

# IABC APAC Fusion 2025: The “Manila Message”

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The Manila message was created at the IABC Fusion conference, where 180 communication professionals took part in answering five questions on responsible AI after a panel discussion on responsible AI on March 17th 2025. This is the summary of each question and the combined statement from each question explored.

## 1. What key messages should we communicate about responsible AI?

Communications professionals are uniquely positioned to shape a narrative that makes AI both understandable and relatable.

### Transparency & Human Oversight

- AI is a shared responsibility. It must be developed and used responsibly by all, not just tech teams.
- Humans must remain in the loop. Communications created with AI should be reviewed and finalized by people—never published blindly.
- AI complements, not replaces, humanity. It’s a tool to enhance our work, not to remove the human touch.

### Ethical Use & Truth-Telling

- PR and comms must lead in responsible governance by encouraging truth-telling and fighting disinformation.
- Fact-checking must remain a core part of our communication practices, even when AI tools are involved.
- AI can be a filter, not a source of noise. It should help clarify—not confuse—public discourse.

### Purpose-Driven Innovation

- Uplift the human experience. AI should remove mundane tasks so professionals can focus on creativity, strategy, and human connection.



- Enhance productivity and communication. Responsible AI can amplify efficiency, but its true value lies in its power to support human knowledge and collaboration.

## 2. What is the role of communication professionals in shaping AI adoption?

Comms professionals are not passive observers in the AI revolution—we are active players, crucial in building understanding, trust, and accountability.

### Build Trust Through Honest, Empathetic Communication

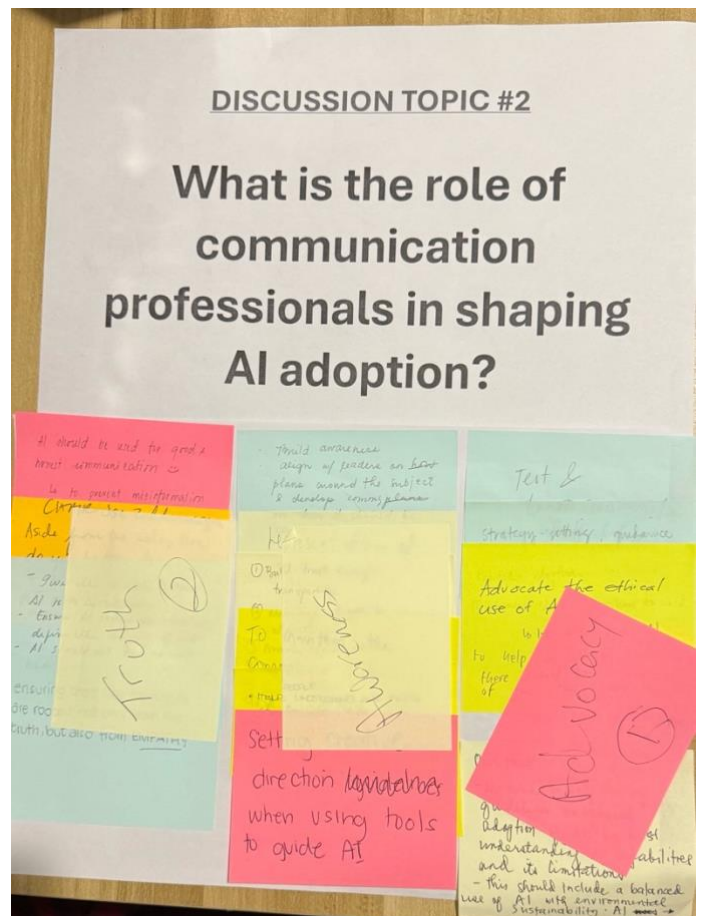
- Use AI to enhance honest messaging, counter disinformation, and explain AI in ways that alleviate public fear.
- Messages must be grounded not only in facts, but in empathy, context, and human values.

### Shape the Narrative & Educate Stakeholders

- Help audiences understand AI, what it is and isn't, and create a sense of familiarity with its role.
- Position AI as a tool for good—not a threat—by curating content that emphasizes impact, ethics, and purpose.

### Internal Advocacy & Authenticity

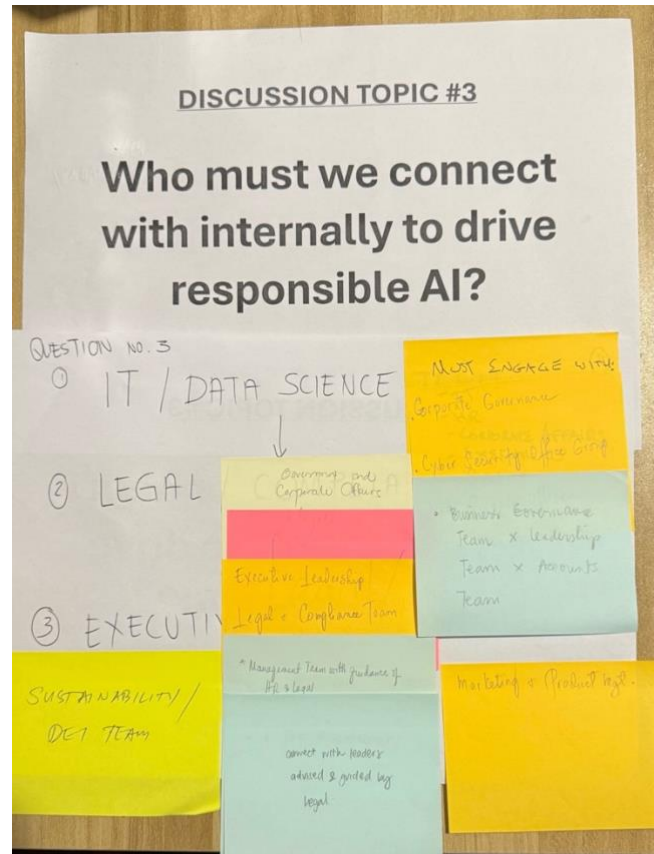
- Promote ethical use of AI within the organization.
- Protect the organization's authenticity and individuality, even as automated tools become more widespread.
- Collaborate in creating policies and guidelines for responsible AI adoption that reflect company values.



### 3. Who must we connect with internally to drive responsible AI?

Driving responsible AI is a multi-departmental effort, and communications must serve as both bridge and advocate across these areas:

- **Executive Leadership** – To align AI strategy with ethical storytelling and brand purpose.
- **IT, Data Scientists, AI Developers, Cybersecurity** – To understand capabilities, limitations, and ensure accurate messaging.
- **Legal, Compliance, and Governance Teams** – To avoid risk and maintain adherence to data privacy and ethical standards.
- **HR, Change Management, Marketing, Product Management Teams** – To support employee reskilling, internal messaging, and public communications.
- **Ethics & Sustainability Officers** – To embed responsible AI into broader ESG and corporate responsibility efforts.



#### 4. How can communication professionals maintain relevance in society's AI conversation?

To stay relevant, comms professionals must stay human-centered while embracing the tools of the future.

##### Be the Voice of Humanity

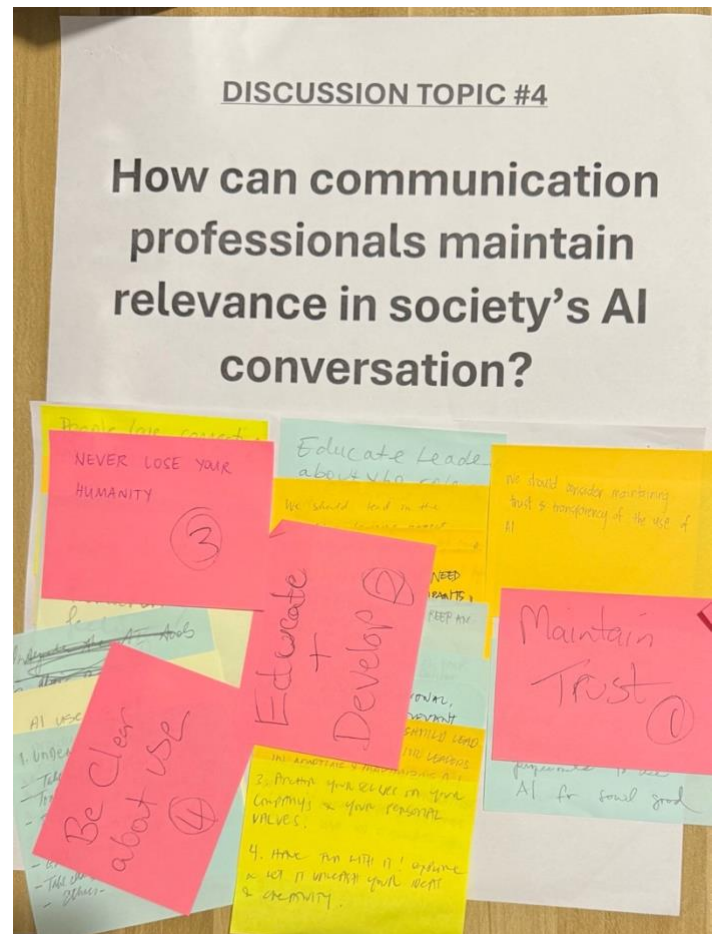
- Lead AI conversations by anchoring them in human values, real-world impact, and lived experiences.
- Maintain trust and authenticity—our humanity remains the final frontier of meaningful communication.

##### Educate Ourselves and Others

- Stay updated on how AI works and its limitations. Remember: “garbage in, garbage out.”
- Encourage experimentation—explore, have fun, and let AI unlock new creative possibilities.
- Be advocates within the organization, helping senior leaders understand and responsibly adopt AI tools.

##### Champion Transparency and Values

- Be transparent about AI use in content creation.
- Build public trust by aligning AI use with corporate values and personal integrity.
- Remain aware that our role is not to replace creativity with machines but to enhance it through intentional, thoughtful use.



## 5. What actions should we take now to reinforce our role as strategic advisors?

This is a pivotal moment for comms professionals to claim a seat at the table as AI reshapes organizations.

### Proactively Start the Conversation

- Don't wait to be invited—initiate discussions on how AI will affect the brand, workforce, and audience engagement.
- Frame AI communication as a strategic business issue, not just a tech trend.
- Develop AI communication guidelines and advocate for ethical AI policies – establish frameworks for AI-related messaging.

### Strengthen Business Partnerships

- Move from support role to strategic co-pilot—be part of decisions that shape company direction. Influence leadership to integrate ethical considerations into AI strategy.
- Provide insight on how AI impacts different audiences across age, culture, and access levels.

### Double Down on Human Intelligence

- Focus on emotional storytelling, purpose-driven communication, and nuance—things AI can't replicate.
- Deliver insights layered with diversity, context, and human understanding.
- Use data to inform strategy, but let human passion lead the message.

