



# You Make THE Difference – Live Lunch & Learn

## Practical Uses of AI in Fairs

### Participant Handout

#### WHY THIS SESSION MATTERS

Fair and ag society leaders are not overwhelmed because they lack commitment. They're overwhelmed because expectations have increased, capacity has shrunk, and the same few people are carrying the load. This is not a motivation problem. It's a systems problem.

This session focused on how simple AI tools can reduce friction, save time, and make fair work lighter — without replacing people or changing what makes fairs special.

#### START HERE

Before thinking about tools, write down:

- One task you avoid
- One task that repeats
- One task only one person knows

These are not failures. They are signals. That's where a system belongs.

#### WHAT AI IS (FOR THIS SESSION)

Think of AI as a drafting and organizing assistant. AI is good at writing first drafts, organizing information, creating structure, and repeating routine work. AI is not judgment, leadership, or decision-making. AI drafts and organizes. People decide and lead.

#### WHERE AI LIVES

You don't need special equipment. AI often lives inside tools you already use, on simple websites, or inside familiar apps. Many people already have access — they just haven't used it intentionally.



## **THE SIMPLE SYSTEMS FRAME**

Only use AI for work that fits one of these three functions:

- Drafting – getting started without friction
- Organizing – turning notes and ideas into structure
- Preserving – keeping knowledge and content from living in one person’s head

If a task doesn’t fit one of these, don’t use AI.

## **AI TOOLS THAT ACTUALLY HELP FAIRS**

You do not need all of these. Start with **one**.

### **Writing, Emails, Agendas, Checklists**

Use when the task involves words.

- ChatGPT
- Microsoft Copilot (Word / Outlook)
- Google Gemini (Docs / Gmail)

### **Video & Social Media (High Impact for Fairs)**

- Canva (video + captions)
- CapCut
- Adobe Express

### **Social Media Captions & Posts**

AI can help write captions, generate post ideas, and turn one announcement into posts for Facebook, Instagram, and email.

### **Captions & Accessibility**

- Canva auto-captions
- CapCut auto-captions
- Built-in captions on Facebook / Instagram

If a video doesn’t have captions, most people won’t watch it.

### **AI Inside Google Tools**

- Google Docs – draft and rewrite
- Gmail – help writing emails
- Drive search – find documents faster



### **WHAT NOT TO USE AI FOR**

- Financial decisions
- Safety decisions
- Personnel decisions

If it affects people, money, or safety — a human owns it.

### **YOUR NEXT STEP**

Look back at the three tasks you wrote down. Choose one.

Try one tool, one task, one time.

If it helps, keep it. If it doesn't, stop.

Clarity is the win.