

# 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.