

AI IN COMMUNICATIONS BOOT CAMP · MIAMI · DAY 2

AI IN ACTION

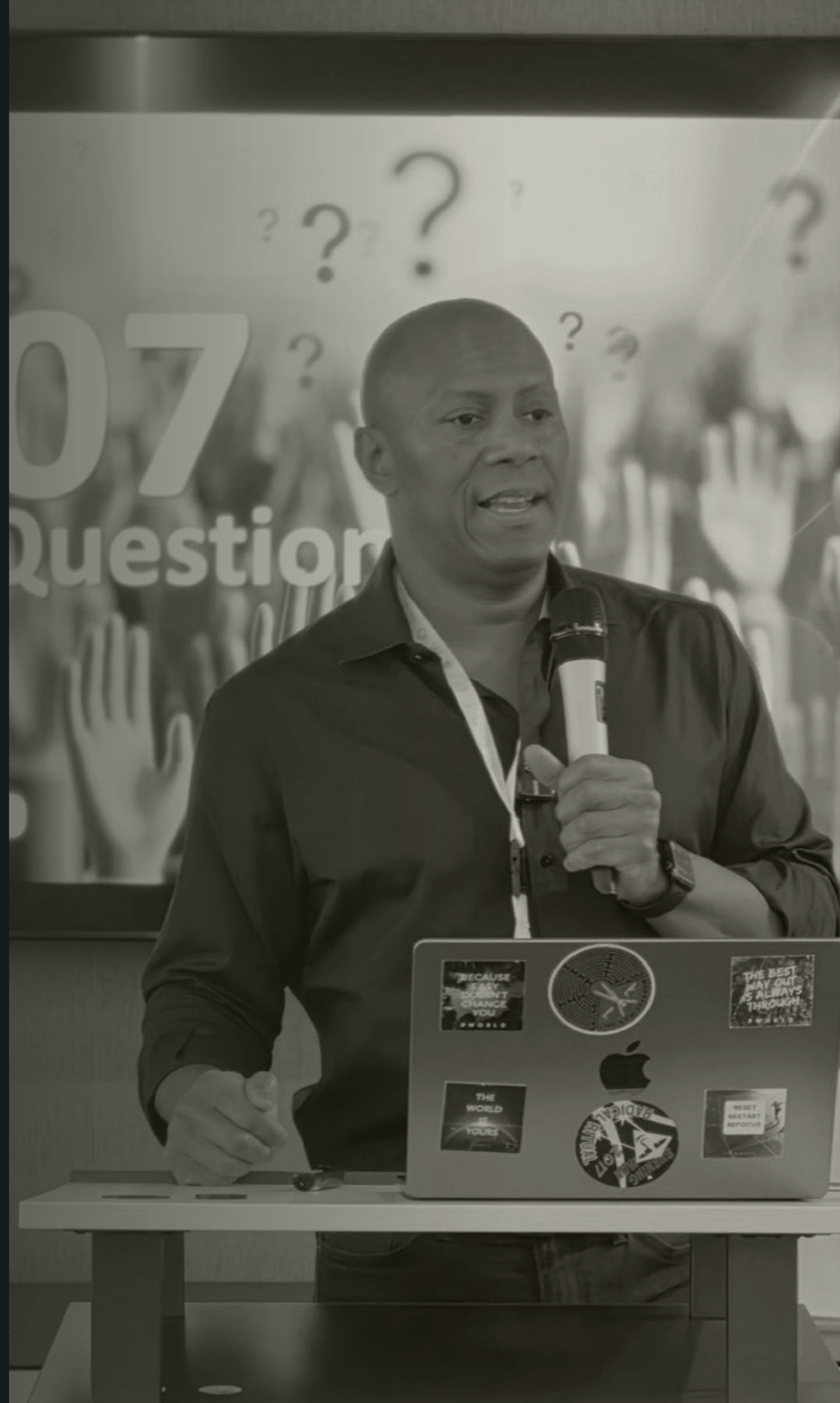
Tools, strategy and trust in communications

Chris Gee · Chris Gee Consulting · October 2026

GRAPHIC DESIGN DEGREE · PHILADELPHIA

I CAME TO NEW YORK TO TAKE PRINT ADVERTISING BY STORM.

Then the internet showed up.



THE PRINT GUY.
THE DIGITAL GUY.
NOW THE AI GUY.

Every wave looked like the end of the job. Each one became the next job.

WHO'S LEADING TODAY

1,200+

Communications pros trained

15+

Organizational engagements

3 HRS

Saved per person, per day (typical)

Former agency exec: Edelman, Teneo, Finsbury, Burson · LinkedIn Top Voice · Featured in Axios, PRWeek, PRovoke, Ragan

TODAY

01

Building trust

What to hand to AI, what to keep, and the guardrails

02

From experiments to a system

Picking use cases and building a workflow you can reuse

03

Content and campaigns

Brief to draft to every channel, then stress-test it

04

Your 30-day plan

One workflow, one guardrail, one teammate

YOU BROUGHT THREE THINGS

- **Five weekly tasks that take too long**
  Used in Exercise 01

- **One message you've written recently**
  Used in Exercise 03

- **A laptop with a working AI login**
  Used all day. No list yet? Start it now.

HANDS UP

HOW OFTEN DOES YOUR TEAM USE AI FOR REAL WORK?

Every day · Every week · Now and then · Not yet

WE'RE IN THE BROCHUREWARE ERA OF AI.

Early websites were print brochures, chopped up and posted.
Nobody could picture Amazon yet.

75%

GUIDING PRINCIPLE

AI gets you about **75% of the way**, at best. The last 25% is judgment, and that part is yours.

PART 01

BUILDING TRUST

What would you never hand to AI?

01

WHERE AI GOES WRONG IN COMMS WORK

PART 01

- Made-up facts, figures and quotes
- Copy that sounds nothing like your brand
- Confidential material pasted into a public tool
- Nobody checked it before it went out

There's a difference between knowing something and **knowing it.**

THE HOT STOVE

AI predicts words. It has never touched the stove, so you check its work.

LIVE DEMO 01

WATCH IT MAKE THINGS UP

01 Ask for statistics, with sources, on a niche comms topic

02 Click through and check each source live

03 Add "flag anything you can't verify" and run it again

SWITCH TO

Claude in the browser

EVERY AI MISTAKE GOES OUT UNDER YOUR NAME.



THE KEEP LINE

AUTOMATE VS. PROTECT

LIST

Write down the work you do every week.

LINE

Mark what to automate and what to protect.

LADDER

Rank what's left by value and by risk.

LAUNCH

Start with one task and build from there.

Draw the line before you pick the tool.

WHICH SIDE OF THE LINE?

HAND TO AI

First drafts
Monitoring summaries
Meeting notes and recaps
Reformatting for each channel

VS

KEEP HUMAN

Judgment calls in a crisis
Reporter and stakeholder relationships
Counsel to executives
Final sign-off on anything public

EXERCISE 01

MAP YOUR WORK

01 Take out your five-task list from the pre-work

02 Mark each one: hand to AI, or keep human

03 Compare your map with the person next to you

WORK IN

Pen and paper or the worksheet

TREAT AI LIKE WORK EMAIL.

Private to outsiders. Still discoverable. Write accordingly.

TEAM GUARDRAILS ON ONE PAGE

Disclosure

When you say AI helped, and to whom

Review

Who checks the work before anything goes public

Off limits

What never goes into a public tool

Approved tools

Which ones the team can use, and for what

UP NEXT · PART 02

BREAK

BREAK

02

FROM EXPERIMENTS TO A SYSTEM

Why do good experiments stay with one person?

80%

of organizations **cut staff to fund AI**, and those cuts didn't predict ROI. Results came from choosing the right work.

Gartner survey · 350 execs at $1B+ companies

PICK USE CASES BY VALUE AND RISK

VALUE

START HERE

High value, low risk. Internal drafts, recaps, research summaries.

ADD GUARDRAILS

High value, high risk. Public statements, media responses. Human review required.

NICE TO HAVE

Low value, low risk. Fine to try, but it won't move the numbers.

SKIP FOR NOW

Low value, high risk.
Not worth the exposure.

Low

RISK

High

COMPOSE: FROM A QUICK ASK TO A FULL BRIEF

QUICK ASK

"Write a press release about our new product."

VS

FULL BRIEF

Who it's for. What the news is. The three facts that must appear. Tone from the style guide. One approved example. Length. What to leave out.

If you can give a prompt to a colleague without providing details and they know what you're looking for, **it's a good prompt.**

GUIDING PRINCIPLE

The colleague test

LIVE DEMO 02

SAME TASK, TWO PROMPTS

01 Run a quick ask (volunteers: share your one-line homework)

02 Run the same task with a full brief

03 Compare the two drafts side by side

SWITCH TO

Claude in the browser

WHAT MAKES A WORKFLOW REPEATABLE

- Saved instructions anyone on the team can run
- Reference files: style guide, past examples, key facts
- One named owner who keeps it current
- A human check before anything ships

LIVE DEMO 03

SAVE IT SO ANYONE CAN RUN IT

01 Turn the full brief into a Claude Project

02 Add the style guide and examples as files

03 Run it fresh, the way a colleague would

SWITCH TO

Claude Projects (same idea as a custom GPT or Copilot agent)

MEASURE THREE THINGS

TIME

Hours saved per task, per week

EDITS

Rounds of revision before approval

ERRORS

Mistakes caught before publishing

EXERCISE 02

BUILD ONE WORKFLOW

01 Pick one "hand to AI" task from your map

02 Write the full brief, then run it twice

03 Save the instructions so a colleague could reuse them

WORK IN

Your own AI tool: Claude, ChatGPT, Copilot or Gemini

HENRY FORD

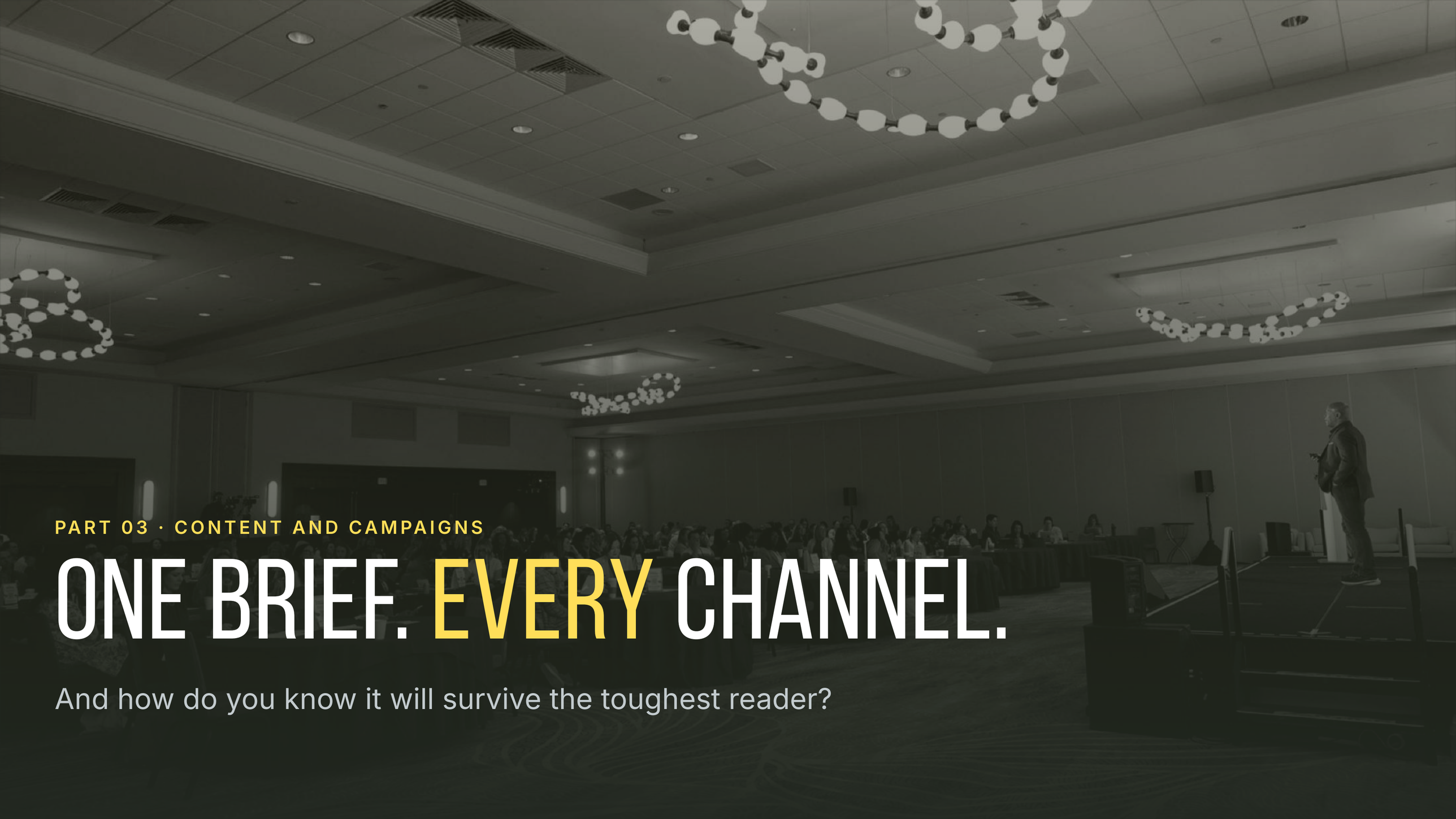
START WITH THE FASTER HORSE. THEN BUILD THE CAR.



UP NEXT · PART 03

LUNCH

BREAK



PART 03 · CONTENT AND CAMPAIGNS

ONE BRIEF. EVERY CHANNEL.

And how do you know it will survive the toughest reader?

LIVE DEMO 04

BRIEF TO CAMPAIGN

01 Start from one campaign brief

02 Draft the press release

03 Adapt it into a LinkedIn post, an email and talking points

SWITCH TO

Claude in the browser

KEEPING THE BRAND VOICE CONSISTENT

- Give it the style guide every time
- Paste two or three approved examples
- List the words your brand never uses
- Read it out loud before it ships

LIVE DEMO 05

TEACH IT YOUR VOICE

01 Load a style guide and three approved examples

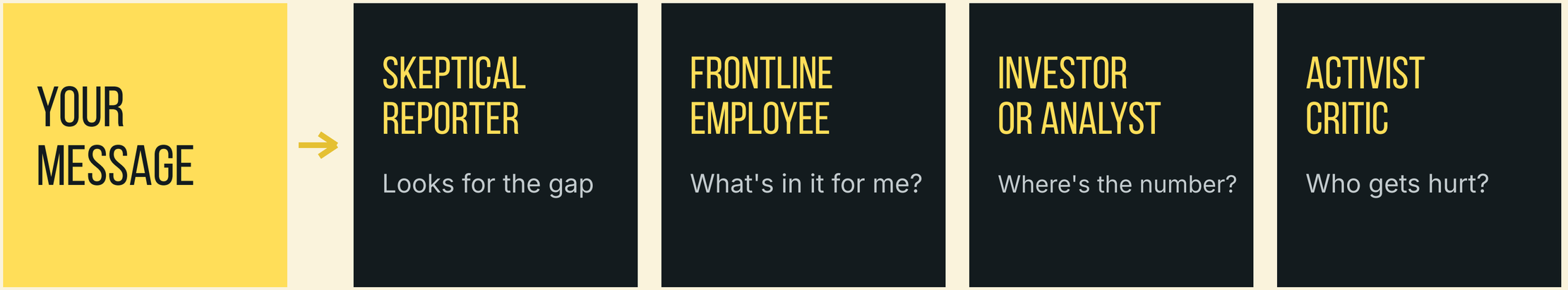
02 Add a list of words the brand never uses

03 Compare the draft before and after

SWITCH TO

Claude in the browser

THE MESSAGING MURDER BOARD



Run the message past each persona. Fix the response that worries you most.

LIVE DEMO 06

MURDER BOARD, LIVE

01 Paste one message from the campaign demo

02 Run it past all four personas

03 Revise based on the toughest response

SWITCH TO

The murder board skill in Claude

You can write every line yourself, every word yourself, and **still benefit from using AI.**

FOR THE SKEPTICS ON YOUR TEAM

Research, brainstorming, pressure-testing. None of it touches your final copy.

EXERCISE 03 · GROUPS

RUN THE MURDER BOARD

01 Pick one message someone brought from the pre-work

02 Run it past all four personas

03 Revise it based on the toughest response

WORK IN

The murder board skill (free on GitHub) or the handout prompt

UP NEXT · YOUR 30-DAY PLAN

BREAK

BREAK

LIVE DEMO 07 · FLEX

YOUR CALL

01 Take one request from the room

02 Build it live

03 Point out what you would check before using it

SWITCH TO

Whatever the request needs

WHICH WORKFLOW WILL YOU OWN IN 30 DAYS?

WRITE IT DOWN

01

One workflow

The task you'll hand to AI first

02

One guardrail

The rule your team agrees on this month

03

One teammate

The person you'll bring along

04

One measure

Time, edits or errors: pick one to track

COPILOT,
NOT AUTOPILOT.



/CG QUESTIONS?



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Slides + resources
chrisgee.ai/Pworld2026