

# SAY HI TO AI

Your Invitation to Innovation

## AI Makes Us **More Efficient**

AI tools can automate repetitive tasks to up time for marketers to focus on strategic initiatives and creativity.

## AI Gives Us a **Competitive Edge**

Early adopters are standing out in our industry. The key to implementing AI effectively is to show how it's making us smarter and more efficient while communicating the additional value add for our clients.

## AI Makes Us **Future-Proof**

AI will continue to play an increasingly important role in our industry. If we don't embrace it, our competitors will and we will be left behind.

## AI is **Easy to Implement and Learn**

We're not recommending a complete overhaul of our current processes and systems. Most AI tools are extremely user-friendly and can integrate seamlessly with tools we're already using.

## **Ethical Considerations** are Top-of-Mind

We're not ignoring ethical implications here. Responsible AI usage and transparency in data handling and decision-making processes will be key to our agency's growth.

## Helpful Resources

- [Say Hi to Ai CTP EDU Recording](#)
- [Say Hi to Ai Presentation Deck](#)
- [AI Resource Sheet](#)
- [CTP AI Guidelines](#)

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