

Online Training: “AI for advocacy: the playbook”

September 20 th 2023 09:00 - 11:30	September 21 st 2023 09:00 - 11:30
<p>1. Generative AI 101: Learn How to Prompt and Tips</p> <ul style="list-style-type: none"> - Introduction to Generative AI and its capabilities. - Best practices for formulating effective prompts. - Tips for optimising interactions with chatGPT, Bart and similar tools. <p>2. Automatic research and monitoring</p> <ul style="list-style-type: none"> - Leveraging AI tools for data collection, analysis, and monitoring. - Conducting sentiments analysis, trend detection, and social media monitoring using AI algorithms. - Practical Exercise: “chatGPT it!” - Participants utilise chatGPT to automate research and monitoring tasks. <p>3. AI for Stakeholder Mapping and Engagement</p> <ul style="list-style-type: none"> - Using AI algorithms to identify and map relevant stakeholders. - Streamlining stakeholder engagement processes with AI-powered tools. - Practical Exercise: “chatGPT it!” - Participants engage with chatGPT to stimulate stakeholder mapping and engagement scenarios. 	<p>1. AI in Issue Analysis and Policy Development</p> <ul style="list-style-type: none"> - Enhancing policy analysis with AI-driven insights and data analysis. - Leveraging AI for identifying patterns, predicting outcomes, and recommending policy solutions. - Practical Exercise: “chatGPT it!” - Participants explore AI-driven issue analysis and policy development using chatGPT. <p>2. Ethical Considerations and Human Oversight</p> <ul style="list-style-type: none"> - Guest speaker: AI expert and practitioner. <p>3. AI-powered Communication Strategies Utilising AI for personalized messaging and tailored communication strategies</p> <ul style="list-style-type: none"> - Introduction to the EU Advocacy playbook: the why (your story), the what (your message), the who (your audience), the how (channels), and the when and where (your timeline). - Practical Exercise: “chatGPT it!” - Participants create a draft advocacy campaign plan.