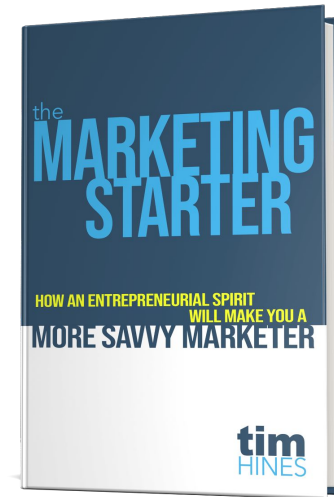


USING AI

FOR YOUR ASSOCIATION

A LITTLE ABOUT ME

- Author, speaker, & podcaster
- Marketing guru & consultant
- Entrepreneurism evangelist
- 4x startup founder

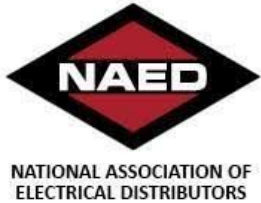


CurbNinja



PITCH TRAINING CAMP

ASSOCIATION PROUD!



WHATS ON TAP

1. Ways to use AI in association marketing
2. Touch on collaborative intelligence
3. A simple AI marketing strategy

EMBRACE YOUR AI FEARS...



WHAT ARE YOU AFRAID OF?





Event Management

Data Integration



Event Management Software



Event Marketing Software



Event Production Software



Presentation Management Solutions



Venue Sourcing



Onsite Solutions

Attendee Tracking



POR (Point of Registration) Check-in & Badging



Attendee Activation

Attendee Collaboration Systems



Immersive Technology



Photo/Video Social Booth



Attendee Tools

Chat Bots



Digital Signage



Event Apps



Attendee Tools

Touchscreens & Kiosks



Wearables



Device Charging Stations



Networking & Social

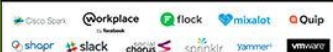
Attendee Networking



External Communities



Internal Communities



Social Media Curation & Visualizations

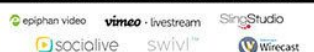


Virtual Events

Live Social



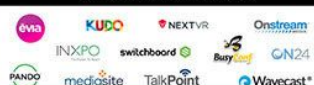
Live Stream Production Platform



Streaming Platform

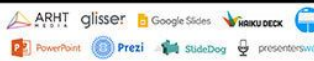


Virtual Event Platform



Content

Presentations



Additional Information

Download as a spreadsheet:

cramer.com/EventTechLandscape

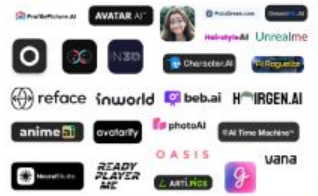
Suggest new event tech providers:

cramer.com/EventTechSubmit

Subscribe to get updates:

cramer.com/subscribe

AI avatar creation tools



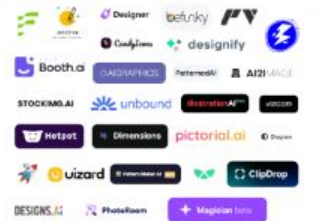
Audio editing tools



Customer success tools



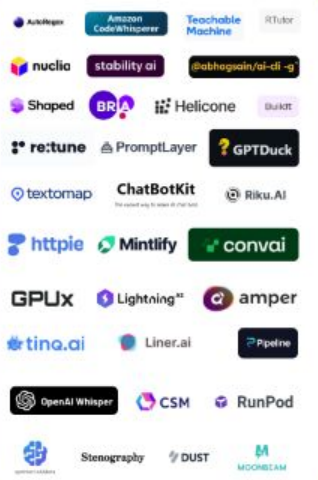
Design tools



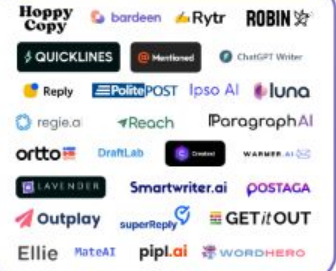
Copywriting tools



Developer tools



Email assistant tools



Just for fun



Human resources



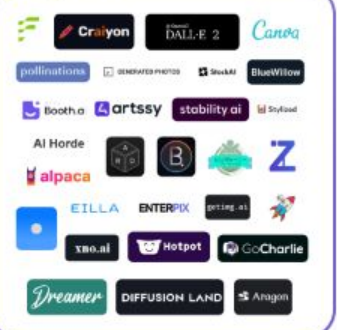
Lead Process Management



Low to no-code



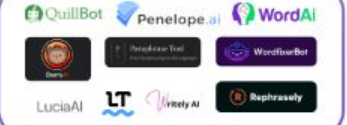
Image generator



Music



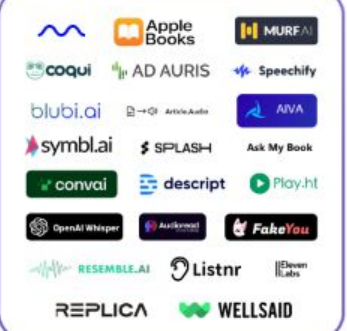
Paraphrasing



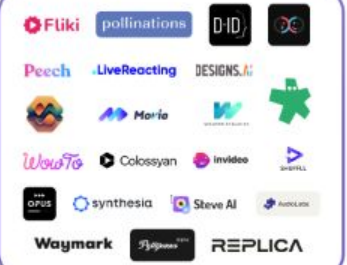
Productivity Tools



Text-to-speech




Video generating



ARE YOU USING AI?

HOW ARE YOU
USING **AI** TODAY?

HOW I WOULD 
TO SEE YOU USING AI

MEMBER ENGAGEMENT

Improve **VIRTUAL** experiences

Better **PERSONALIZED COMMUNICATION**

Event **GAMIFICATION**

AUTOMATE member support

Predict membership **CHURN**

MARKETING

Ramp up **CONTENT CREATION**

Make **SOCIAL MEDIA** management easy

Streamline **MARKET RESEARCH**

OPTIMIZE your association website

Member **SURVEYS** for events and programs

TO AI OR NOT TO AI

PROS

Reduce cognitive load & increase efficiency

Source of inspiration / new ideas

Boosted productivity

Speed up your processes

Increase accuracy

Use of hyper-personalization

BIG cost savings

CONS

Ethical concerns & plagiarism

Compliance with regulations

Bias & misinformation

Data privacy

Ownership and attribution

Overreliance

Reliability

Accuracy & dated information

A row of humanoid robots is seated at a long, light-colored desk in a modern office environment. Each robot is wearing a headset with a large, circular microphone. They are positioned behind several open laptops, suggesting they are working or monitoring. The background features large windows with a view of a city skyline. The overall scene is brightly lit and clean.

**YOUR MEMBERS DON'T
WANT THIS**

EQ > IQ

MY BIG CONSIDERATIONS

**BRAND
PERSONALITY**

**CONFIDENTIALITY
& PRIVACY**

DIFFERENTIATION

COLLABORATIVE INTELLIGENCE



HUMANS HELPING MACHINES
MACHINES HELPING HUMANS

COLLABORATIVE INTELLIGENCE

HUMANS ⇒ MACHINES

Training
Explaining
Sustaining

MACHINES ⇒ HUMANS

Amplifying
Interacting
Embodying

TO SUM IT UP

1. Don't chase the shiny object!
2. Determine what tools you can manage and will most benefit you
3. Don't lose your voice or your humanity!

DON'T BITE OFF MORE THAN YOU CAN CHEW!



THANKS!



I'll be back.