



POMORSKIE
VOIVODESHIP



Effective AI communication

Empowering projects

Nebojsa Nikolic

AI is like a lightning in a bottle


Powerful and elusive but incredibly useful when used right



The Matrix (6/16) Movie Scene - Neo learns jiu jitsu. (1999) HD


Share



Watch on  YouTube

**You are the “chosen one”
and I will be your
“Morpheus”**

Get ready for the knowledge upload



Agenda

DO YOU SPEAK "AI"?

Terminology, trends, concerns and potential

STORYTELLING AND AI

How to turn boring project reports into interesting stories with some help from AI

AI TOOLS AND WORK PROCESS

Step-by-step guide on how to use different AI tools for the main stages of project communication



Part I

Do you speak "AI"?

AI terms

LLM- LARGE LANGUAGE MODEL

This is an AI that you can talk to in plain language.

PROMPT

Prompt is an input, question or instruction we give to LLMs . Prompts can be long and very detailed.

ALGORITHM

A very complex set of rules or instructions that makes an AI work.



AI terms

GROUNDING

One or more prompts that you give the AI before you ask it to do something. You give context.

MULTI-MODAL

An AI that can process different kinds of input, like text, image, video, voice, code, etc.

DATA MINING / SCRAPING

A process of collecting and processing enormous quantities of data to train an AI model.

AI terms

NPU

Neural Processing Unit. A special processor made to run AI - on very latest phones and computers.

AI BIAS

When AI gives biased or distorted answers because it was trained on biased/limited data.

AI HALLUCINATION

When an AI gives you a nonexistent or nonsensical answer - just makes stuff up.

Example

Using a computer with an **NPU** chip we will open a **multimodal LLM** to test it out. The **algorithm** is based on hundreds of billions of words, **data-mined** from different sources, so it should give us good answers. First we will **ground** it, and then we will give it a specific **prompt**. We will check for potential **biases** and **hallucinations** before we use the result.



Copilot

Grounding

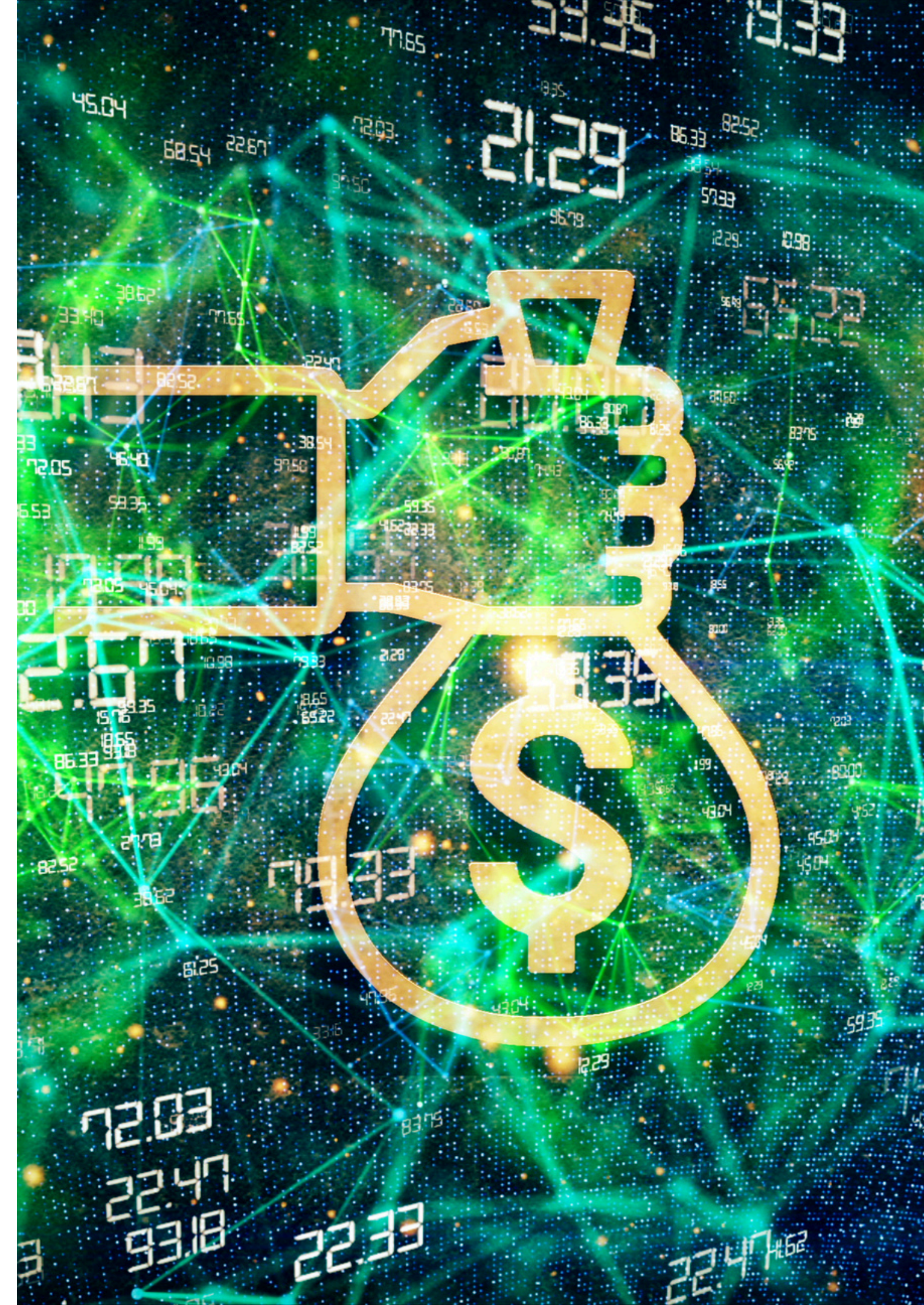
Prompt:

I need your help with preparing a **communication action plan** for an EU-funded project. **First**, I will give you some basic information about the EU cooperation programme that funds the project. **Then** I will need your help **rewriting** the project description and **preparing** the communication plan and a few other things for promoting this project.

Here you can find all the information about the programme that funded this project. Please summarize what you understand about the programme: <https://southbaltic.eu/>

Major players

- **Open AI** - Chat GPT, Dall-E
- **Google** - Gemini
- **Microsoft** - Copilot
- **Anthropic** - Claude
- **xAI** - Grok AI
- **Meta** - LLaMA
- **Adobe** - Firefly
- **NVIDIA** - hardware and AI tools





AI ARMS RACE

Companies and governments are investing billions - AI is the future.



MOVE FAST AND BREAK THINGS

New features are coming very fast, even when not completely ready.



GOING MAINSTREAM

Integration of AI in most digital tools and devices, including operating systems.



TRENDS



Concerns

ENVIRONMENTAL

Coming from data centres. There are many way to address, such as regulation and new tech.

ETHNICS AND MISUSE

Intellectual property, privacy, manipulation, surveillance and control - EU Regulation helps.

RELIABILITY

Bias, hallucinations and over-reliance without supervision - we need gradual and controled use.

A sunset over a body of water with a blue box containing the word 'Opportunities'.

Opportunities

STRATEGIC COMMUNICATION

Analysing and drafting communication strategies, target audience profiles

ANALYSIS AND OPTIMISATION

Summarising great quantities of data, rewriting texts, faster procedures

CONTENT CRATION

Publications, social media posts, descriptions, summaries, emails, etc.

Example

CATE project by the Flanders Audit Authority

Developing AI tool to help the auditing for EU-funded projects

Aims to improve:

- Average payment time from **80** to **10** days
- Time between FLC and audit from **1 year** to **1 month**, and
- Human hours work on FLC and audit from **100%** to **15%**

Link: <https://vlaamse-auditautoriteit.fenb.be/en/projecten/>



VLAAMSE
AUDITAUTORITEIT
VAN DE EUROPESE
STRUCTUURFONDSEN



Vlaamse
overheid

Interreg 
Vlaanderen-Nederland
Europees Fonds voor Regionale Ontwikkeling

Demo

Draft a presentation in seconds using AI



Gamma



Comfort break

**Please come
back in 15 min.**



Part II

Storytelling and AI



Challenges

COMPLEX PROJECT STORIES

Even on social media, posts about projects sounds like boring reports instead of interesting stories

REACHING "GENERAL PUBLIC"

Trying to reach as many people as possible but competing with Tik-Tok and Hollywood

I HAVE A 100 THINGS TO DO

We have to work with very limited resources: time, money, expertise, equipment



Pigeon Air Patrol @PigeonAir · Mar 14, 2016

Introducing the #PigeonAir patrol team: Norbert, Coco and Julius. At your service!



A story of a complex project

Watch the next example and observe the story structure and style.

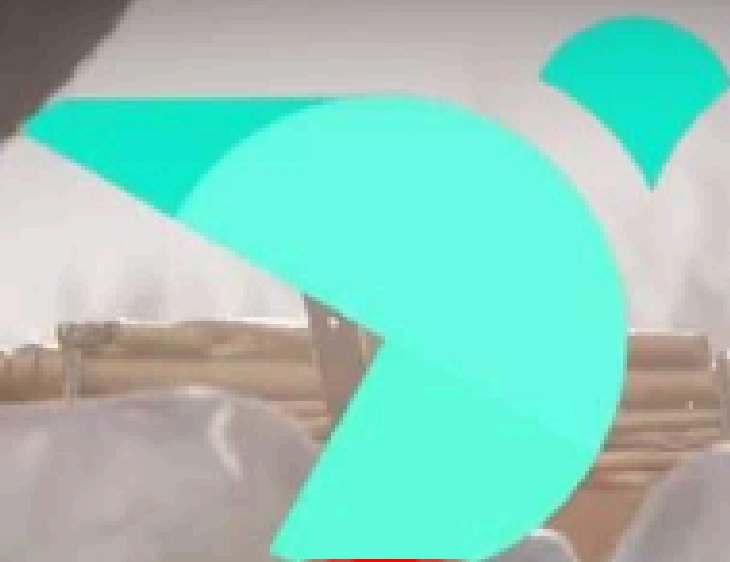
<https://www.youtube.com/watch?v=WIOwFTr-6hA>



Pigeon Air Patrol by DigitasLBI



Share



PIGGEON AIR
PATROL

Watch on  YouTube



Storytelling works

Because it appeals to three types of learners:

- **Visual:** with illustrations and mental pictures
- **Auditory:** from words, lectures, discussions
- **Kinesthetic:** by doing, experiencing, feeling

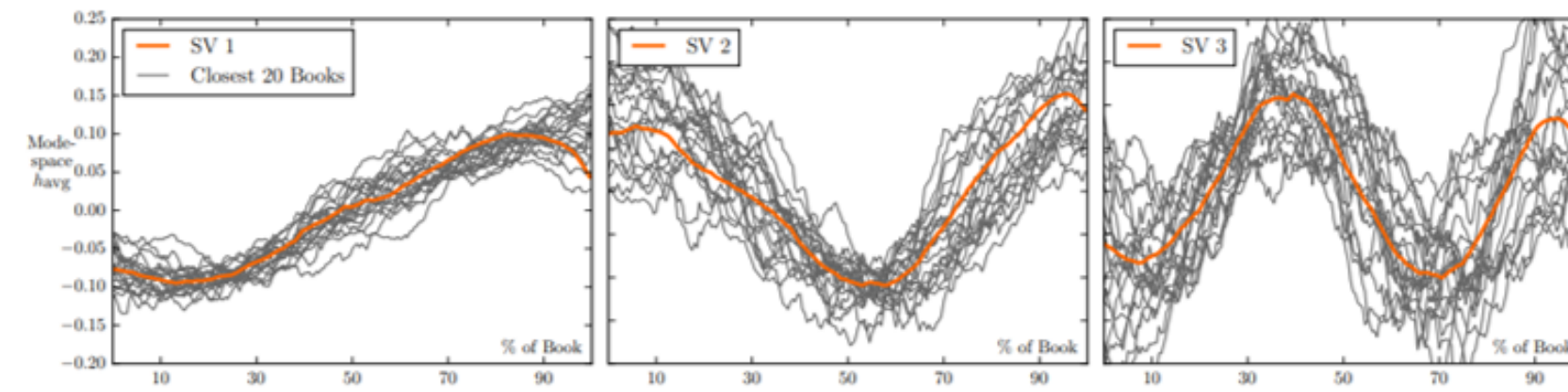
<https://www.harvardbusiness.org/what-makes-storytelling-so-effective-for-learning/>



Our stories lack:

- **Visual:** we lack **illustrations** and **examples**
- **Auditory:** we lack logical **structure**
- **Kinesthetic:** connecting to **feelings**

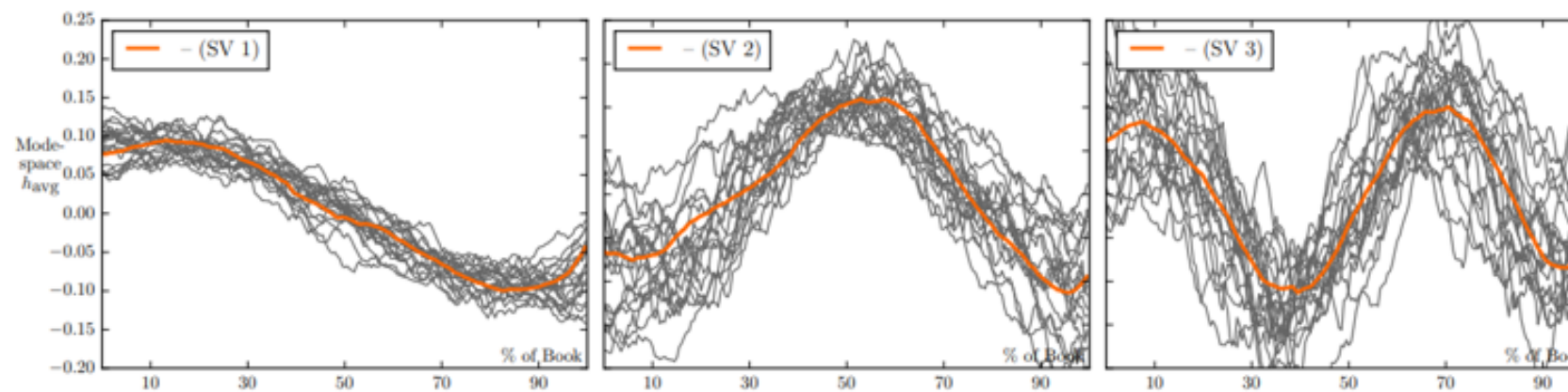
The six story arcs



1. Rise

3. Fall - rise

5. Cinderella



2. Fall

4. Rise - fall

6. Oedipus

- "Rags to riches" (rise)
- "Riches to rags" or "Tragedy" (fall)
- "Man in a hole" (fall-rise)
- "Icarus" (rise-fall).
- "Cinderella" (rise-fall-rise)
- "Oedipus" (fall-rise-fall)

<https://arxiv.org/abs/1606.07772>

Project stories

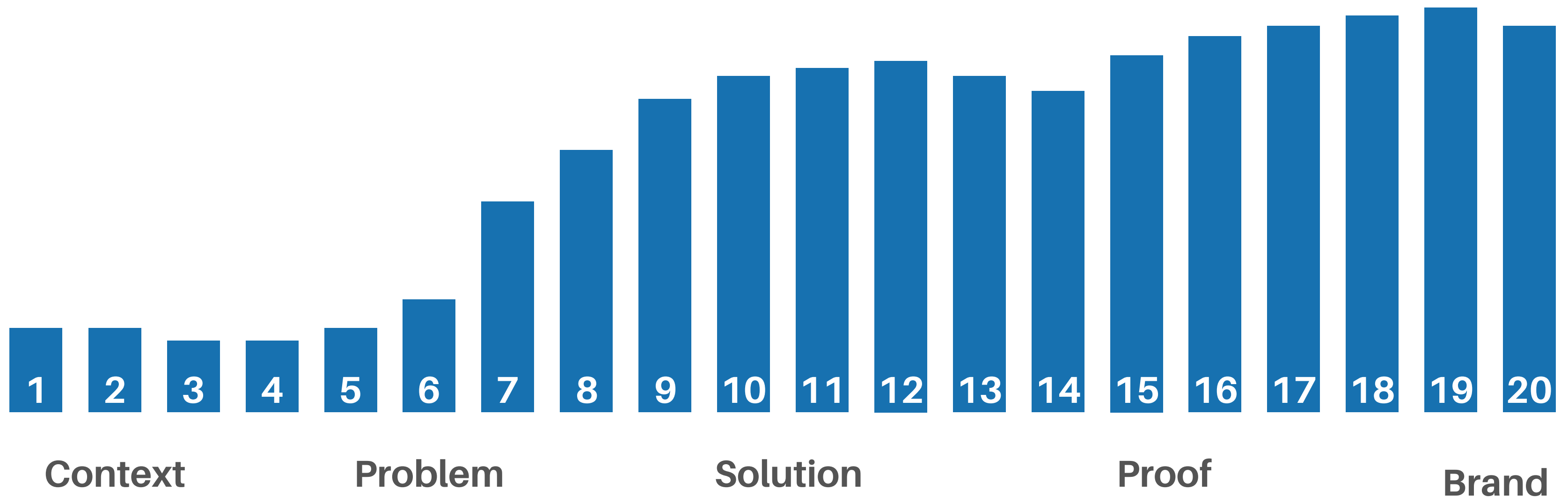
WRONG STRUCTURE

- Project partners
- Call for proposals
- Dates, fund specifics
- Procedures
- All of the outputs
- Big promises
- Co-funding statements

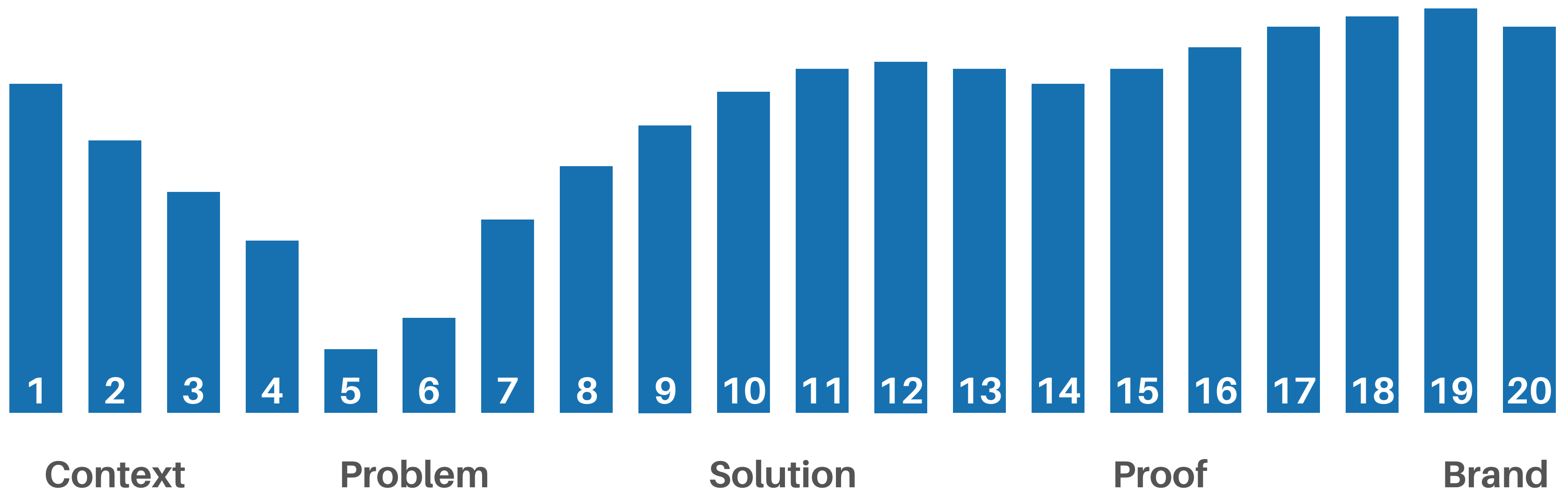
CORRECT STRUCTURE

- **Context** - audience intrigued
- **Problem** - audience relates
- **Solution** - audience understands
- **Proof** - audience appreciates
- **Brand** - audience remembers

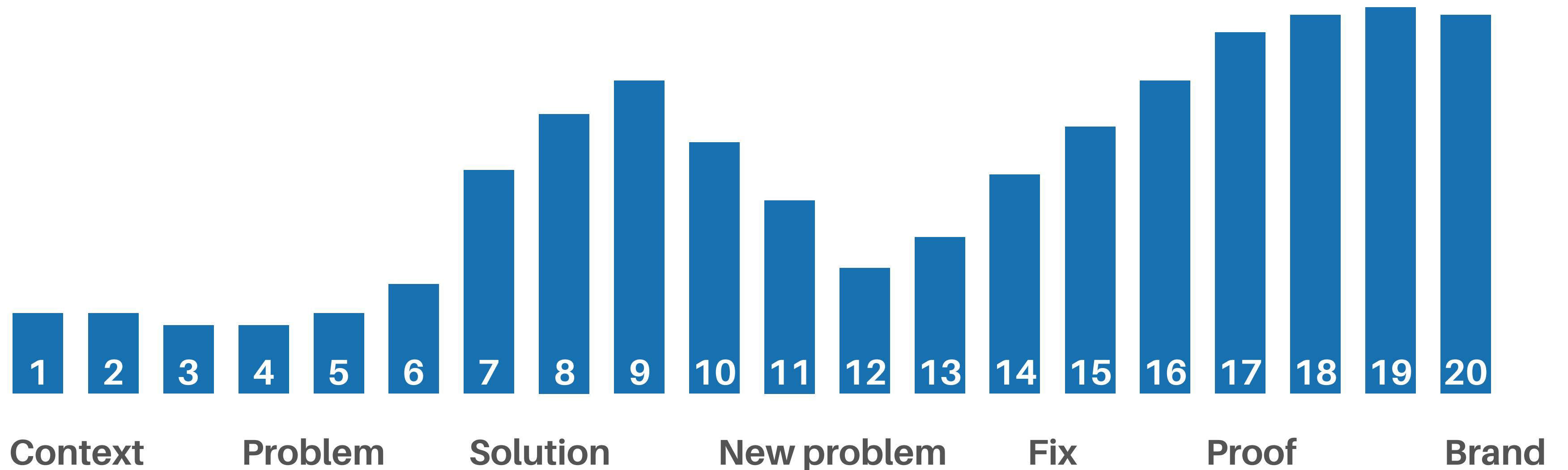
Your "rise" story arc



Your "fall-rise" story arc



Your "rise-fall-rise" story arc



Example: Project Starline

This is a story about a project that follows the “**Rise**” structure.

Examine how it follows a **classical story arc** while using **emotional** examples to explain a **complex** technology.



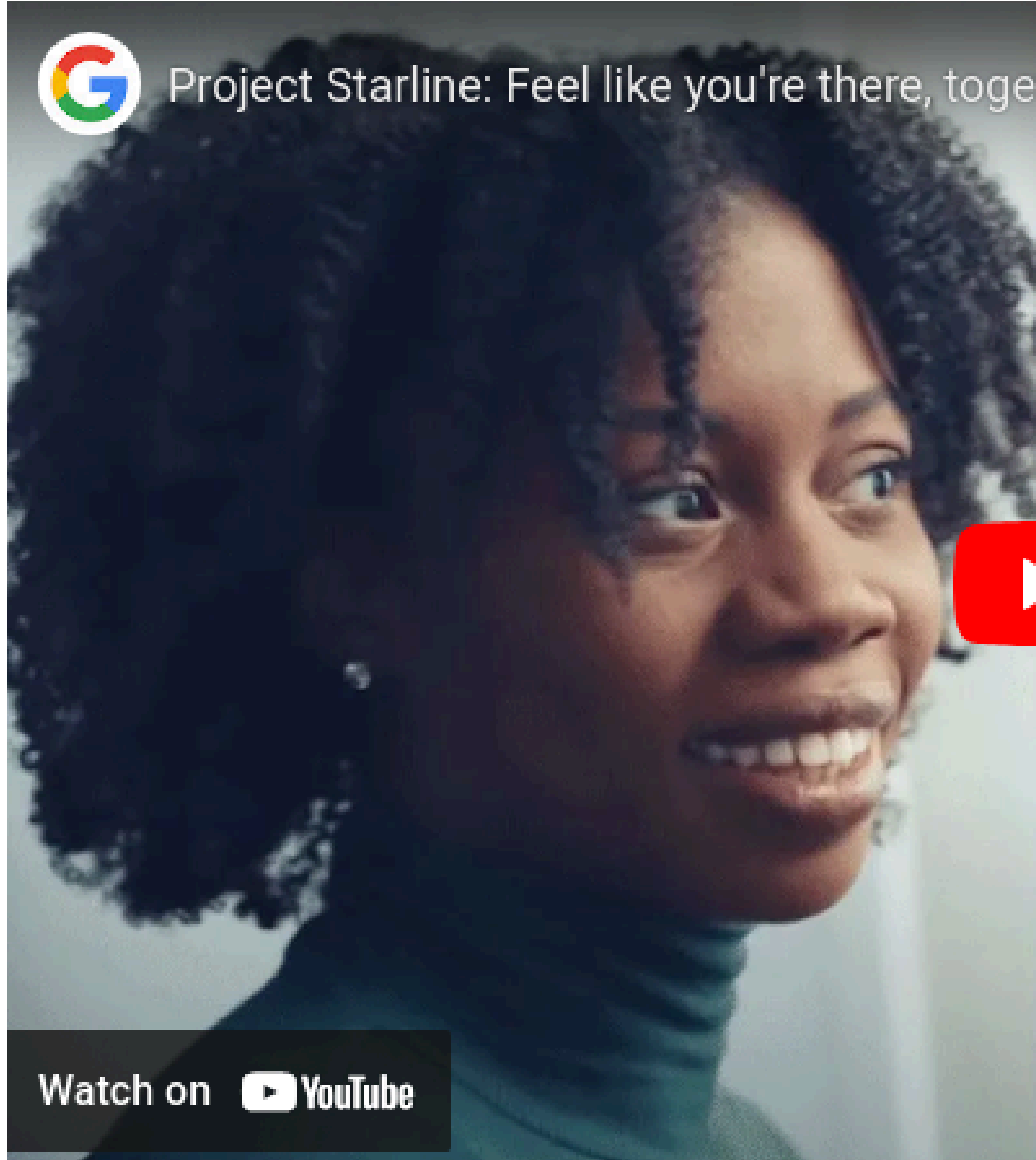
<https://blog.google/technology/research/project-starline/>



Project Starline: Feel like you're there, together



Share



Watch on  YouTube



Example:

A story of bubble gum



Extra Gum - Can't Help Falling In Love (Feat. Haley Reinhart)




Watch later



Share



Watch on  YouTube



What if it were made in public administration?

The Wm. Wrigley Jr. Company, known as the Wrigley Company, is an American multinational candy and chewing gum company, based in the Global Innovation Center (GIC) in Goose Island, Chicago, Illinois.*

Wrigley's Extra Long Lasting Flavor Extra Mint chewing gum is an excellent chewing gum with delicious flavor. One packet comes with 15 white sugar-free sticks.

©2015 Wm. Wrigley Jr. Company. All rights reserved.

* https://en.wikipedia.org/wiki/Wrigley_Company

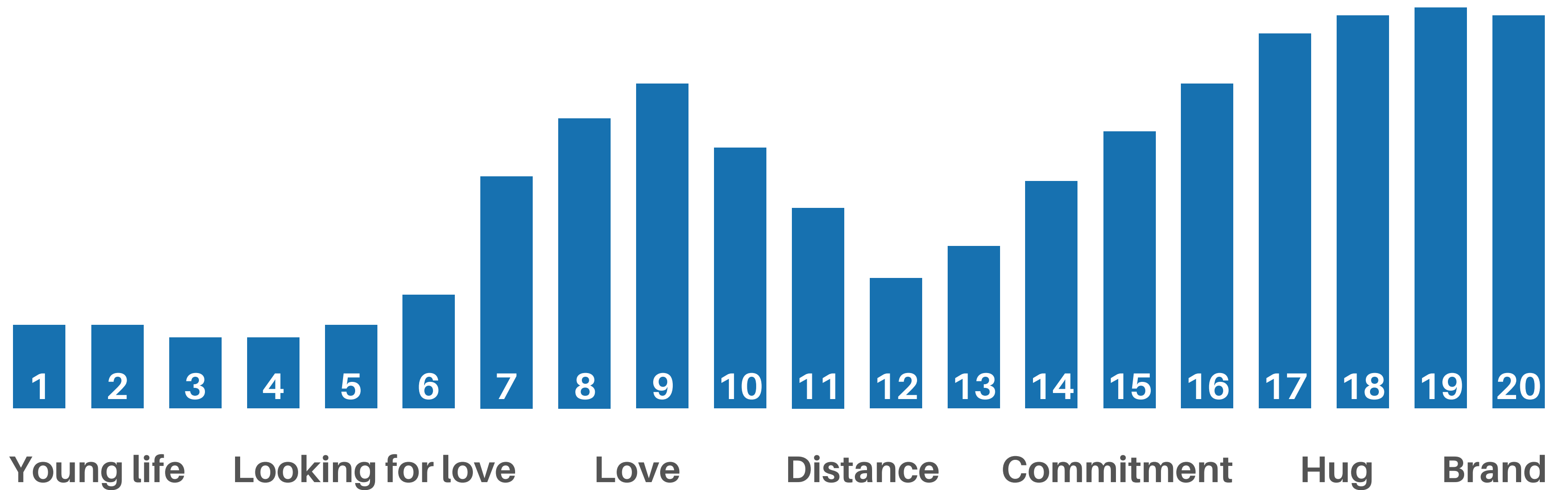
ADMINISTRATION

- No or bad structure
- List of outputs
- Dry and legal
- Data overload
- Abbreviations
- Disclaimers
- Associated with boring

WRIGLEY'S

- Rise-fall-rise structure
- A story of people
- Relatable
- Simple and easy to follow
- Emotions: affection, thrill, excitement, anxiety, love
- Associated with cool and fun

Bubble-gum ad story arc



Storytelling layers



Young life



Looking for love



Love



Distance



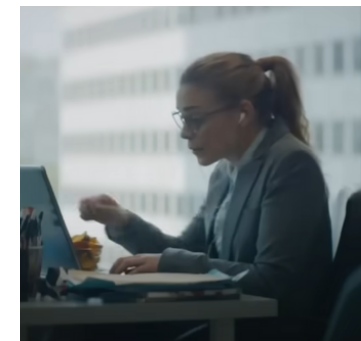
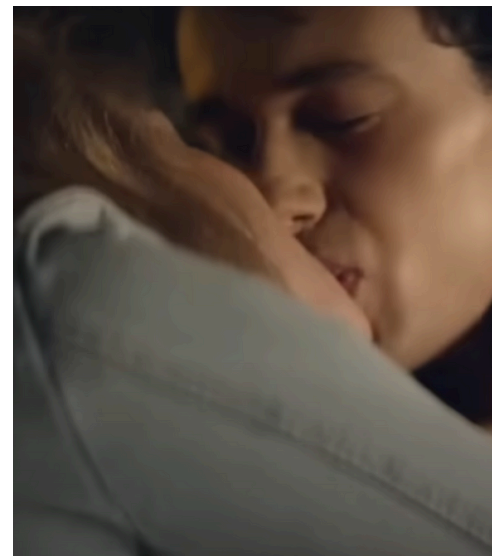
Commitment

Hug



Brand

Within the layers



Visual

Warm colour palette

Cold

Warm

Brand

Auditory

Modern rendition of an evergreen love song

Kinesthetic

Relatable struggle, looking for life partner

But who is the target audience?

General public?

Definition

Communication persona

A profile of a typical audience member, representing people who **might care** about your project

This is known as “**audience profiling**” within a larger process of “**audience segmentation**”

Think about age, gender, education, interests, hobbies, relationship status, income, commute to work, social media they use, etc.

Write a story for THEM

Question

Define communication persona for a bubble gum ad

Name:

Age:

Interests:

Social life:

Motivated by:

What if we ask AI to define the communication persona?

I already did

PROMPT

“Generate an audience profile description of a young man who likes chewing gum.”

ANSWER BY COPILOT AI

“A young man who likes chewing gum is likely to be **creative**, imaginative, **expressive**, outgoing, sociable, empathetic, with a natural ability to connect with others. He values **romance**, love, emotional connection, **creativity**, self-expression, and individuality. He has an **active social life**, enjoys spending time with **friends and family**, exploring new places, trying new foods, and engaging in creative activities such as **painting**, writing, or music. He has a passion for the **arts**, such as music, literature, or visual arts, and is interested in social causes, such as environmentalism or animal rights. He is motivated by a desire for **emotional connection** and intimacy, **self-expression**, and **creativity**.”

**We will do this for one of
your projects!**

You get to pick the tool: ChatGPT, MS Copilot, Google Gemini, or Claude



Storytelling mistakes

FORMAL LANGUAGE

Exhausting and confusing

INFORMATION OVERLOAD

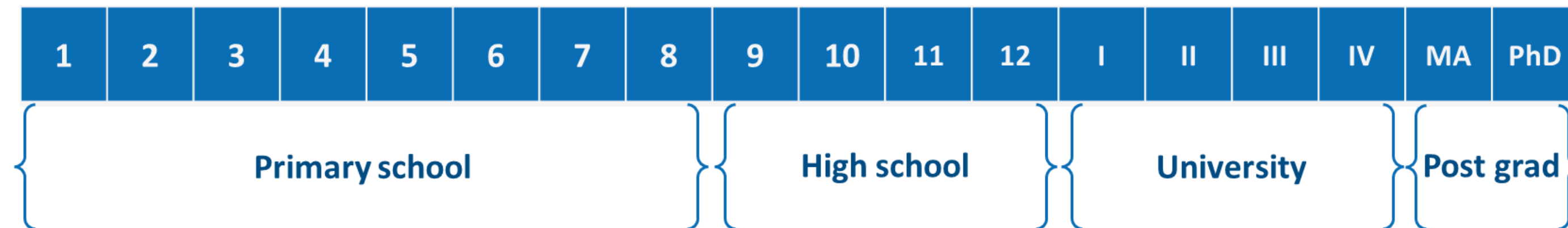
Overwhelming

UNREALISTIC PROMISES

Damages your credibility

Readability score

What is the average score of an Interreg project? What should it be?



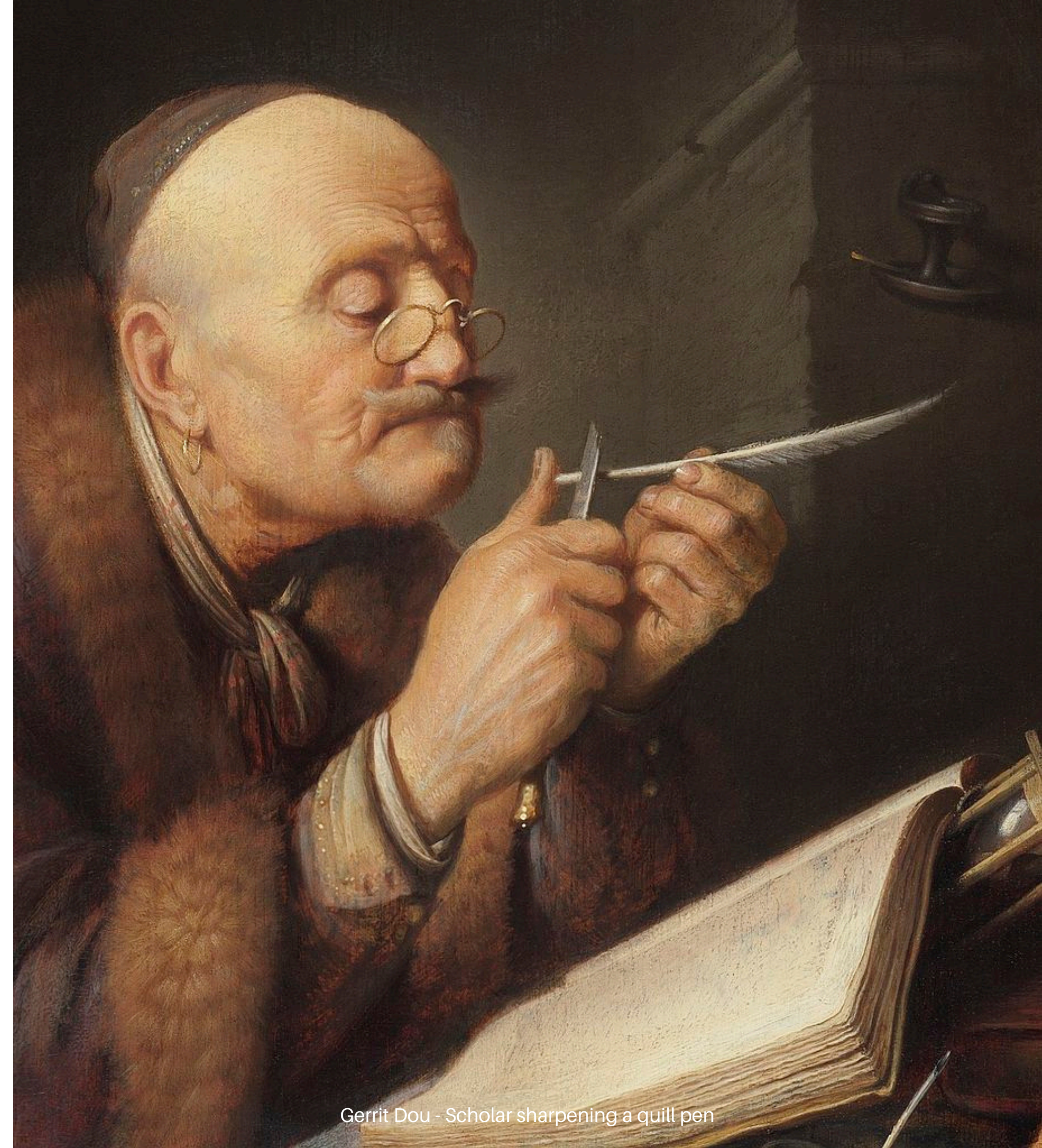
Formal language

Avoid:

- Words like: *stakeholders*, *synergies*, *capacity-building*, *beneficiaries*, *etc.*
- Empty, general claims
- Passive voice
- Abbreviations

Solution:

- Plain language



Gerrit Dou - Scholar sharpening a quill pen

Information overload

Avoid:

- Overwhelming your audience with too many numbers, statistics, and specifics

Solution:

- Choose only the most important information



Unrealistic promises

Avoid

- Making claims and promises that you cannot prove

Solution:

- Be honest - a small project with real impact is better than a big project with questionable impact



Instead of saying...

With our 5 workshops, 14 Zoom meetings, 500 pens, 50 8Gb USBs, 3 open days, multiple cross-border synergies on capitalisation and cohesion, and a high-level conference with policy makers on the future of the post-27 thematic ERDF networks, as well as the website, the newsletters and the internships we have significantly improved the challenging environment of complex systematic administrative congestions when applying for the initial career progression of young people and youths in the programme region. #AreYouStillReading, #WHY



Try...

We helped twenty young people start a business.





Comfort break

**Please come
back in 15 min.**



Part III

AI tools and process

AI tools

1. LLMs

- ChatGPT
- Copilot
- Gemini
- Claude



2. Writing

- Resoomer
- Grammarly
- Quillbot
- Hemingway
- LLMs



3. Multimedia

- Dall-E
- Midjourney
- Runway
- Suno AI
- 11Labs



4. Create content

- Canva
- Adobe Express
- Gamma



Demo

Let's make a song with AI

SUNO

The process

A. Prep

A detailed project summary in plain language. Your project story needs a clear problem and solution

B. Target

Once you have the facts you need to define target audience: communication persona

C. Action plan

Once you have the audience, you outline a communication action plan

D. Create content

For each item on the action plan you use AI to help you draft the content

Important!

Asking something of AI is like asking someone to scratch your back

You usually have to give additional instructions until you hit the spot. AI prompting is the same. It's a process. You need to test and then fine-tune your requests.

The trends, which tool gives better results, and the way the AI responds changes all the time. Keep testing and keep adapting.



Prompts

A. Prep

Revise this project summary to make it easy to understand but without losing any details. Avoid bullet points and follow this general structure: **context, problem, solution, proof, and brand** (vision, call to action).

Rewrite the text by focusing on the **impact** on the local community and simplify the language further, to be easy to understand on the **high-school** level.

Revise the text again but make it slightly shorter, to fit on one page.

Prompts

B. Target

Based on this revised text make an analysis of the **best target audiences** for this project. Be specific and for each target audience group give me a brief explanation **why you chose it**.

Now, for each of the target audiences you identified I need you to create a **communication persona** profile. Each personal profile should have name, age, location, job, hobbies, challenges and an explanation on **how we can relate** to this person **with our project story**.

Based on this communication persona profile help me understand how I can reach them with my project story in the most effective and efficient way. Give me suggestions for **communication channels**, types of **content**, communication **style, timing** and other relevant advice.

Prompts

C. Plan

Based on the **refined project story** and the **target audiences** you identified I need you to prepare a detailed **communication action plan** on how to reach them in **one year** with ... **EUR** budget.

Revise the communication plan by focusing on the **social media** and avoiding traditional media and avoiding any paper and printed materials.

Expand on this communication plan, by adding specific **dates** and **opportunities** for social media campaigns, such as ... (European Green Week, Earth Hour, Europe Day, etc.)

Prompts

D. Create content

In this document you will find a project summary and a definition of the target audience. Based on this information you need to **draft 10 ideas** for a ... (Facebook, LinkedIn, Threads, etc.) **posts** that will promote the ... (specific event, result, initiative, call to action).

Suggest some **interactive activities** for a thematic project event that should take place in... (location specifics) at ...(date and time). The activities should be targeted towards this **specific target group** ... (details).

Draft a **video script** for this project story. The video should be **30 seconds** long, easy to produce with just a **phone camera** and free video editing tools. The video should also target this **specific audience** ...(description) on this channel... (specify channel).

Content tools

- **Text Cortex:** AI hub, persona, GDPR, EU hosted
- **Pexels, Pixabay, Unsplash:** Stock multimedia
- **YouTube Studio:** Stock music
- **Adobe Lightroom:** Edit photos
- **123 Apps:** Edit multimedia
- **OBS Studio:** Screencast and stream
- **Piktochart:** Interactive Infographics
- **DaVinci Resolve:** Video-making



Demo

**Now let's do this for one
of your projects!**

Task

Using any computer we will test a free **multimodal LLM** to work on a specific Interreg project. First we will **ground** the AI tool, and then we will give it a series of specific **prompts** which we will adjust along the way. We will check for potential **biases** and **hallucinations** before we use the results.



Copilot



ChatGPT

Gemini



Claude



PROMPT YOUR WAY TO SUCCESS

- Test different tools, adjust prompts
- Prompt what you DO and DON'T want
- NO confidential or personal info
- Always check the sources
- Never copy/paste the text - refine
- Share tips with colleagues

Questions and answers

Raise your hand or
type in the chat





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Thank you!

Effective AI Communication

Nebojsa Nikolic