Best Application of AI tools by a Communication Team
Entries in this category recognises innovative and ethical use of AI in communications.

1 What was the brief/objective e.g the problem to be solved or opportunity to be grasped?
10 points ***100 word limit***

2 What steps did you take to assess the utility and security of the AI tools you chose to use?
Please include how you considered the ethical implications to safeguard you and your organisation.
10 points ***200 word limit***

3 Why were AI tools chosen to assist this work or generate this content?
What costs were involved? For example, did you use free or paid tools?
20 points ***300 word limit***

4 What outputs were delivered?
What exactly did you use AI to do? What role did AI play?
20 points ***350 word limit***

5 What did AI deliver? What impact did the use of AI have on your work?
How did you measure and evaluate its impact?
20 points weighted x 2 ***400 word limit***

6 How did AI add to efficiency or effectiveness of the team and the workflow?
20 points ***250 word limit***