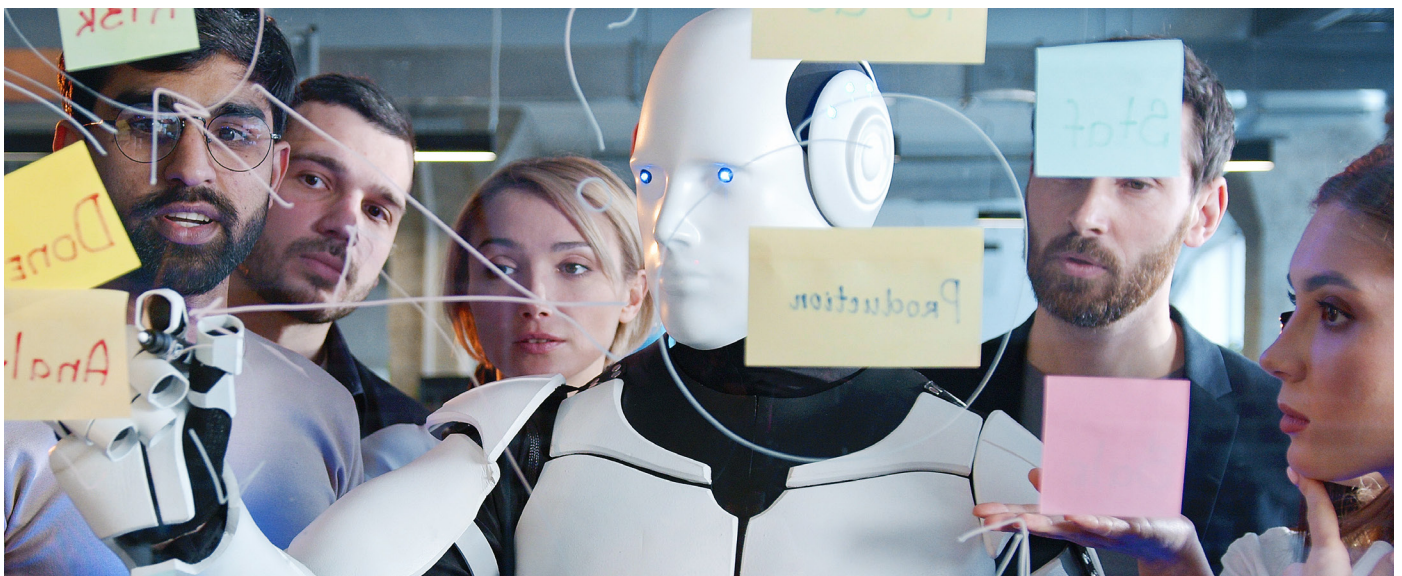


3 Ways To Embrace Generative AI In Your Association Chapter



Can AI be a game-changer for association chapters? Yes, it can. And the role it can play is getting bigger by the minute. Generative Artificial Intelligence, or Generative AI, can offer association chapter organizations so much, when it comes to completing tasks that normally need a group of volunteers or a significant amount of time from a single person.



Plus, the power and creativity of AI can help you improve association chapter member engagement and even engagement with member guests. Using it, you can deliver new ideas and use your data and data from organizations like (and completely different from) yours in ways you've never thought of.

Here are three of the many ways your association chapter can use generative AI to make all you do so much easier, stronger and more effective.

Plan and execute events. Think of all that's involved in planning your association chapter's annual gala, including all the volunteers you need. Use AI to create a better plan and ultimately a better event. It can provide your planning committee with ideas they may never have thought of, like options for food, themes, speaker topics, schedules, etc. AI can save you a lot of time, money and event planning stress, by doing things like:

- Gathering data about the event, like event type, target audience, budget, venue options, and vendors. Use it to analyze historical data from previous association chapter events to identify potential challenges and new opportunities.
- Generate creative event concepts and themes based on past events or by analyzing attendee preferences. Use AI-powered design tools to create visual elements that can help better brand your association chapter and the event like logos, banners, and marketing materials.
- Optimize your budget by exploring historical data, today's prices and vendor costs. Use AI to identify cost-saving opportunities without compromising quality.
- Event scheduling and management by using chatbots or virtual assistants to handle event inquiries and registrations. Put the different pieces of your event into AI and optimize the event schedule to ensure a smooth flow and minimize conflicts. You can even use AI to predict potential risks and challenges and implement contingency plans.

Summarize and analyze survey data. Once you pull off that amazing event, you'll want to know what attendees thought, how well you anticipated and met their needs, etc. Use AI to better understand the results of your post-event survey. Or maybe you want to survey non-members to better understand why they didn't attend the event and haven't joined your association chapter. Use AI to summarize survey data and deal with large datasets and complex responses, like open-ended questions. Here are some specific ways AI can help with your next survey:

- **Text summarization:** Identify key phrases, extract important information, and generate concise summaries, leaving volunteers to focus on analyzing data instead of gathering it.
- **Sentiment analysis:** Analyze survey responses to determine how participants felt about the topics and activities.
- **Topic modeling and grouping:** Identify topics in responses and group similar responses, to better organize and summarize survey data based on themes.
- **Data visualization:** Generate visual representations of survey data, like charts, graphs, and word clouds, to understand key insights and trends more quickly.
- **Data categorization and text clustering:** Categorize survey responses into categories, for a more structured and systematic approach to reviewing the data.
- **Personalization:** Generate personalized summaries for individual respondents based on their responses and interests.

Improving headlines and creating compelling copy. Generative AI can even better connect you with your different audiences through your advertising, web copy and even your social media. You



can even use it to create the first draft of new web content or that event description you're having trouble writing. Specifically, it can --

- **Generate human, engaging text** by first analyzing needs and data and understanding context.
- **Test different headlines and copy** to identify what's the most effective, by analyzing engagement. It can also suggest improvements and ways to optimize content.
- **Complete keyword and SEO research:** By understanding search trends and user intent, AI can suggest relevant keywords.
- **Personalize content:** Analyze user preferences and behavior to deliver personalized headlines and copy, to help increase engagement and conversion.
- **Check grammar and style:** Identify and correct errors, suggest better sentence structures and improve readability.
- **Identify topics and trends and generate ideas:** Monitor online discussions and news trends to identify popular topics and capture the attention of a wider audience.

Tasks like these and countless others can be time-consuming and labor-intensive. They all need to be done, but your volunteers only have so much time. Generative AI can make a lot of their work easier and better, boosting productivity and freeing people for more strategic tasks.

While AI can deliver numerous benefits to your association chapter, it's not a magical solution. Prioritize data privacy and security and ensure that any AI you use adheres to ethical guidelines and protects your members' sensitive information. AI can make mistakes and keeping people involved in however you use it remains essential to harnessing its full potential.

