AI in Public Affairs
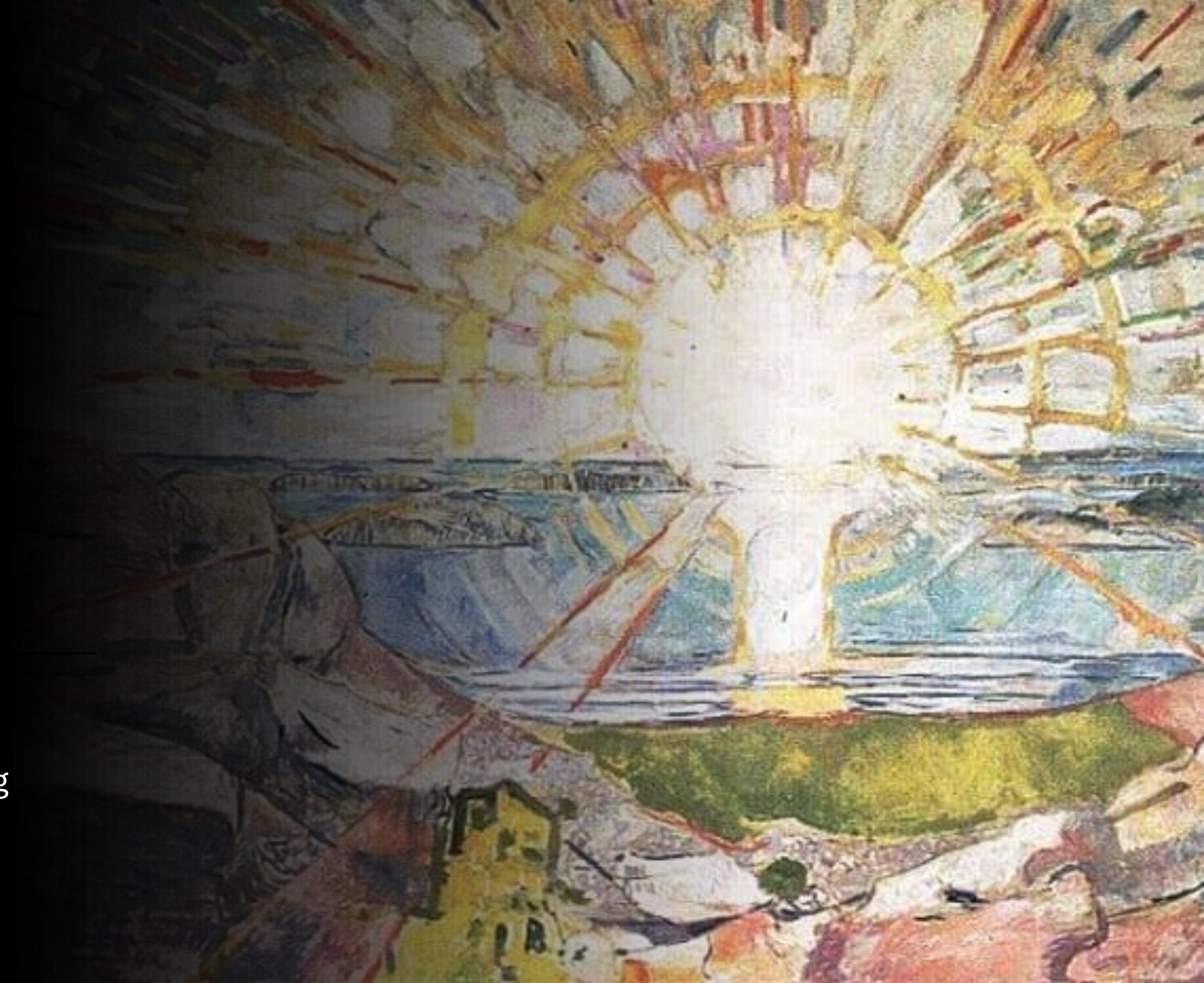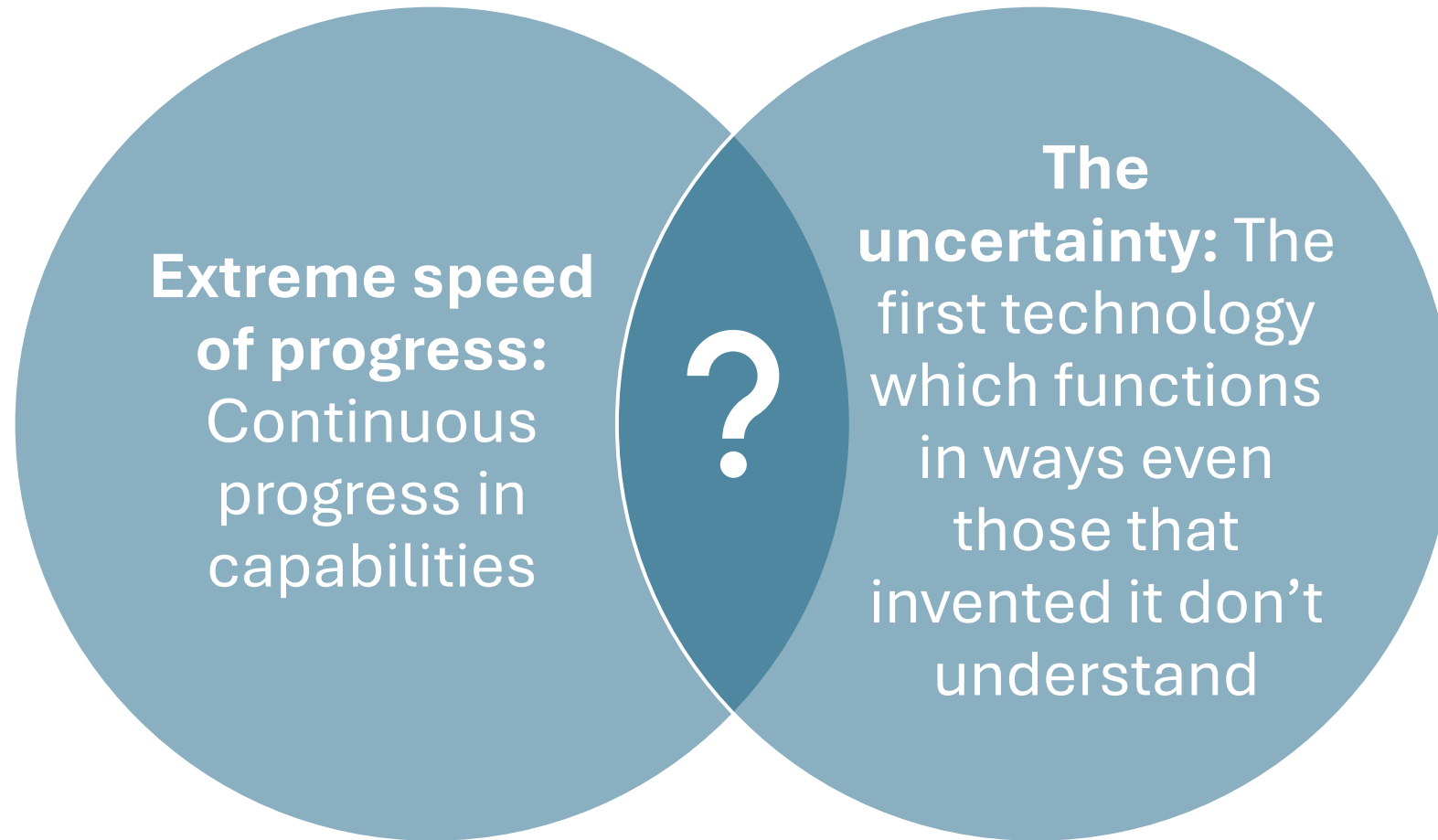
Balázs Pályi

Public Affairs Council meeting
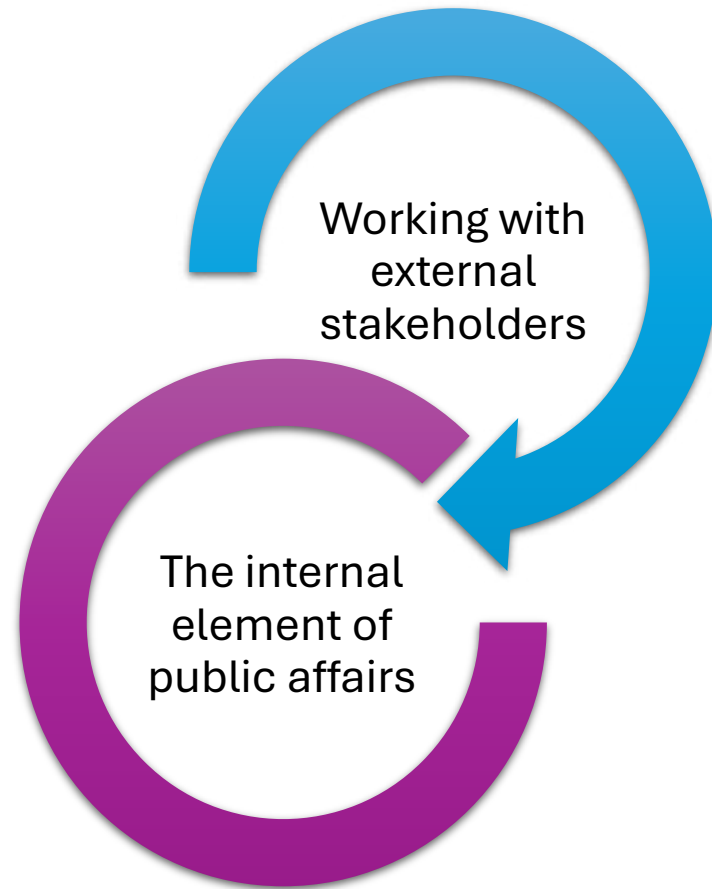
25th September 2024

The two guiding principles when thinking about AI

Extreme speed of progress: Continuous progress in capabilities

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The uncertainty: The first technology which functions in ways even those that invented it don't understand

Start with your public affairs objectives

Working with external stakeholders

The internal element of public affairs

Use cases

GenAi creating and reviewing content

- Video and image generation
- Translations
- Idea and content creation

AI-based tools

- Sentiment tracking
- Regulatory tracking
- Stakeholder mapping

Planning and running advocacy campaigns

- Regulatory analysis and learning
- Stakeholder impersonation / message stress testing

Developing a global public affairs strategy and turning it into action

- AI bots as contact points for local PA leads
- Assessing and prioritizing issues
- Predictions

Challenges

Confidentiality

Cost

Time, perseverance, commitment to experimentation

Uncertainty about the future of the technology

Status quo bias

My learnings and suggestions

Seek out people in your organization with traits and skills you need to succeed in AI: curiosity, perseverance, certain ways of communicating

Provide opportunities for experimentation

Find ways of working with AI outside of work

AI tools have different "personalities" make sure you understand their strengths and weaknesses

Find training opportunities particularly in prompt engineering