

Choosing a Great AI Speaker for Your Members

Empower your members with real, practical value – not just buzzwords. Choosing the right AI speaker for your chamber event means the difference between members walking away inspired... or overwhelmed. With AI moving fast, it's essential that your speaker brings clarity, confidence, and action to the room – not confusion and rhetoric.

Here's how to pick a speaker who delivers:

1. Look for Practicality Over Hype

Your speaker should be able to explain AI in ways that make sense to small businesses, solopreneurs, and local organizations. They should speak in terms of what can I do today – not just what's coming five years from now.

2. Ask for Prompt Examples That Work

Forget generic slides about AI. A good speaker shows prompts that actually help businesses: customer service workflows, marketing tasks, internal operations, event planning, and more. If their prompts sound like they came from a TED Talk instead of a real business – keep looking.

3. Go Beyond Copywriting

AI is more than making a newsletter look nice. Can your speaker demonstrate how AI can handle meeting minutes, create systems, or optimize daily tasks? Copywriting is only one small part of the AI opportunity.

4. Ask the Right Questions

Before booking, ask these to make sure they're the real deal:

- **Do you use the free or paid version of ChatGPT?**
- → Tip: If they're only using the free version, they're not serious. Full access is table stakes.
- **Are you up-to-date with the latest tools?**
- → They must be familiar with ChatGPT, Gemini, Copilot, Claude, and others – not just one.
- **Can you share real examples of how your AI work has helped a business?**
- → Look for speakers with case studies or firsthand implementation experience.
- **How do you tailor your presentation to different industries or experience levels?**
- → Your members aren't all tech pros. A good speaker adapts on the fly to who's in the room.
- **Will attendees leave with something they can use immediately?**
- → Look for someone who includes worksheets, templates, or resource guides.

5. Avoid the Hype Artist

If they use the word "revolutionize" too many times, or their website is all buzzwords and no substance – it's a red flag. Choose someone who rolls up their sleeves and gets into the how, not just the wow.

Your members deserve AI training that's clear, useful, inspiring and empowering.

Choose a speaker who gets it – and who gets them.

