

# EMBRACE YOUR ASSOCIATION'S FUTURE WITH ARTIFICIAL INTELLIGENCE

How to leverage AI to attract and retain Generation Z members

This year, Generation Z is projected to overtake Baby Boomers in the workforce. Is your professional organization prepared to meet the values and technological expectations of Gen Z?

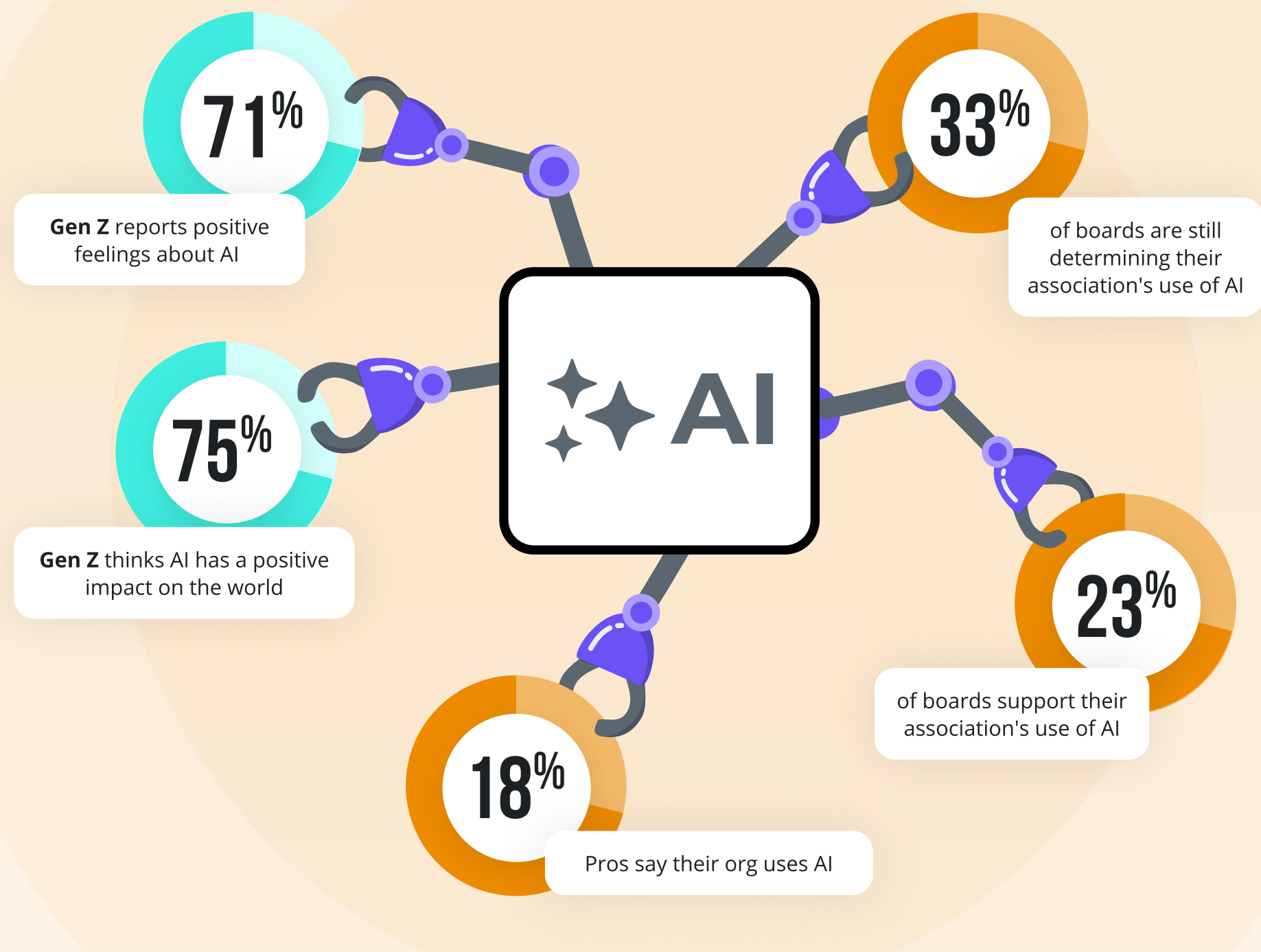
You can equip your association to successfully reach out to Generation Z by embracing the latest technology trends like Artificial Intelligence (AI).

The 2024 Association Trends Research Study reports that most association members use AI at work at least a few times each month

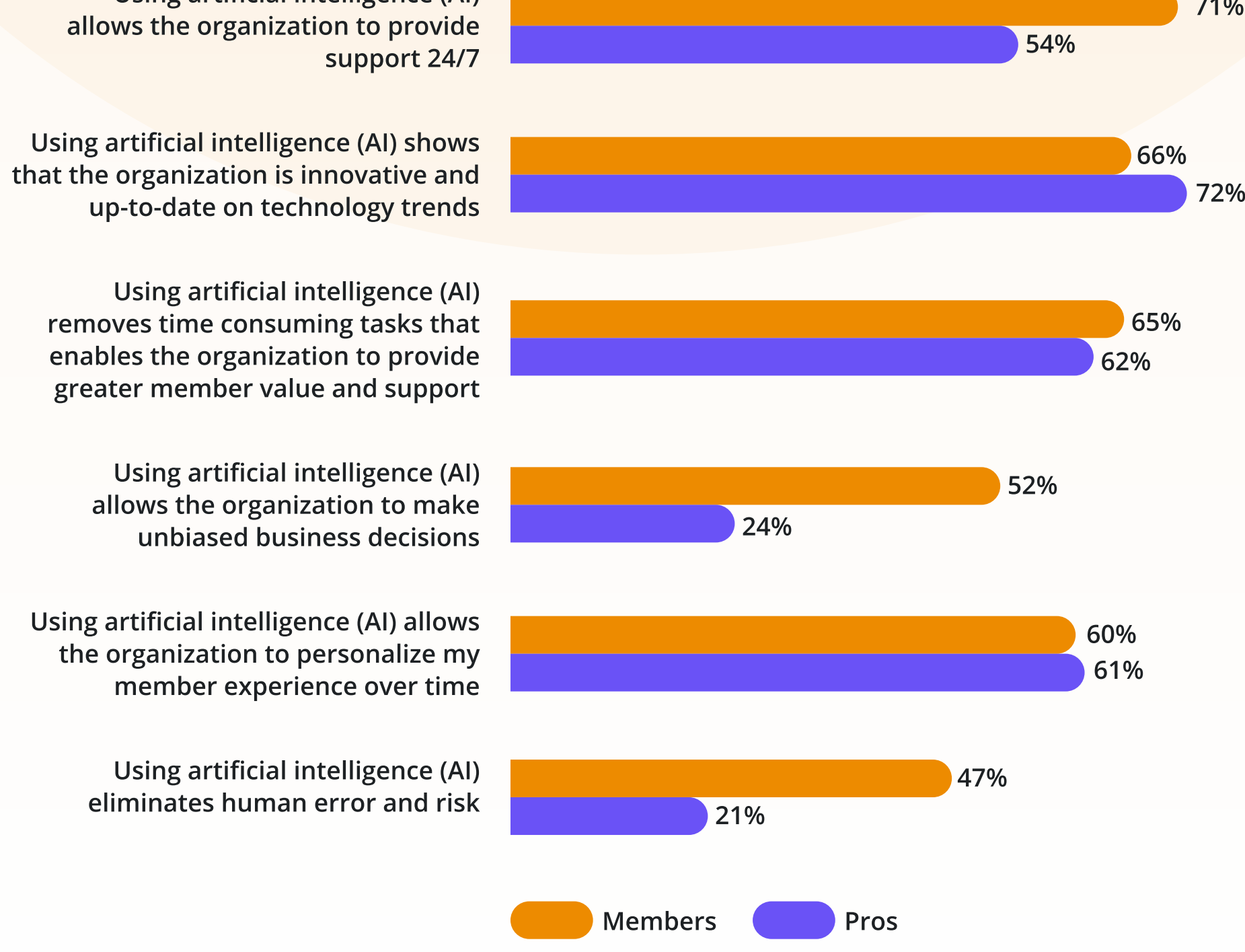


## HOW DOES GENERATION Z VIEW AI?

Gen Z has always known technology and expects technological disruption and change. Rather than view these changes as setbacks, Gen Z is flexible and resilient, seeing changes in technology as an opportunity for growth.

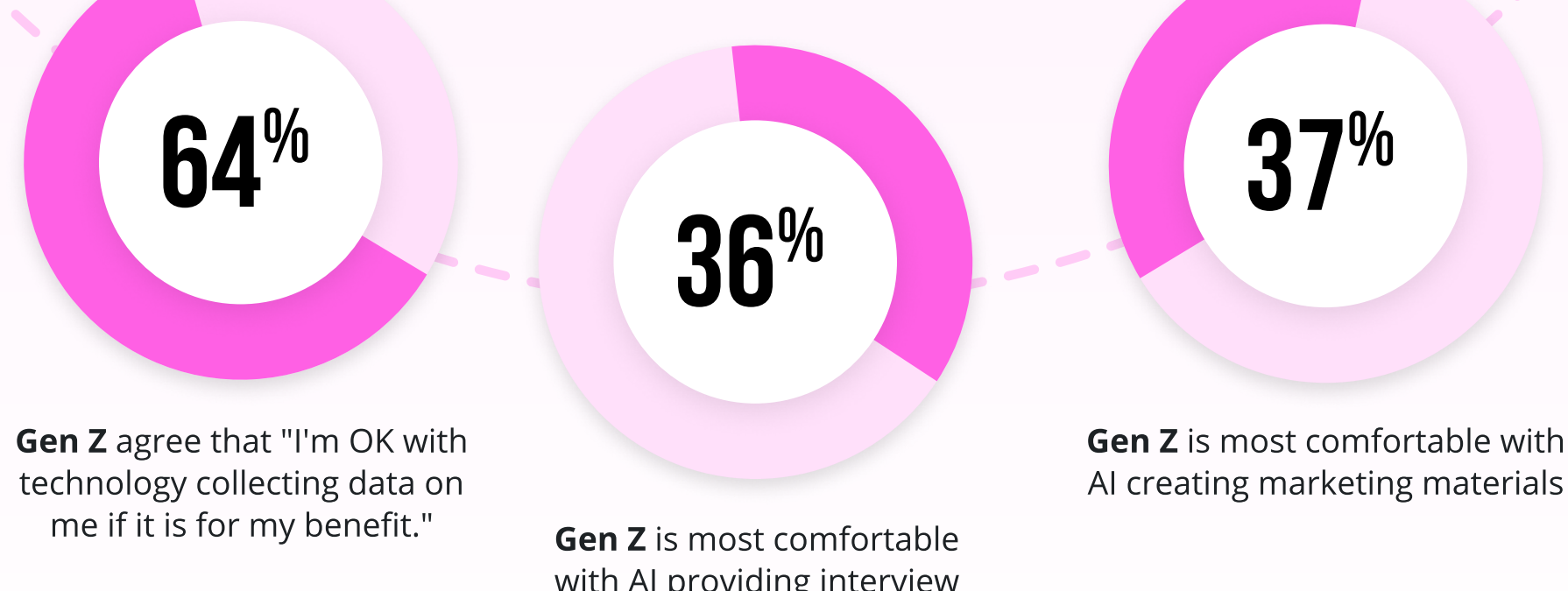


Members and Pros agree that choosing to leverage AI at your association can dramatically open new opportunities for your staff, key stakeholders, and members.



## HOW CAN YOUR ASSOCIATION USE AI TO REACH GEN Z?

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## HOW TO LEVERAGE AI TO ATTRACT AND RETAIN GENERATION Z MEMBERS

AI (and your members) will not wait for your association to catch up. So, get started now by:

- Starting discussions about AI with your board and consider creating an AI task force to think through how your organization will approach AI.
- Documenting some of the ways AI can help your organization attract and retain Gen Z. The Association Trends Research Study found members are most comfortable with their organizations using AI for content creation.
- Generating content including newsletters, emails, and social media posts.
- Recommending and personalizing content, articles, and job posts.
- Using AI to personalize your member data, helping you take a targeted approach to marketing your events, continuing education courses, career advancement resources, e-commerce products, and more based on past member behavior.
- Creating quizzes and assessments.

## LEARN MORE ABOUT ARTIFICIAL INTELLIGENCE

When it comes to AI, members from all generations are ahead of associations. AI (and your members) won't wait for your organization to catch up.

Learn more strategies to engage Generation Z members with Artificial Intelligence. Read the 2024 Association Trends Research Study today.

[Download the study](#)

