

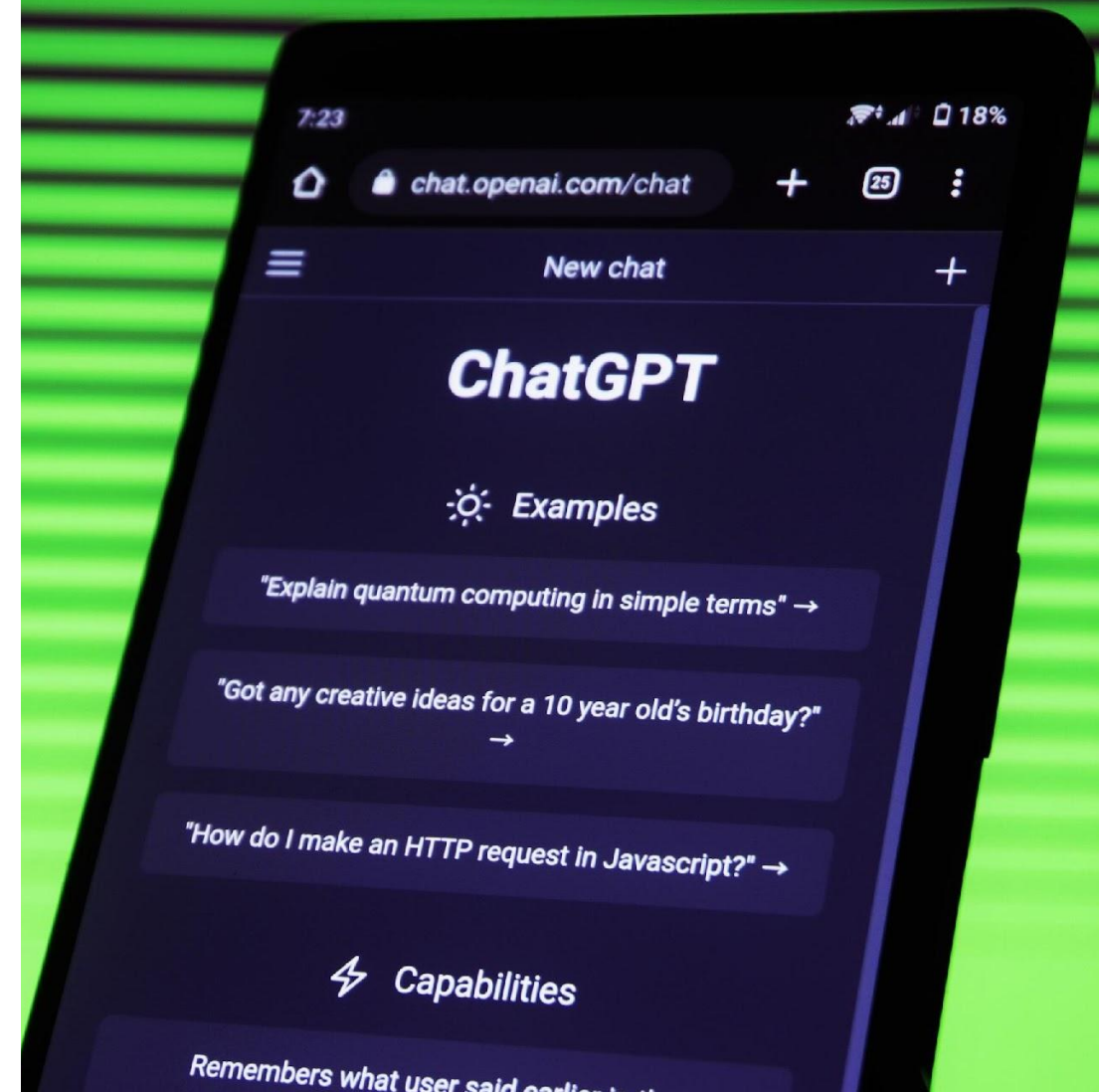
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EMBRACING THE TRANSFORMATIVE POTENTIAL OF AI

November 2023

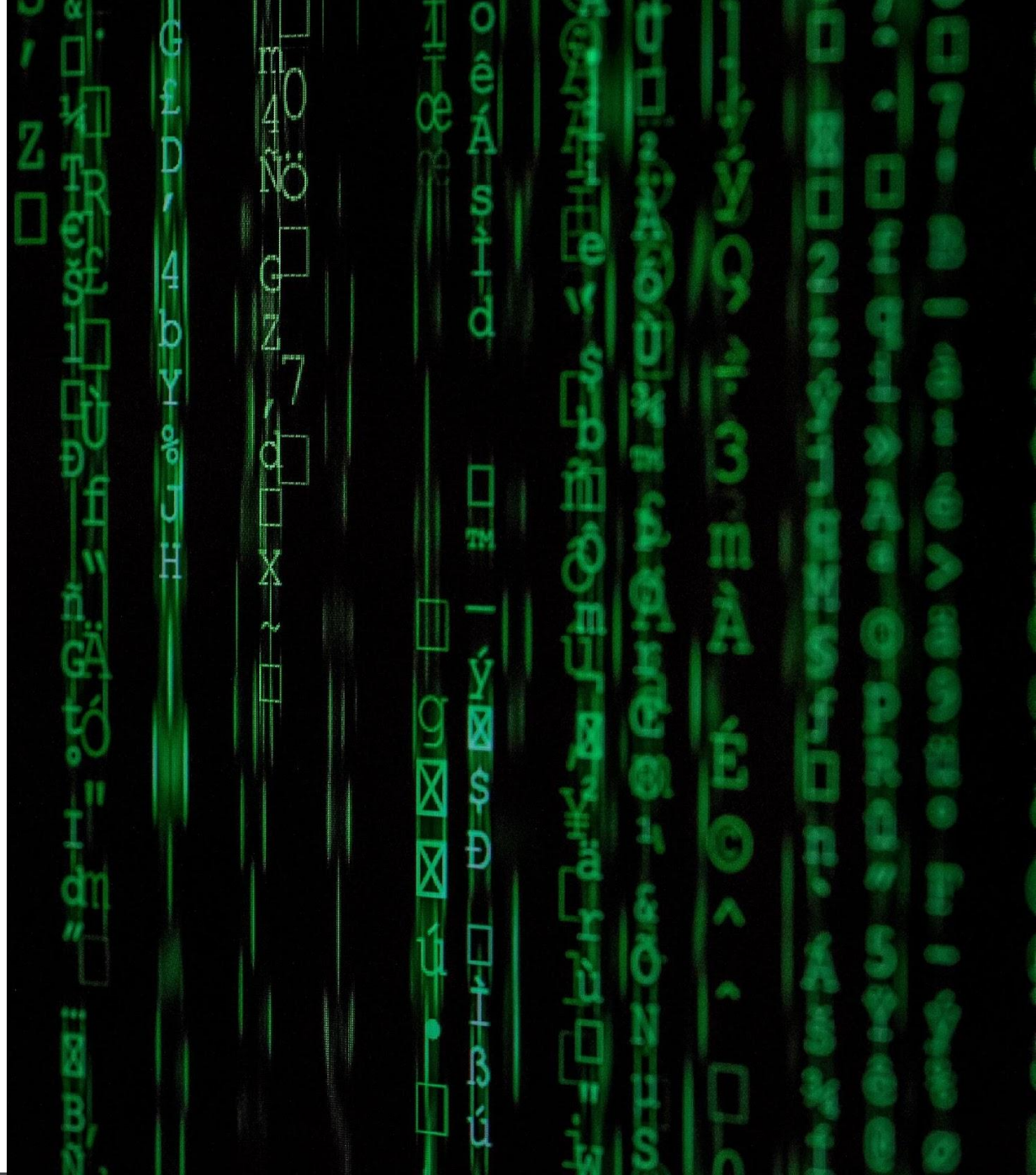
AI for communications – why it matters

- AI is driving 'a fifth industrial revolution'
- It is already transforming many different industries, including communications
- AI tools such as Large Language Models (LLMs) and image generation software are improving every day
- 70% of leaders say they use ChatGPT or similar AI software (PRCA data)
- AI can be a force for good



How does it work?

- We use a variety of different AI tools, but most of them are Large Language Models (LLMs)
- LLMs are trained to understand and generate human-like text
- An LLM predicts what should logically come next in a sentence
- It doesn't 'know' the answer; it generates responses based on learned patterns



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Principles of using AI for communications





01

AI augments expertise and creativity

AI is a powerful tool to augment human expertise and creativity. It is not a replacement, a hack, or a quick fix.

Our team members will always possess a wealth of industry knowledge, critical thinking skills, and a deep understanding of our clients' specific needs. AI tools will amplify our skills and help us deliver an even higher standard of service.

AI can be a force for good

We believe that AI can be a force for good in communications if it is embraced proactively and pragmatically.

At Torque, we think that a combination of human creativity and AI-driven automation is the key to achieving the highest standards of communication in the modern world.



02



03

Knowledge is power

AI tools are always learning, developing, and becoming more sophisticated. We will strive to do the same. We will continue to invest our time, thought and resources in ensuring we have the knowledge and skills to stay at the forefront of AI developments.

With great power comes great responsibility

We will apply over 20 years' experience of communication best practice and due diligence to using AI tools ethically, safely, and accurately.

Our robust processes – based on our deep understanding of Large Language Models and the nuances of prompt engineering – will ensure we use AI responsibly and mitigate the risks of hallucination and misinformation.



04



05

Trust is built on transparency

We recognise that the world of AI is fast-paced and complex. We will always communicate openly about our use of AI tools, working hard to educate our clients on safe and responsible practice.

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