

# The Post-AI Association: What Business Models Survive?

# Agenda

- Introduction to the problem and solutions
- Adaptation framework 1 and breakout
- Emerging opportunities
- Adaptation framework 2 and breakout
- Closing thoughts

Your certification program that took 18 months to develop can now be created by AI in 18 hours.

Your annual research report that members and sponsors pay for is being replicated by free AI-powered searches .

Your annual conference's education value is being replaced by AI-driven virtual CEUs available year-round.

So... what exactly are you selling now?

# Case 1: Membership Dues

## The Erosion of "Just Because" Value

<b>The challenge</b>	AI makes information discovery effortless, reducing the "gatekeeper" value of associations
<b>What's at risk</b>	Passive memberships maintained "just in case" or for directory access
<b>What survives</b>	Memberships that provide genuine community, advocacy clout, and curated expertise
<b>New model</b>	Transform from information provider to wisdom curator and community facilitator

# Case 2: Certification Programs

## From Gatekeeping to Guide-Keeping

<b>The challenge</b>	AI can teach skills faster and assess competency more accurately than traditional methods
<b>What's at risk</b>	Basic knowledge-transfer courses and static credential programs
<b>What survives</b>	Training and certifications that verify judgment, ethics, and real-world application
<b>New model</b>	"Living credentials" that adapt and update with AI, focusing on wisdom over knowledge

# Case 3: Events and Conferences

From Attendance to Experience

<b>The challenge</b>	AI can deliver personalized learning experiences superior to one-size-fits-all sessions
<b>What's at risk</b>	Information-heavy conferences and basic networking events
<b>What survives</b>	Experiences focused on relationship building, collaborative problem-solving, and inspiration
<b>New model</b>	Shift from content delivery to experience orchestration and serendipitous connections

# Case 4: Publications and Research

## Content Factory to Intelligence Hub

<b>The challenge</b>	AI can produce research reports, analyze data, and generate content at scale
<b>What's at risk</b>	Basic industry reports and informational newsletters
<b>What survives</b>	Contextual analysis, industry wisdom, and actionable insights
<b>New model</b>	Human-AI collaboration that amplifies expert judgment rather than replacing it

The pattern is the same: AI replaces the transaction.

What survives is the relationship, the judgment, and the trust.

# Framework 1: Viability Test

## AI Displacement Test

Can AI do this better, faster, or cheaper?

## Human Premium Test

What specifically requires human judgment, relationships, or experience?

## Network Effect Test

Does this get more valuable as more members participate?

## Trust Test

Do members need our brand and reputation for this to work?

# Breakout 1: Viability Test (12 minutes)

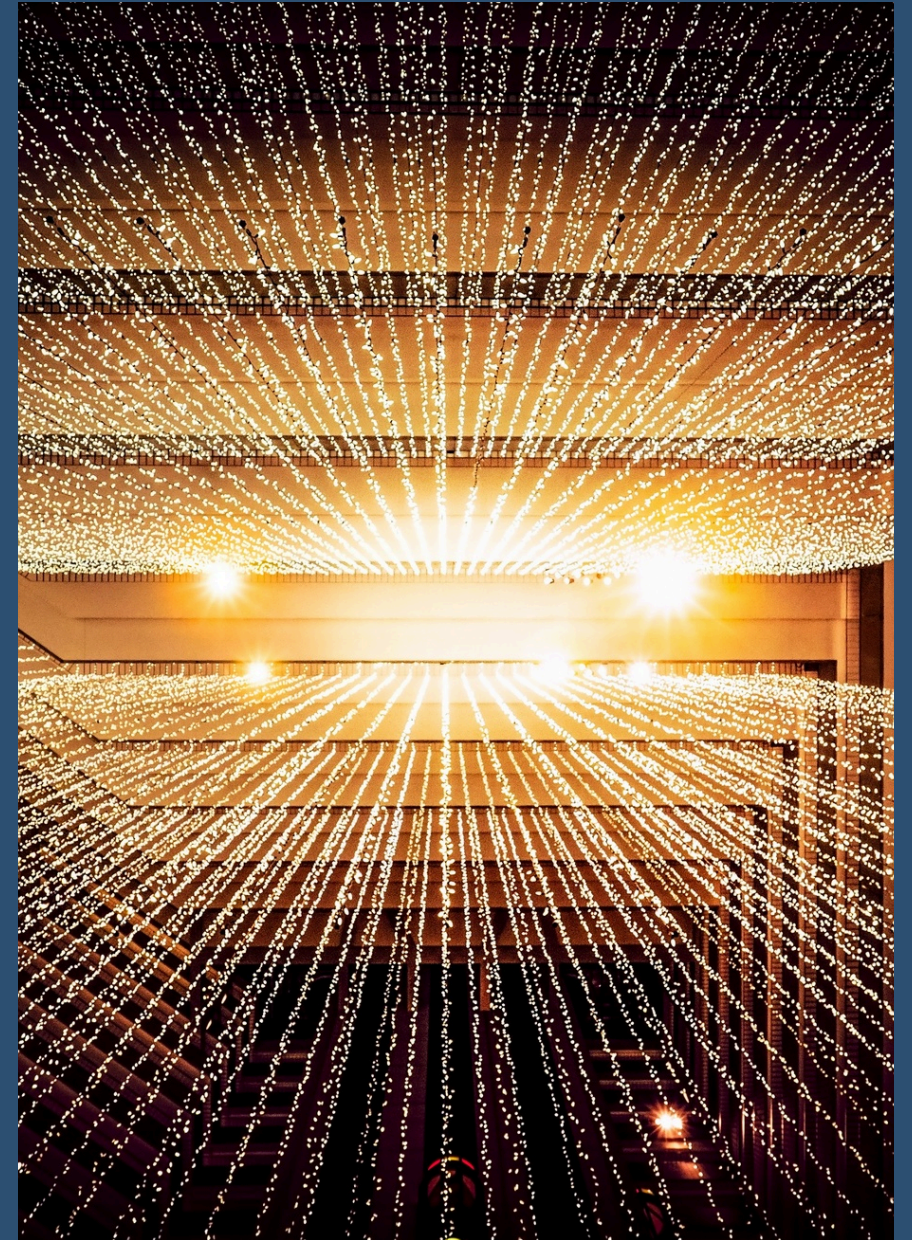
Use the worksheet provided

- Step 1: Pick one key program (2 minutes)
- Step 2: Rate it against each test (5 minutes)
- Step 3: Score and find your verdict (1 minute)
- Step 4: Identify the one test score that surprised you most (1 minute)
- Share out: program name, verdict, 1 surprise

# Share Your Results in 90 seconds

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- What is your key program?
- What was your verdict?
- What was one surprising score or point?



AI Brings Emerging Opportunities

# AI-Based Services

**Foundation Layer opportunities:** AI-powered capabilities that can expand your existing programs.



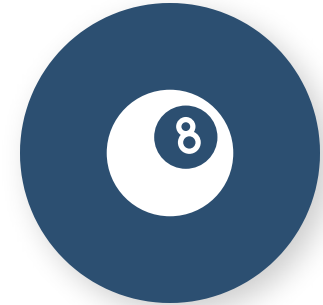
## Industry-Based AI Consulting

Associations help bridge AI capabilities and industry-specific applications



## Intelligent Matchmaking

Premium services that use AI to connect members with perfect collaborators, mentors, or opportunities



## Predictive Advisory Services

Using aggregated member data to provide industry forecasting and trend analysis

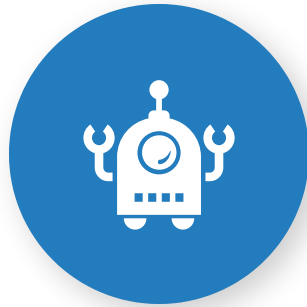
# AI-Powered Ecosystem and Applications

**Enhancement Layer opportunities:** AI expertise combined with your unique industry knowledge.



## Data Monetization

Associations' industry-specific data becomes valuable training material for proprietary AI systems



## White-labeled AI Tools

Developing industry-specific AI applications and licensing them to companies



## Integration Services

Helping members implement and optimize AI tools for their specific contexts

# AI-Enhanced Human Experiences

**Experience Layer opportunities:** The human connection and community where AI enables higher quality and personal value



## Concierge Support

AI handles routine inquiries, freeing humans to provide white-glove service for complex needs



## Facilitated Innovation Labs

Bringing members together to solve industry challenges using AI-human collaboration



## Mastermind-as-a-service

Curated, high-value peer groups with AI-enhanced preparation and follow-up

# Framework 2: The Value Stack

Every durable program has three layers. What does yours look like?

- **Foundation Layer**

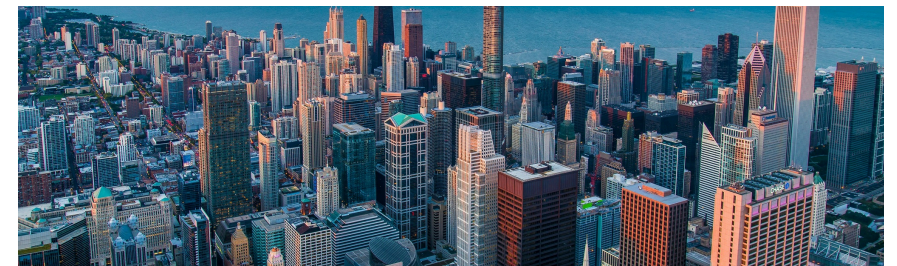
AI-powered efficiency: What could AI do better, faster, or automatically?

- **Enhancement Layer**

Human curation and judgment: What can only your association add?

- **Experience Layer**

Relationships and inspiration: What would members miss if it disappeared?



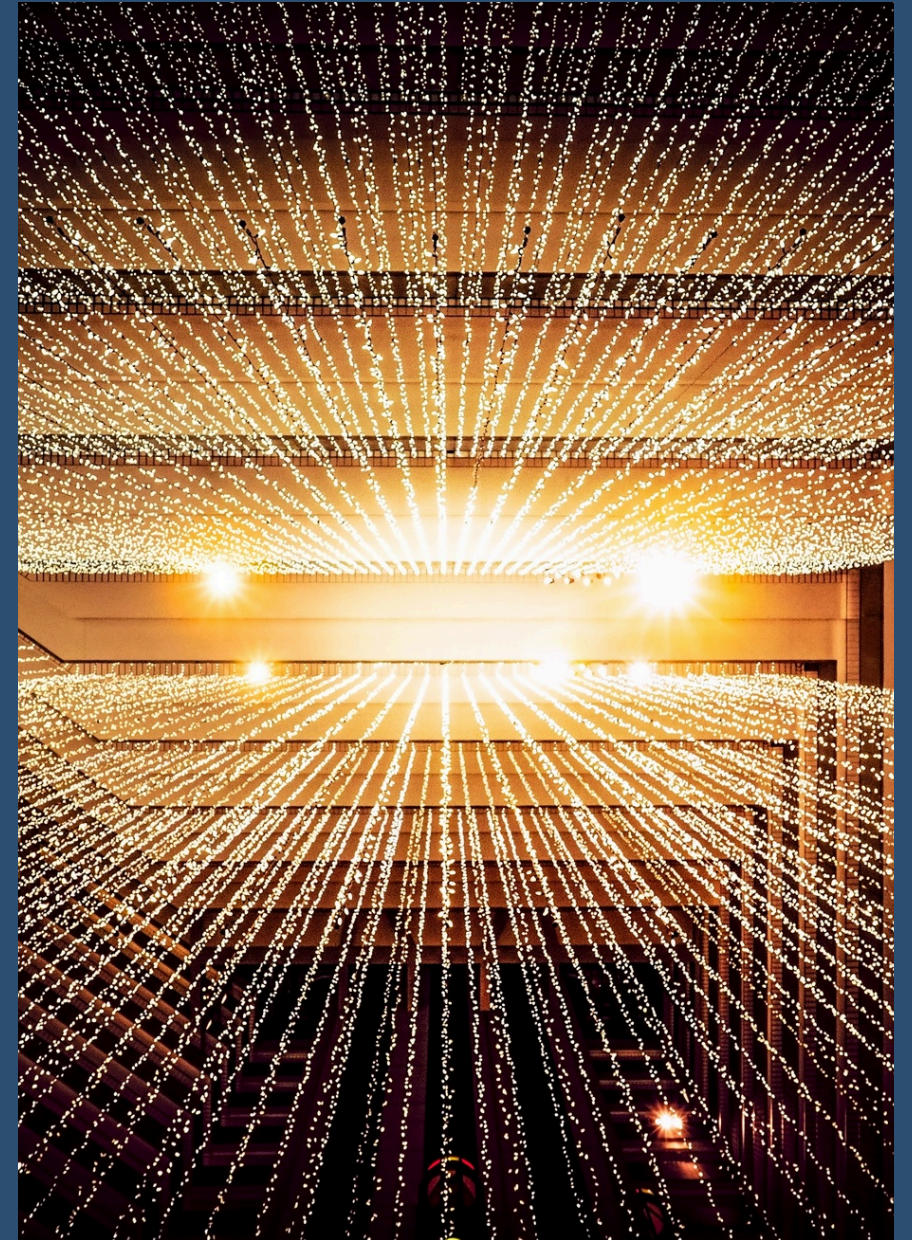
# Breakout 2: Value Stack Design (12 minutes)

- Use the earlier program and verdict  
Protect & Amplify = strengthen    Reinvent = redesign from scratch
- Design each layer for your program (3 min each)
  - **Foundation:** What AI capability could improve this program?
  - **Enhancement:** What human judgment or curation makes that foundation more valuable?
  - **Experience:** What community or relationship element makes this irreplaceable?
- Share out: One sentence describing your redesigned program.

# Share Your Results in 90 seconds

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- What does your redesigned program look like? (one sentence)
  - Which layer was hardest to fill — and why?
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- (For future thought: What would you need to make this real?)



Final Wrap Up

# Key Takeaways

Don't be afraid. You're here, which means you're already preparing to evolve!

- Adapt your value proposition to survive and thrive.
- Combine technological capability with human wisdom.
- Become an ecosystem to connect, enhance, and amplify member success.
- Organizations with clear, compelling missions become more valuable, not less.

AI can't replicate trust,  
context, and purpose.

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Use AI to amplify what  
makes you irreplaceable.

# Final Challenge!

Leave here today with 3 commitments:

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- ✓ One experiment you'll start
  - ✓ One conversation you'll have with your team or leaders
  - ✓ One way you will cultivate optimism about your organization's AI future!
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- ✓ Bonus: Trade emails with a neighbor and check in on your commitments one month from now

Questions?



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