Accelerating AI Thinking and Readiness at AMCs

Embracing Change

About Me

I have spent my career in the trenches with associations, AMCs, and events and trade shows of every size.

I chair the CEIR Research Council and serve on the International Association of Events and Exhibitions Board.

I recently completed my Qualified Association Specialist Certification (QAS) from FSAE and Certified Association AI Professional (AAiP)designation.

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Senior Director of Industry Relations and Community Engagement

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📣 Event & Association Technology and Strategy • Wonk • AI Explorer • ...

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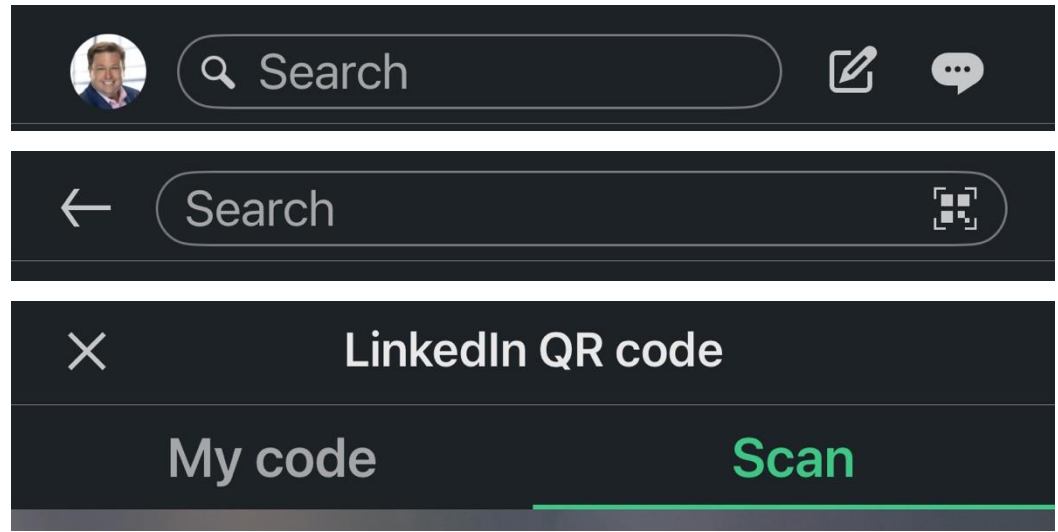
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THIS SESSION IS NOT

A history of AI or an explanation of the various AI models.

An extensive list of some of AI's challenges, environmental impacts, or risks.

THIS SESSION IS

Built as a 100 to 400 level
course since AI experience varies.

Designed to provoke you and your AMC.

Be honest...

ANONYMOUS AUDIENCE POLL

On a scale
from 1–5,
how AI-ready
do you think
your AMC is?

On a scale from 1–10, how AI-ready do you think your AMC is?

1 - Stone Age Survivors

2 - Curious but Clueless

3 - Shadow Users

4 - Task Tinkerers

5 - Experimenters Without a Plan

6 - Cautiously Competent

7 - Organized Explorers

8 - Strategic Implementers

9 - Trusted Advisors

SEE MORE

PRIVACY

SECURITY

BIAS
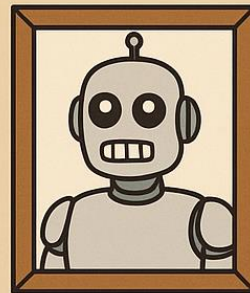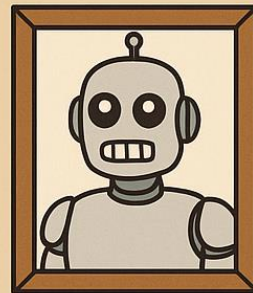
AI Fear

The AMC Reality

Do more

Do less

Do More With Less

ADD VALUE FOR YOUR AMC CUSTOMERS

ASSOCIATION

Can using AI differentiate yourself from other AMCs?

So how do we accelerate AI thinking at our AMCs?

Efficiency is great, but your clients don't hire you to save minutes— they hire you to think.

AI can help you do both.

What does AMC readiness look like and how do we move beyond it?

WARNING: Some of this may seem obvious (but they are often the barriers slowing progress.

STAGE 1: READINESS

- Data Hygiene

  - Bad Data = Bad AI (But not every use case needs data).

  - Data audits, governance, policies, etc., become even more critical in an AI world (but isn't it already important?)

- Empowerment

  - Give (or get) permission to experiment (within policy) and provide (or get) education on AI. Learn to become better at prompting and training your tools is critical.

STAGE 1: READINESS

- ■ Discovering Value (Internal and Client Facing)

  - – Internal

    - • Identify paint points or areas of frustration in each functional area of your AMC? Find AI champions. Showcase wins.

  - – Client Facing

    - • AI for RFP responses

    - • Many associations have the same challenges. What can you solve at scale across your clients?

    - • Audit your individual clients for their specific pain points.

Don't try to boil the ocean.

SOLVING REAL PROBLEMS
WITH AI (MADE SIMPLE)

- **Start with the Pain:**
  What's frustrating your team or members right now? Start there.

- **See the Mess First**
  Before using AI, map out what's clunky, slow, or repetitive.

- **Show Real Impact**
  "This takes 3 hours—AI could do it in 1." That's ROI, not hype

- **Make It Click for Everyone**
  Teams don't need to "get" AI—just their daily tasks.

- **Avoid Random AI Experiments**
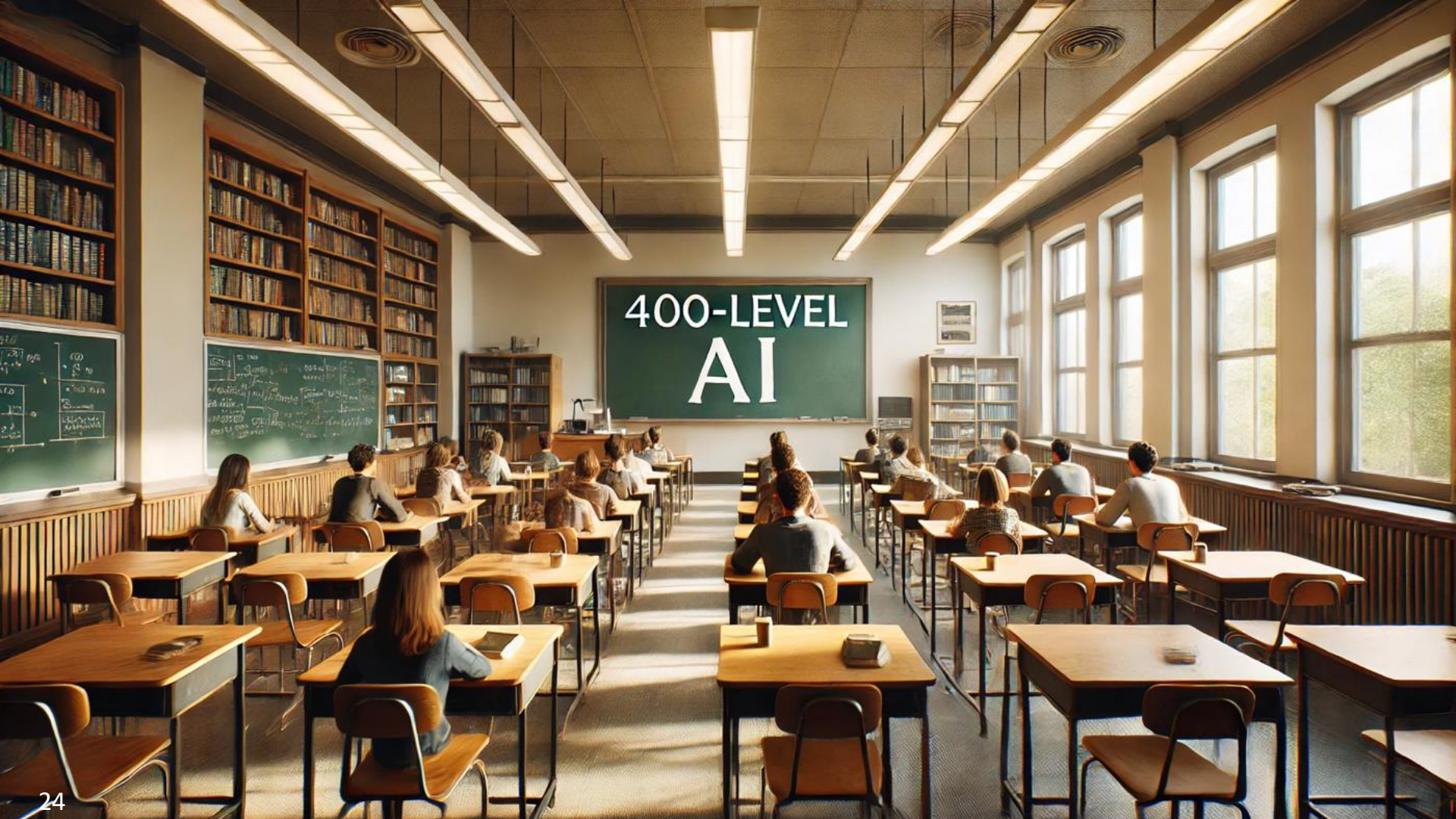 Don't throw tools at problems. Use AI where it fits and helps.

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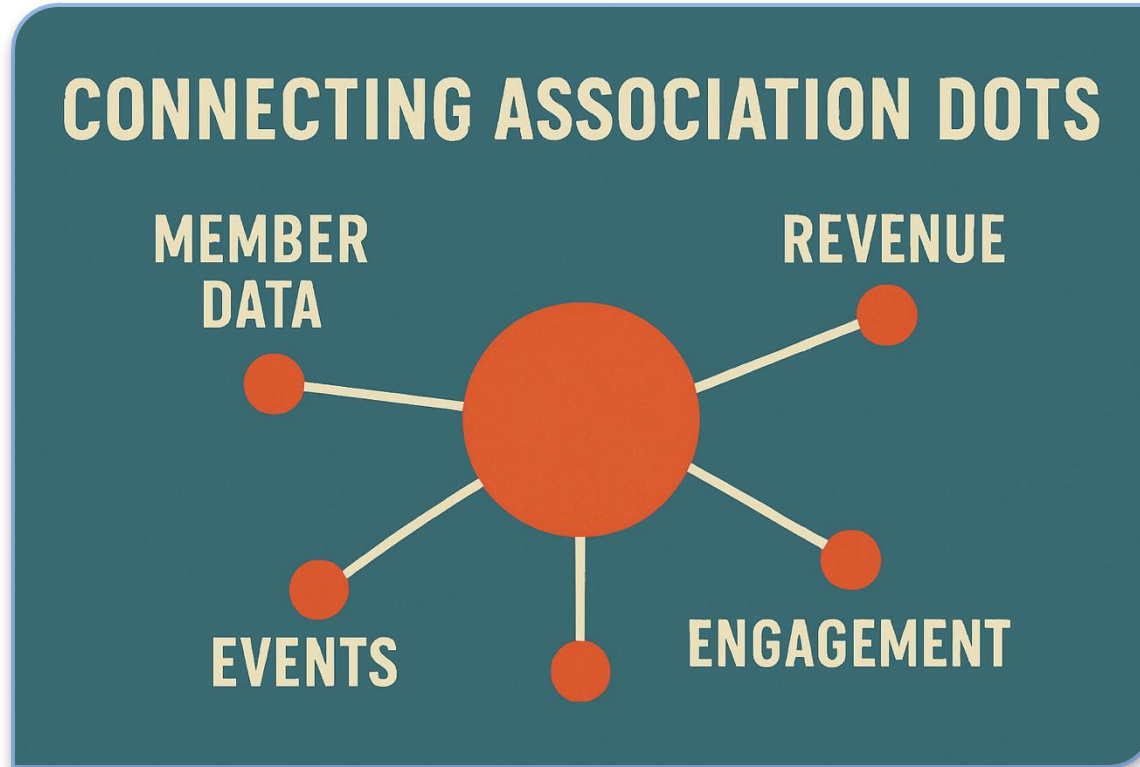# Practical AI Application

Use Cases

Moving Beyond Efficiency
Transforming with Foresight

STAGE 3: BASELINE FORESIGHT

STAGE 3: TRANSFORMING WITH FORESIGHT

- **Strategic Planning & Foresight**

  - Scenario Planning: Incorporate AI-generated foresight questions into board meetings to challenge assumptions and explore possibilities.

  - Trend Analysis: Leverage to identify emerging industry trends, disrupters, and economic indicators.

  - Predictive Strategy: Use AI to model future outcomes.

- **Revenue Growth & Financial Optimization**

  - Revenue Forecasting: Analyze historical and real-time data to project revenue streams better.

  - Pricing Models: Use AI to test and optimize membership dues, event fees, and product pricing based on user behavior and market demand.

  - New Revenue Discovery: Identify untapped revenue opportunities by analyzing member needs, industry gaps, and behavioral data.

STAGE 3: TRANSFORMING WITH FORESIGHT

- **Membership Engagement & Growth**

  - Targeted Acquisition: Use predictive analytics to identify high-value prospective members and tailor outreach.

  - Personalized Member Journeys: Recommend programs based on individual member profiles and engagement patterns.

  - Churn Reduction: Flag at-risk members using early warning signals and recommend retention tactics.

- **Marketing & Communications**

  - Audience Segmentation: Refine marketing segments with behavioral and demographic data.

  - Sentiment Analysis: Monitor online interactions to understand member sentiment and adjust messaging accordingly.

STAGE 3: TRANSFORMING WITH FORESIGHT

- **Event Strategy & Experience**

  - Attendance Forecasting: Analyze registration trends and regional data to improve forecasting accuracy for future events.

  - Content Optimization: Identify high-interest topics and speaker trends by analyzing past session data, as well as attendee engagement.

  - Personalized Agendas: Use AI to create tailored event experiences for attendees, matching them to relevant sessions, exhibitors, and networking opportunities.

Ask Yourself

Becoming AI Strategic

THINKING TIME

- What's one low-risk pilot you could test with one client and then scale?

- What type of data do you think your clients underutilize the most—member, event, financial, marketing, etc.?

- What insights are they most frequently asking for?

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Regional Meeting

THINKING TIME

- What can you productize for your clients?

  – Trend reports tailored to each association's sector

  – Persona and journey maps

  – Event or member health report

  – Event or member sentiment tracker

  – Churn prediction reports

THINKING TIME

- What can you productize for your clients?

  – Community intelligence products (from discussion board, social groups, etc.)

  – Member value calculator

  – AI for member services

  – Onboarding

  – Benchmarking as a service

If you don't guide your clients (or use AI) in this space, someone else will.

CONTACT ME

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Thank you!

Personal GHG emissions from digital activities for a typical American per year

Legend: ■ Personal digital activities ■ Work digital activities

Activity	kg CO2e
Standard search (8/day)	0.1 kg CO2e
AI image creation (1/day)	0.1
AI queries	0.5
App and web use (tablet)	1.8
App and web use (smartphone)	3.4
Video streaming (computer)	25.1
Digital storage	25.9
Internet use (computer)	28.5
TV viewing	104.5
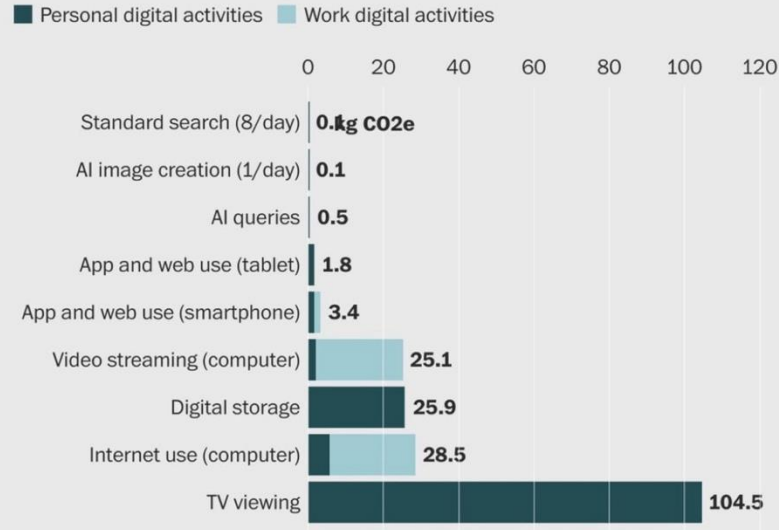
Emissions in kilograms CO2 equivalent. Illustrative user based on time-use/technology surveys from Nielsen, DataReportal, U.S. Census Bureau. Assumes eight AI/search; one image query per day
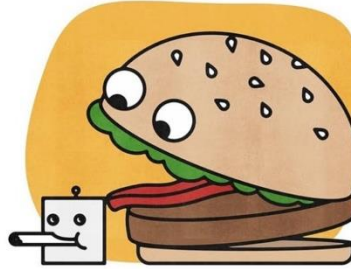
Overall, our digital emissions are dominated by TV, digital storage and internet or video use on computers.

Annual GHG emissions by activity for a typical American

	0 kg CO2e		1,000 kg CO2e
Search queries	0.1 kg CO2e		
AI queries	0.47		
Digital storage	25.85		
Work digital activities	46.03		
Personal digital activities	193.72		
Average U.S. commute			1,814.82

Assumes eight AI/search; one image query per day. Assumes representative avg. of commuting modes: car, transit, motorcycle, bike, walking.

Nothing in your digital life comes close to your commute. For the average car-driving American, going back and forth to work emits at least eight times as much as digital activities for work and personal combined.

(Michael J. Coren / The Washington Post)

Water consumption by activity

Activity	0 gallons — 500 gallons
1200 short ChatGPT responses	0.1 gallons
125 medium-length responses	1
Flushing a toilet	1.6
Washing clothes	25
Taking a bath	35
Hamburger	660

Data centers are thirsty. But so are cattle. A hamburger, for example, would use 660 gallons on the way to your plate. ChatGPT consumes 0.000085 gallons of water per response, claims the company, roughly in line with outside estimates.