

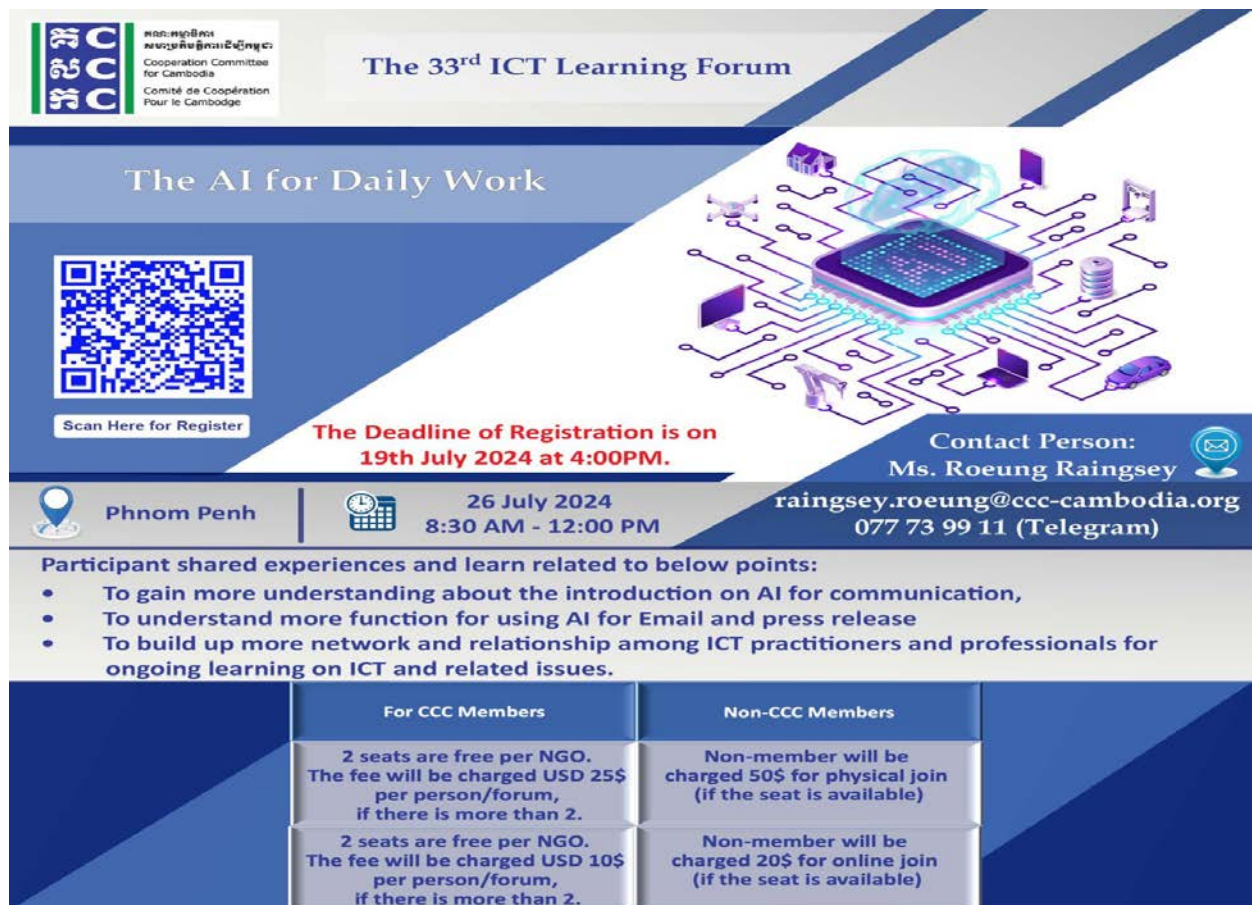
Minute The 33rd Information Communication and Technology Learning Forum

“The AI for Daily Work”

26 July 2024, 8:30 am – 12:00 pm

Hybrid platform at Tonle Bassac2

Total participants are 70 people (20 female)



The 33rd ICT Learning Forum

The AI for Daily Work

The Deadline of Registration is on 19th July 2024 at 4:00PM.

Contact Person:
Ms. Roeung Raingsey
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077 73 99 11 (Telegram)

Phnom Penh | **26 July 2024**
8:30 AM - 12:00 PM

Participant shared experiences and learn related to below points:

- To gain more understanding about the introduction on AI for communication,
- To understand more function for using AI for Email and press release
- To build up more network and relationship among ICT practitioners and professionals for ongoing learning on ICT and related issues.

	For CCC Members	Non-CCC Members
	2 seats are free per NGO. The fee will be charged USD 25\$ per person/forum, if there is more than 2.	Non-member will be charged 50\$ for physical join (if the seat is available)
	2 seats are free per NGO. The fee will be charged USD 10\$ per person/forum, if there is more than 2.	Non-member will be charged 20\$ for online join (if the seat is available)

1. Introduction

The Cooperation Committee for Cambodia (CCC) is the largest membership-based organization for civil society organizations in Cambodia, with around 182 Foreign (FNGO) and Domestic non-governmental organizations (DNGO) as members, and around 300 local organizations as partners and beneficiaries. CCC is current implementing Phase V of its Governance Hub Program (GHP 2024-2028), an initiative intended to foster inclusive partnerships to promote good governance, a strong enabling environment, and ensure the sustainability of civil society organizations (CSOs) in Cambodia.

Overall, the pace of AI development and deployment has been remarkable over the past year. While there are certainly challenges that still need to be navigated, technology is rapidly maturing and transforming industries across the board. To response to the need of this technology grow, CCC would like to organize the half day ICT learning forum with the topic of “AI for daily work” on 26 July 2024 at Tonle Bassac2 restaurant.

2. Objectives of the Learning Forum

For the half day, the participant will:

- To gain more understanding about the AI function for professional Email development and press release
- To ensure the effective message
- To build up more network and relationship among ICT practitioners and professionals for ongoing learning on ICT and related issues.

3. Process and Result

There were 70 participants (20 female) of the NGOs who are from CCC’s member join this physical and via online during this ICT learning forum.

The Presentations

Mr. Chan Nath who is ICT working group member presented on the application of **Applications of AI in Daily Work** as below:

- Content Creation: content ideation, writing different creative text (e.g., emails, Press Release, blog posts, and translation)
- Social media Analyze audience demographics and engagement

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- Schedule posts and identify target audiences.
- Email (Marketing) Marketing automation powered by AI.
- Personalize email content, segment email lists, and optimize subject lines.

AI Tools in Daily Work



Tool	Description	Key Features
<u>Grammarly</u>	Grammar and writing assistant	Improves grammar, spelling, punctuation, sentence structure, and style. Offers genre-specific suggestions and plagiarism detection.
Jasper	AI writing assistant	Helps with content creation (blog posts, marketing copy, social media content, etc.)
<u>Copy.ai</u>	AI writing assistant	Generates marketing copy, social media posts, product descriptions, and other creative content formats.
TryEllie	AI writing assistant focused on email marketing	Creates personalized email subject lines, email copy, and product recommendations.

AI Tools in Daily Work



Tool	Application	Supported Communication Activities
Canva	Creating visuals	Social media posts, promotional materials, storytelling visuals
Hootsuite	Managing social media	Social media management, promotional campaigns
Wordsmith	Generating automated content	Donor reports, storytelling, content creation
Lumen5	Creating videos from text	Social media videos, promotional videos, story-telling visual
Talkwalker	Monitoring social media	Social media monitoring, market research, campaign analysis
<u>Otter.ai</u>	Transcribing and summarizing audio	Meeting notes, interviews, content creation

<https://slidesgo.com/ai-presentations>

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AI Tools in Daily Work



Tool	Description	Key Features
Crystal	Personality insights tool	Analyzes writing style to predict personality traits, communication preferences, and potential behavioral styles.
Zoom.ai	AI meeting assistant	Transcribes meetings in real-time, identifies speakers, summarizes key points, and generates action items.
Tact.ai	Real-time coaching for communication	Provides in-the-moment feedback on communication style during calls and meetings.
Chorus.ai	Conversation intelligence platform	Captures, analyzes, and shares key takeaways from sales calls and meetings.

Link for the chatbot: Odoo

https://youtu.be/-LYrt2m1Sq0?si=HIZBWxR698f7bz_K

Divide participants into three groups to discuss on:

1. What challenges have you faced in your organization and how have you addressed them? (Education, Child Protection, Health, etc.) 2. What AI-powered tools to use deal with those challenges?

*****The result from the group discussion:**

Challenges	How to address
<ul style="list-style-type: none"> • Need AI assistant to help on data visualization and coordination to generate the formula based on the purpose program or Donor requirement. • Minute tracking • Monitoring and evaluation • Human resource management • Data Analysis • Translation 	<p>* Data Analysis can use various tool like Kobo, Google spreadsheet, R programming, Google Cloud Ai,</p> <p>slide show link: PRESENTATION LINK</p> <p>**Microsoft Copilot and Perplexity to help generate the formula based on my purpose or Donor requirement.</p>

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<p>Empowering older individuals in Cambodia to overcome digital limitations.”</p>	<p>Open/Provide training section related to digital capacity building and add the point of AI as well to aware them by introduce AI tools, advantage and disadvantage.</p>
<ul style="list-style-type: none"> • Problem to make report in English to director even I complete Khmer report. • faced some problem with advance excel formula and I didn't how to reach my purpose or make formula run smooth. 	<p>Part 1: Translating the Khmer Report</p> <p>If you provide the text of your Khmer report, I can translate it into English for you. You can copy and paste the Khmer text here, and I'll handle the translation.</p> <p>Part 2: Solving Excel Formula Problems</p> <p>Please provide details on the specific Excel formula issues you are facing. Here are some common problems and potential solutions:</p> <ol style="list-style-type: none"> 1. Identifying the Problem: Describe what the formula is supposed to do and what the current issue is. Are you getting an error message? Is the formula not returning the expected result? 2. Example Data: Share a sample of your data and the formula you are using. This will help diagnose the problem more accurately. 3. Common Excel Formulas: <ul style="list-style-type: none"> ○ SUMIF/SUMIFS: Used for conditional summing. ○ VLOOKUP/HLOOKUP: Used to find data in a table or range by row or column. ○ IF: Used to make logical comparisons. ○ INDEX and MATCH: Used together to look up values in a table. ○ ARRAYFORMULA: Used to apply a formula to a range of cells.

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Photo of the forum.



The participants mentioned that they have learnt a lot from this forum on how to use AI for their work on Grammar and writing assistant by Grammarly tool, AI writing assistant focused on email marketing by TryEllie tool and creating visuals by using Canvas.

6. Annex



Introduction to AI in
Daily Work.pdf

7. Detail agenda

Time	Key Contents	Resource persons
08:00AM-08:30AM	Register	CCC Team
08:30AM-08:40AM	Introduction objectives and ground rules	CCC Team
08:40AM-08:50AM	Welcome and Opening Remarks	CCC
8:50AM-10:00AM	<u>Sharing on:</u>	Mr. Chan Nath

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	<p>** Introduction on the App and focus on:</p> <ul style="list-style-type: none"> - Professional Email 	ICT working group member
10:00AM-10:15AM	Break and take photo	All
10:15AM-11:50AM	<p><u>Continue Sharing on:</u></p> <ul style="list-style-type: none"> - Perfect Press Release. <p>(Q&A)</p>	<p>Mr. Chan Nath ICT working group member</p>
12:00PM-1:30PM	Lunch together	

Note: CCC will use the event photos from the learning forum for posting in CCC's website and other official use. CCC reserves the rights to change the agenda based on the availability of the speakers and time constraints.

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