

### Introduction

#### Welcome and Overview

#### **Objectives:**

- Explore successful AI implementation strategies in legal and marketing.
- Discuss the challenges and benefits of AI adoption for in-house.
- Provide guidance on how lawyers can position themselves for success in the AI era.

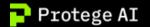
#### Introduction of Panelists

Alex Chung: Founder at Protege AI, a marketing & compliance platform for brands.

Jess Smith: Director, Head of Marketing Legal & Commercial Transactions at Uber

Moustafa Badreldin: Senior Managing Counsel, Advertising & Marketing





## **Exploring AI Solutions**

#### **Evaluating AI Tools**

Uber's Exploration of GPT-Based Solutions:

Considered automating content review but had concerns about risks.

### Identifying Key Use Cases and Requirements:

Defining specific pain points and workflows that could benefit from AI.

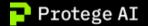
#### **Developing AI Agents for Legal Teams**

#### LinkedIn's AI Agent:

- Identified frequent questions from the sales team.
- Mapped existing resources and documentation.
- Spent months testing and refining before rollout.

#### **Collaborative Approach**

- Importance of involving legal, engineering, and product teams in the evaluation process.
- Aligning Al initiatives with organizational goals and compliance requirements.



### Business Solutions through AI in Legal and Marketing

#### Overwhelming Workload and Flat Headcount

#### Uber's Marketing Legal Team:

Reviewed almost every piece of content due to risk, which became unsustainable as the business grew and headcount remained flat.

#### LinkedIn's Legal Team:

Inundated with repetitive, basic questions from the sales team, causing inefficiencies.

#### Difficulties in Getting Buy-In for AI Tools

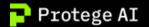
Perceived Risks of Nascent Technology: Resistance due to unclear "risk vs. reward" calculus.

#### Concerns About High-Risk AI Approaches:

Caution in deploying AI tools that could introduce compliance risks.

#### **Resistance to Change**

- Legal teams cautious about AI potentially making mistakes or generating non-compliant content.
- Challenges in aligning AI solutions with existing legal and compliance standards.



# Implementing AI Tools

### Building Compliance Guidelines ("Sources of Truth")

#### Uber's Compliance Framework:

- Created detailed guidelines, acceptable language, and model disclosures (Source of Truth = SOTs)
- Served as a foundation for automated content review.

#### **Standardizing Guidelines for AI Integration**

- Identified frequent questions from the sales team.
- Mapped existing resources and documentation.
- Spent months testing and refining before rollout.

Deploying AI Tools into Workflows

#### Uber's Brand Review Tool:

- Integrated as a custom check for content creation.
- Provided pre-written real-time suggestions for noncompliant language, w/link to SOTs
- Route low risk content to deployment and audit monthly for compliance with SOTs

#### LinkedIn's AI Agent for Legal Queries:

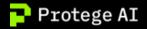
- Centralized resource for the sales team.
- Streamlined responses to routine questions.

Integration into Existing Processes

Seamless incorporation of AI tools to encourage adoption.

Training and educating teams on how to use new technologies effectively.





# Evaluating and Advocating for Al Tools

### Focusing on Novelty and Disruptive Potential

**Build vs. Buy Decision-Making Process** 

- Collaborative evaluation with legal, engineering, and product teams.
- Considering existing resources and in-house capabilities.

#### Importance of Data and Resource Tracking

#### **Challenges:**

- Implementing time tracking and data collection.
- Quantifying inefficiencies to justify AI investments.

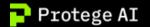
#### Using Task Manager Tools:

- Track time and tasks.
- Identify areas where AI can have the most impact.

#### **Securing Buy-In and Resources**

- Demonstrating potential cost savings and efficiency gains.
- Educating stakeholders on the benefits and ROI of AI tools.
- Aligning Al initiatives with broader business objectives.





## **Benefits of AI Integration**

### Automating Routine Tasks and Reducing Manual Effort

#### **Contract Management:**

Automated tracking of terms, deadlines, and obligations.

#### Marketing Compliance:

Streamlined review of marketing materials against guidelines.

#### Measurable Impact and ROI

#### Uber's Results with the Writer Tool:

- 35% reduction in legal touchpoints.
- 86% compliance rate in audits.

#### LinkedIn's Efficiency Gains:

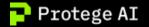
- Freed legal team from routine queries.
- Provided quick, consistent answers to the sales team.

#### Empowering Teams and Shifting Ownership

- Content creators take on more responsibility with the help of Al tools.
- Legal teams can focus on higher-value tasks.

#### Ensuring Consistent and Reliable Responses

- Centralized information leads to uniform guidance.
- Reduces the risk of errors and non-compliance.



# Positioning Lawyers for Success in the AI Era

#### Impact of AI on Legal Jobs

- Al is transforming administrative and routine legal tasks.
- Lawyers need to adapt to stay relevant.

#### Strategies for Attorneys

#### Stay Informed:

Keep up-to-date with the latest AI technologies and legal applications.

#### **Develop New Skills:**

Focus on strategic thinking, problem-solving, and areas where human judgment is essential.

#### **Embrace Technology:**

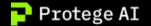
Get hands-on experience with AI tools.

### Collaborate with IT and Engineering Teams:

Work together to shape AI solutions that meet legal needs.

#### Focusing on Higher-Value Work

- Shift attention to tasks that require human expertise.
- Complement AI capabilities rather than compete with them.



# The Future of AI in Legal

#### Focusing on Novelty and Disruptive Potential

#### **Document Review and Redlining:**

More accurate and comprehensive analysis.

#### Knowledge Search and Summarization:

Quickly scan large repositories to surface relevant information.

#### **Exploring New AI Use Cases**

- Opportunities beyond routine tasks.
- Leveraging AI in underutilized areas of the business.

**Cross-Functional Collaboration** 

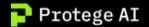
#### Stay Informed:

- Involvement of legal, brand, engineering, and product teams.
- Creating checklists and frameworks for AI use in content creation.

#### **Preparing for Continued AI Integration**

- Organizations must be proactive in adopting and adapting to new Al technologies.
- Continuous learning and flexibility are essential.





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## Conclusion

#### Summary of Key Takeaways

Balanced Approach:

Carefully evaluate and implement AI tools.

Measurable Impact:

Use data to demonstrate ROI and secure support.

#### Positioning for Success:

Lawyers should adapt and develop skills to thrive alongside AI.

### Thank you for attending!

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