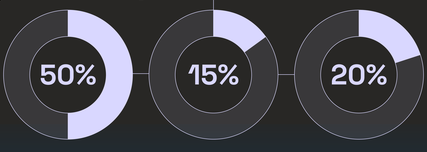
AI Transformation at the Kentucky Chamber of Commerce:

A Quick Win Case Study



Content Production Time Savings

More Tasks Completed in a Week

Time Savings Across All Tasks

About GCM

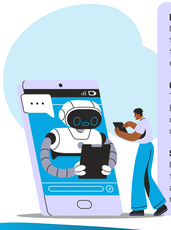
GCM is the global agency committed to helping organizations—spanning SMBs, nonprofits, and chambers of commerce—leverage cutting-edge AI technology for greater efficiency and impact. Through interactive workshops and tailored strategies, we empower businesses to harness AI, driving measurable outcomes and fostering sustainable growth.

01 The Challenge

The Kentucky Chamber of Commerce Communications Team faced increasing demands across multiple areas, including speechwriting, advocacy communication, multi-channel marketing, and event strategy.

The team needed an innovative solution to optimize workflows, maintain consistency in tone and quality, and meet the diverse needs of their members efficiently.

02 The Solution



Hands-On AI Training:
Over two immersive days, GCM equipped the team with the skills to integrate AI into daily operations. Training focused on content creation, legislative monitoring, and event promotion.

Custom AI Tools:
The Chamber adopted tailored GPTs for generating high-quality written content and multi-channel distribution workflows to streamline and enhance content adaptation.

Strategic Roadmap:
GCM provided a phased AI implementation plan, guiding the Chamber through immediate, near-term, and advanced AI adoption to scale impact effectively while maintaining their high standards.

03 The Key Results

1 Time Savings and Efficiency Boosts:

Just weeks after the training was completed, the Kentucky Chamber of Commerce realized 20% time savings and are accomplishing an average of 15% more tasks a week.

2 Streamlined Content Workflows:

Automated processes for adapting long-form content for social media and segmented updates reduced production time by 50%.

3 Enhanced Advocacy:

AI-powered tools enabled rapid legislative analysis, allowing the Chamber to align key findings with member priorities and issue timely updates.

4 Improved Event Strategies:

Data-driven insights informed promotional planning, resulting in more personalized and effective member outreach.

5 Increased Efficiency:

Custom GPTs, such as an op-ed GPT, expedited speechwriting, grant writing, and other public-facing content creation while preserving the Chamber's distinctive tone and voice.

Training Highlights

Content Creation:
Developed prompt libraries tailored to the Chamber's tone and voice, ensuring high-quality outputs across all platforms.

Multi-Channel Marketing:
Designed workflows to adapt content seamlessly for email campaigns, social media, and segmented member updates.

Advocacy Enhancement:
Implemented AI-driven tools for summarizing legislative updates, enabling faster and more informed communication.

Event Strategy:
Leveraged AI to analyze past event feedback, refining strategies for future engagement and promotion.

Sawyer Coffey Noel, Director of Communications & Marketing at the Kentucky Chamber of Commerce, shares her experience:

> "AI has been a game-changer for our communications strategy. GCM's training gave us the tools and confidence to not just use AI for repetitive tasks but also incorporate it as a strategic partner in our content development processes.
> **The time savings alone have been invaluable."**

Efficiency.
Innovation.
Growth.

For chambers of commerce and other organizations looking to transform their operations with AI, GCM offers the expertise and tools to lead the way.

Visit **www.whoisgcm.com** to learn more about our services and start your AI journey today.