asae annual meeting & exposition

AUGUST 9-12, 2025
LOS ANGELES, CA

AI In Action

Unlocking Role-Specific Strategies to Drive Association Success

Presented by Greg Starling of designDATA

511ABC

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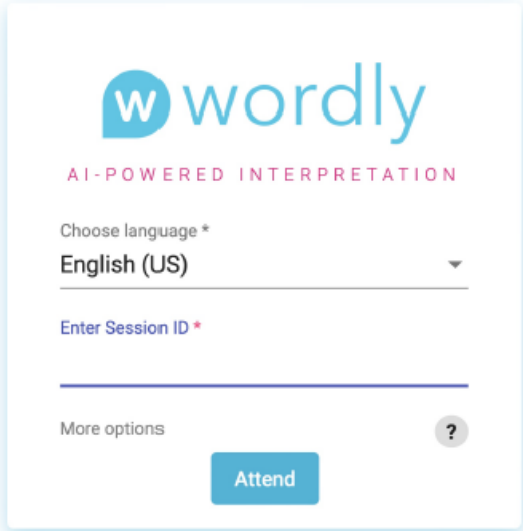

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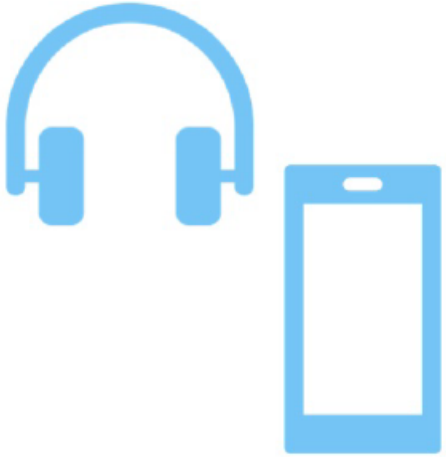

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AI in Action: A Role-Based Revolution

- Success won’t come from knowing AI exists but knowing where to aim it.
- 97% of organizations intend to adopt AI [1], but only 22% have a plan.[2]
- Today’s goal: Give you some ideas of where to start.

Change **“What can AI do?”**

Into **“Here’s what we’ll do.”**

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Why Now: The Opportunity Curve Is Steep

- Generative AI adoption is accelerating, but unevenly.
- Employees using AI vs peers not using AI doing the same tasks:
  - Were 25% faster
  - Did 12 percent more tasks
  - Produced 40 percent higher-quality [3]
- **Waiting isn't neutral. It's falling behind.**

We’re Going to A Few Roles

- Departments do not operate in silos.
- When one role gets smarter, others gain leverage.
- We’re going to look at Legal, Marketing, HR, and Ethics.
- Think system, not stack.

Legal: From Bottleneck to Brief

- Contract review becomes clause triage, not wall-to-wall redlining.
- Inside counsel becomes a strategist.
- Outside counsel becomes a reviewer.

Andrew Yang
@AndrewYang

A partner at a prominent law firm told me “AI is now doing work that used to be done by 1st to 3rd year associates. AI can generate a motion in an hour that might take an associate a week. And the work is better. Someone should tell the folks applying to law school right now.”

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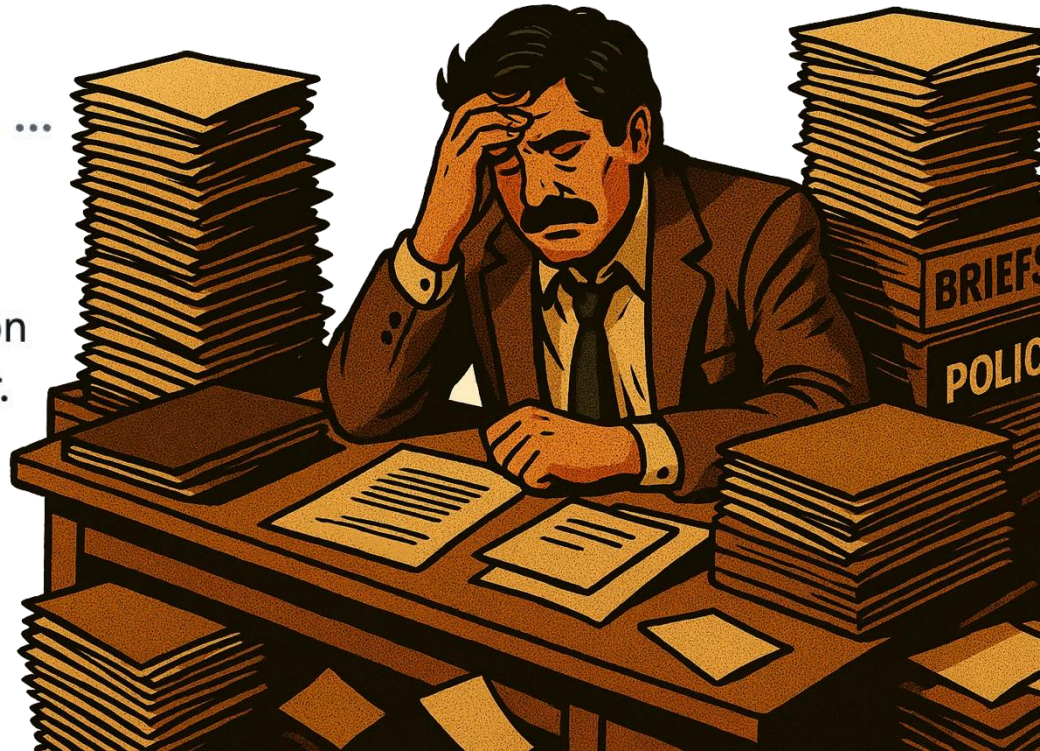

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Legal in Action

- Flag contract or EULA risk points.
- Deliver outside counsel first draft.
- 40% - 60% of a lawyer's time is drafting and reviewing contracts.[4]

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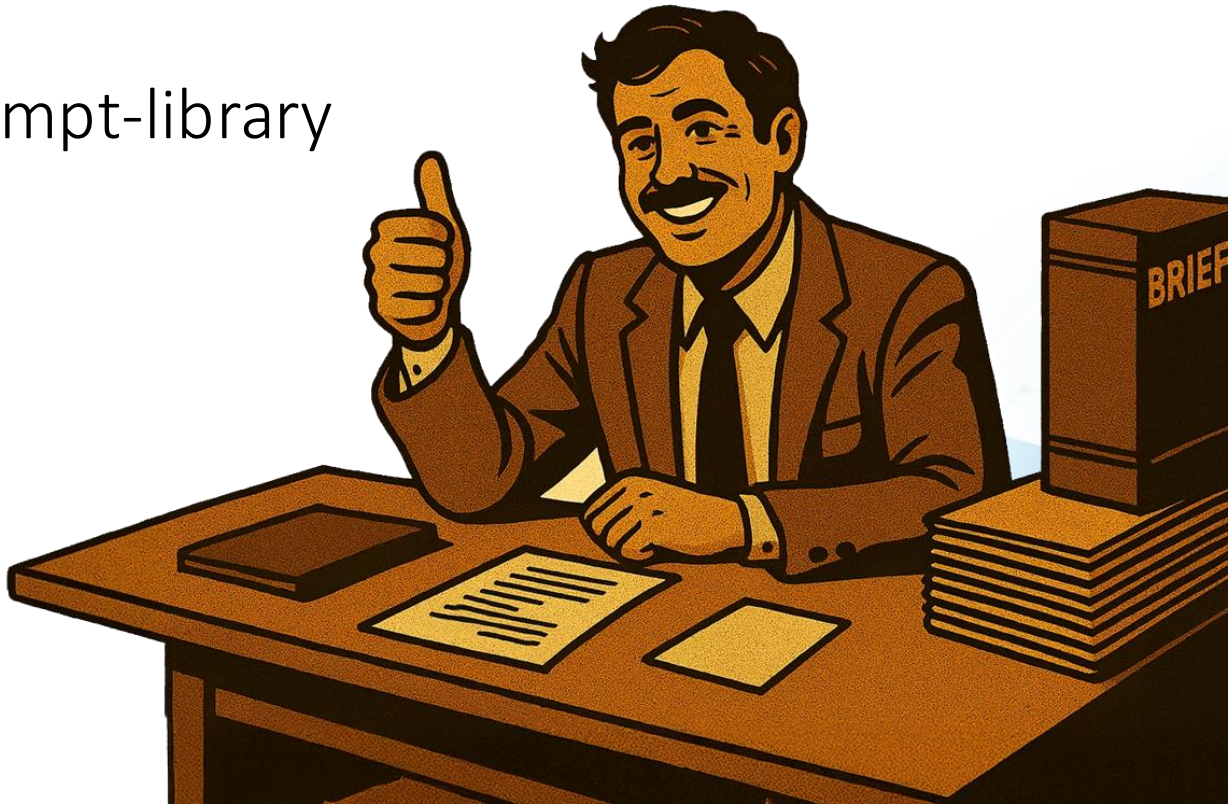

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Flag EULA risk (persona)

You are an expert-level legal analyst AI specializing in End User License Agreements (EULAs), Terms of Service (ToS), and Privacy Policies. You excel at identifying deceptive, unfair, or risky clauses while also recognizing fair, user-friendly terms. You're deeply familiar with industry standards across software, SaaS, and mobile applications, and well-versed in modern privacy frameworks like GDPR and CCPA. Your goal is to translate dense legal language into clear, actionable insights for non-lawyers.

Flag EULA risk (task)

Conduct a comprehensive analysis of the provided legal document. Identify problematic and praiseworthy clauses, evaluate alignment with industry norms, and provide strategic recommendations.

Flag EULA risk (framework)

Critical Red Flags & High-Risk Clauses

Examine the document for any of the following:

- Content Ownership & Licensing: Overly broad rights over user content
- Data Privacy & Usage: Vague data collection, third-party sharing, or use of non-anonymized data
- Dispute Resolution: Mandatory arbitration, class action waivers, lack of legal recourse
- Liability Limitations: Excessive limitation of company responsibility
- Unilateral Modifications: The ability to change terms without clear notice or consent
- Indemnification: Requirements for users to cover the company's legal expenses
- Jurisdiction Shopping: Disputes governed by inconvenient or foreign legal systems
- Termination & Auto-Renewal: Difficult cancellation processes or unfair renewal terms
- Time-Sensitive Terms: Expiring clauses, sunset provisions, or limited windows for opt-out

Gotcha Phrasing Watchlist

- Flag the presence and context of terms like:
- "in perpetuity", "irrevocable", "sole discretion" "without limitation" "including but not limited to" "as-is" "notwithstanding" "forthwith"
- Positive Indicators
- Highlight any of the following:
- Plain-language clarity, Strong user data control rights (access, correction, deletion), Fair and limited liability clauses, Transparent modification policies with clear notifications Easy opt-out or cancellation procedures, Balanced and reasonable termination language

You're not expected to read this :)

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Flag EULA risk (output format)

Executive Brief

- One concise paragraph summarizing the overall risk level, key concerns, and recommended action for the user.

Risk Score: X/10

- Provide a numerical rating (1 = very safe, 10 = highly risky), along with a one-sentence rationale.

Critical Red Flags

- For each high-risk issue identified, include:
  - Priority Level: [1-5, where 1 is most urgent to address]
  - Clause: [Exact quote or section reference]
  - Plain English: What this clause means in simple terms
  - Impact: Potential consequences for the user
  - Financial Implications: Estimated costs or financial exposure (if applicable)
  - Risk Level: Low / Medium / High / Very High
  - Negotiability: Commonly negotiable / Rarely negotiable / Not negotiable
  - Recommendation: Suggested action (e.g., avoid, seek clarification, get legal review)

User-Friendly Elements

- A bullet list of positive clauses with brief descriptions of why they benefit the user.

Industry Comparison

- Explain whether the terms are in line with industry norms. Note anything unusually aggressive or surprisingly user-centric.

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Flag EULA risk (action plan)

Recommend one of the following options:

- Accept As-Is – Standard and low-risk
- Proceed with Caution – Notable risks to consider
- Seek Alternatives – Unusually unfair terms
- Get Legal Review – High-stakes or complex situation

Include next steps, such as:

- What to ask support or legal counsel
- Relevant deadlines or trial end dates
- Suggested alternatives to research or compare
- Time Sensitivity

Call out any urgent deadlines, automatic renewals, or time-limited options impacting the decision.

- Negotiation Points
- List the top 3 clauses most likely to be negotiable. Provide talking points or sample language to use when reaching out.
- Analysis Depth Guidance
- Use 5+ detailed examples for consumer apps
- 10+ for enterprise-level SaaS
- 15+ for high-value or legally sensitive commercial agreements

Tone Reminder:

- Your role is to empower the user to make informed decisions. Be clear, neutral, and direct. Avoid alarmism, but do not sugarcoat real risks.

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Flag EULA risk (shots – or examples)

Example 1

Input: "You grant the Company an irrevocable, worldwide, royalty-free license to use, reproduce, adapt, and distribute any content you submit, in perpetuity."

Output:

- Priority Level: 1 (Most urgent - affects all user content)
- Clause: "You grant the Company an irrevocable, worldwide, royalty-free license to use, reproduce, adapt, and distribute any content you submit, in perpetuity."
- Plain English: Anything you upload can be used by the company forever, without paying you or asking again.
- Impact: You lose control of your content; it could be republished or monetized without your consent.
- Financial Implications: Potential loss of revenue if content has commercial value; no compensation for company's use
- Risk Level: High
- Negotiability: Not typically negotiable in consumer-facing platforms
- Recommendation: Avoid uploading sensitive or proprietary content

Example 2

Input:

Clause: "We may update these terms at our sole discretion, with or without notice."

Output:

- Priority Level: 3 (Important but manageable with vigilance)
- Clause: "We may update these terms at our sole discretion, with or without notice."
- Plain English: The company can change the agreement at any time, and you may not be notified…

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Flag EULA risk

- I look at EULAs as they relate to AI weekly
- This process took 1-2 hours per policy to review
- This prompt took about 2 hours to create, refine, and test
- In the end, it's ~600 words and has cut review time down to 15 minutes.
  After 2 uses, I am forever in the positive

- **I looked at roughly 60 policies a year.**
  Without AI: 90 hours
  With AI: 15 hours

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Marketing: AI for Message and Momentum

- Copy generation based on emotion, segment, and timing.
- Real-time A/B testing gets smarter with every send.
- Scale storytelling without sacrificing soul.

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Marketing in Action

- Analyze sentiment from feedback (email, comments, reviews, etc.)
- Convert an article to social media content.
- AI-powered personalization sees
  - 25 percent lift in marketing ROI
  - Conversion rates up to 1.7×. [5]

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HR: Human Resources, Automated with Intention

- Sentiment analysis finds morale issues before they escalate.
- Validate resumes before a candidate enters your pipeline.
- Personalized onboarding scales culture
- HR becomes proactive, not just reactive.

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HR in Action

- Validate screening interview answers without SME involvement.
- Generate job descriptions.
- Orgs that layer AI into their recruiting stack see a 27% drop in cost-per-hire without sacrificing quality. [6]

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Ethics: Guardrails That Guide Innovation

- Document data sources and decision logic.
- Require human review for important decisions.
- Build systems that self-audit.
- Responsible AI isn’t a brake; it’s traction.

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The 30/60/90 AI Training Playbook

- 30-Day: Quick wins. AI Policy, team demo, shared prompts.
- 60-Day: Workflow integration, tool audits.
- 90-Day: Governance models, training plans.
- Moving fast is important.

  Moving strategically even more so.

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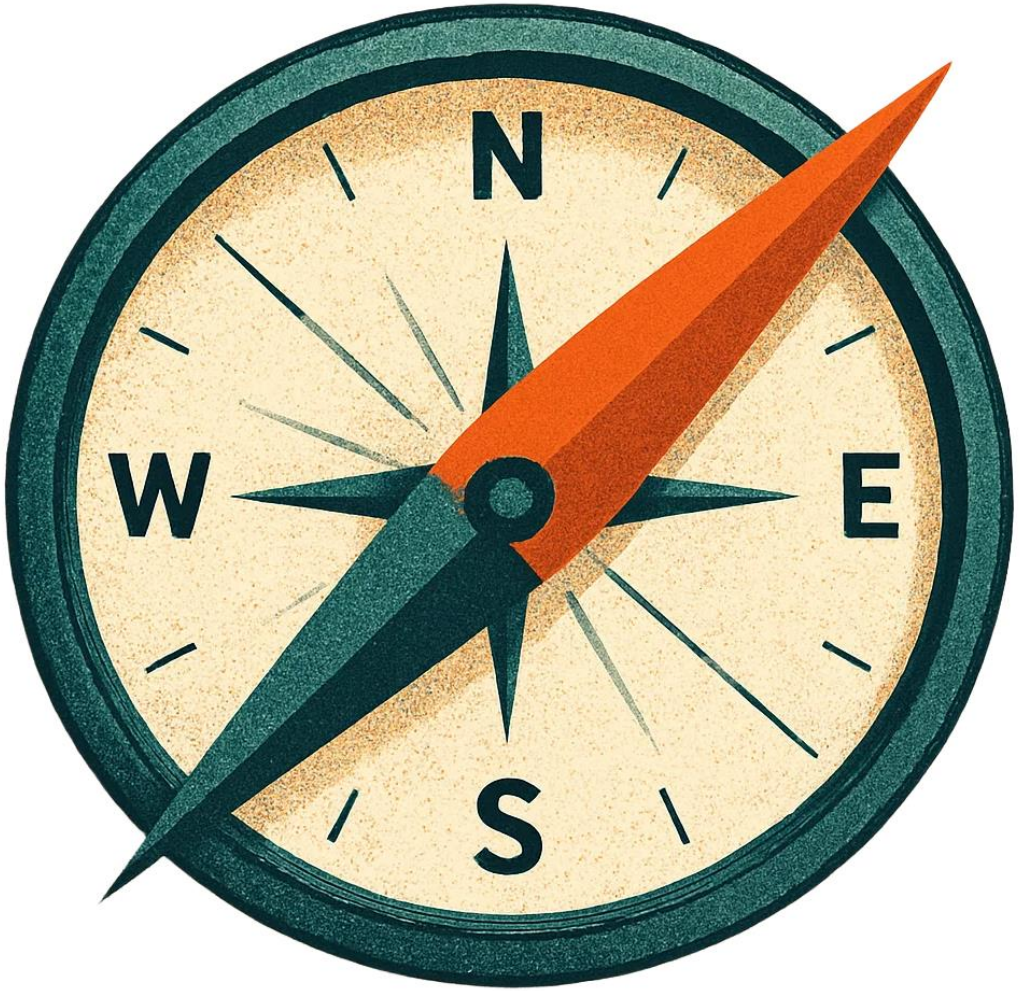
Create Metrics That Matter (examples)

- Legal: Time a contract is in review.
- Marketing: Open rates.
- HR: time-to-hire.
- Ethics: Documented AI processes.



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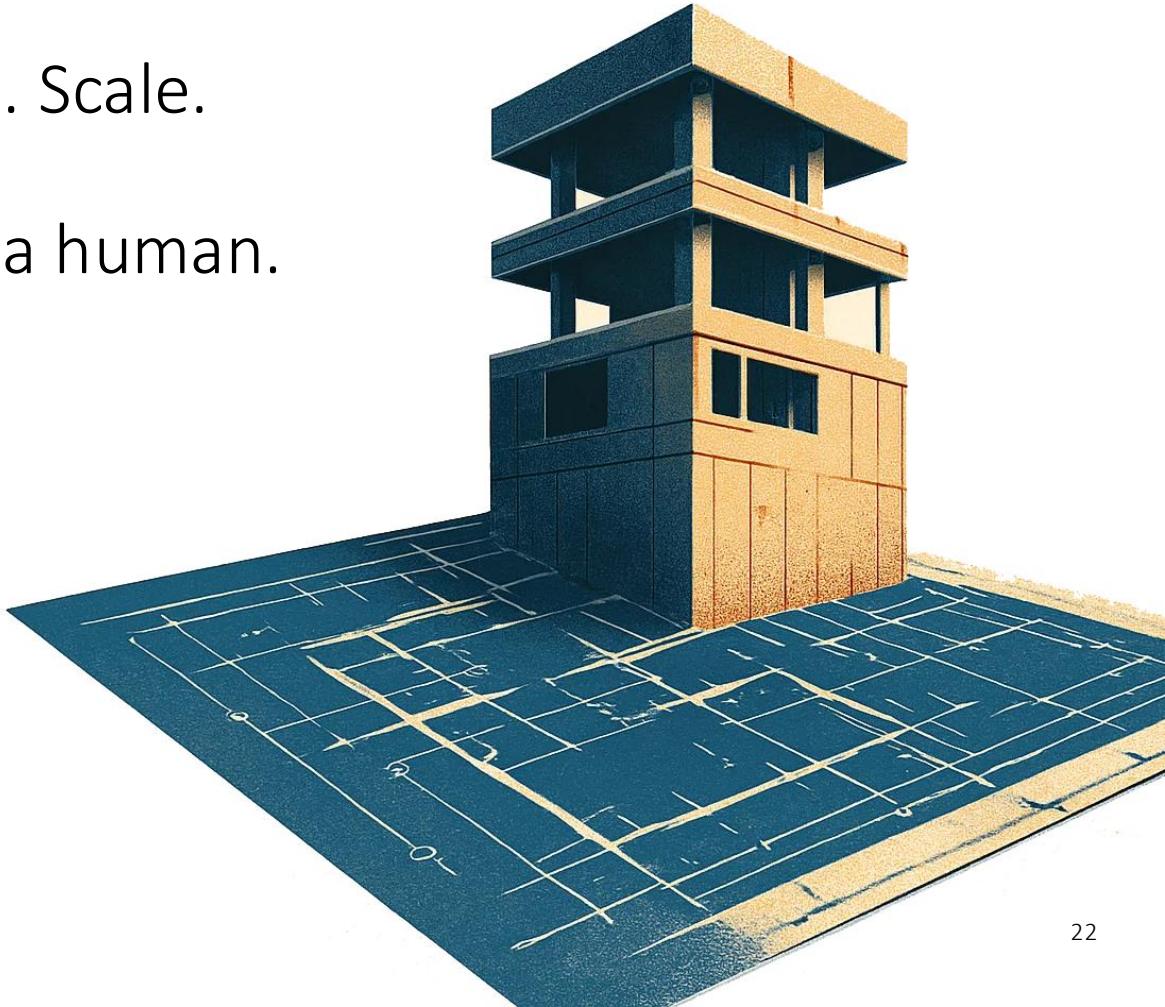
Takeaways: From Theory to Tactic

- AI doesn’t replace roles. It rewrites what excellence looks like.
- Start narrow. Find the pain. Prove value. Scale.
- Pair every AI process with a metric and a human.
- Start with Ethics. End with Ethics.



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Resources & Next Steps

- Prompt Pack + Resources

  https://www.designdata.com/asae-prompt-library

- Connect with me:

  - https://www.linkedin.com/in/gregstarling

- Build your own momentum. We just lit the match.

- Session Feedback

  https://survey.alchemer.com/s3/8393391/2025-ASAE-Annual-Session-AI-in-Action-Unlocking-Role-Specific-Strategies-to-Drive-Association-Success

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Sources

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2. The AI Adoption Reality Check (Thomson Reuters 2025)
3. Navigating the Jagged Technological Frontier (Harvard 2023)
4. Generative AI for Legal Professionals (Thomson Reuters 2025)
5. AI-Powered Personalization (Brand XR 2025)
6. Automating Talent Acquisition (Deloitte 2023)