

AI Best Practices

Projection — AVU 2026 AI Committee

THE 4 PRINCIPLES

01 Always Verify AI Output

AI makes mistakes confidently. It won't say "I think" or "maybe." Always double-check critical information — dates, room numbers, specs, pricing — before acting on it.

02 Protect Sensitive Data

Never paste screenshots of IntelliEvent, CRM, financial documents, or client data into external AI tools like ChatGPT. Use fake names and anonymized info when possible.

EXTERNAL AI: BE CAUTIOUS

INTERNAL AI: DESIGNED FOR CONFIDENTIAL USE

03 AI Assists, You Decide

AI is your co-pilot, not your autopilot. Your name is on the email, the proposal, the answer. AI helps you get there faster — you make the final call.

04 Ask for Sources

When AI tells you something, ask "Where did you get that?" It can cite sources so you can verify. This helps you fact-check and actually learn rather than just copy-paste.

THE 3 DON'TS

Don't Screenshot Confidential Docs

IntelliEvent, Sugar CRM, client financials, credit card forms, contracts — none of these should go into external AI tools.

Don't Trust Blindly

AI will never say "I don't know." It will invent something plausible instead. Verify anything that matters before you act on it.

Don't Skip the Human Touch

Clients can tell when something is pure AI. Add your personality, rewrite key sentences, make it sound like you.

Remember: These are best practices, not Projection policy. We encourage AI use — just use it thoughtfully.