

Beyond Adoption

Turning AI into measurable performance

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2026 Fall Webinar Series

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Speakers



Emily Emanuelsen is the Publications Manager and AI Practice Group Leader at AOE. In this capacity, she leads AOE's efforts to stay on top of emerging AI trends and topics and its applications throughout the AEC industry. Emily oversees the development of journals, magagzines, and digital products for many of AOE's clients. She has also created various resources on AI and publication management, including blogs, recordings, checklists, live trainings, and one-pagers, as well as a system for performing website audits with regard to SEO, GEO, and AEO.



Laura Merritt brings a wealth of experience in public relations, crisis communications and artificial intelligence optimization to the AOE team. With more than 25 years of experience as a trusted communications professional and experienced storyteller for a Fortune 50 company, Laura lends her skills to AOE as a senior account manager, helping clients reach their target audiences through strategic messaging in marketing, public relations and social media. Her expertise also includes artificial intelligence (AI) optimization, crisis communications and supporting and/or leading campaigns ranging from product launches to company rebranding. Laura also holds a certification in Marketing for AI.

AOE's Expertise



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Crisis Communications



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Meetings & Events Management



Public & Media Relations



Social Media Marketing



Strategic Planning



Video Production



Website Design



Working Genius

Who we work with



























































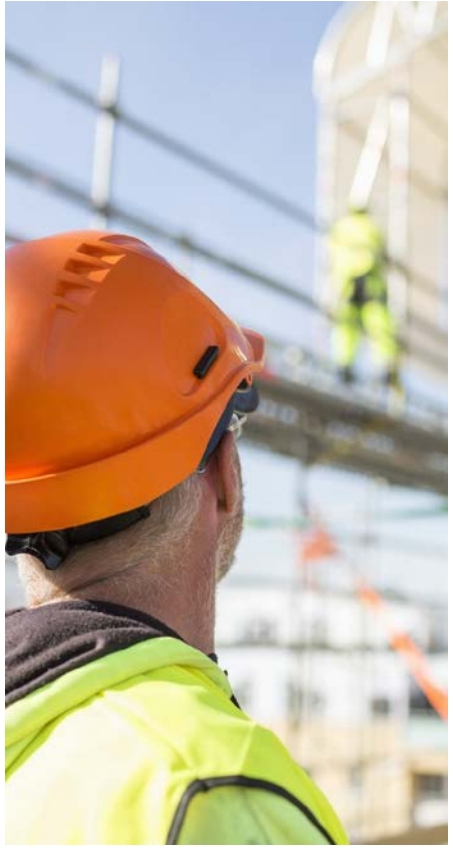







Objectives

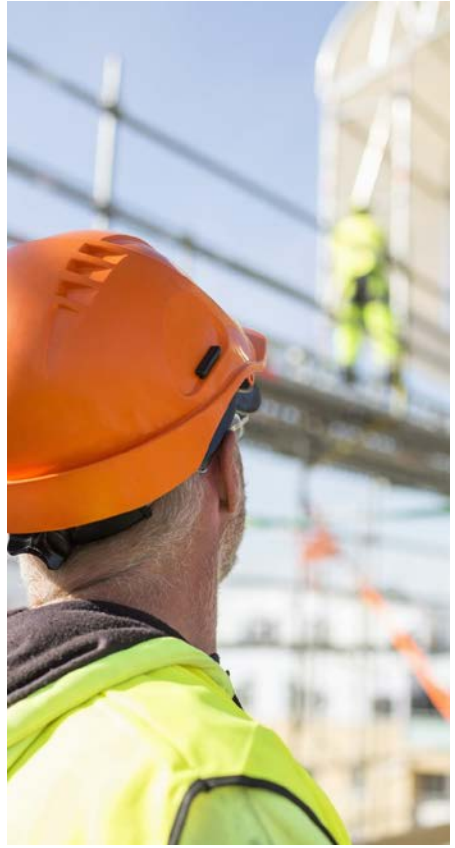
- Diagnose the gap between surface-level AI adoption and meaningful integration, identifying the behaviors and habits that separate basic usage from high-value, performance-driven outcomes in technical industries.
- Apply a structured framework for building role-specific AI best practices, including standardized prompt workflows, governed content pipelines and compliance protocols that reduce risk and improve output quality.
- Develop an organizational approach to AI literacy and knowledge sharing by establishing upskilling programs, internal mentorship structures and cross-functional governance practices that build sustained competence.
- Connect AI implementation decisions to measurable business outcomes by evaluating cybersecurity risks, monitoring unauthorized tool use and aligning AI investments with performance metrics that demonstrate concrete organizational impact.





Agenda

- Resilient integration
- From productivity to performance
- Maximizing ROI
- Sustaining progress
- Panel discussion
- Q&A





Adoption is no longer the hard part

AI in Marketing: Moving Past the Adoption Headline



Adoption is No Longer the End Goal

The Missing Metric: Is it Delivering Results?

- Does increased adoption mean better performance?
- Are budgets optimized?
- Is team productivity actually improving?

Resilient integration – Usage vs. proficiency

APPARENT MATURITY: WIDE ADOPTION

A large share of employees are **using AI tools**
(Perhaps at an advanced level)



Adopted AI

But only a **small fraction** are using them in a way that produces **meaningful, context-aware output.**

Adopted AI

Context-Aware & Meaningful

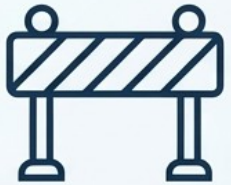
THE LEADERSHIP GAPS



LEADERSHIP: A FALSE SENSE OF READINESS

Leadership sees high adoption, assumes value is captured.

THIS GAP CREATES A FALSE SENSE OF READINESS.



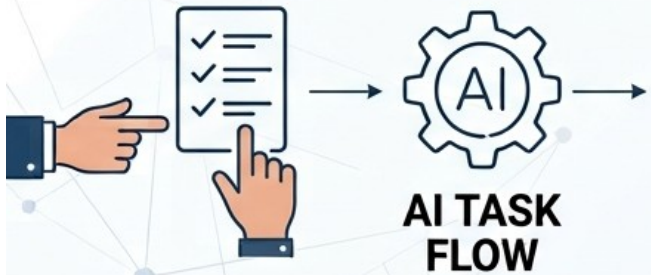
REALITY: THE WORK HASN'T STARTED YET

Building real proficiency, context, and impact remains the challenge.

Resilient integration – AI as a collaborator

ELEVATING ROLES THROUGH AI INTEGRATION

Assign core-tier duties and well-defined tasks to AI for execution



AI TASK FLOW

Handling initial drafts, analysis, and modeling.

UNLOCKING STRATEGIC HUMAN POTENTIAL

Free up senior staff for complex decisions requiring specialized field experience.



FOCUSED ON JUDGMENT CALLS & STRATEGIC DECISIONS

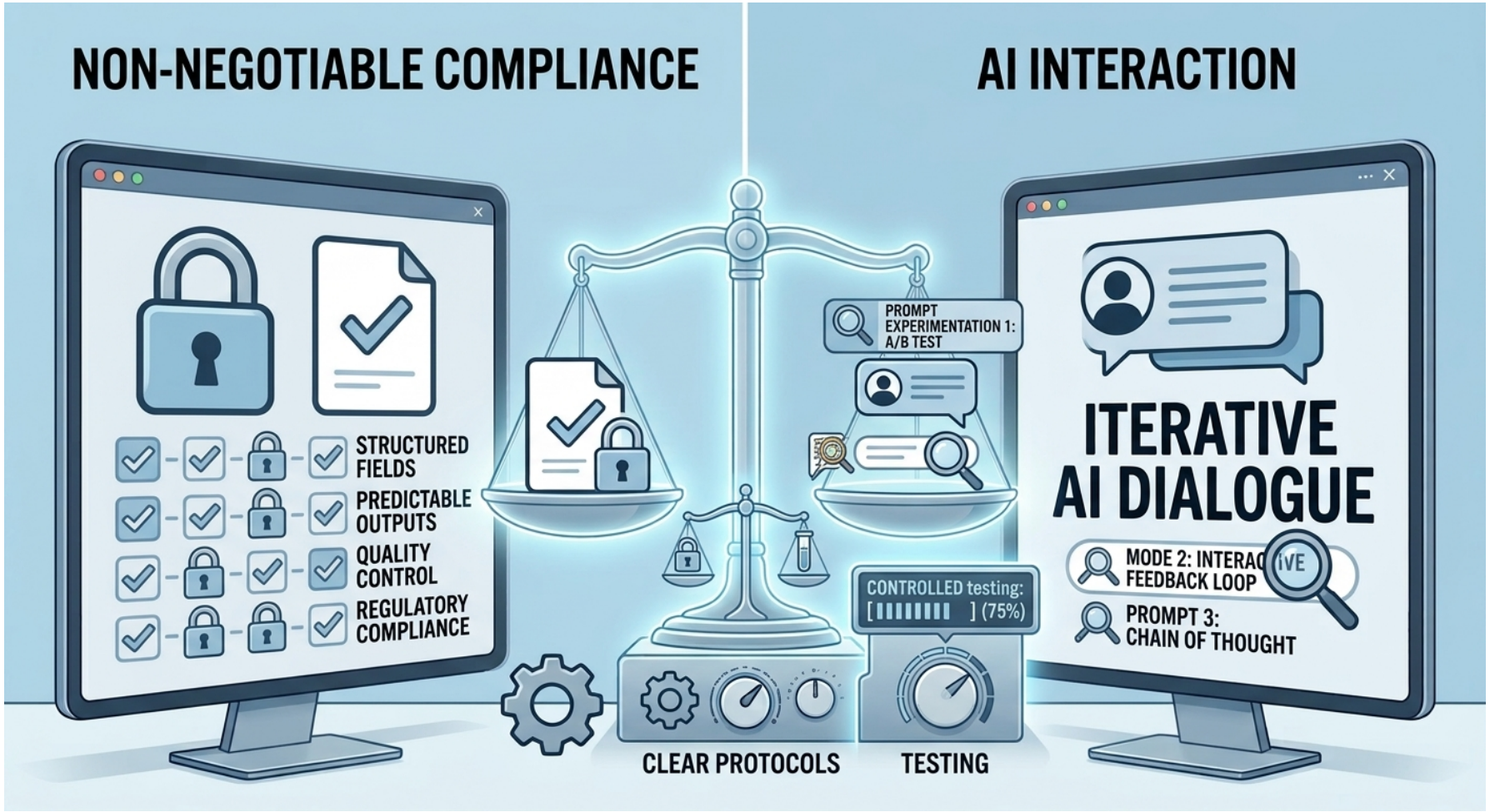
ACHIEVING SYNERGY IN TEAM PRODUCTIVITY

Resilient integration – Experience inversion

(3 of 5)



Resilient integration – Prompt engineering as a skill



Resilient integration – Three priorities

(5 of 5)

- Establish clear best practices
- Rethink upskilling entirely
- Create knowledge-sharing networks

The unresolved questions about liability and intellectual property.



- *Where does liability sit if something goes wrong?*
- *Don't wait for regulation to catch up.*

From productivity to performance

How they differ



From productivity to performance – Driving performance

(2 of 3)

Three applications that separate those stuck at the productivity stage from those operating at the performance stage.

- ✓ Data-driven personalization
- ✓ Predictive campaign analytics
- ✓ Continuous A/B testing



From productivity to performance – Scaling barriers

(3 of 3)

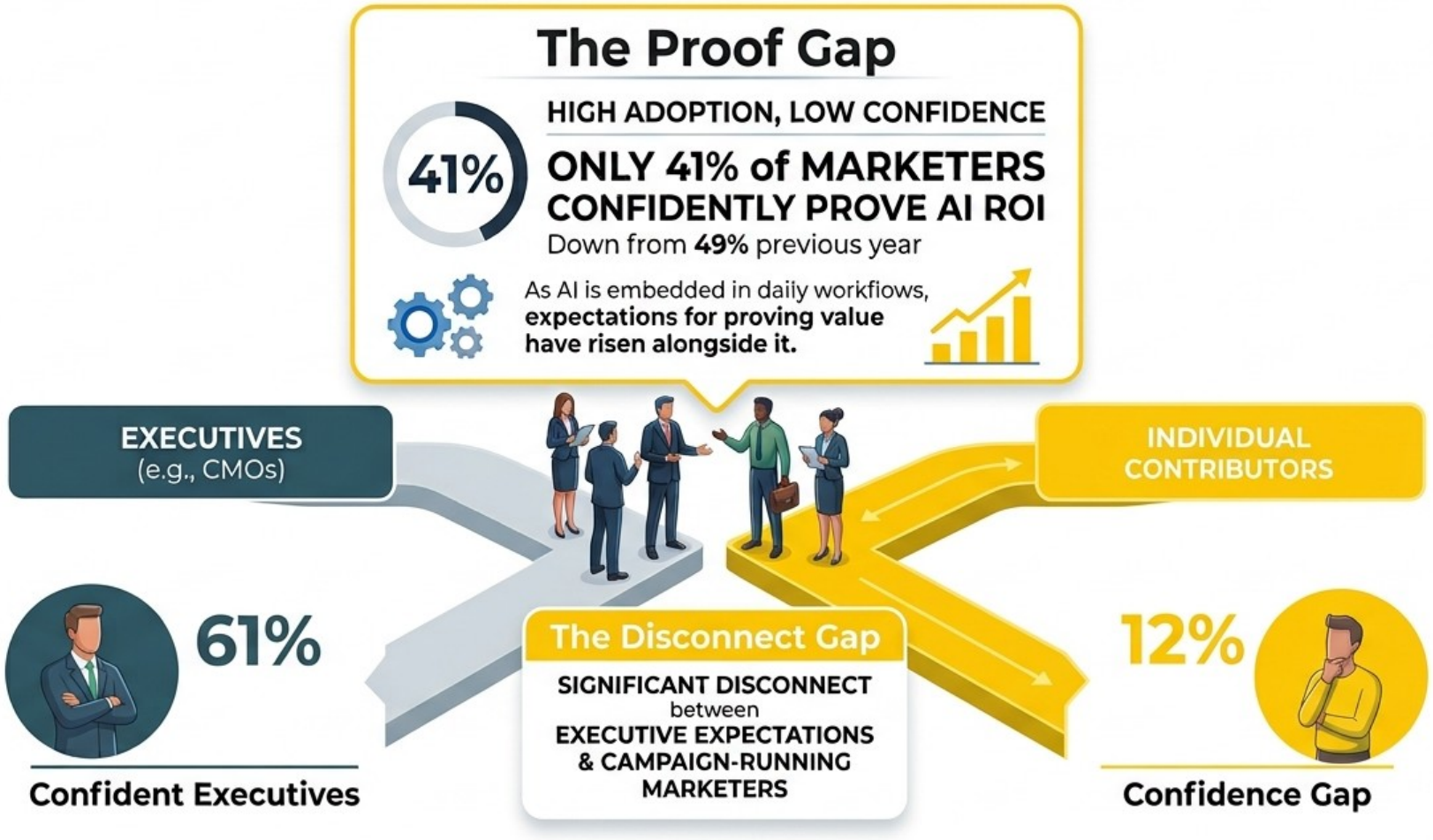
- The barriers to scaling are no longer budget constraints or lack of internal expertise.
- Lack of clear approval protocols removes the speed advantage of AI.
- Without oversight, the risks of inaccuracies and brand misalignment increase.

Governance makes scale possible when integrated directly into execution.

Maximizing ROI



Maximizing ROI – The ROI measurement gap



Maximizing ROI – The ROI framework

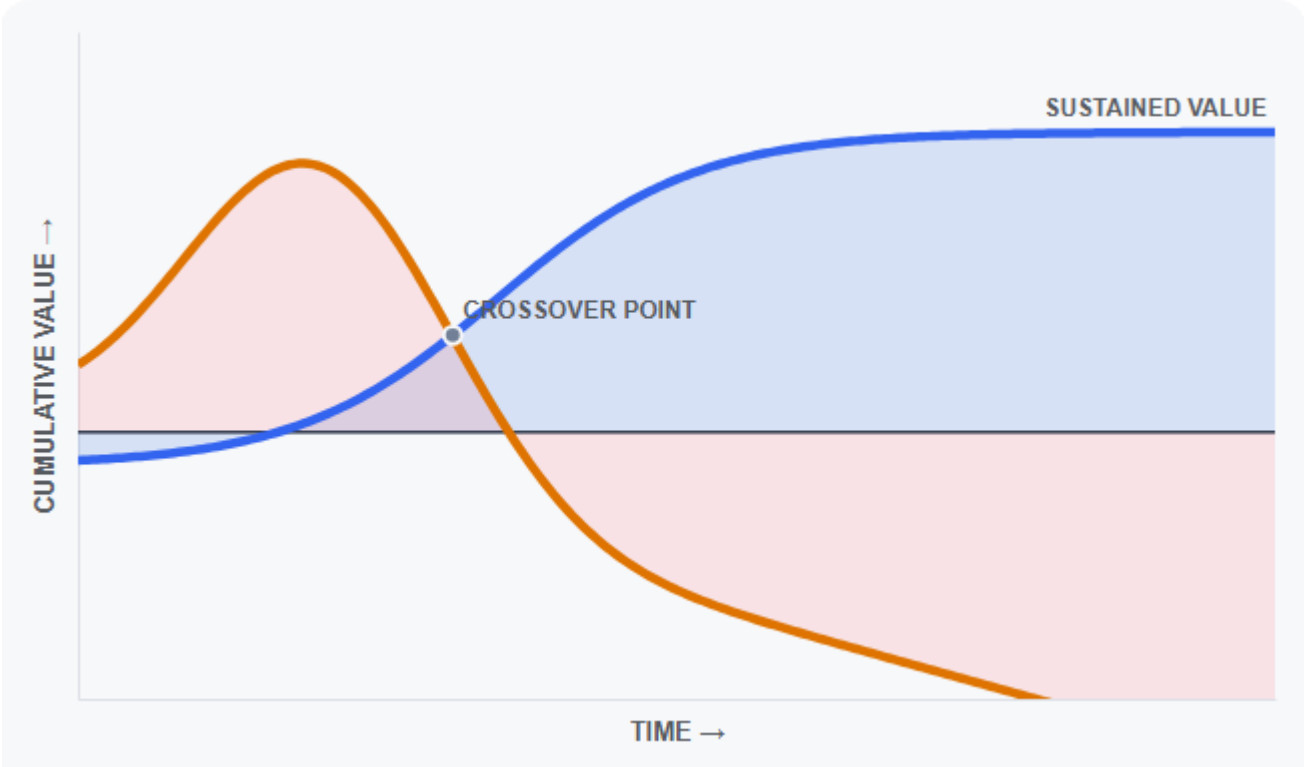
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Three specific frameworks to tie AI directly to economic outcomes.

- Tracking direct cost savings
- Measuring resource allocation
- Evaluating advanced campaign metrics

When an AI-optimized landing page converts traffic at a 15% higher rate than a manually created page, you can calculate the exact monetary value of those additional leads.

Maximizing ROI – Achieving sustainability



Resilient integration

- AI handles the first draft, initial data pull and early-stage scenario modeling.
- Team applies judgement, brand knowledge and technical expertise.



Future outlook and measurable success

- Establish role-specific best practices and playbooks.
- Rethink upskilling.
- Create internal knowledge-sharing networks to sustain progress.
- Shift toward outcome-based metrics:
  - Revenue attribution
  - Client retention
  - Project win rates



Build the habit, not just the access!

Bringing it all together



Adoption is no longer something to celebrate.

Those who pull ahead will:

- Build resilient, well-governed AI practices
- Treat AI as a collaborator.
- Close the experience gap.
- Move beyond productivity.
- Prove the ROI.
- Take governance and long-term risk seriously.

Start with one workflow, measure it honestly and build from there.



Panel discussion



Questions?

Thank you!

Resources

- Contact:
  - Emily at Emily.Emanuelsen@aoeteam.com
  - Laura at Laura.Merritt@aoeteam.com

- Or visit www.aoeteam.com

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