

DIY Your Association's Marketing With AI



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Nonprofit Marketing Nerds



SOCAL SUMMIT
journey forward together

I hate *AI* trainings.

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- tools that actually save time and help your association
- to repurpose and productize content you already have
- to apply AI-driven analytics to improve member engagement and track ROI

Set some rules:

- Safe space. No wrong answers.
- It's okay to interrupt me.
- This training meets everyone where they are at.
- Don't front.
- Have fun!

A horizontal, torn piece of brown paper is centered on a light beige background. The paper has irregular, deckled edges. The text is written in a white, sans-serif font.

Annual Conference Planning in 2025

Where should we begin?

Please function as a strategic association event planning expert, as a strategic conference leader. Review surveys from last year's annual meeting along with the transcripts I've attached from the planning meetings from last year and my initial feedback notes that I made after last year. Given this, can you please analyze and give us pros and cons for keynotes, menu, and any other adjustments you would make? Again, the following are attached. Transcripts of our meeting, transcripts of our planning meetings from last year, survey results after last year's annual committee meeting, the agenda of the

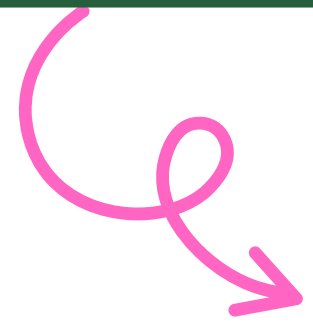
+  Tools



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With AI as a thought partner and less than 20 minutes of chatting with your “AI Partner” where they do the heavy lifting, in one committee meeting you can review recommendations and start acting!

AI ≠ Robots Replacing Humans



It's the next Microsoft Office.



**If you're still doing it the 2015 way...
you're already behind.**

**Think of AI as your thought partner,
marketing assistant, and your
brainstorming, research and analysis
BFF...**

But, remember, like any new employee...

You need to train them!





**Associations NEED to focus
on content, not automation.**

Tip: The more raw and genuine the audio, the better.



BONUS NERD TIP

Option A

Ask anything



Tools



ChatGPT can make mistakes. Check important info.

Option B

