



World Association for
Christian Communication

80 Hayden St., 2nd Fl., Toronto ON, M4Y 3G2, Canada

Telephone: +1 416-691-1999

Website: www.waccglobal.org

Email: wacc@waccglobal.org

President: Embert Charles

General Secretary: Philip Lee



AI, You, and Your Organization

Understanding and working ethically with artificial intelligence

This three-part, English-language webinar series is tailored for individuals and organisations wanting to better understand artificial intelligence and how it should – or should not – be used in our personal and professional lives today. Each webinar is a live, focused, one-hour presentation and discussion, with the opportunity to link to experts afterwards.

The series is a collaboration between WACC and Dr Erin Green (The Joyful Bot), with support from the [Association of Protestant Churches and Missions in Germany](#) (EMW).

Webinar 1: AI Fundamentals

Where do you start? Who to trust? What should you consider before diving in for your own work or that of your organization? This webinar introduces generative AI for individual communicators and organizational managers. Dr Erin Green will break down the hype about the pros and cons, and give you a solid understanding of its potential for your work as well as the issues of integrity, online safety, and privacy. Attendees to this webinar will receive a generative AI fact and resource sheet afterwards, tailored for communication professionals.

Tuesday, 23 January 2024 | 9am or 4pm CET (Brussels)

Webinar 2: Harnessing the Power of Generative AI for Communication

How can AI be used to enhance human communication efforts? Can we apply a rights-based approach to these new communication tools?. From research and content generation, to SEO and social media content, AI opens a world of possibility – but also the need to keep a critical eye on these revolutionary tools. Join this webinar to learn how to be more hands-on with generative AI, regardless of your skills and budget. Attendees to this webinar will also receive a fact and resource sheet on how to incorporate generative AI tools into communication work.

Monday, 5 February 2024 | 9am or 4pm CET (Brussels)

WACC is registered in Canada as a not-for-profit corporation (438311-7) and an incorporated charitable organisation (83970 9524 RR0001) with its global secretariat at 80 Hayden St, Toronto, ON, M4Y 3G2, Canada. WACC is also a UK Registered Charity (296073) and a Company registered in England and Wales (2082273) with its Registered Office at 100 Church Road, Teddington, TW11 8QE, United Kingdom.

WACC is a member of the
actalliance

Webinar 3: Navigating the World of Generative AI: Guidelines for Your Organization

Generative AI is everywhere, whether you see it or not. Our digital spaces are saturated with AI generated content and enthusiasm for its potential abounds. For many academic institutions and non-profit organizations, AI can help reduce costs, create opportunities, and enhance advocacy and educational work. But how can we navigate using generative AI in these contexts that allows for innovation, upholds ethics, and protects communication rights?

Join this webinar to learn how to craft generative AI guidelines for your organization or institution that incorporates your values and missions with this rapidly changing digital technology. Attendees to this webinar will also receive a take-home worksheet with some tips for getting started on your own generative AI guidelines.

Monday, 19 February | 9am or 4pm CET (Brussels)

Registration and course fee

US\$9 per individual webinar | US\$25 for all three webinars

WACC members receive a discount of a 1/3 off the regular course fee.

Contact WACC at ss@waccglobal.org to register your interest. Please indicate in your email which webinar sessions you'd like to attend, and we'll get back to you to finalize your registration.

— Registration will be limited. Registrants will have the opportunity to ask one follow-up question to the instructor after the course. If a registrant misses the live session, a recording will be made available for a limited time.

— Bespoke training for organisations also available. Contact ss@waccglobal.org to arrange.

Instructor

Dr Erin Green teaches non-profit organizations to use AI in their operations, communications, and programmatic work. She provides training on AI ethics and responsible use of these technologies, while helping organizations leverage the power of AI for good. She is a lecturer, communicator, and project manager with extensive ecumenical and international experience.

Erin was one of the first theologians to undertake the study of artificial intelligence. Her thesis, *Robots and AI: The Challenge to Interdisciplinary Theology* has been downloaded over 2800 times and her 2021 open-access collection *AI Ethics and Higher Education* has reached wide readership throughout the world.