

A Client Roundtable

April 2025 Highlights



What We Learned

- **Monetization in Action:** ASNT's "Anita" strategy includes multiple AI assistant instances (public-facing, member-only, internal for staff, and a specialized Education Designer bot). They've layered in monetization with standalone subscriptions and member bundle tiers.
- **Feedback Loops Matter:** Clients are using real-world feedback between chat logs, thumbs down, unanswered questions to fine-tune content weekly. This continuous improvement loop ensures members always receive relevant, refined info.
- **Marketing That Connects:** From mascot launches and *question of the week* email campaigns to embedding bots in conference promos and annual reports, creative strategies are driving traffic and increasing member engagement.
- **Small Team, Big Impact:** Many organizations run their AI with a single staff lead supported by SMEs or designers. SSO integrations and existing platform tie-ins are making AI assistants easier to access and more widely adopted.



Standout Ideas

- WallyBot's **Question of the Week** email series
- **Anita's live demo + mascot reveal** at conference launch booth
- **Staff-only Betty instances** for HR resources, onboarding, and internal training
- **Content strategies:** Ingesting webinars, conference transcripts, and supplier-submitted resources for searchable, on-demand value
- **Global collaboration:** ASNT is exploring partnerships with international societies to expand branded AI solutions

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