



Good (and Bad) Ways to Use AI

To Optimize Your Event Website

Today's Agenda

- How to Think About AI
- The Good: Best Practices for AI
- The Bad: Common Mistakes
- Real Examples
- Demo





How to Think About AI

What AI Can Do (And Can't Do)

AI Can:

- Recognize patterns and make recommendations based on them
- Perform calculations
- Access thousands of documents at a time to find the answer to many questions
- Create content from a human prompt
- Automate repetitive tasks

AI Needs You For:

- Creativity and input
- Understanding what questions to ask
- Correct inputs for content
- Ensuring accuracy and limiting "hallucinations"
- Common sense and ethical judgements

Working AI Into Your Day

- AI is changing fast. Don't get overwhelmed trying to use and test it all - find a few problems to address and start small.
- Focus on the challenges of your event, not all the possible uses of AI.
- Learn about the different tools available to you, and try the free versions.
- Once you better understand your likely use-cases, invest in one or two paid AI assistants to take advantage of newer models and fewer limits.



Tools I Use & Recommend

ChatGPT

- Drafting & editing content
- Creating color palettes and logos



Canva AI

- Creating color palettes and logos
- Photo editing (removing unwanted objects in an image)



Nano Banana

- Generating and editing images





The Good

Best Practices for AI

Drafting Content

Use AI to help draft:

- Web copy
- Email copy
- Social media copy
- FAQ page
- Sponsorship packages

Reminders:

- **Include all details about your event in text so AI can access them.**
- **Don't just copy and paste suggested text - AI can still make mistakes!**

Prompt Examples:

- Write a friendly, engaging race description in under 200 words for my upcoming fall 5k at [LOCATION] on [DATE] that I can use in an Instagram post.
- Write a post-race thank you email that I can send to runners that includes a shout out to our sponsors [list out sponsors], a link to view race results and photos, as well as a call to action to sign up for next year's race to take advantage of early bird pricing.

Editing Content

Use AI to help:

- Proofread website or email copy.
- Shorten website content to fit into a social media post or email.
- Formatting content to be readable and organized.
- Help change tone from being obviously AI to human sounding, lighthearted, professional, etc.

Prompt Examples:

- Proofread the below copy for any spelling or grammatical mistakes.
- Can you take the race info from my website [LINK] and shorten it for a social media post?
- Below is my sponsorship packet content. Format into a more organized packet that I can send out to potential sponsors.
- Below is copy from my Turkey Trot race website. Help change the tone of the copy to a more lighthearted tone that has turkey puns.

Brainstorming Visuals

Use AI to help create:

- Color palettes
- Race logos
- Header images
- Edit images for race promotion
- Resize images

Don't be afraid to ask for more options or revisions.

Prompt Examples:

- Generate a 3-color palette inspired by autumn in NJ
- Generate a round logo using the following color palette: [insert colors codes] for my fall trail race in NJ. Final size should be 500x500px.
- Remove the person blocking the race finishers in the attached image.
- Resize the attached image to be 1200x1200px. Don't stretch the image, just crop to new size and make sure to keep the runners in the image.



The Bad

Common Mistakes

Common Mistakes

Over-reliance on AI text

- Sounds robotics
- Looks like obvious AI generated content (usually lots of emojis 🤖🏃🏃🏃👟😊🌀)
- Inconsistent brand voice

Using AI for people-heavy images

- Creates unrealistic or off-brand visuals

Not Fact-Checking

- AI can “hallucinate” or produce off-brand content

Can you draft a social media post for this race?
<https://www.scottcoffeerun.com/>

Here are a few options for social media posts you could use to promote the **Scott Coffee Moorestown Rotary 8K** — pick what works best for your audience, or mix & match:

Option 1 — Energetic & Inviting

🏃🏃 Lace up, Moorestown! The **Scott Coffee Moorestown Rotary 8K** is coming on **June 6, 2026!**

Enjoy a scenic run (or walk the 1-mile fun run) through our beautiful community, then warm up with a fresh cup of coffee at the finish ☕. All while supporting the Moorestown Rotary and its great causes!

✅ USATF-certified course

🎁 New prizes: Goodr sunglasses for winners

👕 Race swag: shirts available for pickup Thursday, Friday, or race morning

📍 Moorestown Community House — 8:30 AM

Whether you're running fast, walking slow, or cheering from the sidelines, everyone is welcome! Sign up now before prices go up.

#ScottCoffeeRun #Moorestown8K #RunForACause



Real Examples

Good Examples

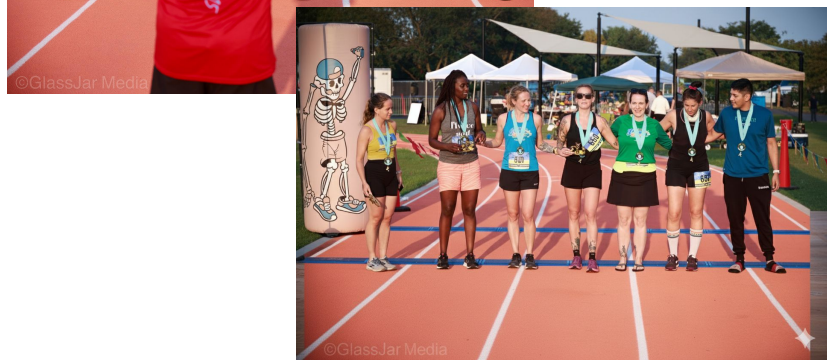
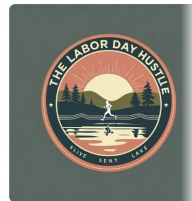


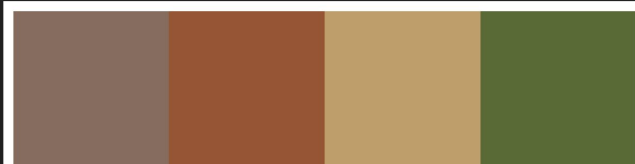
Photo editin

With this color palette (Dusty Coral Hex: #D9886A, Golden Wheat Hex: #E2C290, Olive Green Hex: #8A9A5B, & Slate Blue Hex: #6A7B8) can you help create a logo for the race. The name of the race is The Labor Day Hustle & will take place on Labor Day. It will be a 10k around a lake. I want the logo to be circular in shape & be 500x500px.

On it! Hang tight for a moment while I get your logo started.



Can you create a color palette for my race? I want it to be 4 colors that are appropriate for the theme. Please include the HEX codes and show me the color palette.



Warm Taupe #8B6B5C Burnt Sienna #A0522D Golden Ochre #C49E62 Deep Olive #556B2F

Here's a fall-inspired, muted 4-color palette for your race:

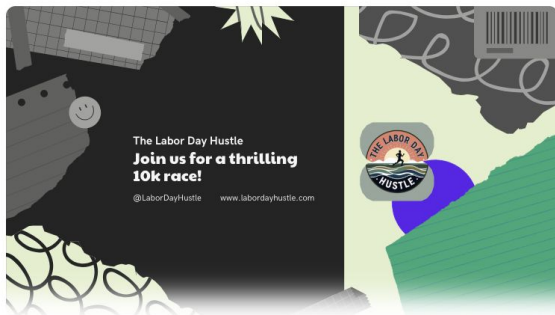
- Warm Taupe — #8B6B5C
- Burnt Sienna — #A0522D
- Golden Ochre — #C49E62
- Deep Olive — #556B2F

Bad Examples

I don't have pictures I can use for a header image since this is the first year I'm hosting the event. Can you help create a banner image for the event using the attached image? The banner image final size needs to be 2000x800px. The attached image does not need to be circular within the banner image, I just want to use all of the different elements in it.



On it! Hang tight while I work on your banner. I'll do my best to work in your changes, but just a heads-up—super detailed edits might not come through exactly as you want.



This is along the right lines, but can you give me another options with the Muted Plum #6D4C71 and Burnt Sienna #A0522D swapped?





Demo



Questions?

Thank You!

Next Webinar:
Building Content for AI Webinar
Wednesday, 10/8 2PM ET/11AM PT