



INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS

EMPOWERING UNION LEADERS WITH AI PRESENTATION TOOLS

April 2, 2026

LEARNING OBJECTIVES

- Understand how AI can speed up presentation creation
- Identify the best tools for specific union communication needs
- Learn practical applications for member education, negotiations, organizing, and more



WHY EFFECTIVE PRESENTATIONS MATTER FOR UNIONS

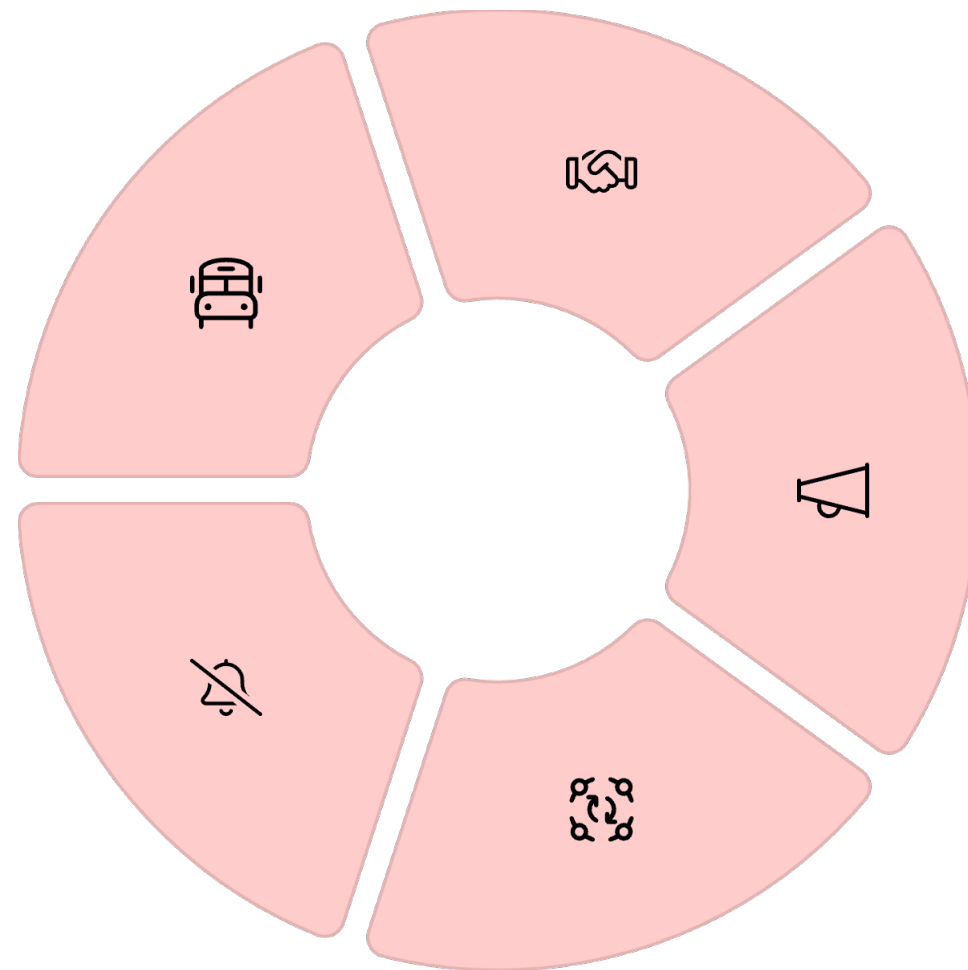
In today's digital environment, compelling visual communication is essential for:

- Building member engagement and solidarity
- Communicating complex contract details clearly
- Persuading stakeholders during negotiations
- Educating the public about union values
- Recruiting new members effectively
- Mobilizing for political action



WHY UNIONS NEED EFFECTIVE PRESENTATIONS

MEMBER EDUCATION



CONTRACT NEGOTIATIONS

ORGANIZING CAMPAIGNS

COMMUNITY ENGAGEMENT

CRISIS COMMUNICATIONS



CHALLENGES OF TRADITIONAL PRESENTATION CREATION

TIME CONSTRAINTS

- Hours spent designing slides
- Learning complex software
- Finding relevant images

DESIGN LIMITATIONS

- Lack of design expertise
- Inconsistent branding
- Dated-looking templates

CONTENT CREATION

- Writer's block
- Organizing complex ideas
- Creating compelling stories



HOW AI CAN BUILD YOUR PRESENTATION OUTLINE

What we're about to do:

- Start with a basic presentation idea
- Use AI to generate a slide outline
- Turn that outline into talking points
- Use is as the foundation for slides



MASTERING AI PROMPTS: BEST PRACTICES

1

BE SPECIFIC

Include audience, purpose, and key points you want covered

2

PROVIDE CONTEXT

Give background information about your union or situation

3

REQUEST SPECIFIC FORMATS

Mention charts, images, or other elements you need

4

ITERATE AND REFINE

Review the results and make adjustments



BETTER PROMPTS = BETTER PRESENTATIONS

BAD PROMPT: “Create slides about union benefits.”

BETTER PROMPT: Write a detailed prompt that I could paste into an AI presentation tool to generate slides explaining the grievance process for firefighters.

The presentation should:

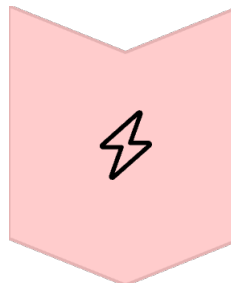
- explain each step of the grievance process
- include a clear timeline
- use simple language for members
- include examples firefighters might experience
- include suggestions for visuals or diagrams



HOW AI TOOLS TRANSFORM THE PROCESS

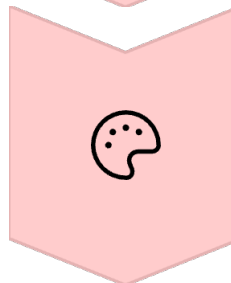


Unlock your potential



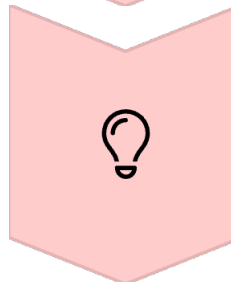
SPEED

Create complete presentations in minutes instead of hours



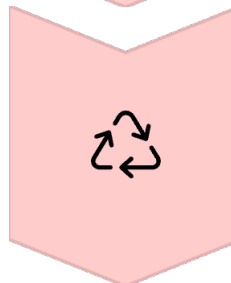
DESIGN

Professional aesthetics without design skills



CONTENT

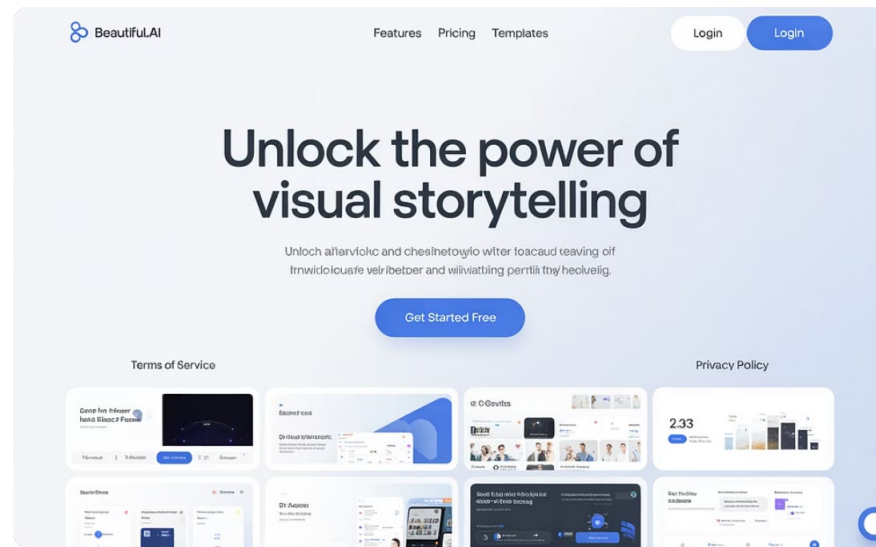
AI suggests structure, talking points, and visuals



ADAPTABILITY

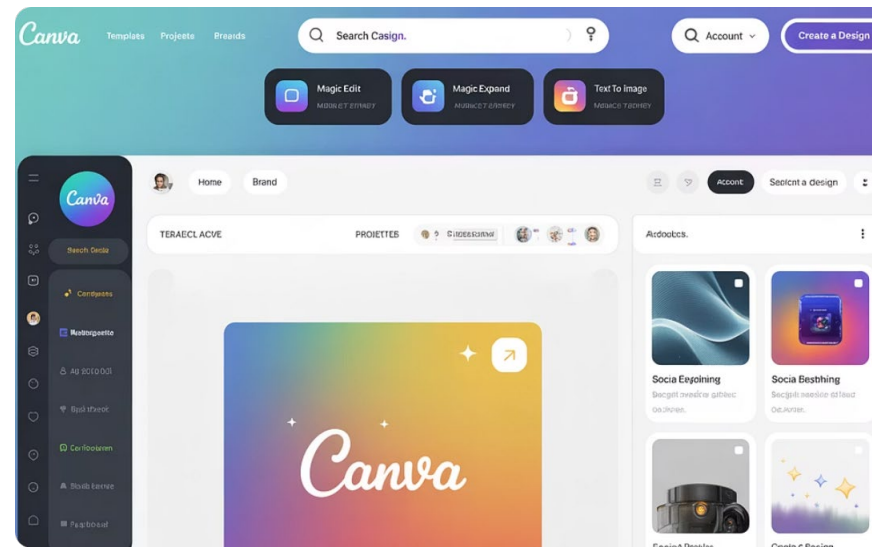
Easily customize for different audiences and contexts

MEET YOUR NEW AI PRESENTATION ASSISTANTS



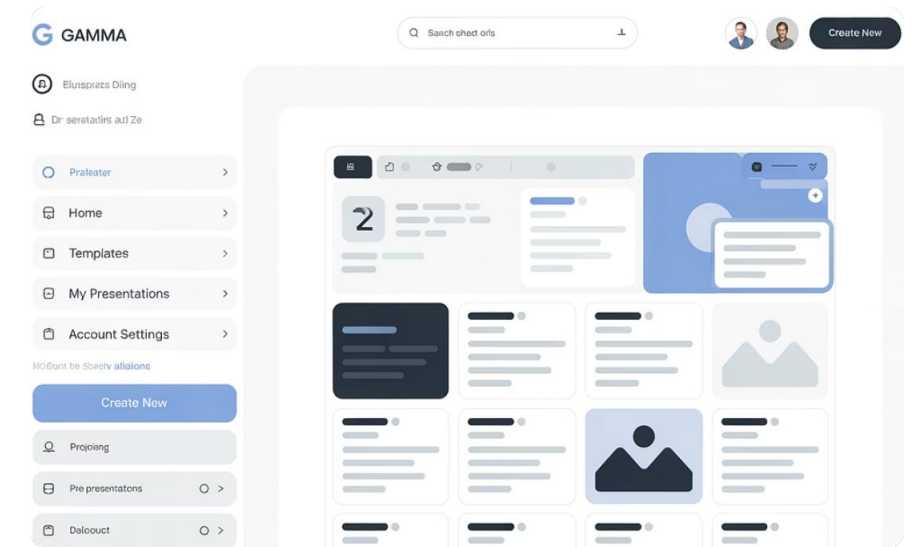
BEAUTIFULAI

AI-driven design that automatically formats slides as you add content, with smart templates and intelligent suggestions



CANVA

User-friendly platform with AI text generation, Magic Design, and extensive template library with union-relevant designs



GAMMA

Combines documents and presentations with AI-generated content, responsive design, and collaborative features



BEAUTIFUL.AI OVERVIEW

KEY FEATURES:

- Smart Slides that auto-design as you type
- AI formatting eliminates design decisions
- Professional templates specifically useful for data presentation
- Team collaboration features
- Free tier available with premium options

BEST FOR:

Contract negotiations, data-heavy presentations, professional reports to stakeholders



INTERNATIONAL ASSOCIATION OF FIRE FIGHTERS



DEMO: MAKING COMPLEX DATA CLEAR AND CREDIBLE

We will create a professional, data-driven, and persuasive presentation for a firefighters' union to present to city officials and union leadership.

Watch for:

- Automatic chart creation
- Clean comparison slides
- Professional formatting
- Easy data updates



BEAUTIFUL.AI FOR UNION LEADERS

1

CONTRACT NEGOTIATIONS

Use Smart Slides to clearly visualize wage proposals and benefits comparisons with automatic charts that update as you input new numbers

2

MEMBER EDUCATION

Create consistent, professional-looking training materials that automatically adjust when you add or remove content

3

CRISIS COMMUNICATION

Quickly develop clear, error-free presentations with minimal design effort during urgent situations



CANVA: OVERVIEW

KEY FEATURES:

- Magic Write for AI text generation
- Magic Design for instant layouts
- Vast template library with union-relevant options
- Brand Kit for consistent union branding
- Free tier with generous features

BEST FOR:

Visual campaigns, community engagement, organizing materials, social media content



DEMO: CREATING AN INFOGRAPHIC ON STAFFING SHORTAGES

We will create a professional infographic explaining the impact of fire fighter staffing shortages.

Watch for:

- Instant visual design
- Icons and layout
- Messaging generation
- Easy customization



CANVA FOR UNION LEADERS

1

ORGANIZING CAMPAIGNS

Use Magic Design to instantly create visually appealing recruitment materials that resonate with potential members

2

COMMUNITY ENGAGEMENT

Create consistent, branded presentations for community events that tell your union's story effectively

3

POLITICAL ACTION

Design persuasive materials for political campaigns and legislative initiatives with Magic Write text assistance



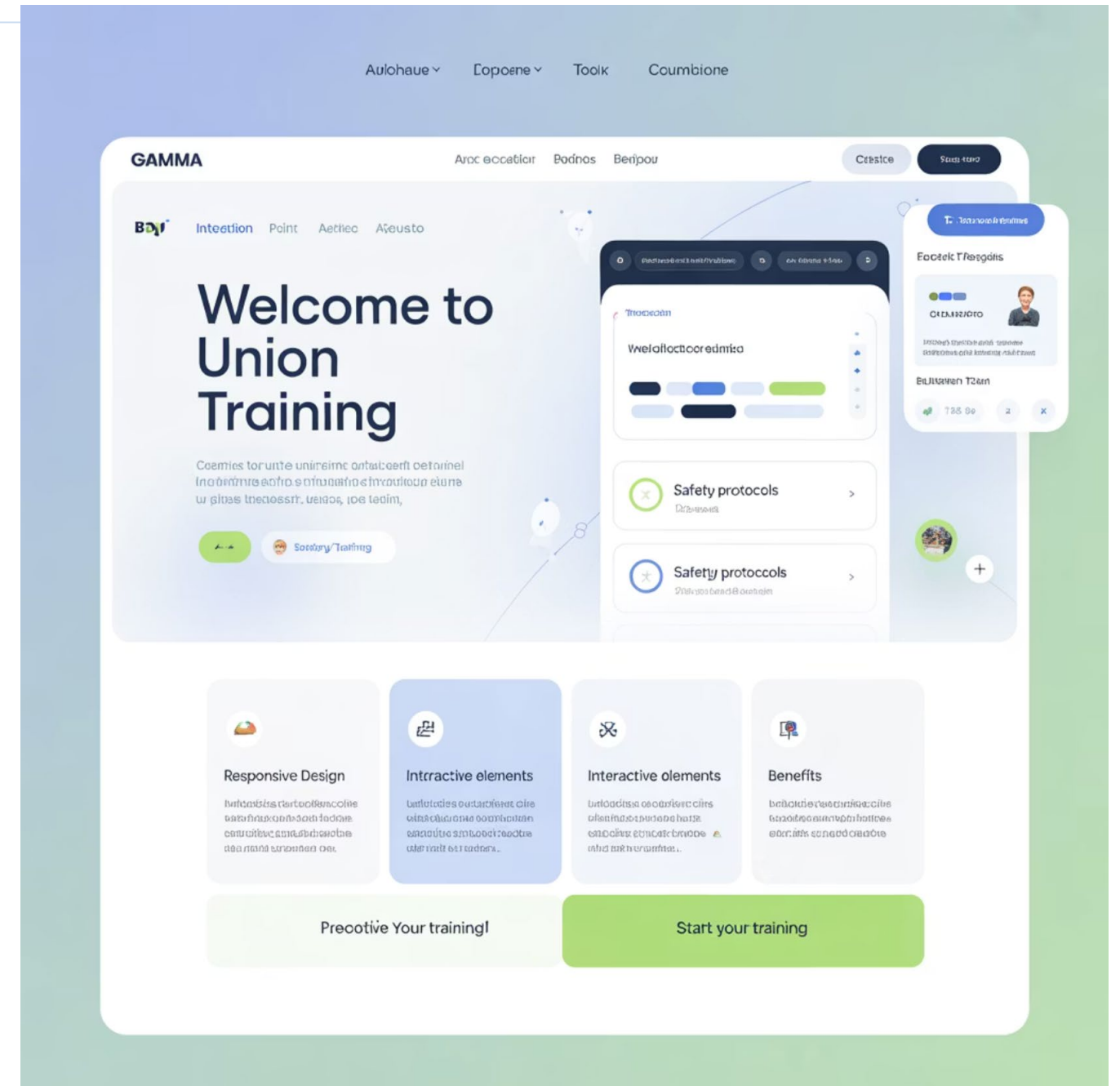
GAMMA: OVERVIEW

KEY FEATURES:

- AI-generated content and images
- Responsive format works on any device
- Interactive elements for engagement
- Combines document and presentation formats
- Free tier with premium options

BEST FOR:

Comprehensive member education, detailed contract explanations, multi-purpose communications



DEMO: CREATING AN INTERACTIVE FIRE FIGHTER TRAINING WITH GAMMA

We will create an interactive training presentation for firefighters on how to respond to unsafe working conditions.

Watch for:

- AI-generated structure
- Visual explanations
- Mobile-friendly format
- Document and presentation format



DEMO: CREATING A MEMBER-FRIENDLY DOCUMENT WITH GAMMA

We will create a clear, easy-to-understand document explaining recent contract changes for firefighters.



GAMMA FOR UNION LEADERS

1

MEMBER EDUCATION

Create comprehensive training materials that members can view as presentations or read as detailed documents

2

CONTRACT EXPLANATION

Develop interactive presentations that break down complex contract language with visual aids generated by AI

3

MOBILE-FRIENDLY UPDATES

Send responsive updates that look great on phones, tablets, or computers for maximum member reach



TOOL COMPARISON: STRENGTHS

Beautiful.ai Automatic design adjustment, professional appearance, excellent data visualization

Canva Visual creativity, vast template library, strong branding capabilities, Magic Write text generation

Gamma Responsive format, AI content generation, hybrid document/presentation format, interactive elements



CASE STUDY: CONTRACT NEGOTIATIONS

Scenario

Union preparing for contract talks

Challenge

Complex wage data hard to present clearly

Solution

Used **Beautiful.ai** for charts and comparisons

Outcome

Clearer communication with officials



CASE STUDY: MEMBER EDUCATION

Scenario

Members needed OSHA education

Challenge

Hard to schedule training for all shifts

Solution

Created a presentation with Gamma

Outcome

Accessible training on any device



CASE STUDY: ORGANIZING CAMPAIGN

Scenario

Need to recruit new fire fighters

Challenge

Old, inconsistent materials

Solution

Designed materials with Canva

Outcome

Increased membership and engagement



BEST TOOL FOR EACH UNION NEED

MEMBER EDUCATION

Best Tool: Gamma

Detailed information with visuals that members can review at their own pace on any device

CONTRACT NEGOTIATIONS

Best Tool: Beautiful.ai

Professional data visualization for comparing proposals and presenting financial information

ORGANIZING CAMPAIGNS

Best Tool: Canva

Visually appealing, emotionally resonant materials that attract potential members

COMMUNITY ENGAGEMENT

Best Tool: Canva

Brand-consistent, visually engaging presentations for public events

CRISIS COMMUNICATIONS

Best Tool: Gamma

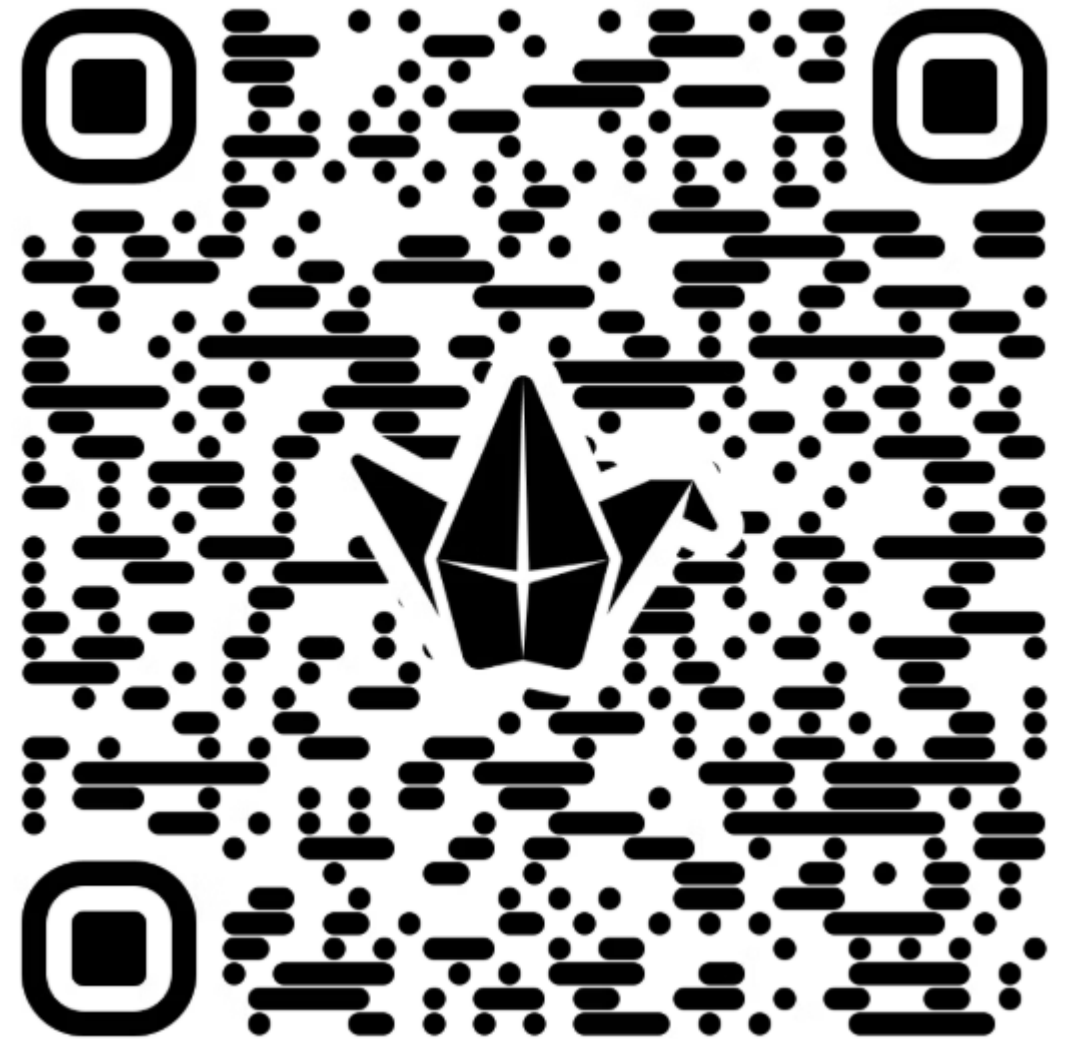
Quick, responsive updates that can be viewed on any device, including phones



PRESENTATION IDEAS

Consider the three AI presentation tools we have just learned about.

Post one presentation idea you could create using AI



GETTING STARTED: CHOOSING YOUR FIRST TOOL

ASSESS NEEDS

Consider your most frequent presentation types and audience

TRY FREE VERSIONS

Most tools offer free trials or limited free tiers

CREATE TEST PROJECT

Try recreating an existing union presentation in each tool

GET FEEDBACK

Show options to other union leaders and members

**For most unions, Canva offers the best starting point with its intuitive interface and versatility.*



BEST PRACTICES: RESPONSIBLE AI USE

ALWAYS REVIEW

Never present AI-generated content without human verification

CHECK FACTS

AI can generate incorrect information that sounds convincing

ADD PERSONAL TOUCH

Include specific union examples and real member stories

CONSIDER PRIVACY

Be careful with sensitive information uploaded to cloud-based AI tools



RESOURCES FOR FURTHER LEARNING

Official Tutorials

- Beautiful.ai Academy
- Canva Design School
- Gamma Tutorial Videos

Union-Specific Resources

- AFL-CIO Digital Communications Training
- Union Communications Consulting Network
- Labor Notes Workshops on Tech Tools
- Peer-to-peer union tech forums

Many tools offer special webinars for nonprofits that unions can join to learn advanced features.



NEXT STEPS: YOUR AI PRESENTATION ACTION PLAN

- 1 This Week**
Sign up for free trials of 2-3 tools that match your primary needs
- 2 Next Week**
Create one simple presentation in each tool to compare experience
- 3 Within a Month**
Train 2-3 key union leaders on your selected tool
- 4 Ongoing**
Build a shared library of successful union presentations as templates

Remember: These tools are meant to enhance, not replace, the authentic voice of your union.





**THANK YOU!
QUESTIONS?**



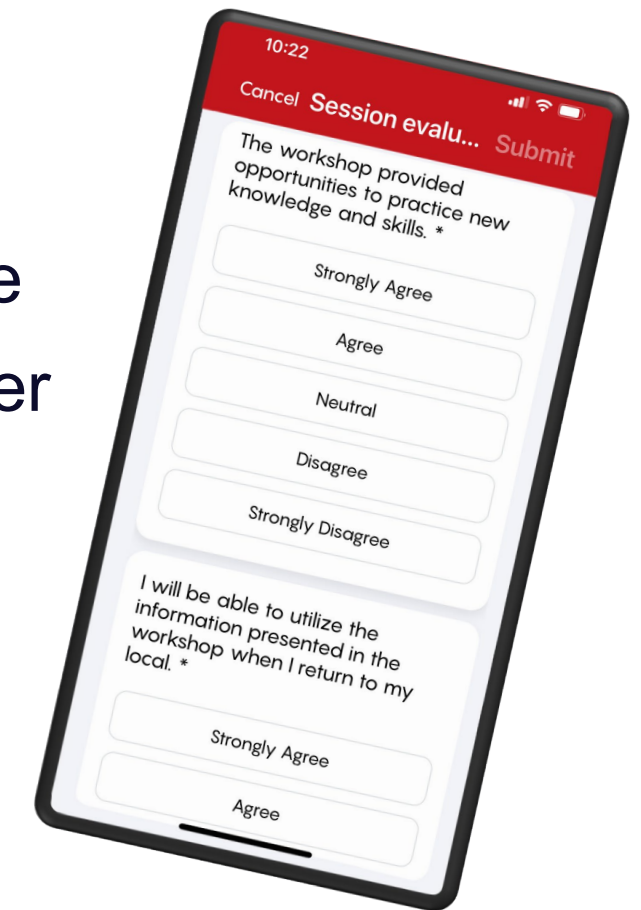
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EVALUATION AND WIN AN IPAD!

- **Submit your workshop and overall evaluations to be automatically entered in two drawings for a new iPad!**
- **Complete your evaluations using the IAFF app:**
 1. Download the IAFF app and sign in with your iaff.org username
 2. Tap the 2026 Strive for Excellence Summit event image to enter the event's dashboard
 3. Tap "Sessions" and tap on the workshops you attended
 4. Tap "Evaluation" and complete the evaluation
 5. Tap "Submit"



For the event's overall evaluation, follow steps 1 and 2, then tap "Event Evaluation" located in the event's Dashboard.

