

Welcome to the CIO Hour!

March 2026

There's Gold in That There Content

Today's Panel



CAITLIN TENNANT-BROOKS

Head of Customer Success, Intuto
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Caitlin Tennant-Brooks helps associations turn their internal expertise into accessible online education. With a Master of Management Studies focused on using digital tools to improve business workflows, Caitlin specializes in removing the friction from educational delivery. Known for her hands-on approach to implementation, she ensures that every LMS setup provides real value to members and supports the organization's long-term growth.



AJ SALLIS

Chief Executive Officer, Intuto
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AJ Sallis leads a team that handles the heavy lifting of education design and development, converting your institutional knowledge into a sustainable revenue stream to help fuel your Mission. He holds a Master's degree in EdTech and is dedicated to helping organizations leverage technology to increase non-dues revenue and member engagement. An avid traveler, AJ has lived in four different countries and visited over 40, a global perspective that informs his work in connecting communities.



JAMES C. MARQUIS

Chief Information Officer, 501Works
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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

The CIO Hour: There's Gold in That There Content

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

Agenda

- In the News – A few highlights that might interest you
- Q & A – 45 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

In the News...

1. 'This should terrify you': Meta Superintelligence safety director lost control of her AI agent—it deleted her emails

<https://www.fastcompany.com/91497841/meta-superintelligence-lab-ai-safety-alignment-director-lost-control-of-agent-deleted-her-emails>

2. Welcome to the 'annoyance economy': Americans are paying over \$165 billion a year as companies waste their time to drive revenue

<https://fortune.com/2026/02/19/americans-paying-over-165-billion-annually-vibes-based-taxes-annoyance-economy/>

3. What Is Claude? Anthropic Doesn't Know, Either

<https://www.newyorker.com/magazine/2026/02/16/what-is-claude-anthropic-doesnt-know-either>

4. How to Stop Publishing Content Nobody Cares About and Create Content Your Audience Loves

<https://www.entrepreneur.com/leadership/read-this-before-you-publish-another-useless-startup-blog/501001>



Ven-Con 2026

- Tuesday, April 14th 2026
- Higher Logic Office, Arlington, VA
- This year's theme: *Technical Readiness & Building Partnerships*
- Associations are making bold technology investments, and it's on all of us — vendors and consultants alike — to show up prepared, aligned, and working together.

Visit <https://www.eventbrite.com/e/ven-con-2026-tickets-1984403453147?aff=oddtcreator>

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Today's Topic: There's Gold in That There Content

Your Members Are Already Using AI

48%

of members use AI
at least weekly at work

By generation (weekly+ use):

- Gen Z 65%
- Millennials 57%
- Gen X 49%
- Boomers+ 28%

Members are comfortable with AI for:

Generating newsletters & social posts



Recommending content/articles/jobs



Recommending programs & services



Developing quizzes & assessments



Creating marketing materials



Yet only 36% of associations are actively using AI —
and 44% are still only discussing it internally.

Source: Momentive Software Association Trends Study · Tagoras/Leading Learning 2026

Member Insights

Job Opportunities

Members say:

46%

Professionals assume:

14%

↑ 32pt gap

Certifications & Credentials

Members say:

51%

Professionals assume:

37%

↑ 14pt gap

Training Programs

Members say:

50%

Professionals assume:

37%

↑ 13pt gap

Top 5 member priorities:

Industry information 54%

Professional standards
53%

Latest news & trends
52%

Certifications 51%

Training 50%

Source: Momentive Software Association Trends Study

On to Your Questions...

How are organizations repurposing content to create educational materials?

Where do I start?

How do you deal with the balance of using AI to repurpose your intellectual property while still protecting it as your proprietary content?

How do you ensure AI tools aren't hallucinating,
even when you provide them content?

As a vendor, how has AI impacted your customer service delivery?

I'm very skeptical of AI and 9 times out of 10 would rather just write something or do analysis versus checking an LLM's work for errors and hallucinations. *SO why use AI?*

Where do you see some of the risks associated with AI being used for these sorts of activities?

Any last parting advice,
especially for smaller organizations...

Other Questions?



Thank you to our panel of experts!

intuto

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Final Thoughts

- Join us April 2nd for The April CIO Hour
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.