Bridging the AI Gap







AI in Culture: The Complex Reality of Integration

Understanding Better to Act Together



Based on the 2025 Quebec Cultural Sector Report (515 professional respondents)

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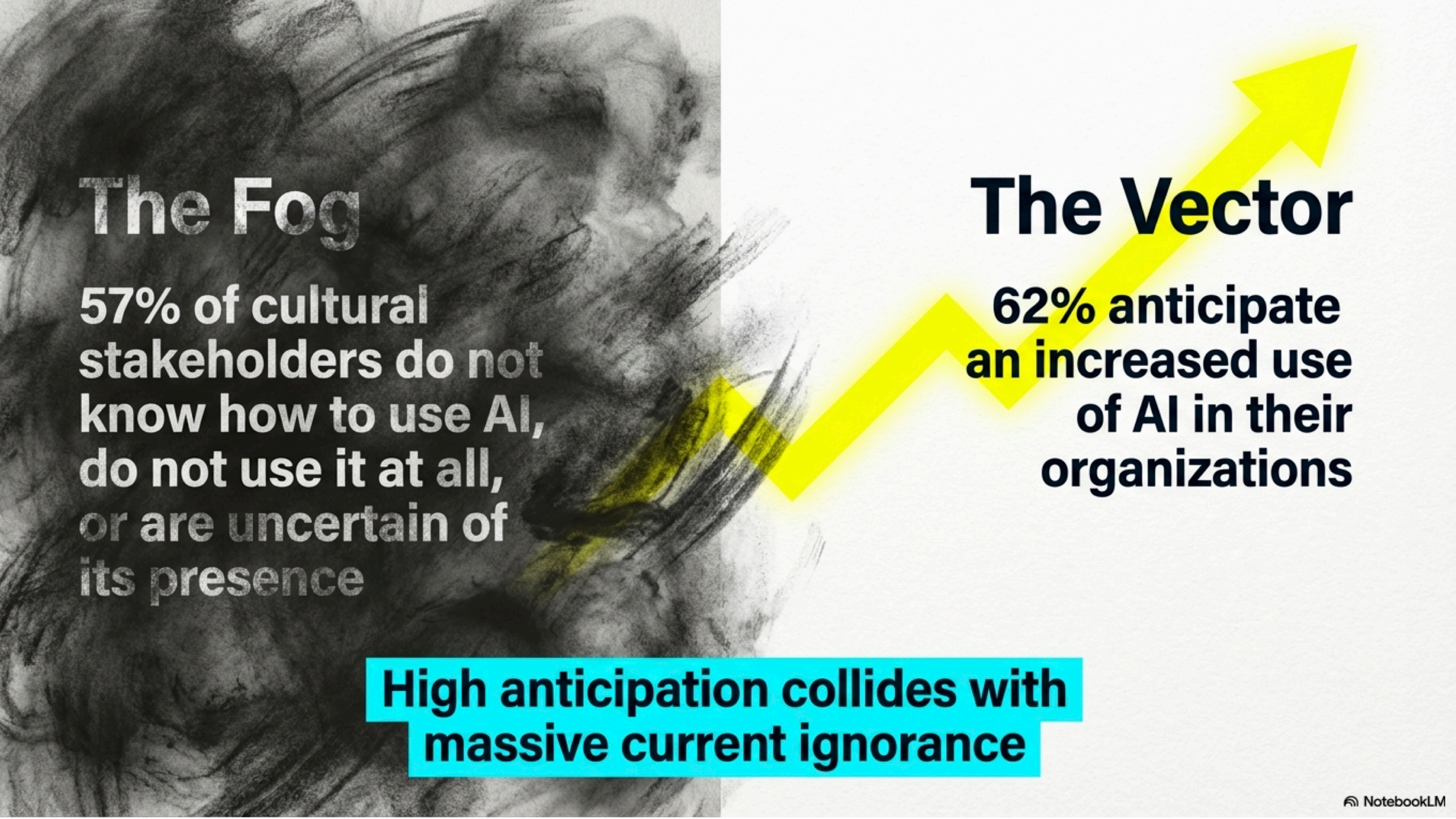
The Fog
57% of cultural stakeholders do not know how to use AI, do not use it at all, or are uncertain of its presence
The Vector
62% anticipate an increased use of AI in their organizations
High anticipation collides with massive current ignorance

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Adaptation

83% believe their professions will transform and adapt.

53% utilize AI for administrative content production to save time.



The Threat

30% feel their jobs are actively threatened—specifically those in research, creation, and production.

The sector embraces administrative utility but fiercely fears the loss of creative identity.

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A



B



Salaried Employees

Primary Barrier: Structural

36% cite a lack of internal expertise and resources to implement AI safely.

Independent / Self-Employed

Primary Barrier: Existential

46% are hindered by personal values and ethics.

Organizations lack the how; independents question the why.

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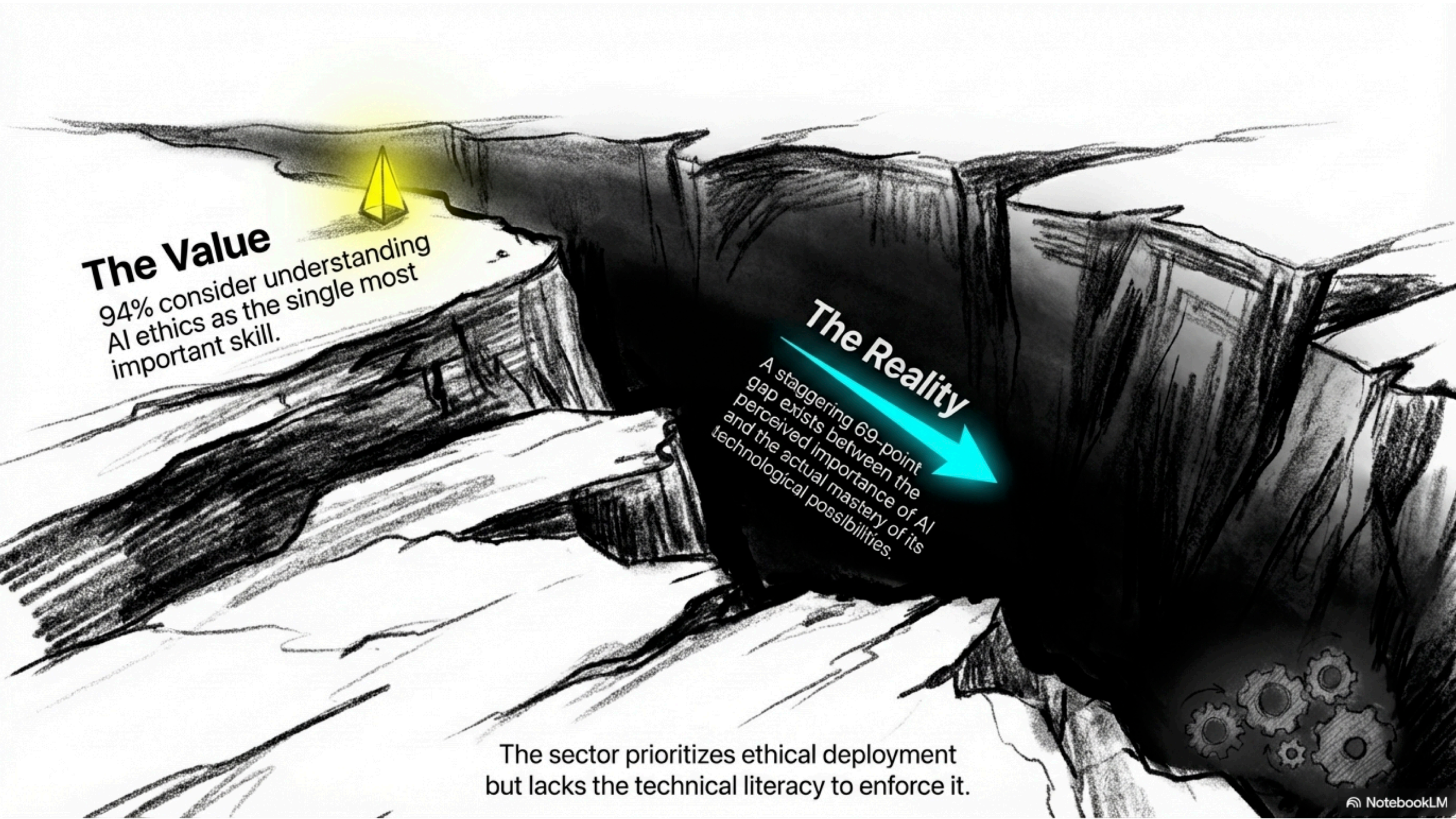
The Value
94% consider understanding AI ethics as the single most important skill.
The Reality
A staggering 69-point gap exists between the perceived importance of AI and the actual mastery of its technological possibilities.
The sector prioritizes ethical deployment but lacks the technical literacy to enforce it.
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Humans must remain at the center of AI integration, maintaining full control to prevent dehumanization.



Interaction:
49% prioritize the ability to interact and collaborate.

Discernment:
43% prioritize exercising critical judgment.

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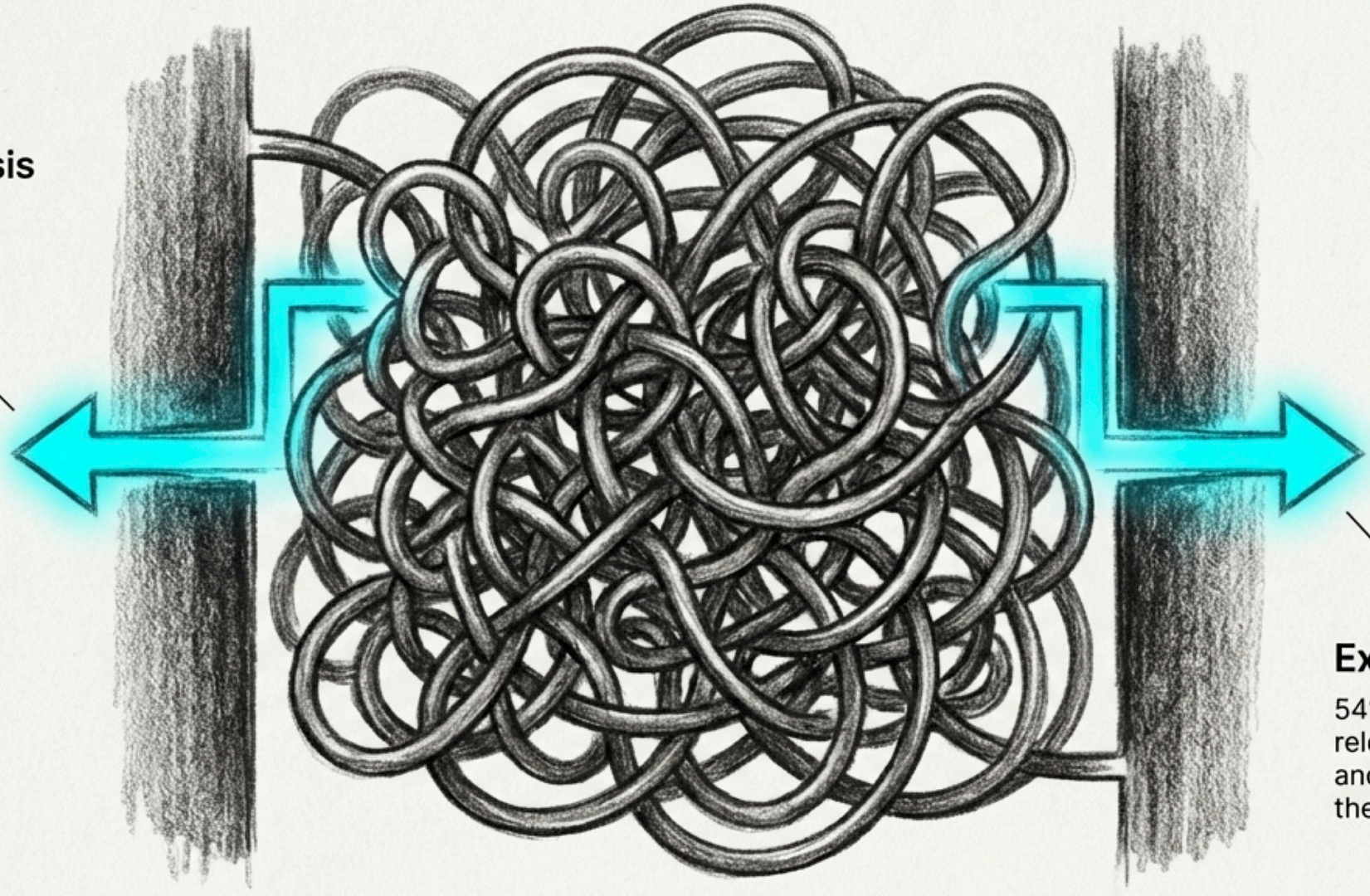
Internal Paralysis

55% have difficulty identifying their own specific AI skill development needs.



External Paralysis

54% struggle to find relevant training content, and 52% cannot identify the available training offer.

A sector ready to learn is paralyzed by a confusing, inaccessible training landscape

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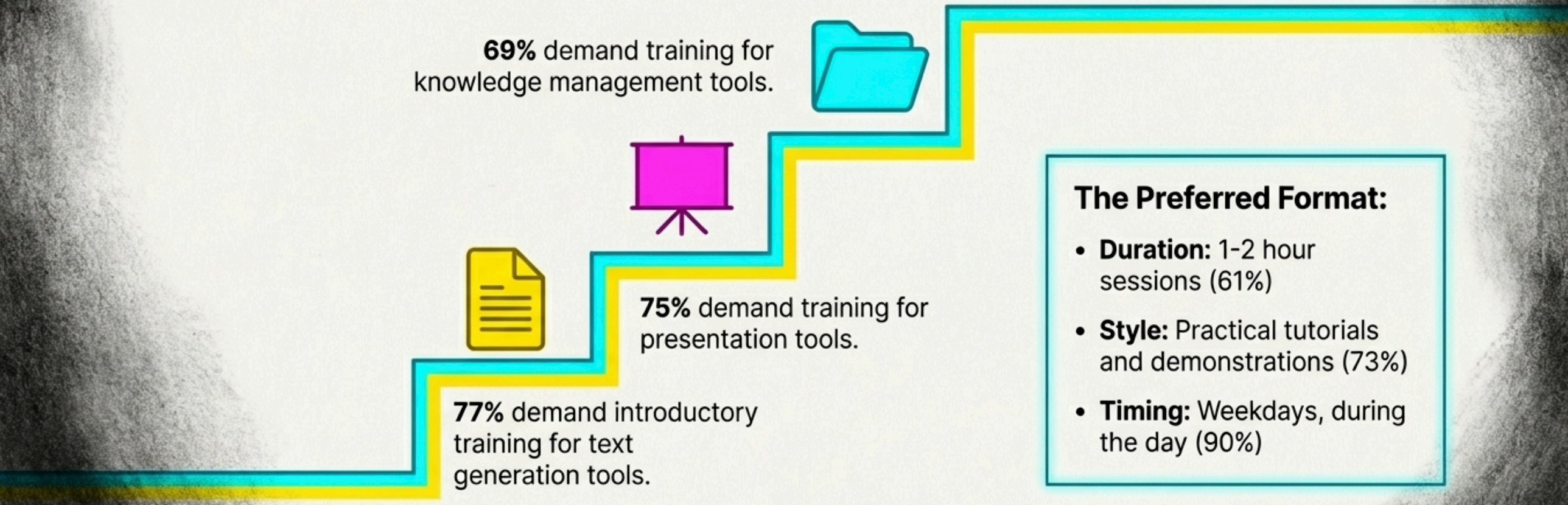
The Overwhelming Demand: Foundational, Practical Training



The Preferred Format:

- **Duration:** 1-2 hour sessions (61%)
- **Style:** Practical tutorials and demonstrations (73%)
- **Timing:** Weekdays, during the day (90%)

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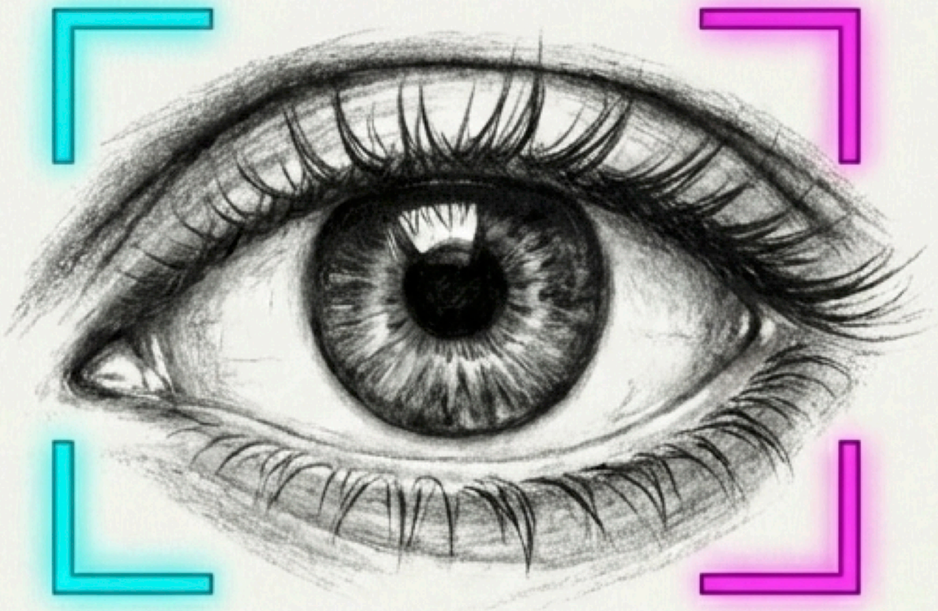

“The future of the sector depends on our ability to understand and integrate artificial intelligence tools while preserving our values and cultural specificities.”

Pascale Landry, Executive Director, Compétence Culture

The sector does not want to become machines. They want 1-hour tutorials to master the machines, so they can get back to creating culture.

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Only 7 Steps in Under 5 Minutes to Your First Useful Prompt

1. Access the webpage, enter your name
2. Search for a keyword or scroll down to the Table of Contents
3. Find an example of the work you actually do
4. View sample ‘Cards’ that match your work tasks
5. Click to save this ‘Card’ - Click ‘My Collection’ to print
6. Modify your collection as required
7. Print to paper or as a PDF or keep the app open on your desktop

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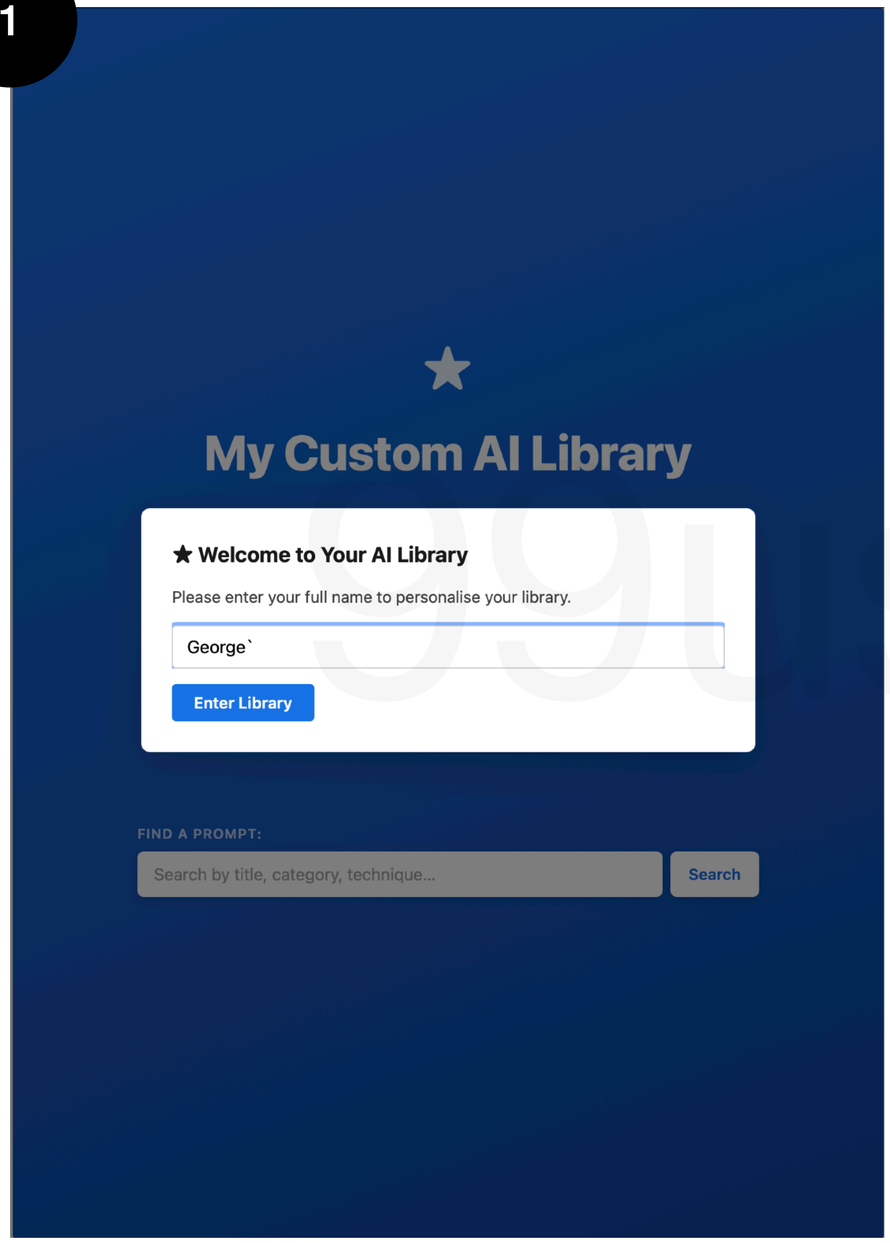

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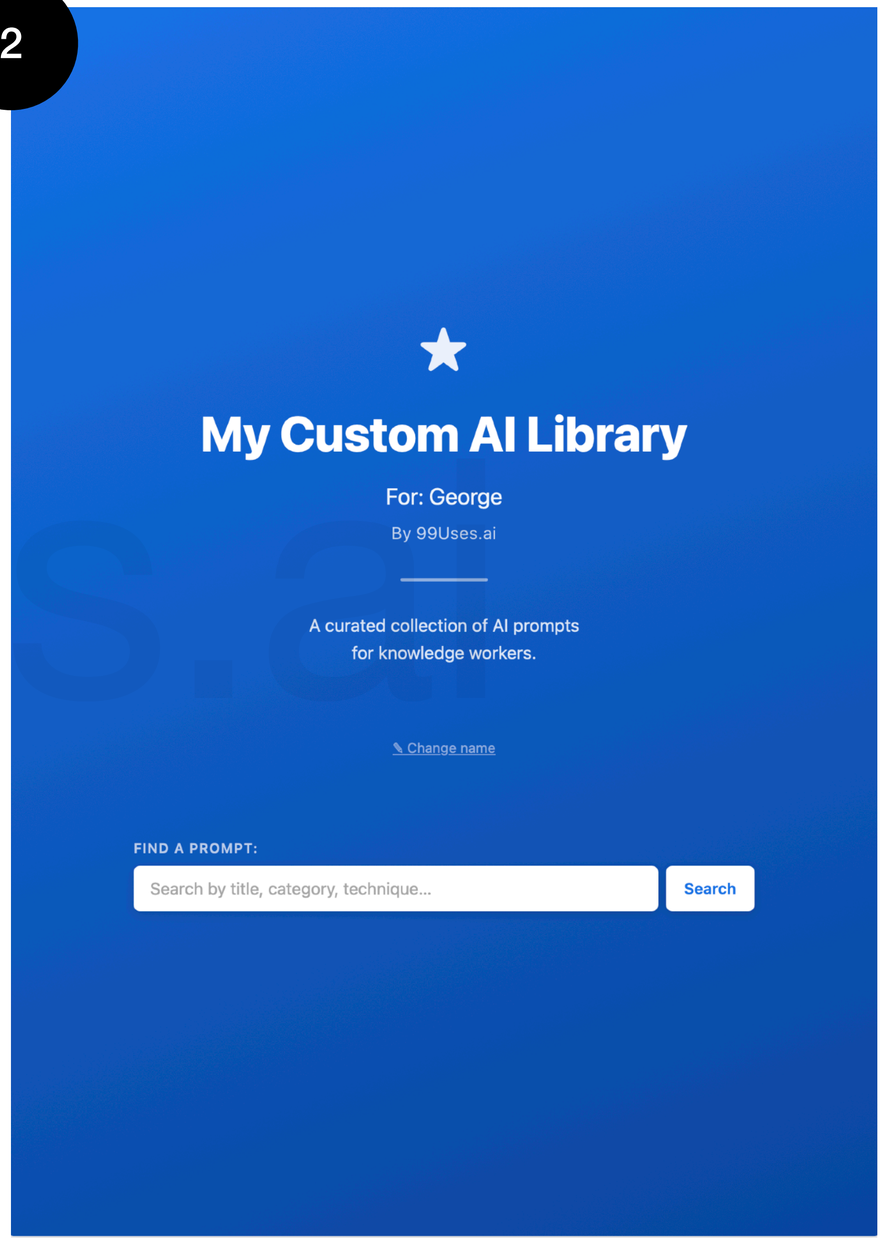

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01 Draft a Professional Email

Beginner Message

Quickly draft a clear, polite, and professional email - whether you're replying, following up, or starting from scratch.

CORE PROMPT

```
Draft a professional email to [recipient/job title]. The goal is to [state purpose]. Keep it clear, polite, and under 150 words.
```

Copy

OPTIONAL ENHANCEMENTS

Ask:
- Suggest a subject line
- Make the tone more casual or formal

Add:
- Include a request for a response by Friday
- Add a brief personal opener

Follow up:
- Now draft a follow-up email if I don't hear back in 3 days
- Rewrite this in a more casual tone for an internal team message

PROMPTING TECHNIQUES

Output Structuring | Role Definition

RELATED USE CASES

→ 02 – Draft a Press Release
→ 03 – Draft Social Media Posts
→ 21 – Draft Talking Points for Media

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Use Case 01

My Collection 6

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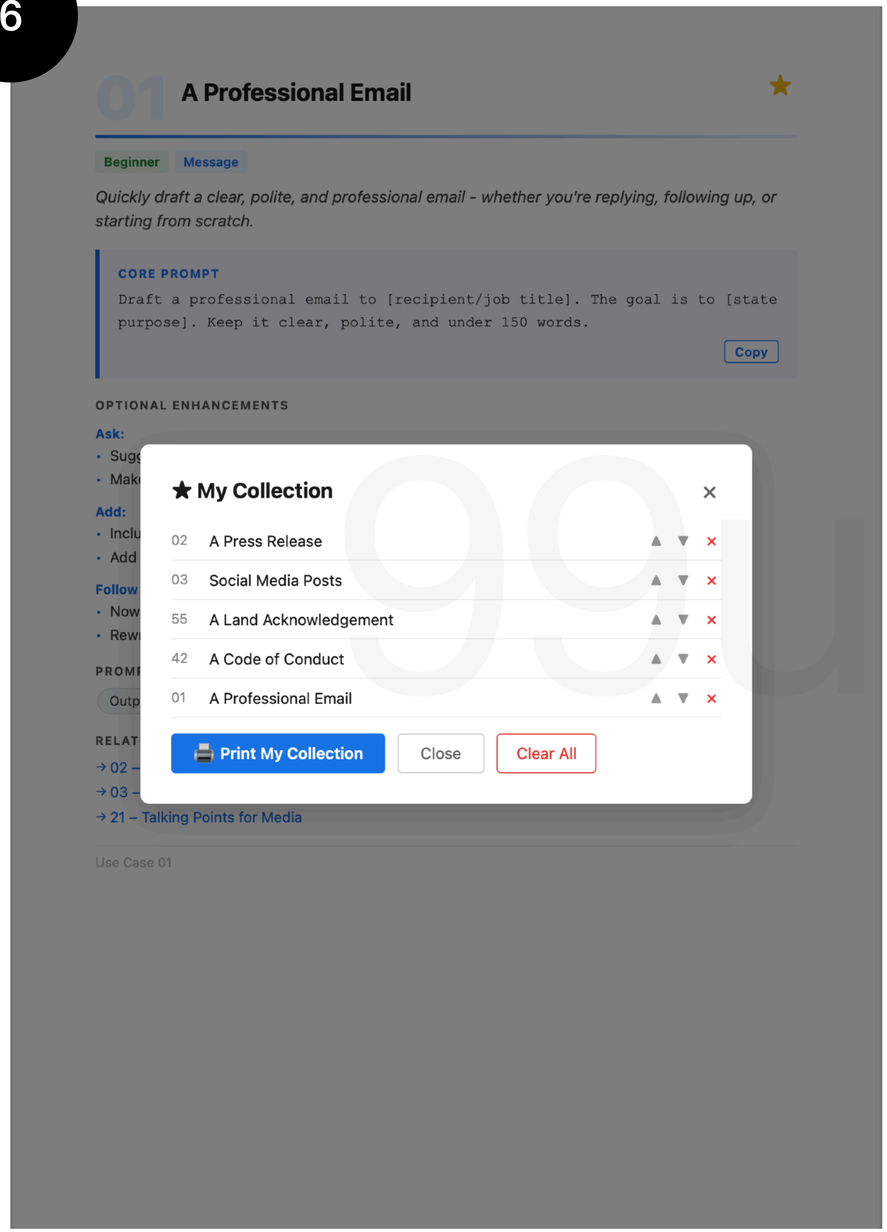

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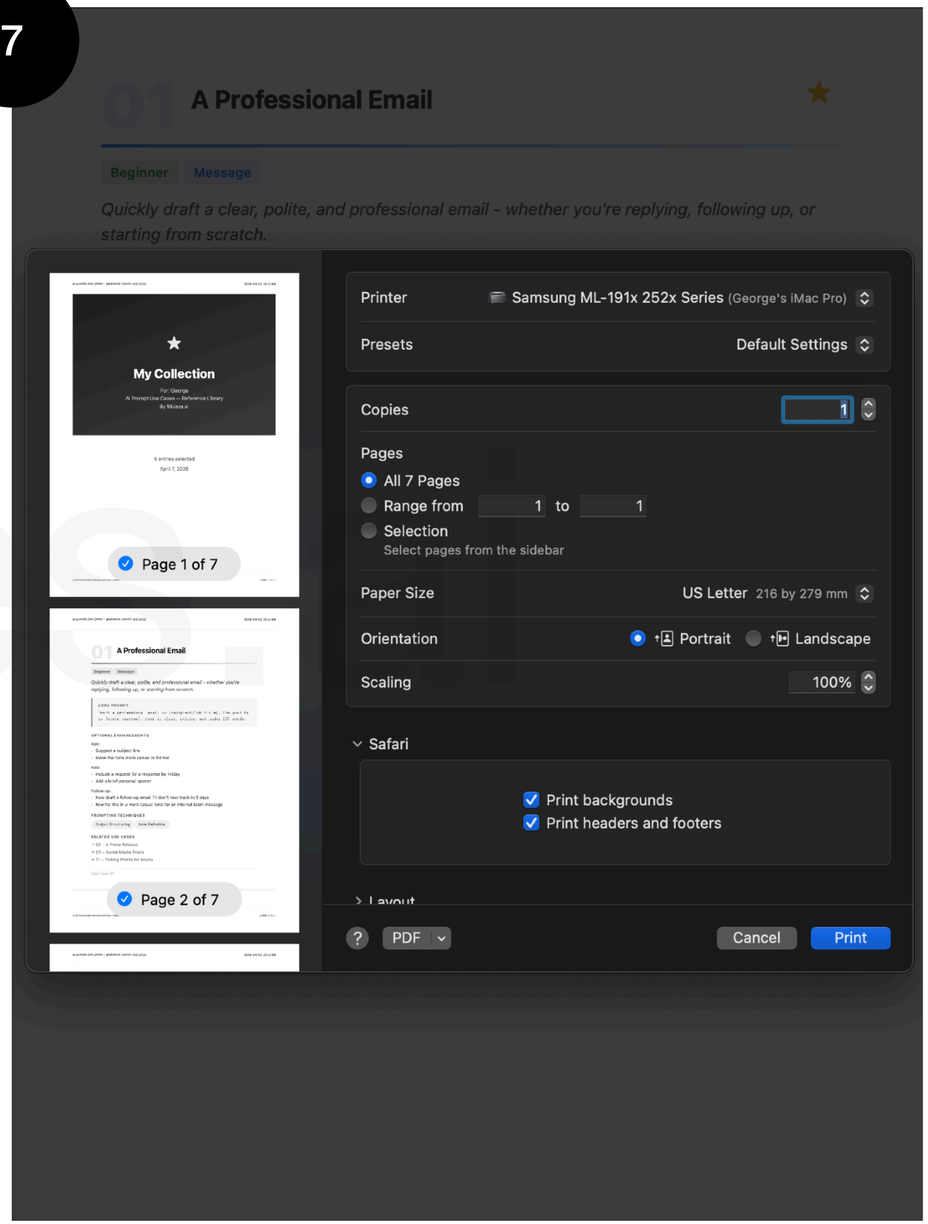

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