



From hesitancy to action:

**DELIVERING THE
FULL POWER OF
AI IN COMMS**

Tuesday 17 September 2024

9:00-9:45am ET / 2:00-2:45pm BST
/ 3:00-3:45pm CEST / 5:00-5:45pm GST

We know that Gen AI is changing
EVERYTHING
(especially in comms)

We're all navigating
the AI continuum

0
DORMANT



1
ORIENT



2
PILOT



3
REDESIGN



IT'S ALL A BIT
OVERWHELMING.

JUST 1 IN 3

Comms professionals use Gen AI regularly

TWSC proprietary research, September 2024



AI drives better
**BETTER
COMMS**

**MORE THAN
80%**

**ARE MORE EFFICIENT, MORE
CREATIVE, AND PRODUCE
HIGHER QUALITY TEXT**

TWSC proprietary research, September 2024

Mostly used for the basics.
But so much more to explore.

MOST

Ideas
Content
Quick research

LEAST

Virtual personas
Issues preparedness
Crisis response

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Seasoned pros using Gen AI
CONSIDERABLY MORE
than their younger counterparts

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LACK OF KNOWLEDGE

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The magic is not inventing a new technology,
BUT KNOWING HOW TO APPLY IT.



CHAD HURLEY
Former CEO, YouTube

How do we move past the inertia to

ELEVATE OUR COMMS?