



# BRIDGING HORIZONS

Connecting Ideas, Leaders, and Futures



# AI Adoption for Marketing & Membership

Joni Holmes

Director of Marketing & Communications, Catapult

# Introductions

- Name
- Title
- Association

# Poll Question

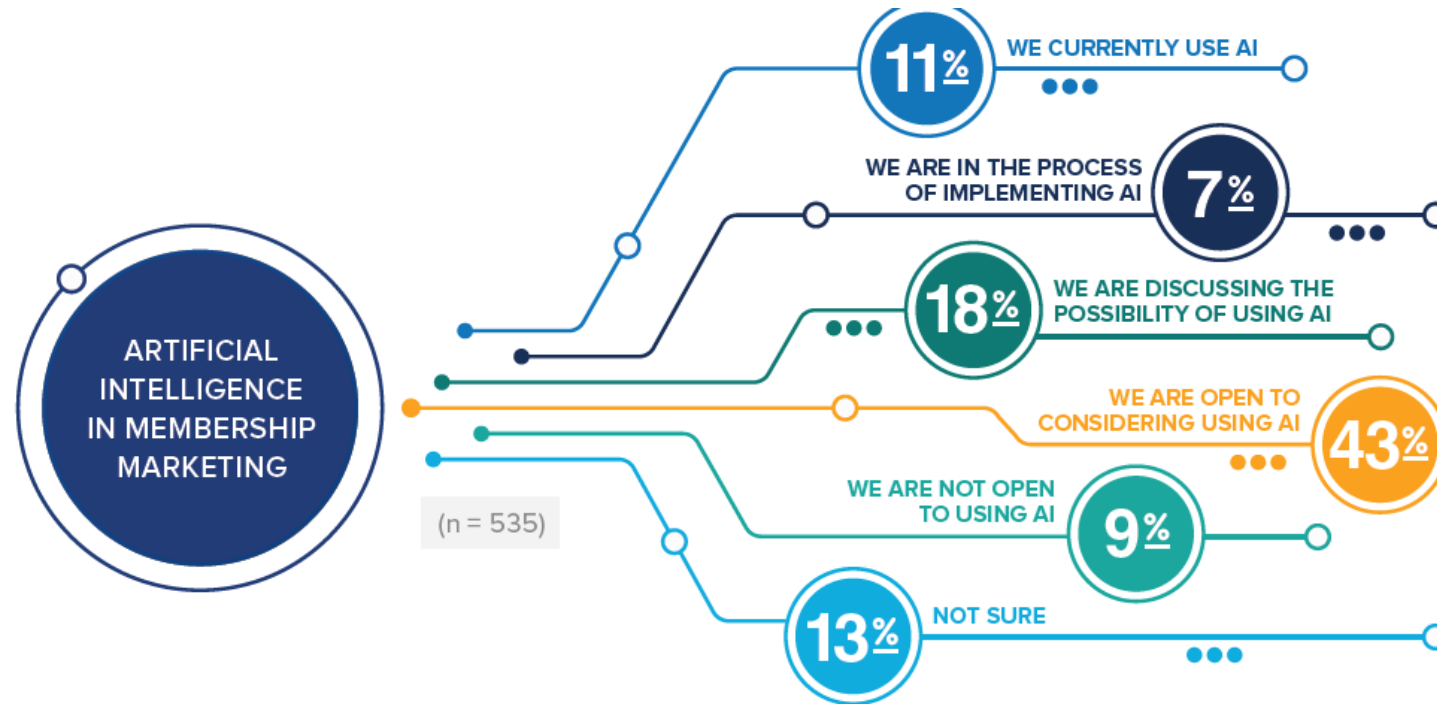
When poll is active respond at [Pollev.com/joniholmes909](https://Pollev.com/joniholmes909)

Send **joniholmes909** to **22333**



Which statement best reflects your use of AI in Membership & Marketing?

# 2024 Membership & Marketing Benchmarking Report



While only 11% of associations are currently using AI in membership marketing, 25% are moving toward using it, and another 43% are open to considering using it.

# Poll Question

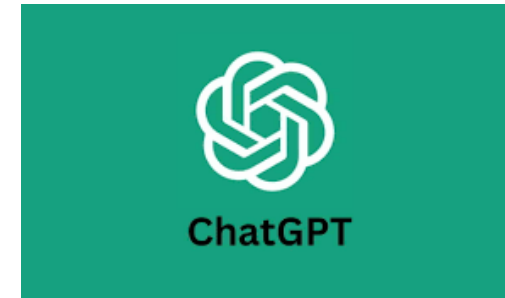
When poll is active respond at [PollEv.com/joniholmes909](https://PollEv.com/joniholmes909)

Send **joniholmes909** to **22333**



What types of AI tools are you using?

# AI Tools



# Discussion

- What are you using AI for? Content, Emails, Website...
- What tools are you using?
- Has AI created more efficiency within your teams?
- Are you seeing better results?