



# CASE STUDY: Launching the Future of Privacy Forum's Center for Artificial Intelligence

## CHALLENGE

AI's rapid growth has necessitated trusted, nonpartisan policy and compliance guidance. FPF established its Center for AI to build trust, engage global audiences, and support the development of ethical and trustworthy AI.

As Senior Director of Communications at the Future of Privacy Forum (FPF), I led the strategic communications for launching FPF's Center for AI, positioning it as a global leader in ethical AI governance while differentiating it from similar initiatives, building on its many years of thought leadership in AI.

## THE PLAN

- **Branding & Messaging:** Developed the Center's brand and crafted messaging emphasizing FPF's role as a "trusted convener" with credibility in AI.
- **Media Relations:** Secured press coverage and positioned leadership as thought leaders through interviews and op-eds.
- **Stakeholder Engagement:** Collaborated with leadership to engage FPF's 220+ corporate members, elevating some members to the Center for AI Leadership Council to establishing credibility.
- **Event Promotion:** Aligned the launch announcement with the inaugural AI Forward Summit, including branding, social media campaigns, and media pitches.
- **Content Development:** Created an AI webpage, blog posts, fact sheets, and testimonials to highlight the Center's mission and initiatives.



## RESULTS

- **Increased Visibility:** Secured trade & government media coverage for the Center for AI and AI Forward Summit.
- **High Engagement:** Attracted policymakers, industry leaders, and researchers to the AI Forward Summit.
- **Stakeholder Buy-In:** Gained endorsements from privacy leaders, reinforcing credibility.
- **On Message:** Kept key FPF staff consistently communicating about the Center for AI.