



Microsoft 365
COMMUNITY CONFERENCE

Transforming Comms with AI at Microsoft

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Our approach



Forming an AI Habit

+

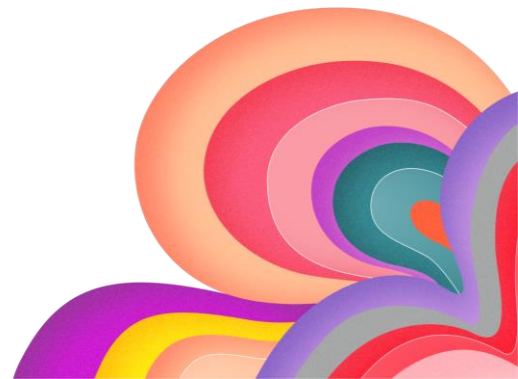


AI-ify Comms

+



Operationalizing AI



Forming an AI habit



Help me with the things I do every day



1

Recap a meeting

– let Copilot keep track of key topics and action items so you can stay focused during the meeting and avoid listening to the recording after.

→ Draft an email with notes and action items from [meeting](#)



2

Summarize an email thread

– get quickly caught up to a long, complex email thread.

→ Click on the Summarize icon



3

Draft email

– personalize the tone and length.

→ Draft an email to [\[name\]](#) that informs them that Project X is delayed two weeks. Make it short and casual in tone.



4

Summarize a document

– get right down to business by summarizing long documents and focusing on the relevant sections.

→ Give me a bulleted list of key points from [file](#)



5

Tell me about a topic/project

– provide insights and analysis from across multiple sources to get up to speed quickly.

→ Tell me what's new about [topic](#) organized by emails, chats, and files?



6

Give me some ideas for ...

– boost your creativity with ideas for your work such as agendas, product names, social media posts, etc.

→ Suggest 10 compelling taglines based on [file](#)



7

Help me write ...

– jumpstart creativity and write and edit like a pro by getting a first draft in seconds.

→ Generate three ways to say [\[x\]](#)



8

What did they say ...

– when you vaguely remember someone mentioning a topic, have Copilot do the research.

→ What did [person](#) say about [topic](#)



9

Revise this content

– when you've got a rough draft of an idea, turn it into usable text and then vary the length and tone.

→ Rewrite with Copilot



10

Translate a message

– with business becoming increasingly international, it's important to be able to read or write messages in other languages.

→ Translate the following text into French:

For more prompts, visit Copilot Lab at: aka.ms/CopilotLab

The Daily Prompt



1

Instant To Do list

For your first magic trick, help me create a to do list from all of the things in my inbox.

- **Prompt:** Create a to do list based on the contents of my inbox



2

Inbox leviosa

For your next magic trick, charm (or tame) my inbox with this prompt.

- **Prompt:** What are the 10 most important emails in my inbox right now?



3

1:1 prep

To turn AI into an interactive learning tool on any topic.

- **Prompt:** Shh, can you help me prepare for my next 1:1?



4

Acronym hell?

Let Copilot help you understand an acronym.

- **Prompt:** What does MCAPS stand for at Microsoft?



5

Have an argument

Use Copilot to present both sides of an argument and stimulate critical thinking.

- **Prompt:** Give me five arguments for and five arguments against [a specific topic]



6

Metaphorically speaking

Simplify complex concepts and help people understand through relatable metaphors.

- **Prompt:** Explain [complex topic] using a metaphor that a [specific audience] would understand



7

Meeting prep

Have Copilot prepare you for the week ahead of meetings.

- **Prompt:** Please review my calendar for the next 3 work days. Provide a summary of my key meetings...



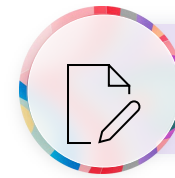
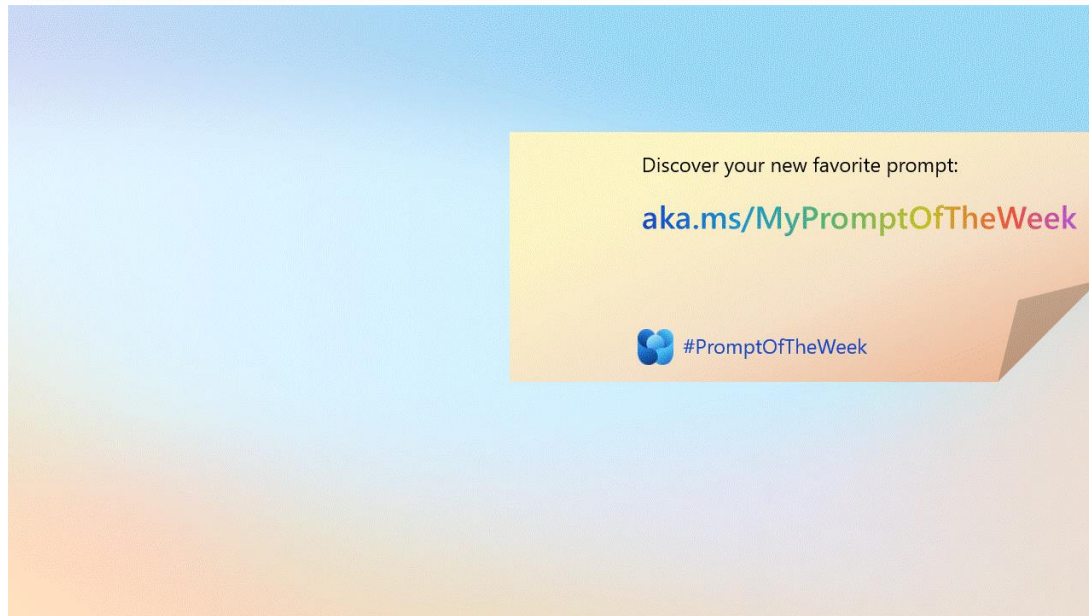
8

Coach my Comms

Ask Copilot to become your in the moment mentor, coach and confidante.

- **Prompt:** Give me advice on how to improve my written communication with actionable steps I can take today

Copilot prompt of the week



GEEC Prompt of the Week

Use this prompt to turn employee feedback into stories that inspire employees.

Based on the top themes from recent employee feedback (link to excel/pdf of feedback), generate 5 high-impact employee storytelling ideas that would strengthen connection to our team and Microsoft's mission. For each, include: story concept, format, sample headline, key questions to ask the employee, and suggested distribution channels.

A day in the life

Employee and Executive Communications Strategy at Microsoft



8:00 am

Amy uses Copilot in Viva Engage to quickly recap what's trending across key communities and to capture comment themes + sentiment + reactions, so she can inform weekly employee sentiment reporting and leadership awareness.

 Copilot in Engage

Faster signal extraction from employee conversation — spot what's resonating (or escalating) without manual scanning.

7:00 pm


Over dinner, Amy asks Copilot for help planning an itinerary for an upcoming family trip with her 13-year-old daughter.

 Copilot on Mobile with Voice

Planning and Fun. Get answers to questions and plan events or trips with relevance and engagement.

9:30 am

Amy uses M365 Copilot to translate annual comms survey inputs (Glint/dashboard views and open-text feedback) into consistent, executive-ready themes.

 M365 Copilot

Standardizes leader readouts and saves time on first-pass synthesis—so you can focus on clarity, nuance, and storytelling

3:00 pm

Amy prepares for a customer engagement focused on transforming employee communications, including topics like Engage strategy, governance, change management, Copilot, and analytics.

 Copilot

Keeps focused on the customer's biggest problems and the **clearest story to tell.**

11:00 am


Amy brings partners into a shared Copilot Notebook to work through measurement experiments and analysis together (a "playground" for GEEC measurement work).

 Copilot Notebook

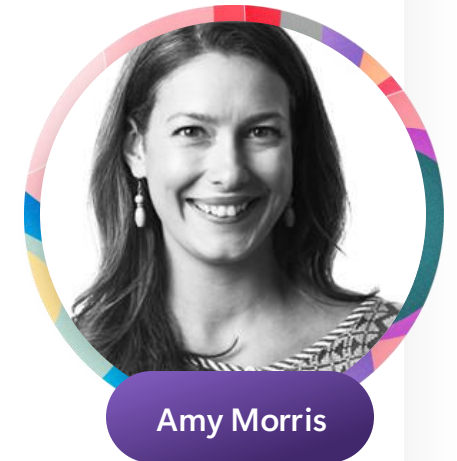
Creates a shared space to iterate on analysis and outputs — **reduces back-and-forth** and keeps working drafts centralized.

1:30 pm

When she needs to populate a deck quickly (e.g., program updates), Amy uses Copilot with a screenshot of the slide template to generate a clean first draft that matches the structure and required fields.

 M365 Copilot

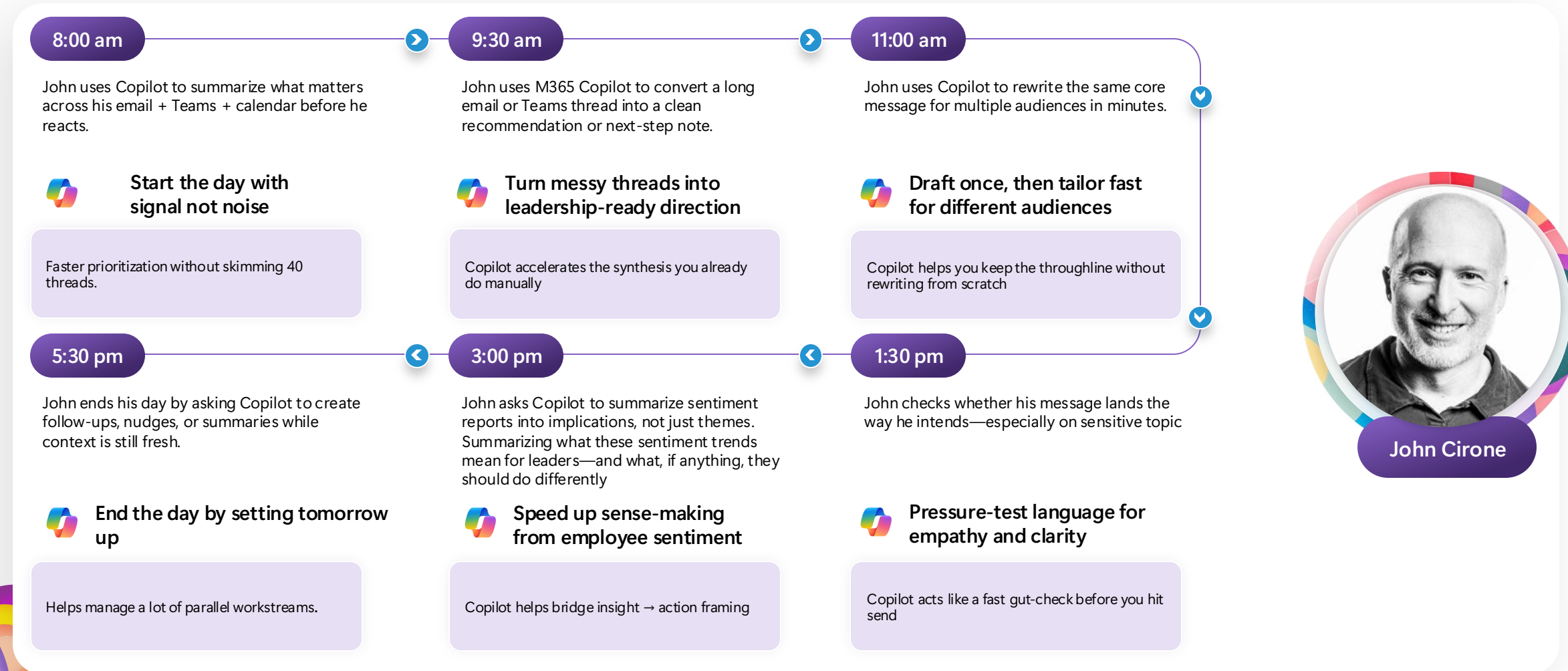
Speeds up structured content creation—especially when you need multiple program slides in a consistent format



Amy Morris

A day in the life

Employee and Executive Communications Strategy at Microsoft



A day in the life of an Issues Management Manager

Available with:
Copilot for Microsoft 365

Scenario level: ● ● ●
[Get started](#)

Benefits

🕒 ~1 hour per week

🔄 Faster, more thoughtful, responses

★ Alignment and rapid response

8:00 am

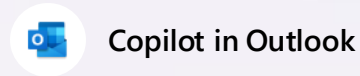
Abigail needs to prepare for her day, so she summarizes emails and chats from yesterday. Microsoft Copilot¹ provides a summary of the messages along with her action items.



Summarize all the emails and Teams chats in the past day highlighting the primary asks and open items.

8:15 am

Abigail receives a request from a media reporter inquiring about a rumor related to a new product. She uses Copilot in Outlook to respond to the email.



Draft an email to confirm the receipt of this mail. Highlight how we are looking into the rumor and will respond with a statement. Use a formal tone and keep the email concise.

9:00 am

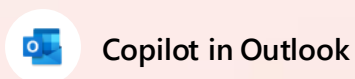
Abigail coordinates a meeting with SMEs and senior leaders to brainstorm responses. They use Copilot in Loop to help generate and organize ideas, and Copilot in Teams to capture meeting notes.



Conduct a meeting in Teams to gather facts and get input to draft the potential statements. Copilot in teams keeps track of the notes and action items.

3:00 pm

Abigail uses Copilot in Outlook to respond back to the media reporter with the approved statement.



Draft a response and make sure to include a polite introduction, a copy of the statement, and the name and title of spokesperson

1:00 pm

Abigail shares the final statement with senior leaders to approve on Teams. Based on the Copilot-generated meeting notes, Abigail makes updates directly to the statement in Word.



Summarize feedback from the meeting in Teams and include action items.

11:00 am

Abigail drafts a statement by having Copilot¹ generate a response based off the meeting notes and Loop workspace. She pastes the response in a Word document.



Draft a response based on the meeting notes and the loop summary highlighting our position.

Abigail
is a
Communications
Manager at a
product company



¹Access Copilot at Copilot.Microsoft.com, from the Windows taskbar or Edge browser, or in the Copilot app in Teams, and set toggle to "Work".

²Access Copilot at Copilot.Microsoft.com or from the Windows taskbar or Edge browser and set toggle to "Web".

A day in the life of Josh Roberts

9:00 am

Josh manages the comms community at his company and needs to share an awareness post for a new internal tool the company is launching. He summarizes an email he received about the tool using Copilot in Outlook.



Copilot in Outlook

Summarize the announcement email and extract the most important bullet points to understand the value-add of the new tool.

2:00 pm

Josh uses Copilot in Word to help him draft the intro and outro of his awareness post.



Copilot in Word

Based on the content of the awareness post, **draft a fun and engaging intro and outro** for the comm that will get communicators excited about the new tool

9:30 am

Josh asks Copilot to research more about this tool and surface similar announcements to ensure his post is aligned with company messaging.



Copilot

Search for announcements of new tools and review their tone and sentiment.

1:00 pm

Josh then asks Copilot to review the post and look for any gaps or sections that may be hard to understand for his audience. He's then able to refine the post to make it as clear and concise as possible.



Copilot

Review this awareness post and look for gaps or sections that may be confusing for my audience. Then suggest updated copy.

10:00 am

Leveraging the research, Josh prompts Copilot to generate a first draft of the awareness post, pulling data from relevant emails about the tool.



Copilot

Draft an awareness post about the new internal tool based on emails about the tool from the past few weeks.

11:00 am

Josh asks Copilot in Word to compare the announcement email and the first draft of the awareness post against previous post made by him to match his writing style and format.



Copilot in Word

Rewrite this awareness post using one of my previous communications to match tone/writing style/ and format.

Josh is an
Internal
Communications
Manager



Microsoft Copilot Scenario Library

Becoming AI powered means transforming scenarios across your organization. Use our guidance by department and individual scenario to get inspired, empower your workforce and realize value from your Microsoft Copilot investment.

Everyone can start with the free version of Microsoft Copilot on the web or mobile to assist with everyday tasks – for examples, check out the “Microsoft Copilot only” scenarios.

Copilot for Microsoft 365 builds on this by connecting with your work data and is available in the apps you use every day. You can take Copilot even further with Copilot Studio and other Copilot extensions to streamline business processes.

[Start using Microsoft Copilot >](#)



Functional scenarios

[Customer Service](#) ▼

[Finance](#) ▼

[Human Resources](#) ▼

[Information Technology](#) ▼

[Legal](#) ▼

[Marketing](#) ▼

[Marketing Communications](#) ▼

[Operations](#) ▼

[Sales](#) ▼

Looking for downloadable content?

Download our functional scenario kits,

Using Copilot in Customer Service



Using Copilot in Finance



Using Copilot in Human Resources



Using Copilot in Information Technology



Using Copilot in Legal



Using Copilot in Marketing



Using Copilot in Marketing Communications



Using Copilot in Operations






<https://adoption.microsoft.com/en-us/copilot-scenario-library>




AI-ify Comms





Message testing

-  Give Copilot a blog and ask it to articulate the three key messages; if they're off, refine.
-  Ask Copilot to poke holes in a statement you've prepared.
-  Ask Copilot "If you wanted to disrupt this argument, what would you say?"




Writing comms plans and deliverables

-  In Word, highlight a paragraph in a message and ask Copilot to suggest a few other ways to write it.
-  At the end of a communication if you're searching for a close, ask Copilot to write a short, but compelling closing paragraph.
-  When the message is done ask Copilot for five headlines and use them as starting ideas.



Media interview and prep

-  In the voice of <reporter>, generate a list of 10 interview questions for <spokesperson> about topic <ABC>
-  Help me prepare for a podcast interview with <reporter>. The topic we've agreed to discuss is <X>. Based on their most recent writing and podcasts, give me 10 questions I should anticipate.

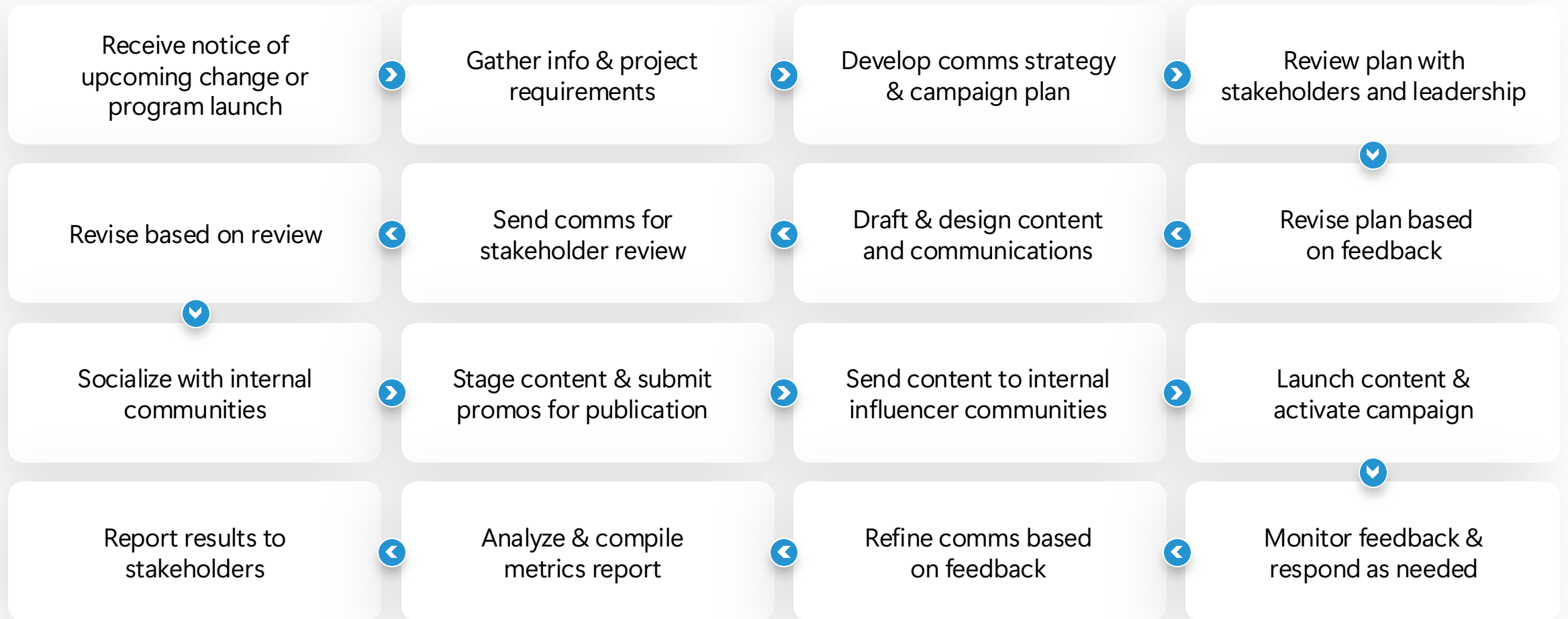
Social media post inspiration

-  Generate a few tweets that include <abc> information and uses a <xyz> tone” (such as “lighthearted tone” or “formal tone”)
-  Write a LinkedIn post based on this blog post
-  Take the following blog and offer 3 suggested tweets – one in English, one in French and one in German staying within the character limits of the platform. Also prepared one LinkedIn post with appropriate hashtags and emoji.

FAQ and readiness materials

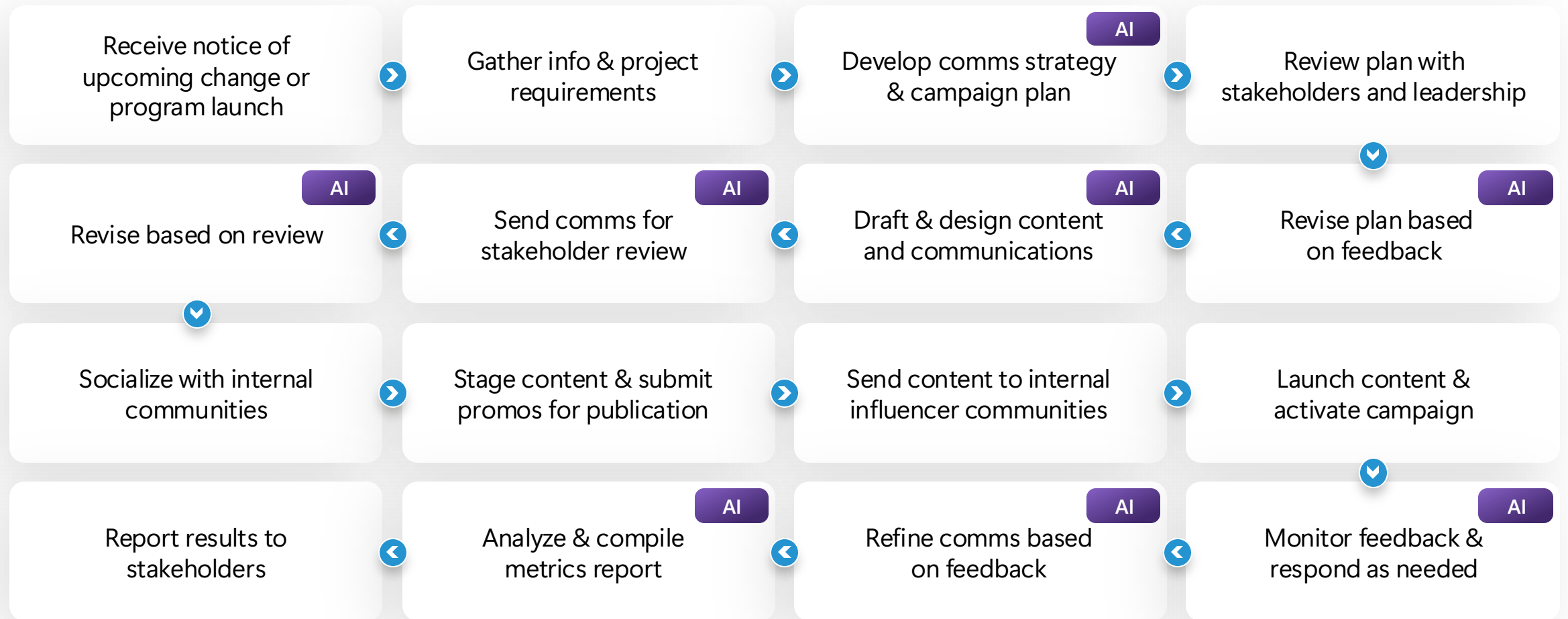
-  From the perspective of an employee (or manager, or leader), generate a list of 10 questions about topic <ABC>
-  Help me prepare a leader to discuss <XYZ> topic at an upcoming all-hands. Use this messaging framework and suggest questions from employees that we should anticipate.

The (simplified) journey of an internal communications campaign



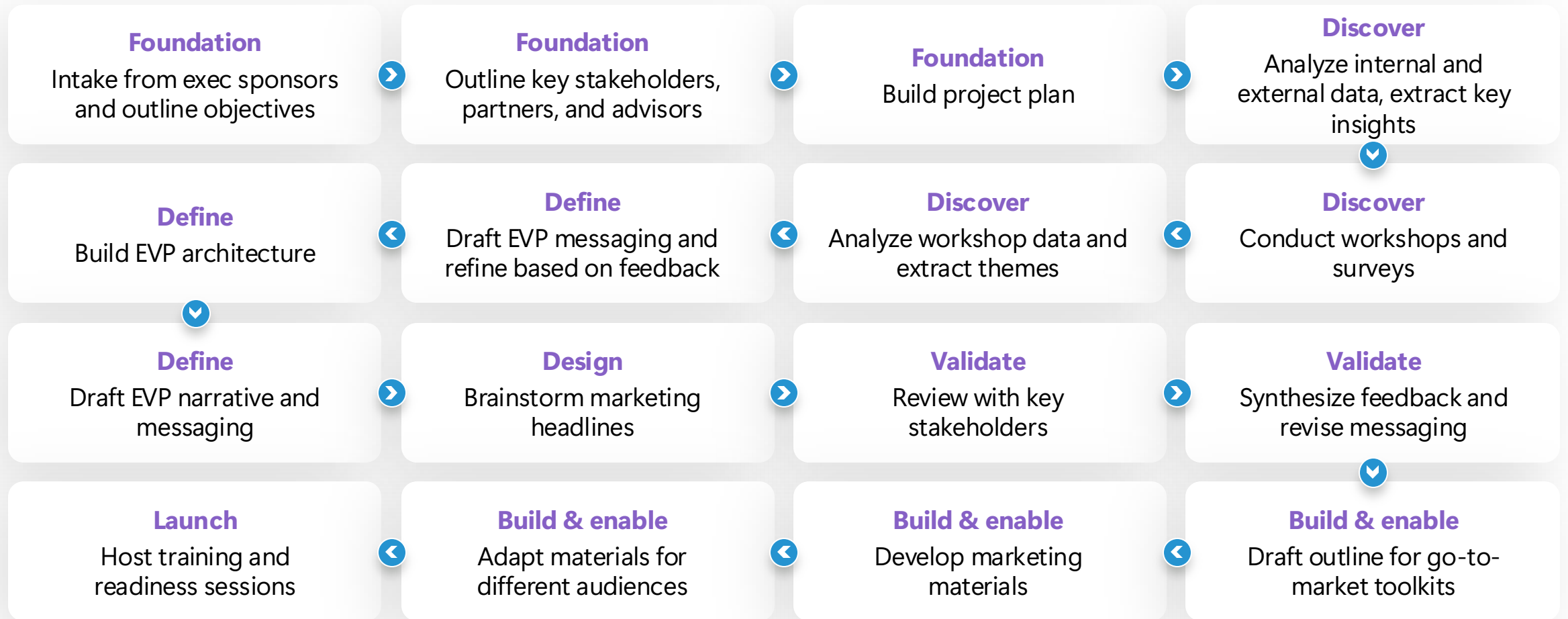
Dream State:

The (simplified) journey of an internal communications campaign



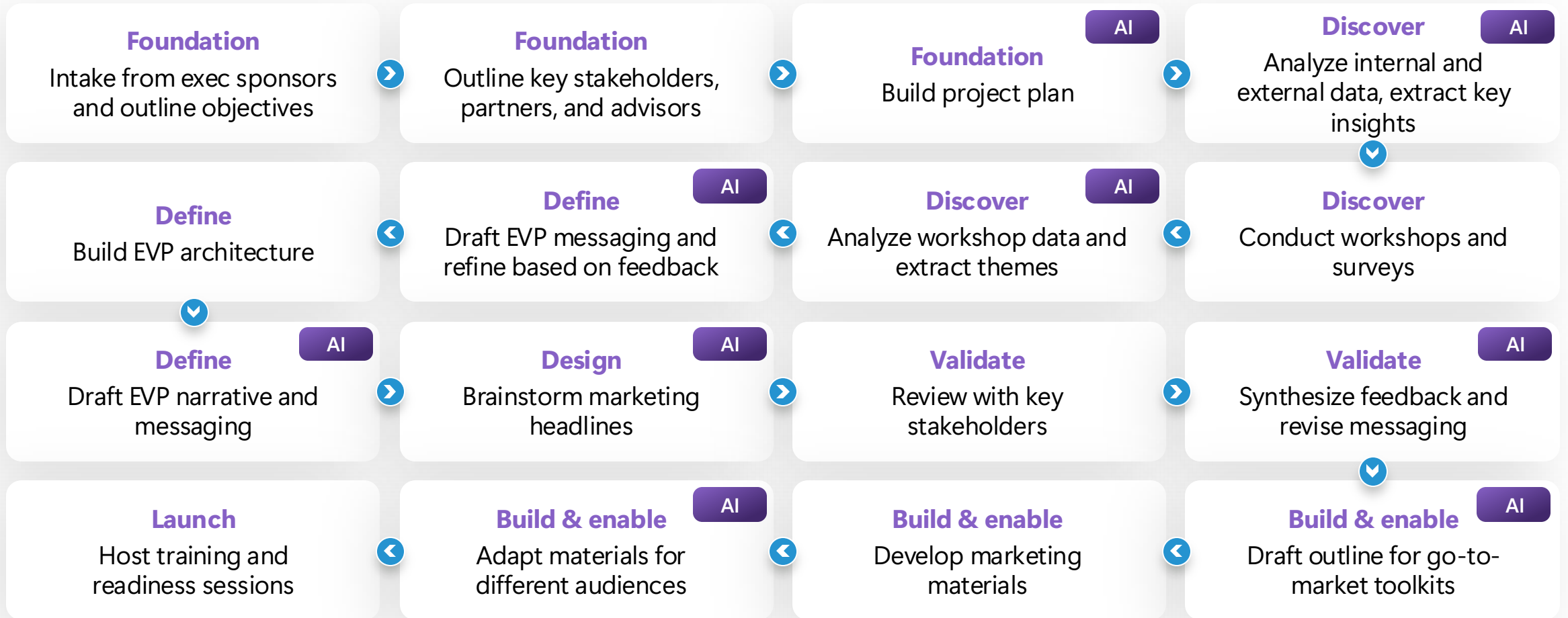
Reduce time required for campaigns by ~40%

Employer Value Proposition



Employer Value Proposition

Our journey, accelerated by AI



Reduced time from 12 months to 12 weeks

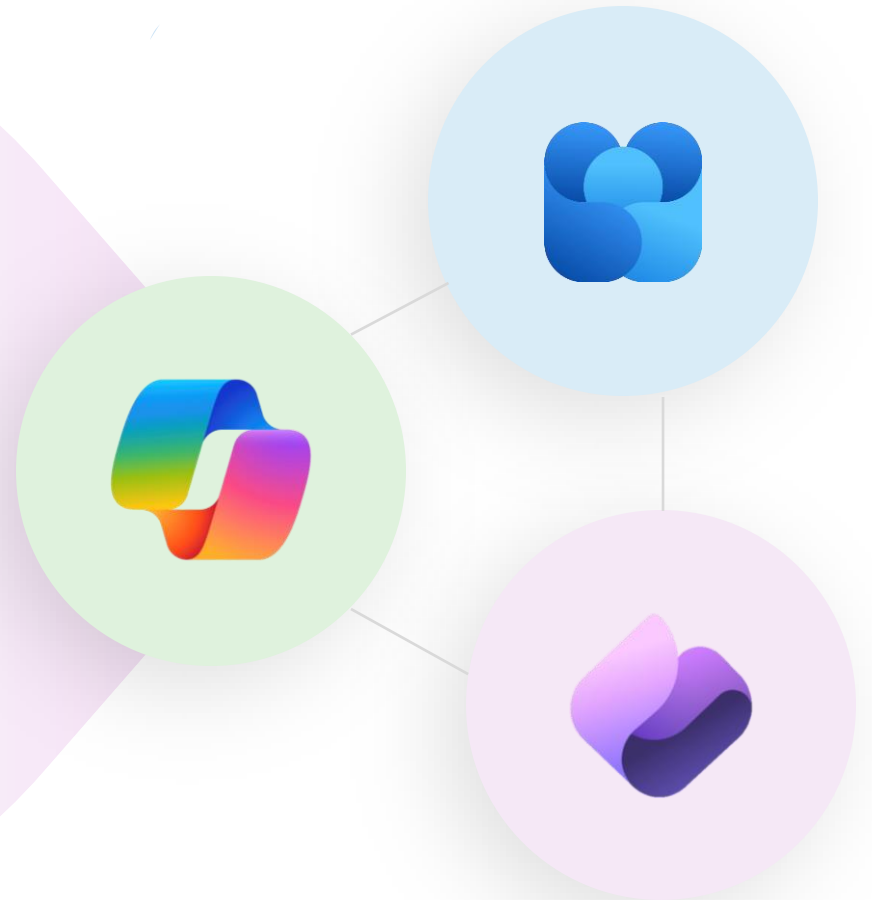
Data analysis: Employee Town Hall

- Analyze employee sentiment from multiple sources to inform key themes to address

- Analyze real-time conversation data both internally and externally to extract key themes

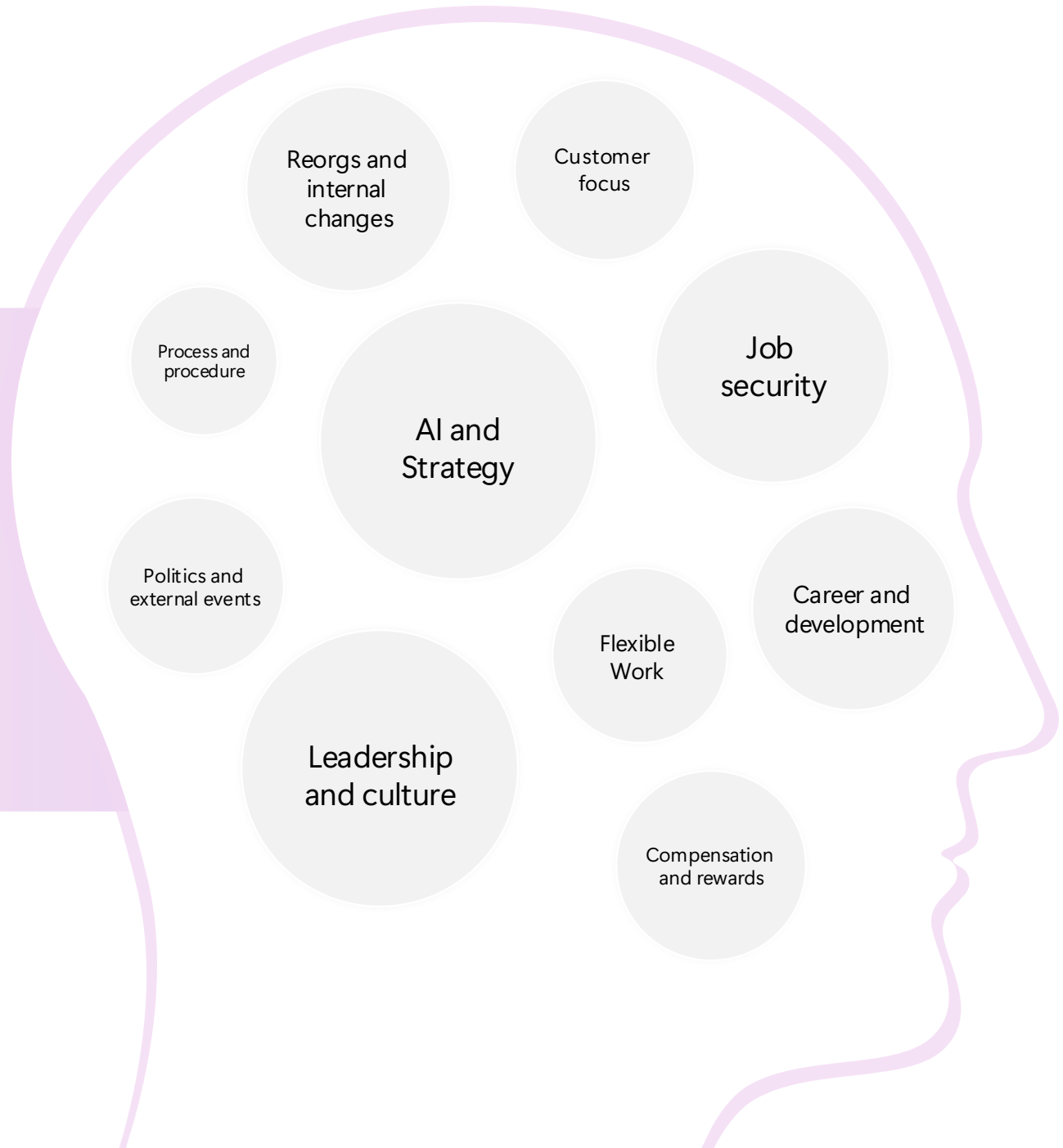
- Compare to previous events to identify signals

- Report out on sentiment based on multiple analyses





What's on employees' minds?



Using AI to co-create a high-impact leadership memo



The Inspiration

CMO Memo: provide inspiration and direction of our ambitions as a Frontier Marketing organization.

Bold, clear, and deeply aligned with vision and voice.



The Idea

Copilot Researcher helped us to move quickly from **concept** to **content**: react, refine, elevate.

1

Capture the Vision

Recorded presentation for rich, authentic material straight from the source.

2

Draft with Copilot Researcher

Generate a draft memo based on the recording, slides and talking points, and external sources

3

Leverage the Leader's Graph

Leader runs the same prompt; Graph is richer, output reflected unique context and connections.

4

Combine & Iterate

Merge both drafts into a single, structured doc. Refine and review.



The Impact

From kickoff to final sign-off, the process took just **two weeks**. Using Copilot Researcher saved a ton of time while helping to ground the memo in the CMO voice, strategic context, and collaborative iteration.

Operationalizing AI



Shifting from experimentation to expectation



AI tools and guidance for comms work



Product-embedded assistants	Comms and guidance agents		Customizable agent starter kits
<ul style="list-style-type: none">• Copilot in Viva Engage Scan the Viva Engage community feed, especially for community Q&A• Community Agent in Viva Engage Community admins can better track, manage, and answer questions in VE community• Copilot Prompt Gallery In M365 Copilot Chat, filter by "Communications" under job type for relevant prompts.	<ul style="list-style-type: none">• GEEC Q&A Agent Find comms guidance and resources from GEEC easily• CommsCentral Agent Query all the content on CommsCentral• Brand Guidance Agent Easily find guidance on Brand Central• GEEC Prompt Coach Agent Latest guidance on creating a great prompt as a communicator• GEEC Writing Agent Draft comms based on existing comms guidance	<ul style="list-style-type: none">• Internal Comms Guide Agent Identify which internal comms channels to leverage for your news moment or event• EVP Messaging Agent Draft comms based on existing Employer Value Prop messaging and guidance• Agents Comms Assistant Agent Craft messaging about agents at Microsoft• Meltwater Agent <i>(coming soon!)</i> Tap into real-time media intelligence and social insights	<ul style="list-style-type: none">• Viva Engage Post Analyst Agent Build an agent to analyze your Viva Engage posts• Executive Voice Agent Build an agent to draft comms in your leader's voice• Key Messages Agent (based on EVP) Build an agent to help you draft communications based on key messages for your program, campaign, org, or location

[Enterprise-wide agents for all](#)

◀ Broader usage

More specific usage ▶

Accelerate with agents



Viva Engage Community Agent

Scale expertise and save time



Grounded, contextual answers



Proactive & transparent



Expert review & verification

Engage

Search

Home

Serena Ribeiro

Explore

Communities

Leaders

Answers

Storylines

Analytics

Dashboard

Favorites

Product Sales Support

Communities

Contoso Sales Team

Smart Product Innovation

Production and Distribution

Discover communities

Product Launch Sales Support agent

Review agent-suggested answers. Approve, edit, or dismiss pending suggestions and manage posted content to support your community.

Needs review

Carole Poland

Yesterday at 1:33 PM

Seen by 13

QUESTION

What does ZavaCore offer for hospitals and clinics?

Like Answer Share

Be the first to like this

Drafted Yesterday at 2:22 **Product Launch Sales Support agent**

ZavaCore offers **ZavaCore Fiber**, a graphene-based smart textile serving multiple industries, including healthcare. For hospitals and clinics, the **Healthcare Edition** is tailored for clinical environments and patient monitoring [1].

Key Features

- Continuous, Non-Invasive Monitoring:** Collects biometric and environmental data without intrusive methods, enabling early detection of health issues [1].
- Clinical Workflow Integration:** Seamlessly integrates into hospital and clinic systems, ensuring adoption without workflow disruption [1].
- Regulatory Compliance:** FDA-ready and HIPAA-compliant, meeting critical requirements for patient data privacy and safety [2].
- Remote Care and Research Support:** Facilitates telehealth and clinical research with remote monitoring and clinical trial data collection [1].

ZavaCore Fiber enhances care delivery, improves patient outcomes, and supports advanced health monitoring in both inpatient and outpatient settings [1].

AI-generated content may be incorrect

Reasoning

Approve Edit Dismiss

Answer this question



✨ Internal Comms Guide Agent! ✨

— Always-on guide to global internal comms channels here at Microsoft! —



What is it?

Support news moments, events, and announcements—without full-scale support

Leverage comms expertise to provide self-serve guidance and best practices for channel strategy and amplification

Starter kit: AI agent for your leader

that follows communications guidance and company guidelines

Instructions



- Use existing messaging, comms, and guidelines
- Tone, style, audience, cultural nuances, etc.
- Who is your leader?
- What's their communications style?
- What are some details about your org?
- What is your org's employee comms voice?

Knowledge



1. **Knowledge sources:** leader's communications, org communications, communications guidance
2. Transcripts, LinkedIn posts, emails, talking points, newsletters and other content that captures your leader or org's voice.
3. **Link to** other resources and guidance for consistency across communications, marketing, and brand.

Starter prompts



- **What are your most frequent writing tasks for leader communications?**
 - Writing a Viva Engage post
 - Writing an org-wide email
 - Edit talking points
- **What are your most frequent writing tasks for employee communications?**
 - Writing a newsletter
 - Writing a blog post

The Human-AI partnership

What AI does best

Segment audiences at scale

Flag tone issues and suggests fixes

Restructure content for clarity

Predict concerns and monitor dialogue

Handle logistic and monitoring

What communicators do best

Decide what matters most to each group

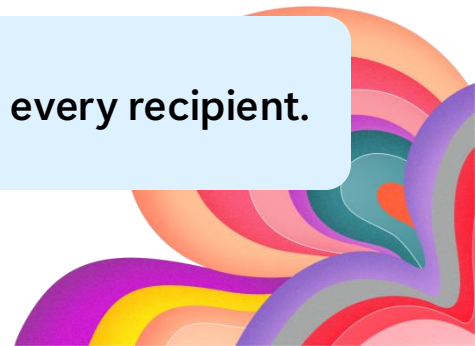
Bring authentic voice and vulnerability

Confirm priorities and accuracy

Show up, listen, and commit to respond

Make the human connection real

AI doesn't replace our expertise— it amplifies our intention and ensures the message connects with every recipient.



**In Summary &
Resources to help**



What we are learning along the way



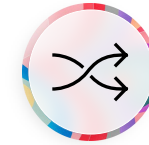
Experiment with real work

Pilots on actual workflows, problems and pain points builds more credibility



Share learnings

Build community and foster culture of experimentation



Adoption varies

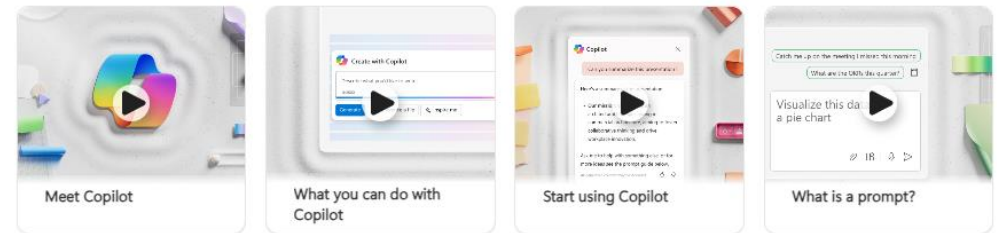
Teams adopt at their own pace based on the workflow

Copilot Prompt Gallery

<https://aka.ms/copilotlab>



Start your Copilot journey

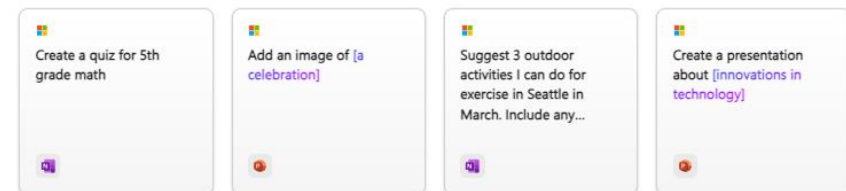


Copilot in your everyday apps



[See all](#)

Powerful prompts, a click away



Tuesday

⚡ 10:55AM – 11:15AM ⚡

Building AI Agents for Communities: How Viva Engage + Copilot Supercharge Organizational Insight
Ramya Rajasekhar, Spencer Perry

11:30 - 12:15 PM

Community in the Age of AI—Humans at the Center of Copilot Adoption
Sarah Lundy, Alex Synder

💎 2:45 - 3:30 PM 💎

Featured Session: Engage Everywhere: Communities, Events, and Storylines in Teams, Powered by AI
Murali Sitaram, Jason Mayans, Steve Nguyen, Jeanette Vikbacka Castaing

4:15 - 5:00 PM

Use Data, Insights, and Employee Listening to Build Your Comms Strategy
Amy Morris, John Cirone, Paula Wellings



Wednesday

⚡ 9:15 – 9:35AM ⚡

Leaders Go First: Shipping clarity with AI, communications, and adoption
Steve Nguyen, Paula Wellings

10:15 - 11:00 AM

The Communicator’s Guide to Viva Engage: Making Comms Relevant in Your AI Transformation
Sarah Lundy, Najla Dadmand, Dan Mulcahey

11:15 - 12:00 PM

From Governance to Growth: A Practical Playbook for Viva Engage Deployment
Venkat Ayyadevara, Spencer Perry, Adam Levithan

1:30 – 2:15 PM

Transforming Comms with AI at Microsoft
Amy Morris, John Cirone

2:30 – 3:15 PM

Company-Wide Events – Scaling Innovation with Engage
Dan Holme, Tricia Lybrook

4:15 - 5:00 PM

How Microsoft Manages Global Employee and Executive Communications
John Cirone, Amy Morris

Thursday

🤝 9:00-9:45 AM 🤝

Corp Comms Meet Up
Expo Hall – Room Java Sea 1

11:45 - 12:30 PM

AI-Powered Collaboration: Unlocking Your Employee Knowledge Base in Engage
Allison Michels, Ramya Rajasekhar

Research Opportunities

Tuesday 10:45 - 11:45 AM
Next-Gen Engagement: How AI Transforms Corporate Messaging
Paula Wellings – Room Caicos 3

Wednesday 1:15- 2:15 PM
Copilots & Agents in Engage: Balancing Automation, Trust and Control
Mukuta Das – Room: Caicos 3

Modern employee communications with Microsoft

Communications.
Collaboration.
Communities.
All in one place.



A screenshot of the Microsoft website's 'Modern Employee Communications' page. The page features a navigation bar with the Microsoft logo and various menu items like 'Microsoft Adoption', 'Roles', 'Products', etc. Below the navigation is a search bar and a promotional banner for the Microsoft 365 Community Conference. The main content area has a large image of a meeting with a video conference screen. Below this is a 'RESOURCES' section titled 'Find the right tools' which contains three cards: 'Modern Employee Communications playbook', 'Migrate to Microsoft', and 'Using Microsoft 365 Copilot in communications'. At the bottom, there is a 'Get started' button and a small image of a mobile app interface. On the left side of the page, there are social media icons for Microsoft, X, and LinkedIn.

The slide features four decorative abstract shapes in the corners. Top-left: Concentric circles in shades of red, orange, yellow, and purple. Top-right: A stylized flower with petals in shades of pink, orange, and purple. Bottom-left: A series of overlapping horizontal stripes in shades of purple, blue, red, and yellow. Bottom-right: A wavy, layered shape with colors including purple, yellow, red, and light blue.

Learn more and find resources:
aka.ms/ModernEmployeeComms



Thank you!