

Equinet training

Practical & Ethical Issues Surrounding the Use of AI in Communication

B&B Hotel Ljubljana Park
Park Meeting Room
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Day 1

9:00–9:15

Welcome remarks by EQUINET

Introductions

9:15–9:30 A. Understanding AI in communication: Practical application

Introduction of various AI tools

This presentation-based section covers:

- Overview of the AI landscape
- Types of AI tools used in Communication
- Pros and Cons of AI tools used in Communication

9.35–9.50 Exercise (Reflect and Summarize) -

Participants discuss these questions as teams for a set duration of time:

- What do you feel about AI tools in general?
- Which of these insights are connected to your work and how you approach AI?



9:50–10:10 Participants summarize their reflections for all attendees with keywords written on whiteboard¹ -

10:05–10:30 Trainer Demonstration: Using AI for a typical Communication Workflow -

This presentation-based section covers:

- AI tools for writing
- AI tools for creating photos and videos
- AI tools for trend identification

Exercise (Reflect and Summarize)

10:30–10:50 *Participants discuss these questions as teams for a set duration of time:*

- What are the advantages you have noticed in using these tools?
- What are the disadvantages you have noticed in using these tools?
- What do you feel you need to have, to be able to use these tools mentioned?

10:50–11:30 Participants summarize their reflections for all attendees -

11:30–11:50 COFFEE BREAK -

11:50–12:30 Practical Exercise -

Your turn: Using AI tools...

- Write some copy (30-100 words) for a campaign OR Transcribe some audio (10 seconds to 30 seconds)....
- Translate your copy into another European language
- Turn the transcribed second European language into audio

¹ All exercises in this training programme are prepared to iteratively produce input (keywords, concerns and recommendations) onto a whiteboard, which will then form the foundation of the AI Communication Guidelines for Equality Bodies.

- Use the audio to create a photo OR video with voiceover

12:30–12:45 Participants carry out tasks using the AI tools in teams, and present/reflect on their work afterwards. –

12:45–13:30 *LUNCH BREAK* -

13.30–14:00 **Trainer Demonstration: How to use AI tools in communication**

This presentation-based section covers:

- AI tools for developing and personalizing messaging
- AI tools for Managing media contact lists
- AI tools for social media management
- AI tools to identify trends

14:00–14:45 **Practical Exercise** -

-Choose one Working Area (Age, Disability, Sexual Orientation, Race and Ethnicity, Religion or Gender and Belief)

-Using AI tools²...

- Identify trends in your chosen Working Area
- Analyze the provided documents and contact lists for insights in your chosen Working Area
- With what you know, create an outline of campaign ideas for your chosen Working Area
- Write a social media post about one campaign idea (60 words) for Facebook, Instagram and LinkedIn

² Details on use of AI tools by participants during the training requires prior discussions at the planning meeting between the Trainer and Equinet Team. Also to be discussed and agreed on is the duration of each section. Emails will also supplement the meeting, to ensure efficient delivery of outputs.



14:45–15:00 Participants carry out tasks using the AI tools in teams, and present/reflect on their work afterwards.

DAY 2

9:00–9:30 Recap from Day before, leftover questions or comments -

9:30–9:50 **B. Future-proofing AI in communication: Lessons, successes, new challenges/opportunities**

Implications of AI on public opinion and political communication (fake news, deep fakes: social media, trust and truth)

This presentation-based section covers:

- AI and Public Communication: Navigating Credibility (of the AI content and how it is provenanced)
- AI and Public Communication: Navigating Reliability (including reliability of products generated by AI)
- AI and Public Communication: Navigating Standardization

9:50–10:20 **Exercise (Open House call-and-response chat) -**

10:20–11:00 **C. Communicating about AI -**

This presentation-based section covers the following section:

- Ethical Questions to consider in choosing and using AI tools
- How to communicate about using AI (How AI can be a minefield or risks that can damage the public's Equality, list examples)
- Essential components of an AI Framework for an Equality Body
- How to create your AI Framework/Guideline for Communication *(Two different pathways to be created by Ruona: Pathways/suggestions for those who are leading Communication teams and already have autonomy, versus those who are part of a*

communication team that will need to return and deliberate or possibly face some hierarchical challenges before getting the Guidelines through)

11:00–12:00 Exercise (Open House call-and-response chat) -

At the end of each section, participants are asked the same question: What is missing here? This enables them to add their thoughts, meaning they continuously contribute to framing a relevant set of AI Guidelines by the end of the event.

12:00–13:00 LUNCH BREAK

13:00–13:05 D. Presentation of rough Draft of AI Guidelines by Trainer (5 minutes) -

Trainer summarizes participants' input from a white-board which has been used for the entire duration of the training.

*'Trigger' question to gauge attendee-mindset: **When do we want to meet?***

13:10–13:40 SURVEY: Reflections, Takeaways and Questions

Each Participant shares their thoughts on what stood out for them, their next steps (1 minute each)

13:45–14:00 CLOSING REMARKS

The Equinet Team officially closes the event.

- **END**



Communication Strategies and Practices

Working Group Meeting Agenda

Friday 31 May, 2024

Join Zoom Meeting

<https://us02web.zoom.us/j/83301530417?pwd=eFYvVzIjXTjIENGiOYlqWmUpoMDY2Zz09>

Meeting ID: 833 0153 0417

Passcode: 036980

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|---------------|--|
| 9:30 – 9:40 | Welcome
<i>Moderator: Ana Tretinjak (Croatia)</i> |
| 9:40 – 10:40 | Sharing of Good Practices
<i>Moderator: Ana Tretinjak (Croatia)</i>
30 seconds share: What was the one challenge, successes or other highlight in recent months that you want to share with everyone? |
| 10:40 – 11:10 | Work group governance
<i>Moderator: Teresa Pedreira</i>
WG moderation for 2024-2026
To reflect: how can we support each other?
Submitting your stories and cases to Equinet |
| 11:10 – 11:30 | Break |
| 11:30 – 12:45 | Nudge theory for equality
<i>Päivi Ojanperä (Finland)</i> |
| 12:45 – 13:45 | Lunch |
| 13:45– 14:30 | Internal communication: challenges and good practices
<i>Moderator: Ana Tretinjak (Croatia)</i>
What does internal communication look like in your NEB? <ul style="list-style-type: none">• How was it prepared and implemented?• Does it work and how?• Lessons learned from things that didn't work |
| 14:15 – 15:00 | What is next? 2025 topics brainstorming
Joint meeting with Equality Law Working Group |

