



AI/Advisory

GROUP SERVICES | 2023



ABOUT WE COMMUNICATIONS' AI ADVISORY

WE Communications is deeply immersed in new technology and its applications. Our AI Advisory Group helps PR/communication teams explore and adopt new technologies to help their people work smarter, faster and more creatively. We believe communicators can and should be leaders when it comes to AI adoption, applying it in ethical ways that drive efficiency and creativity. We also help brands generate awareness for their own AI stories.

- We support some of the biggest players in the AI conversation, from Microsoft to Adobe to Discord and a host of others. We are talking daily to the media and influencers covering AI.
- In May 2023, we partnered with the USC Annenberg Center for Public Relations on a survey of more than 400 communications leaders across the U.S. to keep a pulse on HOW organizations are using AI for their communications efforts.
- We're testing AI applications for ourselves and on behalf of our clients. So far, we've audited more than 100 AI tools in a structured sprint, adding 20 to the toolbox we use to support clients.
- We've trained more than 150 team members on the AI landscape and use cases for communications and PR.

WHAT WE OFFER

Three distinct services are available through WE Communications' AI Advisory Group:

AI/Academy

Custom-built to inform and inspire communicators and marketers, this hands-on exploration of use cases, tools and guided experimentation leads teams toward AI familiarity and fluency.

AI/storymaking

A project-based AI Storymaking offer to help brands supercharge their AI narrative and storytelling approach in a crowded news environment.

The Week in AI/

The only AI digest written specifically for PR and communications pros. Stay current on the evolution of generative AI innovation, the regulatory environment and technology's impact on society. Learn about prompts and use cases for PR and communications.

AI/Academy

Track 1: Get **Smart**

A program that meets communication teams where they are at on their AI knowledge journey. Topics include **the science and players behind AI, early AI achievements in society and the art of query-based thinking.**

Track 2: Get **Started**

A custom workshop environment, elements of this track include sessions on **mapping the needs of the team, AI tools selection and hands-on training and practice** with your tailor-made toolset.

Track 3: Get **Ahead**

Focused on advanced experimentation, this track supplies tactics for applying AI to creative storytelling moments. Sessions include **AI brainstorming tips, the future of the pitch and creative inspiration for communications.**

AI Academy Pricing: \$50K per track. A la carte pricing available for custom modules.

AI/Storymaking



Storymaking workshop – \$30K

- Data-driven analysis and insights on the AI media landscape surrounding you and your competitors
- Facilitated AI story-mining discussion
- After-workshop report/action plan that includes recap, narrative outline, 3 initial storylines and targets



2-month AI narrative and storyline development project – \$75K-\$100K

- Data-driven analysis and insights on the AI media landscape surrounding you and your competitors
- Development of all-up AI narrative outline and positioning
- Influencer analysis to identify the best writers, editors and creators to tell your AI story
- Creation of three initial AI storylines and pitch angles, with targets



3-month AI narrative/storyline development project and launch moment – \$150K-\$200K

- In-depth AI media landscape analysis surrounding you and your competitors
- Development of all-up AI narrative and launch plan
- In-depth influencer analysis to identify the best writers, editors and creators to take your AI story
- Creation of three initial client AI storylines and pitch angles, with targets
- Development of complete, tiered AI media and influencer target list
- Message and media training for two AI spokespersons
- Media relations management and execution for one AI news moment/launch

The Week in AI/ NEWSLETTER

\$5.99/month per subscriber or \$59.99/year. Bundled corporate pricing available.



For more information

Interested in a consultation with the WE Communications AI Advisory Group? Drop us a line at talktowe@we-worldwide.com.

