AI RESOURCE HUB

Complete Resource List

A collection of the Council's AI resources for members, from hands-on training and role-specific workflows to guidance on agency policies, content development, GEO strategy, and more.

Build Your AI Foundation

Develop a working understanding of AI, its capabilities, and its limitations.

AI Crash Course

Webinar | 90 min

Get a clear, accessible introduction to generative AI and the concepts every communications leader should know.

Presenter(s): Pete Pachal — Founder, The Media Copilot

Watch webinar

Implementing AI as a Business Strategy

Webinar | 90 min

Move from isolated experimentation to a focused business strategy grounded in agency priorities.

Presenter(s): Greg Shove — CEO, Section

Watch webinar

Set Principles and Guardrails

Define your agency's approach to responsible AI use, from shared commitments to policies and oversight.

AI Manifesto

Guidelines & Standards | 2 min read

Adopt the PR Council's own AI manifesto — shared commitments for responsible, people-centered AI adoption in communications agencies.

Open PDF

Ethical Guidelines for Generative AI

Guidelines & Standards | 15 min read

Apply transparency, accountability, privacy, and human oversight with practical, real-world guidance.

Open PDF

From Generative to Agentic AI

Webinar | 60 min

Examine the legal risks, regulatory frameworks, and practical guardrails as AI shifts from generating content to taking action.

Presenter(s): Paavana Kumar — Partner, Davis+Gilbert LLP

Watch webinar • Takeaway PDF

Critical Legal Strategies on Gen AI and Other Tech

Webinar | 60 min

Navigate the legal questions agencies need to understand as AI tools enter client work.

Presenter(s): Samantha Rothaus — Partner, Davis+Gilbert LLP

Watch webinar

Governing AI Use

Webinar | 35 min

Take seven actions now to align agreements, contracts, and AI tool use with responsible governance.

Presenter(s): Michael Lasky and Andrew Richman — Partners, Davis+Gilbert LLP

Watch webinar • Seven Priorities for Agencies

AI and the Environment

Report | 6 min read

Understand the environmental implications of AI and the choices agencies can make in response.

Open PDF

Use AI in Your Work

Build practical skills for using AI effectively in day-to-day tasks, professional disciplines, and team workflows.

AI and the Writer's Craft

Webinar | 60 min

Use AI as a thoughtful collaborator while protecting judgment, voice, and the quality of the work.

Presenter(s): Elena Dypiangco — Chief of Staff, PR Council

Watch webinar

AI for HR

Webinar | 4 modules

Discover how to apply AI across the employee journey, from recruiting to development, in this modular learning experience.

Presenter(s): Wendy Sellers

Module 1: The Foundations • Module 2: The Four Major AI Tools • Module 3: AI for HR Systems • Module 4: Governance and Customization • AI: The Big 4 Comparisons • Detailed HR Management Prompts • AI for Recruitment Assistance • AI Risks for HR Management

AI for Agency Growth

Webinar | 4 modules

Sharpen opportunity discovery, proposal development, and new-business workflows with AI.

Presenter(s): Tahnee Perry — Founder, Perry Co

Module 1: Setting Up Your AI System • Module 2: Building Skills in Claude • Module 3: Projects and Cowork • Module 4: Workflows in Action • Deck • Companion guide

AI in Finance

Webinar | 60 min

Explore practical AI applications for forecasting, reporting, and operational decision-making.

Presenter(s): Joe Hamrahi — Strategic Finance Partner, FinStrat CFO

Watch webinar • Deck • Claude Chat vs Cowork • Agency Bonus Plan • Agency Partner Book • Cost-Plus-Plus Pricing Model • Monthly Reporting Package • Partner Distribution Model

Building an AI Chief of Staff

Webinar | 50 min

See how an AI-enabled chief of staff can streamline leadership workflows, reporting, and decision support.

Presenter(s): Sally Slater — Cofounder and Managing Partner, InnovAItion Partners

Watch webinar • Deck • Global instructions template • Personalized daily CEO brief

Understanding AI Discoverability

Playbook | 6 min read

Learn how AI-mediated search is changing visibility and what communicators can do now.

Open PDF

Shape Your Agency's AI Approach

Decide where AI fits in your agency's services and operations, test its value, and lead adoption across the organization.

AI-Assisted Writing Framework

Guidelines & Standards | 5 min read

Decide when and how to use AI across the writing process while protecting voice and judgment.

Presenter(s): Elena Dypiangco — Chief of Staff, PR Council

Watch webinar • Framework overview • Skill building guide and prompt flipbook • Reviewing AI-generated writing • Client Q&A

AI as a Thought Partner

Webinar | 60 min

Challenge assumptions, explore options, and improve strategic thinking with AI as a thought partner.

Presenter(s): Greg Shove — CEO, Section

Watch webinar

Building an AI-Powered Org

Webinar | 90 min

Design the capabilities, culture, and systems for AI adoption across your organization.

Presenter(s): Ted Souder — Co-Founder and CEO, Quoin.ai

Watch webinar

Building an AI Pilot

Webinar | 60 min

Choose a high-value use case, define success, manage risk, and learn before scaling.

Presenter(s): Tahnee Perry — Founder, Perry Co

Watch webinar • Deck

AI, Humans and Work

Webinar | 50 min

Reimagine how organizations work so human strengths and AI capabilities reinforce one another.

Presenter(s): Rishad Tobaccowala — Founder, The Rethinking Work Platform

Watch webinar

Explore Industry Insights

Learn from industry research, peer experiences, and perspectives on what comes next.

AI Loves PR

Podcast | Series

Hear from practitioners shaping communications, paired with a grounded whitepaper on AI's implications for PR.

Whitepaper • Episode 1 • Episode 2 • Episode 3 • Episode 4 • Episode 5 • Episode 6 • Episode 7 • Episode 8 • Episode 9 • Episode 10 • Episode 11 • Episode 12 • Episode 13

What's Next is Now

Webinar | Series

Look ahead at where AI is taking communications—and how to prepare.

Presenter(s): Chris Perry, Bob Pearson, Rodell Mollineau, and Ron Bonjean

Session 1 • Session 2 • Session 3

How They Did It

Webinar | 60 min

Go inside the choices, experiments, and lessons behind peer agencies' real-world AI adoption.

Presenter(s): Aaron Kwittken and Michael Steavenson

Watch webinar

Find Expert Support

AI Consultants & Instructors

James Beechinor-Collins

Partner, TobinLeff, LLC

Develops and executes go-to-market strategies that position brands for success, create sustainable growth, and deliver long-term value.

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Joe Hamrahi

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30 years of executive finance experience helping growing businesses turn complex financials into clear, practical strategies for stronger decision-making and growth.

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Pete Pachal

Founder, The Media Copilot

Section AI instructor and consultant specializing in PR-focused AI use cases — ideation, content workflows, research acceleration, and messaging development.

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Tahnee Perry

Founder, Perry Co

Helps entrepreneurs and agencies cut through AI confusion and use practical tools and workflows to save time, boost productivity, and drive growth.

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Lauren Schiavone

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Former P&G insights and marketing executive with deep AI knowledge, strong at translating AI capabilities into marketing, insights, and decision-making contexts.

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Wendy Sellers

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Sally Slater

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Highly recommended consultant experienced with professional services firms, delivering practical AI training with an approachable, well-received teaching style.

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Ted Souder

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Former Google executive and advisor helping organizations accelerate AI adoption and build AI-powered cultures, turning complex concepts into clear strategic actions for leadership teams.

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Rishad Tobaccowala

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