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AI analysis

# PR Needn't be Pants: Why PR Needs a Human Touch in the 'Age of AI'

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## Summary

The session delves into the implications of AI on public relations (PR), emphasising the necessity of maintaining a human touch despite the rising popularity of AI technologies. Paul Richardson, Managing Director at Vividink Ltd, critiques the over-reliance on AI for generating PR content, arguing that it often leads to scaled irrelevance and damage to brand reputation. AI tools like Olivia Brown are highlighted for their role in spamming journalists with low-quality, generic content, which erodes trust and goodwill essential for effective PR. Richardson notes that top-tier publications are increasingly rejecting AI-generated content due to its lack of personality, context, and storytelling – attributes that are crucial for captivating audiences. He cites Gina Dietrich from Spin Sucks and Ivan from Newpreneur, both of whom underscore the creative failures and blandness of AI-generated copy. AI's inability to replicate the human elements of humour, personality, and emotional intelligence further limits its efficacy in PR, leading editors to block such content due to its generic and uninspiring nature.

Richardson discusses the broader implications of AI's limitations, including the challenge of hallucination and brand risk. AI's propensity for generating misinformation and plagiarising content poses significant risks to brand integrity. Human oversight is essential to verify facts and ensure the accuracy of AI-generated content. Effective PR relies on nuanced understanding, trust-building, and strategic relationships, all of which are human-centric skills that AI cannot replicate. Richardson emphasises that while AI can aid in research and optimise certain processes, it should not replace the human touch in crafting compelling and trustworthy PR content.

The session also touches on the strategic aspects of PR, where human intelligence plays a critical role. Strategic thinking, media savvy, and emotional triggers are necessary for creating content that resonates with audiences and drives behavioural change. Richardson argues that humans are better equipped to understand the diverse emotional responses of readers and tailor content accordingly. He stresses the importance of storytelling and taking readers on an emotional journey, which AI fails to achieve due to its lack of emotional intelligence and creativity.





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Richardson acknowledges that AI has its place as a supportive tool in PR but warns against using it as an autopilot. He advocates for embracing AI as a co-pilot to enhance human creativity and strategic thinking. The key is to leverage AI for tasks like initial research and data optimisation while ensuring human oversight to maintain the quality and effectiveness of PR content. Richardson highlights the need for PR professionals to learn how to integrate AI effectively without compromising the human elements that make PR compelling and trustworthy.

The session concludes with a call to action for PR professionals to use AI responsibly and strategically. Richardson encourages the industry to view AI as an aid rather than a replacement, stressing the importance of human oversight in maintaining the integrity and effectiveness of PR campaigns. He reiterates that PR needn't be dull or uninspiring – it can be exciting, vital, and educational, thanks to the human touch.

Overall, the session underscores the critical role of human intelligence in PR and the limitations of AI in replicating the nuanced, creative, and emotionally intelligent aspects of effective communication. Richardson's insights provide a balanced perspective on the use of AI in PR, advocating for a harmonious coexistence where AI enhances rather than replaces human contributions.

## Takeaways

### AI's over-reliance leads to scaled irrelevance and brand damage

Paul Richardson highlights the negative impact of AI tools like Olivia Brown, which spam journalists with low-quality, generic content. This erodes the trust and goodwill essential for effective PR, causing top-tier publications to reject AI-generated content. The overuse of AI leads to scaled irrelevance, damaging brand reputations and hindering valuable coverage.

### Human elements are crucial for compelling PR content

Effective PR relies on personality, context, and storytelling – attributes AI fails to replicate. Richardson cites industry experts who stress that AI-generated copy lacks humour, emotional intelligence, and creativity. Human oversight ensures content resonates with audiences, driving behavioural change and maintaining the integrity of PR campaigns.

### AI should be a supportive tool, not an autopilot

Richardson advocates for using AI as a co-pilot to enhance human creativity and strategic thinking. While AI can aid in research and optimise processes, human oversight is essential to maintain the quality and effectiveness of PR content. PR professionals should leverage AI responsibly, ensuring it complements rather than replaces human contributions.



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