



AI @ APCO – Our Perspective & Services



The Opportunity

- Although it is not new, Generative AI is now catalyzing the biggest business transformation since the Internet came online in the mid-1990s.
- Organizations have a tremendous opportunity to fast-forward their business, upskill their staff and position themselves for increased productivity and profits – but they need to act now or risk being left behind.
- Generative AI will not only impact business operating models – organizations also have an opportunity to re-build the foundation of their corporate cultures to attract and retain talent.
- The current moment is one of listening, learning and experimentation. By working both internally to guide their transformation and engaging in competitive benchmarking, companies will be more ready to act.





How Did We Get Here?

In November 2022, OpenAI launched ChatGPT...

In just 5 days...



1M
users

And in just two months after that:



100M+
users



The Potential of Generative AI to Reshape Industries

\$530B

Amount that generative AI could add to the retail industry



\$85B

Amount that generative AI could add to the pharmaceutical industry



\$3.5T

McKinsey analyzed **63 use cases** and concluded that generative AI could add on average \$3.5 trillion annually



\$270B

Amount that generative AI could add to the banking industry



Significant Disruption in Labor Markets

Goldman
Sachs

AI OFFERING PREPARED BY APCO WORLDWIDE

66%

of current jobs are exposed to
some degree of automation

18%

of work globally could be
automated by generative AI

25%


of current work could be
substituted by generative AI

18%

potential raise in global GDP **from
generative AI**



AI @ APCO

- 
- Our approach fuses together technology that learns and evolves with teaching from APCO's very best experts, work and insights
 - We are neither selling technology nor simply deploying tools created by others; APCO's approach is a bespoke application of AI in a truly authentic way
 - The skills powered by our adaptive intelligence make our teams smarter, better informed, and more efficient, and concentrates their time and attention on critical thinking and strategy
 - Our solutions are built on an AI platform that is secure, protects intellectual property, operates responsibly and without bias, and sources reliable facts and information from which to draw its insights, deliverables and conclusions
 - We are deploying the same expertise we've used to build our strategy in service of our clients – enabling us to deliver a wide range of AI advisory services

AI Comms Lab – Our AI Innovation Engine



Dr. Abdullah Sayhoun
Head of AI Comms Lab



Imad Lahad
Head of AI Business
Solutions



APCO launched its AI Comms Lab in Dubai in 2018 in response to the growing potential that we knew AI would have to transform our business. Dr. Abdullah Sayhoun gathered a small engineering team and some of our most seasoned consultants at that time to start building and experimenting with AI.

Over the last few years, as AI technology evolved, our team was able to integrate the best tools and solutions into one proprietary platform and create the adaptive intelligence that we now call Margy.

Imad Lahad works with the lab to drive an application roadmap that aligns with existing and emerging client needs and helps our global teams customize Margy for bespoke client needs.

Today, our dedicated team of engineers and data scientists partner with consultant teams around the world to advise and collaborate with many of the companies, organizations and government agencies leading the generative AI revolution.



Margy – Our Adaptive Intelligence

APCO's customized AI solution, Margy, was built with adaptive intelligence, a more advanced and dynamic form of artificial intelligence that learns and evolves as it's deployed. Adaptive intelligence gives Margy the ability to blend AI and human collaboration and work synergistically with our team to get smarter over time.

Margy is not an AI bot or an order taker. She is a wise, more experienced member of the team. We add her to our accounts and ask her to contribute as a research analyst, to take on first drafts of deliverables, to share best practices from prior work with the rest of the team, and more.

Some of Margy's many skills:

- Generate creative and engaging content that will resonate with target audiences
- Analyze data and identify trends that can help make better strategic decisions
- Generate on-demand data insights through a conversational interface, thanks to natural language processing and a proprietary LLM-powered data analytics tool
- Create a reputation management dashboard that pulls in owned, earned and paid media to give clients a view of their share of voice, brand sentiment and more, in real-time
- Streamline the process of monitoring, analyzing, and reporting on key performance indicators
- Generate real-time risk identification and assessment, including predictive analysis and simulations

Empowering our Teams

Margy helps make our client teams faster and smarter and gives them more time to focus on strategic thinking and providing even more value to clients. Here are just a few of the ways she will help us to be more productive and efficient:



Simpler searches for relevant prior work and staff best suited to meet client needs



Provides a pipeline of safety checks for any AI-generated content to enforce compliance and establish responsible AI



Increased efficiency through automated notetaking, presentation draft creation and email summary analysis



How Clients Can Embrace AI

- 1.** Be mindful of culture and the human element of change – prioritize strong internal communications and a plan to upskill existing employees.
- 2.** Leaders need to be aligned and prepared – convening executive leadership committees that include the Chief Communications Officer is critical to a successful AI transformation.
- 3.** Given that the policy and regulatory environment is rapidly evolving, monitoring developments and taking an active role in advocacy will protect your license to operate.



Our AI Advisory Capabilities

Corporate Reputation & Crisis

- Crisis Planning & Response
- Risk Analysis & Mitigation
- Crisis Monitoring

Governance

- AI Governance Frameworks
- Responsible AI Audit
- Responsible AI Principles Development

Policy & Regulatory

- AI Policy Tracking & Updates
- Regulatory Compliance
- Advocacy (National & Regional)
- Access & Representation for Multilateral AI Policy

Partnerships & Engagement

- Stakeholder Mapping & Engagement
- Partnerships & Coalition Building
- Program Design/Signature Initiatives

Organizational Transformation & Culture

- Future of Work
- Change & Employee Experience Frameworks
- Culture (Assessment and Alignment)
- AI Education (Consulting & Training)
- Communications Process Assessment
- Internal Communications

Communications

- Competitive Benchmarking
- Product Launches
- Thought Leadership/Executive Visibility
- CCO Toolkit
- Media Monitoring
- Future of the Function

Our AI Thought Leadership

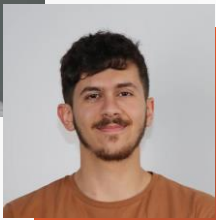


[A Call for Philanthropy Across Industries to Get Smart on AI](#)

By Macolm Temple & Ramya Ravichandran

[Three Approaches to AI Governance](#)

By Deniz Gungen



[Innovation in Generative AI](#)

By Hussein Abdallah & Dr. Abdullah Sahyoun

FAST COMPANY

07-27-23 | IMPACT COUNCIL

Generative AI and me; both/and not either/or

Humans should be an intricate part of the process, when utilizing generative AI.



BY BARIE CARMICHAEL AND DAVID SÁNCHEZ CARMONA 3 MINUTE READ

Too often, human conversations on using AI drift into a choice: technology or people. Or even more flawed, a choice between tech-savvy, next-generation employees versus senior executives, sometimes seen as curious but clueless.

Both are wrong. The best solution is both/and, not either/or.



AI in Corporate Reputation

- Generative AI's rise is more than just a moment to respond to – it represents a fundamental transformation of business that the world hasn't seen since the Internet came online in the mid 1990s
- Due to the unique horizontal and vertical vantage point of the corporate communications function within an organization, the CCO should be the quarterback directing the successful implementation and adoption of AI.
- Effective communications are paramount to a successful AI transformation. This represents an opportunity for CCOs to further entrench themselves as a key strategic advisor in enterprise-wide decision-making.
- Especially with a new generation of CCOs emerging into top roles, APCO can help ensure they and their teams are equipped and organized to lead the transformation required for businesses to thrive in tomorrow's socioeconomic landscape.
- The organizational transformation catalyzed by AI is just getting underway – learning and experimenting together requires intentional, cross-functional communication between employees.

A graphic on the left side of the slide features a glowing blue wireframe brain with the letters 'AI' in white. Below the brain is a glowing orange and yellow microchip. The background is dark with various digital icons like gears and hexagons.

AI Policy

- A handful of multilateral organizations have been involved with AI over the last decade. UN agencies are rapidly convening new processes; even the largest governments cannot keep up.
- Given that UN agencies and other multilateral institutions have separate governing bodies, there will be further overlap and duplication.
- The sheer volume of processes spread across the multilateral system on AI will swamp the policy functions of even the largest firm's policy colleagues; a collective response is needed.
- Multistakeholder participation and influence are fundamental to achieving durable policy and regulatory choices and ensuring an alignment of incentives on outcomes that ensure safety and fairness without hobbling innovation.
- APCO is the bridge making the tsunami manageable and providing the decision-support tools to intervene.



AI in Organizational Transformation

- We believe technology advancements and human needs are permanently entangled. Generative AI is the most disruptive form of digital transformation to impact businesses to date. It's low barrier to entry, ease of access, and explosive growth sets it apart from other transformative technologies. It does, however, come with significant ethical, cultural, and operational implications.
- To remain competitive, large, complex organizations will need to shift their business models, operations and core technology – continuously evolving as AI continues to evolve. These massive evolutions will require organizations to invest in aligning culture to strategy and structure to achieve their goals.
- Organizations will attempt to capitalize on the potential for increased efficiency, innovation, and data-driven decision-making with AI. As businesses shift to take advantage, APCO can help manage the required changes in cultural transformation, individual transformation, employee engagement, skill development, leadership alignment, risk mitigation, resistance management, communications, and cross-functional collaboration.
- The future of work will be significantly impacted by generative AI, transforming various aspects of how work will get done. Organizations need to evaluate the current state of their workforce and culture and develop iterative, agile plans that enable them to continuously adapt to the AI-powered future in the areas of workforce enablement, digital workplace evolution and employee wellbeing. This will require changes including new technology selection and implementation, ways of working, processes, policies and procedures, talent acquisition, performance management, reskilling, upskilling, and, at times, workforce reduction or redistribution.



About APCO

AI OFFERING PREPARED BY APCO WORLDWIDE

APCO
worldwide®



Our Differentiators



Influence & Reach - Founded in 1984 and headquartered in Washington D.C., with International Advisory Counsel with more than 100 recognized global leaders.



360° Perspective – A fusion of highly diverse viewpoints and experience; Connections to political, media, NGOs, and other stakeholders.



Independently Owned – Majority employee- and women-owned since 2004, giving us the freedom to innovate and invest for the long-term.



Global View Local Insight – Globally connected team of best-in-class talents with more than 700 employees in more than 30 offices with local experts.



One Integrated Firm – Providing corporate positioning, media relations, research & analytics, full creative services & digital integration.



One Culture – A bold, passionate, enterprising spirit with a commitment to collaboration and making a lasting impact for our clients.

Global Reach

AMERICAS

Washington, D.C. **
 Chicago
 Los Angeles
 New York
 Raleigh
 San Francisco
 Seattle

EUROPE

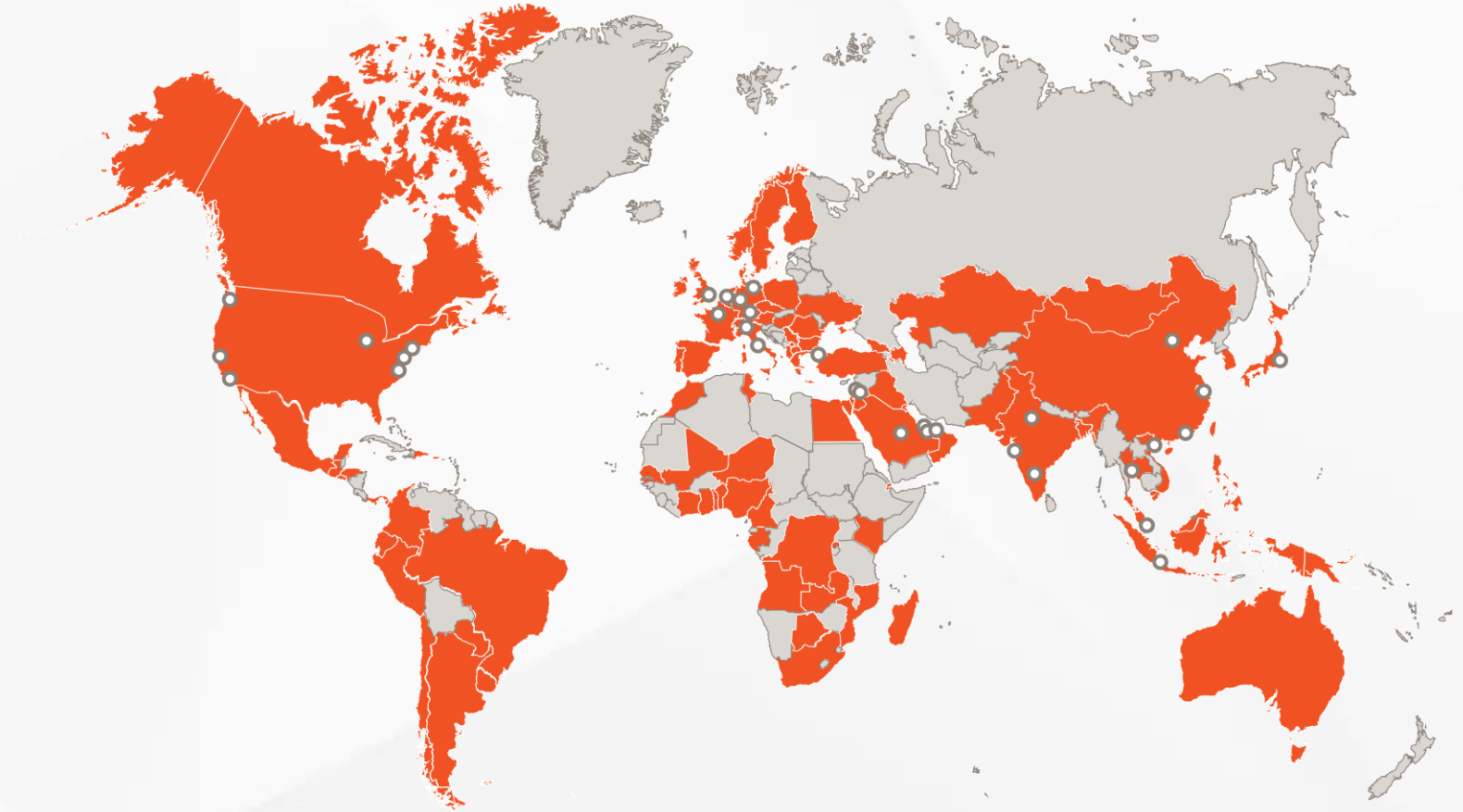
Brussels *
 Berlin
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 London
 Milan
 Munich
 Paris
 Rome
 Tel Aviv

IMEA

Dubai *
 Abu Dhabi
 Amman
 Bengaluru
 Manama
 Mumbai
 New Delhi
 Riyadh

ASIA

Beijing *
 Singapore *
 Bangkok
 Hanoi
 Hong Kong
 Jakarta
 Shanghai
 Tokyo



Our Core Capabilities

When organizations face times of business-critical change or transformation, it's critical for them to have both a compass (understanding of purpose and reputation drivers) and radar (deep stakeholder understanding and predictive look at emerging trends) to maximize resilience and positive business impact.

APCO has the best multi-disciplinary talent, bringing a wide-range of skills and expertise from communications agencies, management consulting firms, business and media enterprises as well as policy and issues management experts.



Storytelling



Corporate Communications



Advisory



M&A and Competition



Government Relations & Public Affairs



Media Relations



Digital



Change & Employee Experience



Purpose & Culture

Leadership Enablement



Research, Analytics & Measurement



Crisis & Litigation



Sustainability & Social Impact



Advocacy & Campaigning



Marketing Communications



Creative & Advertising



Future of Work





For more information, email us at AI@APCOWorldwide.com