

AI ON A DIME

MAKING ASSOCIATION LIFE EASIER FOR FREE (OR ALMOST!)

Rachel Hickerson, CMP, CMM
Association Executive and Senior
Meeting and CME Manager
Advocacy and Management Group, Inc



Sean McDonald, EVP, Corporate
Secretary
McDonald Association Management
Company, Inc

For some fun....

How Did Google Gemini update my bio to sound like we are in the 1980's?

Radical Rachel Hickerson, CMP, CMM is a total badass Association Exec and Senior Meeting, Exhibits, and CME Wiz at the awesome Advocacy and Management Group (AMG) in SacTown, CA. She's been rockin' it there for over a decade!

As Deputy Director, she's got the power to handle all things meetings and events for multiple rad associations. Before AMG, she was a superstar Convention Services Manager, kicking butt with group assignments and high-profile events at a totally tubular convention center hotel.

Community vibe is important to Rachel. She's been Prez of MPI Sacramento Sierra Nevada and is currently a board member and animal rescue hero. Her killer achievements include the Spirit of Ruth Alumni Award and both Meeting Planner of the Year and the President's Award from MPI Sacramento Sierra Nevada.

She's got a B.S. from Cal State Chico and is certified with her CMP and CMM designations.

For some fun....

Sean's bio from ChatGPT as if he was being inducted into the MLB hall of fame:

Ladies and gentlemen, tonight we honor a true MVP in the game of leadership, strategy, and execution. A partner at McDonaldAMC since 2010, Sean has spent over a decade knocking it out of the park in every aspect of his career. With a lineup of skills that includes event planning, executive management, corporate development, budget forecasting, and even managing insurance benefit programs, Sean's versatility rivals that of a five-tool player.

In his executive roles, Sean doesn't just step up to the plate—he hits home runs. As the Executive Director for two societies of the California Dental Association and the Combined Claims Conference, Sean leads his teams with the precision and vision of a Hall of Fame manager.

A graduate of Cal Poly San Luis Obispo with a degree in Agricultural Business, Sean's dedication to excellence continues as an active member of the California and American Societies of Association Executives. Whether it's handling Board Members with the finesse of a golden glove or managing complex programs like a pitcher painting the corners, Sean has proven himself a legend in his field.

Please join me in introducing Sean, a true Hall of Famer!



DISCLAIMER

While we are passionate about using these tools, we are not paid endorsers of any of these programs, nor experts in the field...simply sharing how we use them in our association roles. We believe these could be helpful in your daily tasks and are excited to expand your knowledge of them. Please always check with your employers first on any rules/policies/general concerns prior to taking this information and running!

What stood out from the survey?

CalSAE did an AI Survey recently....

The staff shared the results to help our presentation. But to note...

1. CalSAE will be sharing the results in the near future.
2. They will also be sharing a copy of our AI policy at the same time.

01

90% of the respondents are using some sort of version of an AI tool

- ChatGPT (free version) is the most commonly used AI tool, with 32.68% using it regularly.
- ChatGPT (paid version) is used regularly by 20.62% of respondents.
- AI tools built for specific functions are used regularly by 11.88% of respondents.

02

The most common uses of AI are in Marketing & Communications (76.37%) and Personalized Communications (55.49%).

03

The main reasons for not using AI include a lack of understanding (26.78%), concerns about accuracy or reliability (26.78%), and limited resources (30.60%). Combine with The primary barriers to more frequent AI use are a lack of time to explore AI solutions (68.10%) and insufficient training or expertise (56.44%).

04

The most compelling potential uses of AI include Personalized Member Communications (57.58%), Content Generation & Repurposing (54.55%), and Task Automation (44.95%).

05



Hand poll...



**What is your level of
comfort using AI tools?**



**Presentation
Plan**



**AI
Potpourri**

**Overcoming hurdles
to buy into AI**

**Let's chat...
about ChatGPT**

**Canva, more
than
just artwork**

**(Google) Gemini
not just a zodiac sign**

**Zoom in or Zoom out
What tools are in zoom?**

Overcoming hurdles to “buy -into” AI

The top 2 reasons for not using AI include a lack of understanding (26.78%), concerns about accuracy or reliability (26.78%).

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Poll:

- Do you trust AI to help or hurt you in your professional career?

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What are experts saying about AI?

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What are experts saying about AI?

Business / Tech

Elon Musk says AI will take all our jobs



By [Samantha Murphy Kelly](#), CNN

🕒 2 minute read · Updated 7:04 PM EDT, Thu May 23, 2024



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 The Guardian

[Guterres warns humanity on ‘knife’s edge’ as AI raises nuclear war threat](#)

UN secretary general makes plea for nuclear states to agree on mutual pledge not to be first to use nuclear weapons.

Jun 7, 2024

Business / Tech

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Paul Krugman, Winner of the 2008 Nobel Memorial Prize in Economic Sciences, quoted in 1998 on the internet:

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NO ONE KNOWS!

Let's Chat..about ChatGPT

- Free version most commonly used by CalSAE members (32.68%)

Free

\$0 / month

For individuals just getting started with ChatGPT

[Start now](#)

- ✓ Assistance with writing, problem solving and more
- ✓ Access to GPT-4o mini
- ✓ Limited access to GPT-4o
- ✓ Limited access to data analysis, file uploads, vision, web browsing, and image generation
- ✓ Use custom GPTs

Plus

\$20 / month

For individuals looking to amplify their productivity

[Start now](#)

[Limits apply >](#)

- ✓ Access to OpenAI o1-preview, OpenAI o1-mini
- ✓ Access to GPT-4, GPT-4o, GPT-4o mini
- ✓ Up to 5x more messages for GPT-4o
- ✓ Access to data analysis, file uploads, vision, and web browsing
- ✓ Access to Advanced Voice Mode
- ✓ DALL-E image generation
- ✓ Create and use custom GPTs
- ✓ Early access to new features



Zoom in or Zoom Out AI Tools



- Free plan
- Pro plan = \$16.99/month
- Business plan: \$30/month



- Free for individual use
- For teams and companies: \$48 per month per company.



Zoom AI Companion is included at no extra cost for customers with paid Zoom subscriptions:

- Pro:** \$149.90 per user per year
- Business:** \$219.90 per user per year
- Business Plus:** Priced according to customer requirements




Gemini, not just a zodiac Sign

- Available in the free version, with a new upgraded Advanced version
- Cannot synthesize a spreadsheet like Chat can....
- But its GREAT at words!

*Google Gemini Advanced is available for \$20 a month, with features:

- With our next-generation model, 1.5 Pro
- Priority access to new features
- Experience a 1 million token context window
- Also included in this Google One subscription
- Gemini in Gmail, Docs, and more
- 2 TB of storage
- Other Google One premium benefits
- Worth it? Depends on other plans you may have

Canva not just a canvas!

<p>For one person</p> <h3>Canva Free</h3> <p>Design anything and bring your ideas to life. No cost, just creativity.</p> <p>US\$0 /year for one person</p> <p>Get started</p>	<p>For one person </p> <h3>Canva Pro</h3> <p>Unlock premium content, more powerful design tools, and AI features.</p> <p>US\$120 /year for one person</p> <p>Start a free trial</p>	<p>For your team </p> <h3>Canva Teams</h3> <p>Transform teamwork, grow your brand, and simplify workflows.</p> <p>US\$100 /year per person Minimum 3 people (US\$300/year)</p> <p>Start a free trial</p> <p>Contact Sales</p>	<p>For your organization </p> <h3>Canva Enterprise</h3> <p>Empower your organization with an all-in-one workplace solution.</p> <p>Let's talk Get in touch to learn more</p> <p>Contact Sales</p>
<p>Features you'll love:</p> <ul style="list-style-type: none">✓ Easy drag-and-drop editor✓ 1M+ professionally-designed templates✓ 1000+ design types (social posts and more)✓ 3M+ stock photos and graphics✓ AI-generated writing and designs*✓ Design printing and delivery✓ 5GB of cloud storage	<p>Everything in Free, plus:</p> <ul style="list-style-type: none">✓ Unlimited premium templates✓ 100M+ photos, videos, graphics, audio✓ 1000 Brand Kits to manage your brand✓ Quickly resize and translate designs✓ Remove backgrounds in a click✓ Boost creativity with 20+ AI tools*✓ Plan and schedule social content✓ 1TB of cloud storage✓ Online customer support	<p>Everything in Pro, plus:</p> <ul style="list-style-type: none">✓ Scale your brand and centralize assets✓ Ensure brand consistency with approvals✓ Edit, comment, and collaborate in real time✓ Generate on-brand copy with AI*✓ Team reports and insights✓ Pay as you grow✓ 1TB of cloud storage✓ Online customer support✓ AI Admin Controls✓ ISO 27001 certification and SOC 2 Type II compliance	<p>Everything in Teams, plus:</p> <ul style="list-style-type: none">✓ Centrally manage multiple teams and brands✓ Set individual or group design approvals✓ Manage access to the Canva content and template library✓ IP indemnity content control*✓ SSO✓ Automate license provisioning with SCIM✓ Custom apps and integrations✓ Priority customer support✓ Design support from Enterprise Studio creative team*✓ Dedicated customer success manager* <p><small>*For enterprise customers with 100+ contracted seats.</small></p>

Tell us.... What are some of your AI experiences?

- Successes?
- Failures?
- Funny stories?