



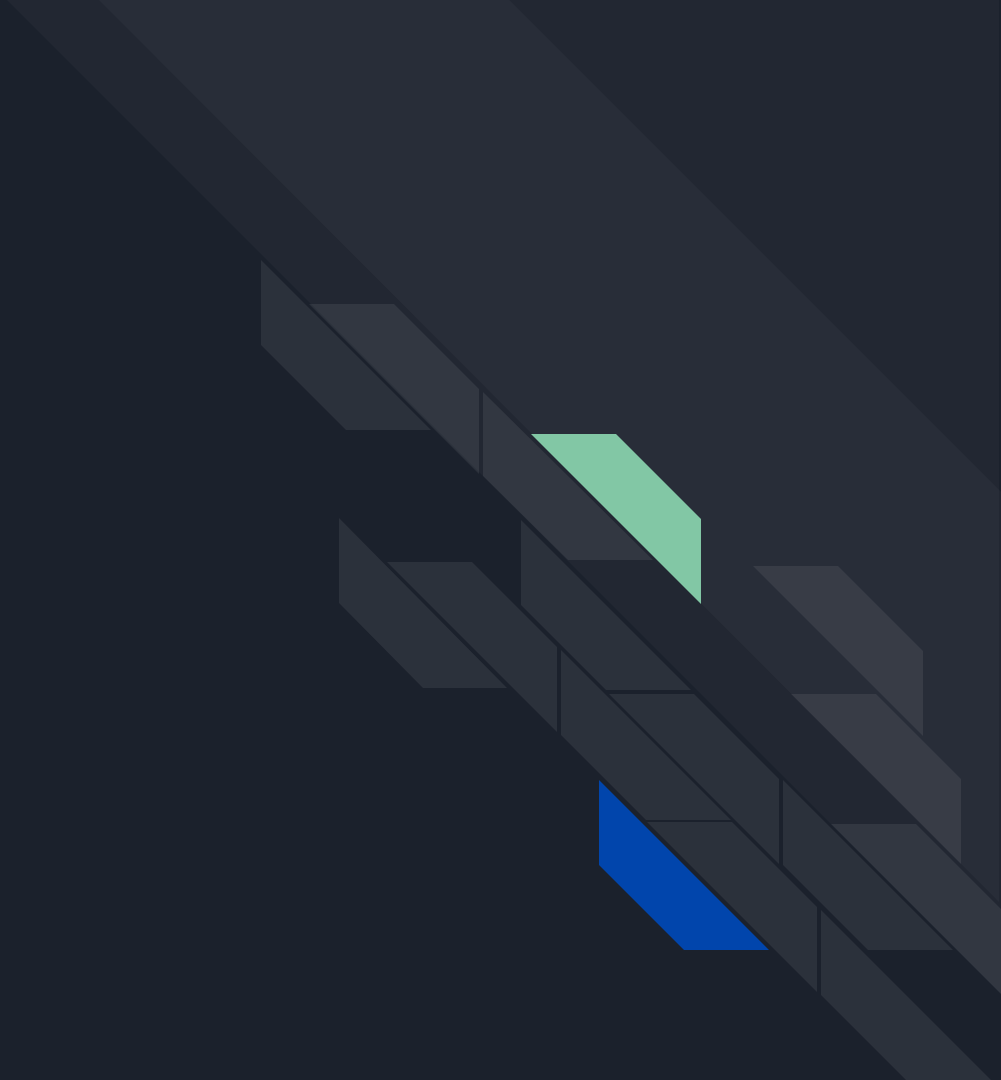
## **AI for EBMOs**



# OUTLINE

- **Lobbying**
  - Research and analysis
  - Social media
  - Presentation
- **Services to members**
  - Client support
  - Data management
  - Recruitment


# Lobbying



## Research and analysis

AI-powered tools gather relevant data, creating persuasive arguments and messages, and organizing grassroots campaigns to mobilize supporters.





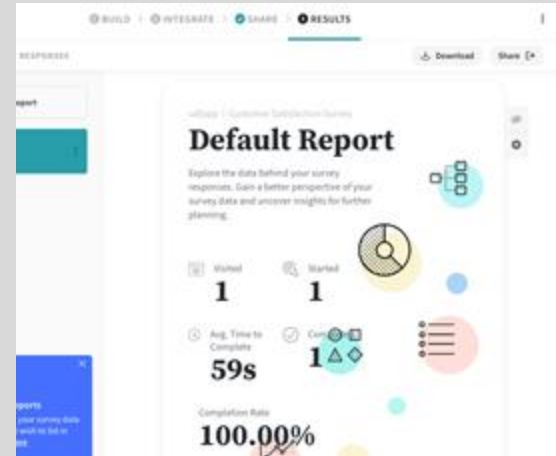
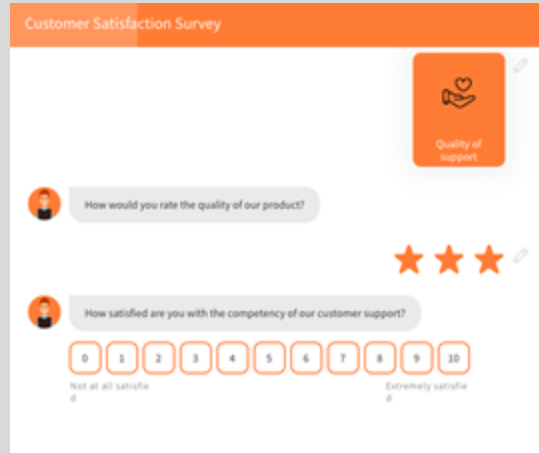
# Conducting surveys to understand the opinion of stakeholders on policy matters.

Several AI-powered tools and platforms can enhance the process of conducting surveys and collecting data, they streamline various aspects of survey creation, distribution, and analysis:

- SurveySparrow
- Qualtrics
- SurveyMonkey
- Typeform
- Yay forms

# Survey Sparrow

Create an account and try it for free:



1. Choose a template

Select type of survey  
and other features

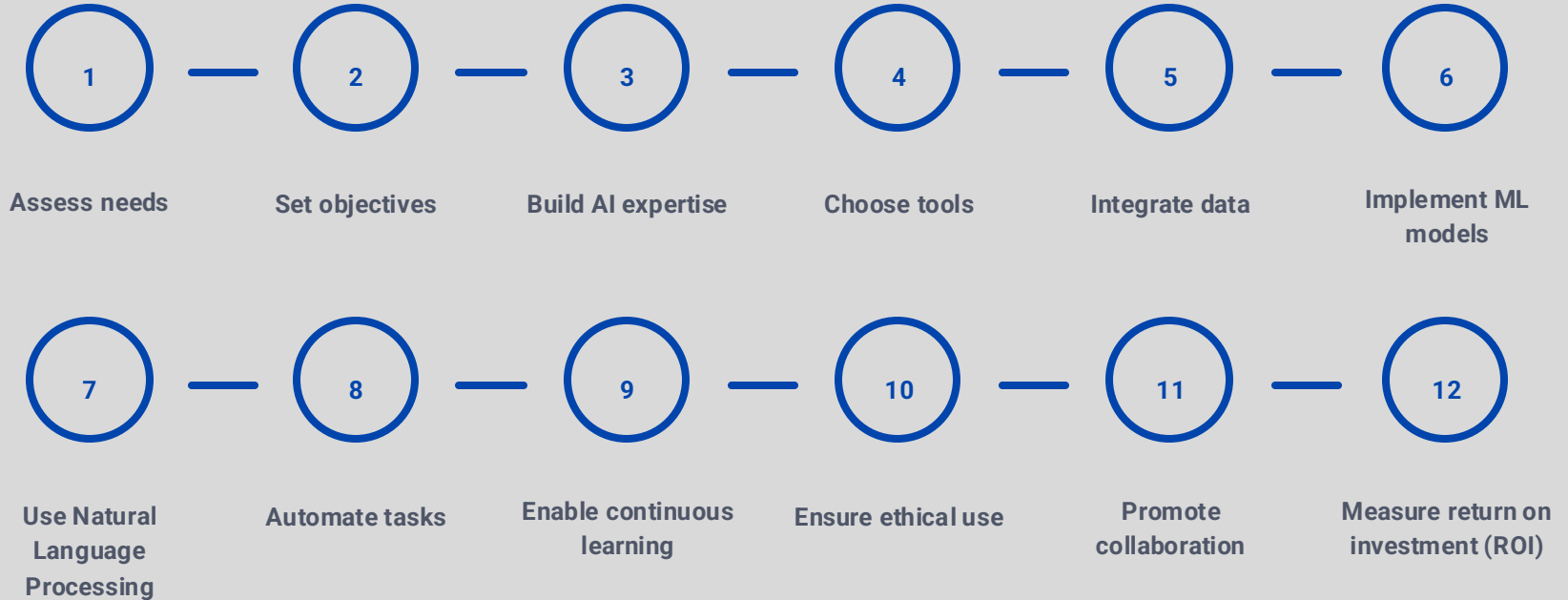
2. Share the survey

Email, link, QR,  
whatsapp

3. Review the responses  
and analytics



# Guide to build AI-powered research capabilities:





## Social media

has become an increasingly important tool for lobbying. Platforms such as Twitter, Facebook, and LinkedIn provide opportunities to reach a wide audience, engage with policymakers, and mobilize supporters. By leveraging social media, lobbyists can amplify their message, build relationships, and create a sense of community around their cause.



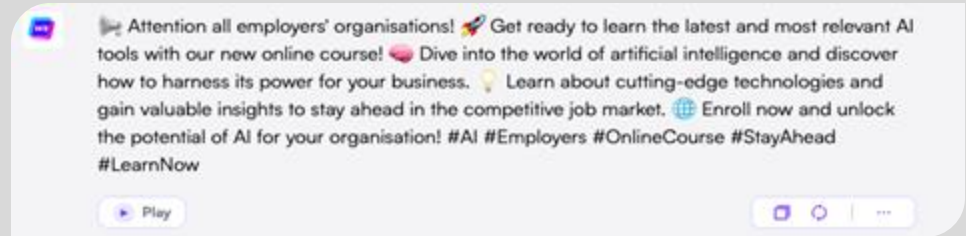
# Creating content for social media with Generative AI



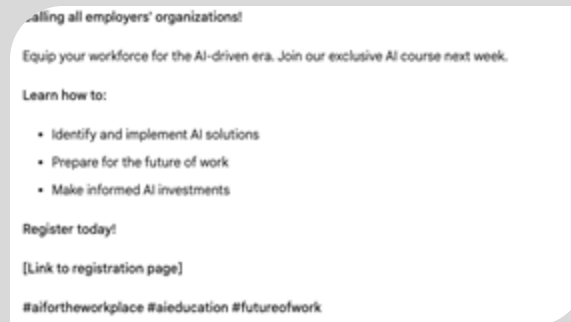
You

Social media post that invites employers' organizations to an AI course next week

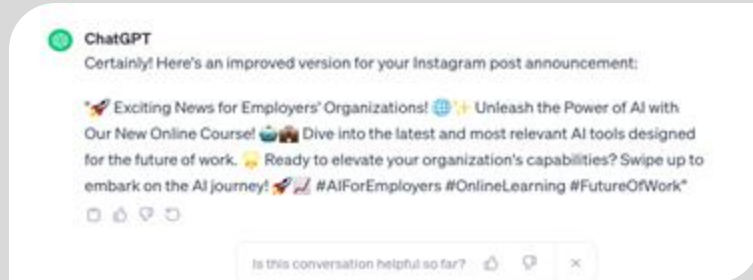
Chatsonic



Bard



Chat GPT



# Text to Images with Runway ML

Use generative AI tools to create images from text



Artificial Intelligence



Imagine a person taking an online course on AI, woman, concentrated

You can be as specific as you need to be

## Once you have your content your post can look like this:





# Benefits of using generative AI:

- Enhancing Versatility and Efficiency in Content Creation.
- Empowering Idea Generation and Customization in Design.
- Translation and Summarization Tasks.
- Cost-Free Features and Tools.

# One problem with generative AI is the existence of biases

For instance, in runway ML we observe the following behavior:



We ask runway to imagine a company director

A noticeable bias is present, with the current state of the tool reflecting a predominant representation of company directors as white men.

# Avoiding Biases in AI Models

## Diverse Development Teams

Ensure that your work team is diverse and inclusive. Different perspectives contribute to a more comprehensive understanding of potential biases and how to address them effectively.

## Regular Monitoring and Evaluation

Regularly monitoring and evaluating AI models is essential to identify and address any biases that may emerge over time. This involves analyzing the model's outputs, assessing its impact on different groups, and making necessary adjustments to mitigate biases.

# Presentations

are essential tools for lobbying because they facilitate effective communication, persuasion, education, and engagement with decision-makers, contributing to the success of advocacy efforts.



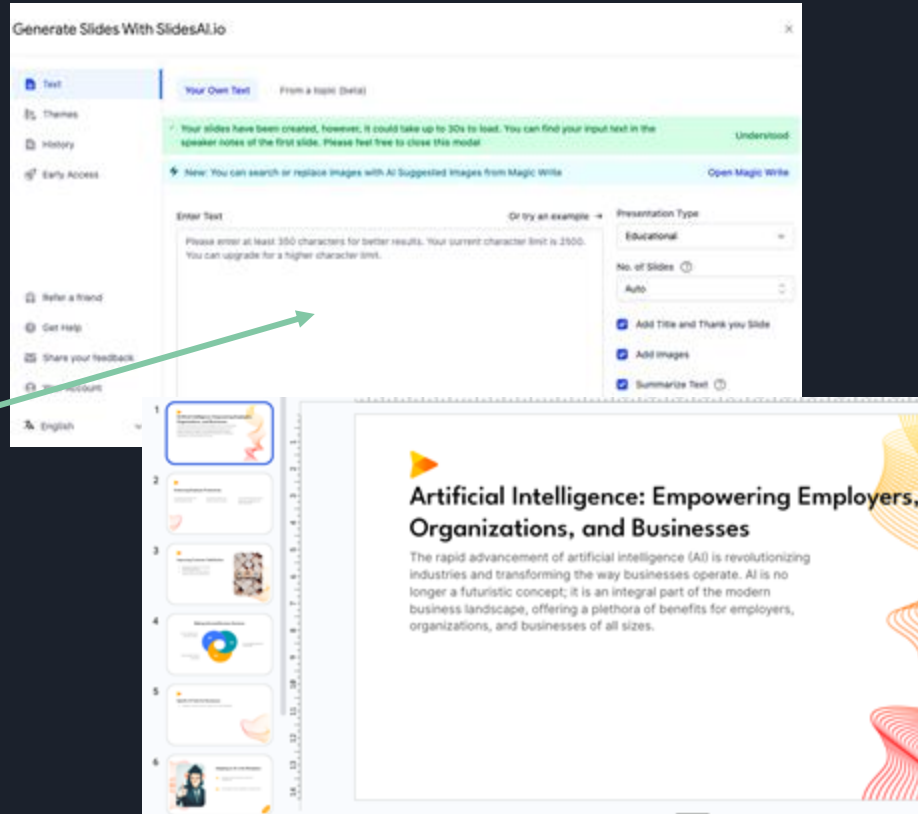
# SlidesAI is an AI tool that facilitates the creation of presentations

**Step 1.** Install the extension in Google Slides

**Step 2.** Create a new presentation in Google Slides

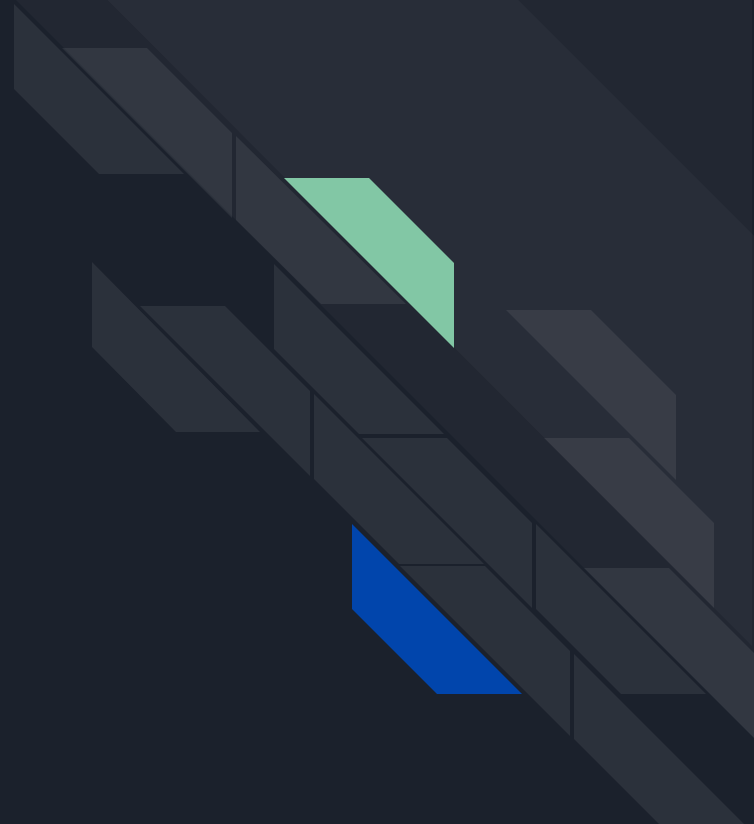
**Step 3.** Go to Extensions > SlidesAI.io > Generate Slides

**Step 4.** Add the text you want to convert to a presentation and click on create slides

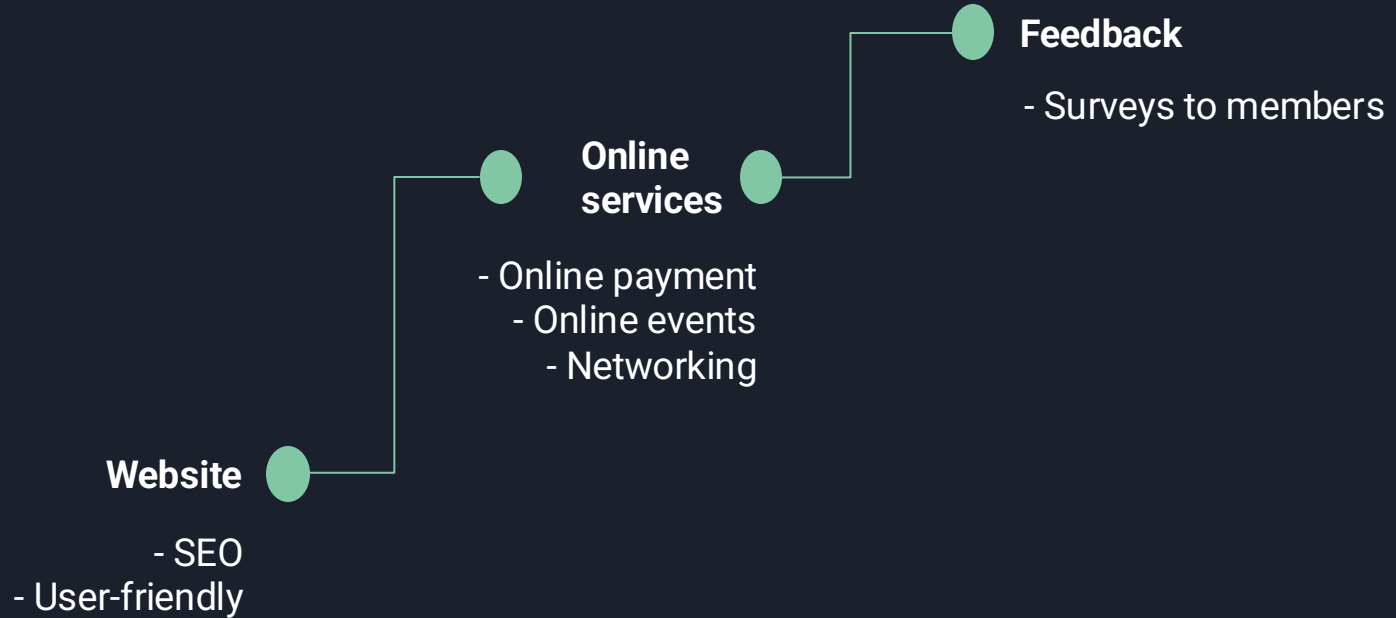




**Services to members**



# Client support



# Make your website more user-friendly!

## Chatbots

- Botsonic
- Drift
- Intercom



## Personalization engines

- Evergage
- Adobe target

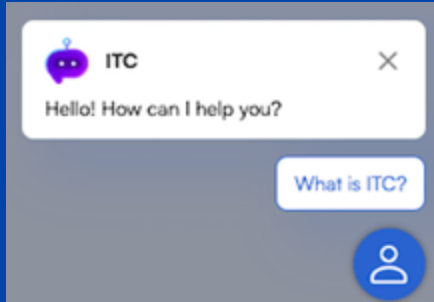


## Voice search optimization

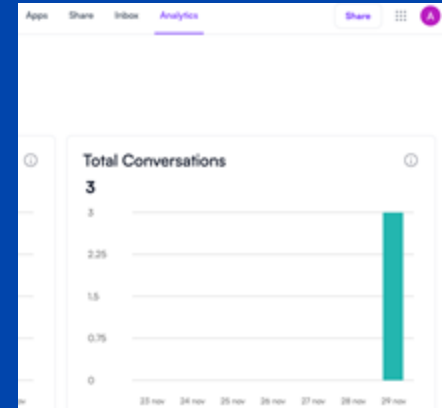
- Google's Dialogflow



# Add a chatbot with the support of **Botsonic**:



1. Create a free account.
2. Add the sources of information for your chatbot (documents, links, other).
3. Provide a support email in case the user needs further assistance.
4. Copy the code generated automatically by Botsonic and paste it into your website code.
5. Review the responses analytics from your Botsonic account to identify FAQ and keep track of clients' experience.



# Include helpful online services:

For instance, include the possibility of **online payment**

ChatGPT can support us in this task:



Code for online

payment in website

You

Let's see if this code  
adds the option for  
online payment:

**ChatGPT**

Creating a website with online payment functionality involves several steps and typically requires server-side programming (e.g., using a language like Python, Node.js, or PHP) and a secure payment gateway. Below is a simplified example using HTML, JavaScript, and a hypothetical payment gateway.

**1. HTML (index.html):**

```
html
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Online Payment Demo</title>
```

```
HTML
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <meta charset="UTF-8">
5   <meta name="viewport"
6     content="width=device-width, initial-
7     scale=1.0">
8   <title>Online Payment Demo</title>
9 </head>
10 <body>
11   <h1>Product Purchase</h1>
12   <p>Product: Example Product</p>
13   <p>Price: $100</p>
```

**Product Purchase**

Product: Example Product  
Price: \$100

[Proceed to Payment](#)


**Product Purchase**

Product: Example Product  
Price: \$100

[Proceed to Payment](#)

Card Number:  Expiry Date:  CVV:  [Pay Now](#)

We may add other specifications so ChatGPT can improve the code



# Encourage communication and collaboration among members on your online platforms.

- 1 **Chat functionality and private messaging**
- 2 **Community forums and discussion boards**
- 3 **Comment sections on articles, blog posts and multimedia content**
- 4 **Share buttons, embedded social media feeds**
- 5 **Notifications and email alerts**
- 6 **Community event calendars**

## Wix

Wix is a website builder that offers a user-friendly platform for creating websites without extensive coding knowledge. Some benefits:

- Easy to use
- Offers website templates
- Discussion forum option
- E-commerce features such as **online payment**
- SEO tools
- Event calendars features
- Among other aspects

## Data management

AI can enhance efficiency and accuracy in handling vast datasets. AI automates time-consuming tasks like data processing and cleansing, minimizing errors and freeing up human resources for more strategic endeavors. Companies can achieve cost reduction by optimizing resources and improving operational efficiency through automation. Integrating AI into data management processes empowers companies to unlock the full potential of their data, making more informed decisions and gaining a competitive edge in the market.





# Clean your data and make predictions with Simple ML



Simple ML is an extension of Google Sheets, you only need to have a Google account to install it.

Once you install Simple ML, you go to a new spreadsheet in Google Sheets. Then,  
Extensions > Simple ML for Sheets > Start



Now, choose the tool you need to use: predict missing values, spot abnormal values (outliers), forecast future values.

Simple ML is useful for **business analytics**.



Simple ML for Sheets

← Forecast future values

Use past data to predict future values. For example, predict future sales from past ones.
 [Documentation](#)

Columns to forecast
 

☐ Date
 

Date

☒ Median Sales Price of Houses Sold for the United States

Column categories
 

No column categories found.

> Advanced options

> Output

Forecast



Simple ML  
forecast

We have a time series with the median sales price of houses in the USA from the 1Q of 2010 to the 3Q of 2023. We want Simple ML to predict the values for the next two years, 4Q of 2025.

Once you specify the time series you want to forecast, you can choose the trend (ETS and ARIMA), growth (linear and multiplicative), seasonality effect, the degree of data cleaning needed, among other features. You click on forecast and you get another variable with the predicted values and a trend graph.

## Example: Forecast future values

# Another useful tool for business analytics is

## Akkio

You get a free trial for 2 weeks!

This is what you can do with Akkio:

### Prepare your data

1. Choose a data source: Google Sheets, Table, Salesforce, Snowflake, HubSpot, MySQL, etc.
2. Clean your data with one click: standardize date columns, remove unexpected null values, replace excess categories with 'other', remove columns with same values, remove mostly blank columns, flag outliers, etc.
3. Merge datasets

### Explore your data

You can chat with your data!



### Create your dashboard

1. Add graphs to your report and then to your dashboard.
2. Once you have done this you can deploy your graphs so they update automatically every time there is new data.

# Akkio

automatically predicts behaviors and identifies trends within your data.

Prepare Explore **Predict** Deployments Reports

● retail sales data.csv 3,000 rows, 9 columns No transforms applied

### Predict Fields

Select which numerical or categorical fields to predict and optionally ignore.

**Predict 1** Ignore 3

Search fields...

- ☐ Store ID
- ☐ Employee Number
- ☐ Area
- ☒ Sales
- ☐ Marketing Spend

### Target Predicted Data Points

How far the model should try and predict into the future, in terms of data points. Default is the typical series length in the dataset.



## Seasonality

Variations that occur at specific regular intervals

Quarterly

Monthly

Week

Day

Monthly Impact on Sales



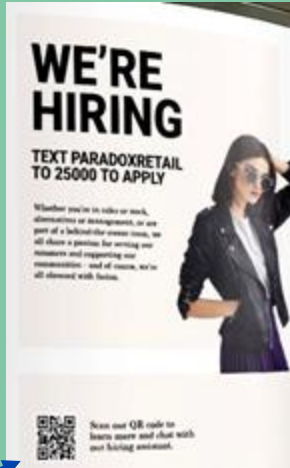


## Recruitment

AI allows the automation of tasks like resume screening and candidate sourcing, fostering objectivity by mitigating biases in decision-making, and enhancing the overall candidate experience with personalized interactions. It reduces costs, expands access to a global talent pool, and provides data-driven insights for organizations to optimize their hiring strategies.

# Several services offer AI-powered tools for recruitment processes:

Paradox.ai



Applicants scan the QR code to chat with Olivia, the AI recruiter assistant.

If the applicant meets the required qualifications, Olivia schedules the meeting with the manager.

Applicants inquire about vacancies and answered questions about qualifications



Once the application is sent, Olivia instantly collects feedback from applicants.

Applicants are asked to take a 2min test called Traitify in order to understand the personality of the applicant.



Managers benefit from a comprehensive pre-interview guide with questions based on the candidate's personality, helping to further identify the right candidates for the right roles.

## Text.io

Text.io support companies to put inclusion at the center of their recruitment strategies:

- Textio score.
- Analyze how the description of the job positions appeal to different groups and identify any bias in the recruitment process.
- Ensure fair, actionable feedback to every employee by reducing any bias in managers when they engage in the performance review of their employees

## Spike Hire

SpikeHire provides a platform for creating and managing video interviews:

- One-way interviews:
  - ◆ Standardize time for think time and answer questions.
  - ◆ Watch and evaluate candidate videos

Thank you

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