



# Tailoring Your AI Tools for Tech Transfer Transformation

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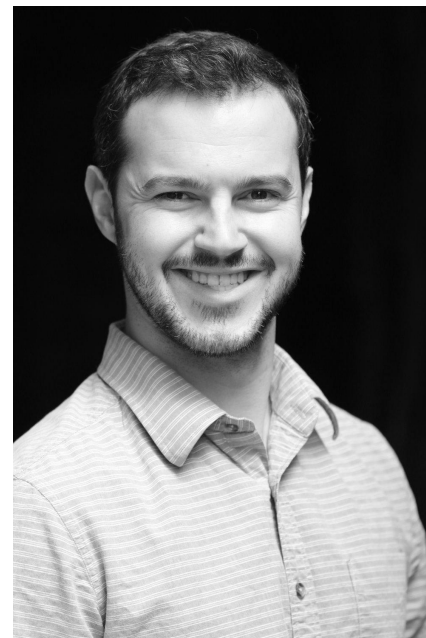
May 2, 2024  
Peter J. Bittner



# About Me

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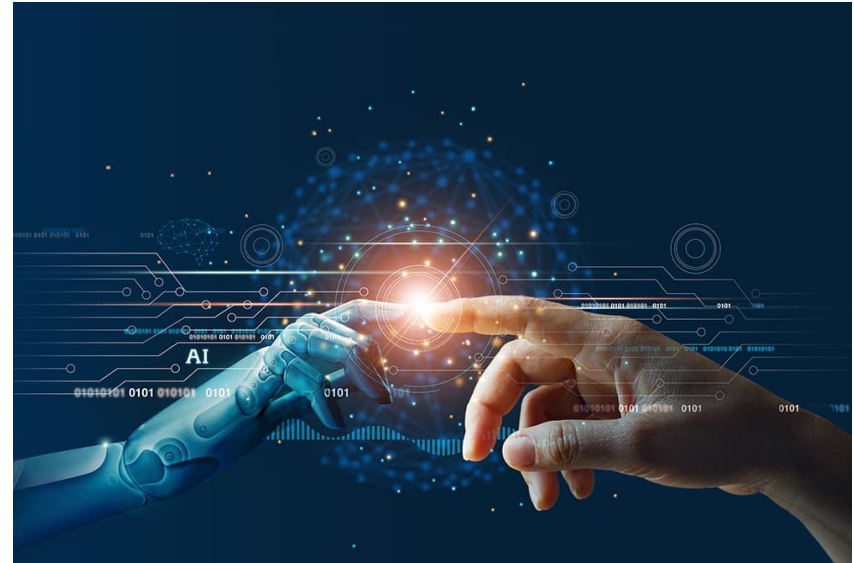
- Instructor: UC Berkeley Graduate School of Journalism, New Media
- Multimedia Journalist:
  - The New York Times, CNN, Reuters, Al Jazeera, Bloomberg, NBC, Vox, Discovery
- PR & Comms Consultant:
  - United Nations, Canada, Hearst, Landlife, Lucas Public Affairs, News Product Alliance



# What *is* Artificial Intelligence?

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- **Simulates human cognitive functions** like reasoning, problem-solving, and understanding language.
- **Broad field** encompassing technologies from basic tools to complex systems like self-driving cars.
- Relies upon advanced algorithms



# What is Machine Learning?

- **A subset of AI** focused on data-driven learning and decision-making.
- Involves **training computers to recognize patterns and make predictions**, like identifying cats in photos.
- Empowers computers to learn from data and improve over time.



# What is a Neural Network?

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- **A subset of machine learning.**  
Computer models inspired by the human brain's structure and function.
- **Composed of interconnected units (neurons)** that process information collectively.
- Used for complex tasks like pattern recognition and decision-making.



# What is Generative AI?

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- A creative branch of AI for generating new, original content.
- Capable of producing diverse outputs, from writing stories to creating images or music.
- Utilizes learned information to innovate and create.



# Generative AI: *Unprecedented* Disruption

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- **Key Considerations:**

- Productivity
- Automation
- HR/Workforce Impacts
- Ethical Questions
- Privacy & Legal Implications
- Business Model Changes

- **Media already impacted**

- Writing
- Photography
- Video
- Music & Audio
- Design & Illustration
- Website and App Development



# Generative AI Trends in 2024 & Beyond

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- **Streamlined Content Creation:** Generative AI for cost-effective, automated multimedia content generation, revolutionizing production and distribution.
- **Multi-modal Media:** Text, voice, and visual prompts can now be used to generate high-quality text, audio, visual, and (increasingly) video content.
- **Personalized Media & Advertising:** Advanced AI personalization impacting marketing strategies and entertainment through user-tailored content.
- **Deepfake Technology:** AI-generated convincing deepfakes opening creative possibilities in entertainment and advertising, despite ethical concerns.



WORLD ▾

# Fake photos of Pope Francis in a puffer jacket go viral, highlighting the power and peril of AI

BY SIMON ELLERY

MARCH 28, 2023 / 11:39 AM / CBS NEWS



# Generative AI Trends into 2024 & Beyond II

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- **The End of Search:** the rise of AI chatbots like ChatGPT, Bing and Bard represent a real threat to the predominant ad-based search model
- **Content Pollution:** the proliferation of AI-generated “junk” content or “pollution” will create myriad issues -- impairing search results and degrading user experience.
- **AI in Journalism & Communications:** Generative AI automating news reporting and data analysis, facilitating insightful reporting, while posing questions about ethics and accuracy.
- **AI for Scams & Hacking:** FraudGPT... the dark side of the Gen AI boom



# Privacy, Ethics, and Transparency in AI

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- **Privacy and Data Security:** Generative AI models need vast amounts of data, which might involve handling sensitive information about clients or stakeholders, posing potential privacy risks and data breaches.
- **Ethical Messaging:** Unsupervised generative AI could produce content that violates ethical norms or the firm's established communication guidelines, potentially damaging client reputations.
- **Authenticity:** Over-reliance on AI might compromise the authenticity and personal touch, which is crucial in building human-centric relationships in PR.

# Privacy, Ethics, and Transparency in AI

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- **Transparency:** The use of AI in generating content should be disclosed to audiences to maintain transparency and trust in the communication process.
- **Accountability:** PR firms remain responsible for the output of the AI, necessitating robust oversight and quality control measures to prevent harmful or misleading content.
- **Fairness and Bias:** AI can inadvertently perpetuate harmful biases if not properly managed, which could lead to unfair representation or stereotyping in communications.

# Ways Marketers Are Using AI

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- **“Raw” AI Models (e.g. Chatbots):** ChatGPT, Claude,
- **User interface built on AI Models:** Jasper, Grammarly, ScaleIP, First Ignite
- **RAG-enabled AI assistants:** AI which references proprietary data to generate better-quality, customized outputs (e.g. CustomGPT)

# The Future: The Power of RAG

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- **Enhanced AI Understanding and Responses:** Combines the retrieval of relevant documents with generative models, enabling AI to provide more accurate, context-aware, and information-rich responses.
- **Applications Across Diverse Domains:** Utilized in customer service for better query resolution, in research for summarizing and integrating vast information, and in educational tools for personalized learning experiences.
- **Scalable Knowledge Integration:** Continuously improves by expanding its database from new sources, ensuring that the AI remains up-to-date with the latest information and trends.

# The Future: The Power of AI Agents

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**AI Agents:** Autonomous systems capable of making decisions and acting on them to achieve specific goals.

**Examples:** Chatbots, virtual personal assistants, strategy assistants, and smart forecasting analysts.

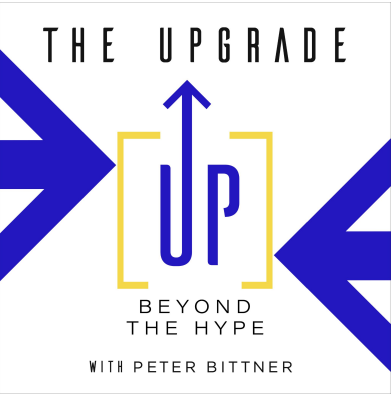
## **Platforms to build them:**

- MindStudio
- Relevance AI
- Stack AI
- Agentverse

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# Announcing our Fall 2024 AI Certificate Course in Partnership with AUTM!

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- **The Future of Tech Transfer Marketing: Leveraging AI to Find & Secure Licensing Deals**
- **Benefits:**
  - Tailored for Tech Transfer Marketing and Licensing Outreach Associates
  - Runs from October 14 - November 4, 2024
  - Both pre-recorded and live sessions for US, EU, and APAC time zones
  - Exclusive AUTM Member Discounts
- **[Fill out this interest form](#) here to receive more information!**

# Course Benefits!

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- **Targeted Training for Professionals:** Tailored for Tech Transfer Marketing and Licensing Outreach Associates, focusing on using AI to craft compelling narratives and streamline licensing processes.
- **Enhance Efficiency and Focus:** Utilize AI to automate routine tasks, allowing more time for high-impact activities and reducing overwhelm and burnout.
- **Precision in Partner Discovery:** Leverage AI's data analysis capabilities to identify potential licensing partners with greater accuracy and improve communication of inventions.
- **Included:** Hands-on AI application, advanced marketing techniques, IP-safe strategies, access to industry experts, and a LinkedIn Certified Badge upon completion.