

GenAI favours structured content

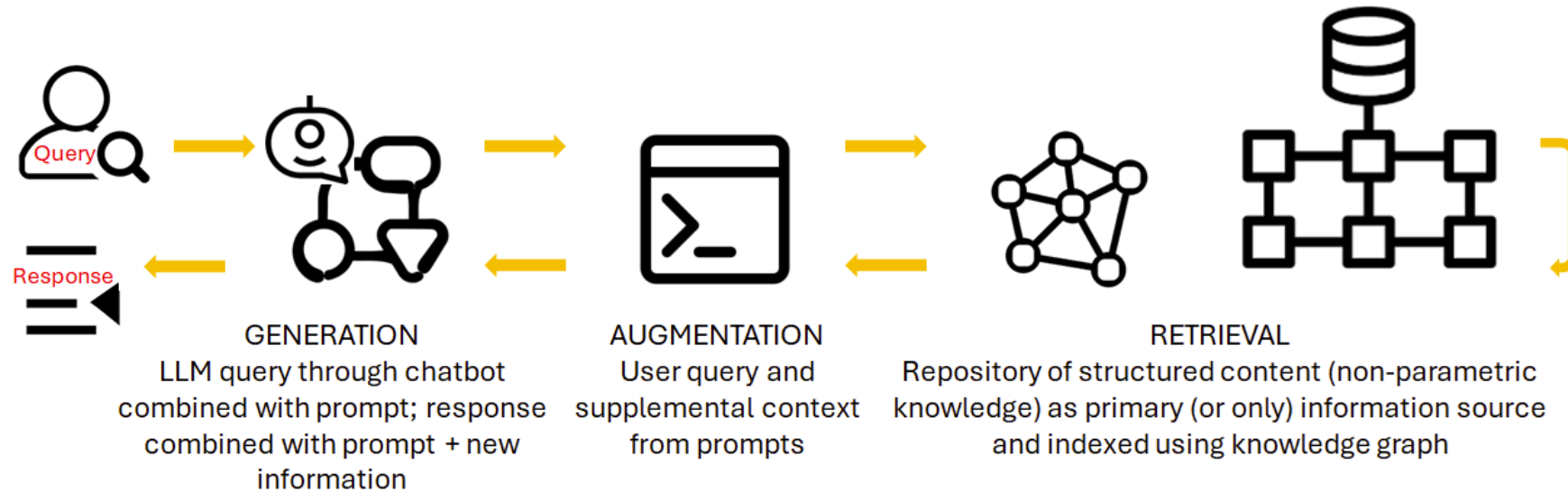
During the move to Altuent, trying to align all marketing assets into something that is easy, on-brand and consistent.



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Integrating RAG with structured content



- The **Generation** is the query response (chat interface).
- The **Augmentation** is a pointer to a restricted source (Content Delivery Platform) plus a way to find the right piece of content (knowledge graph).
- The **Retrieval** is from the source (structured content repository).

Multiple types of RAG models

Vector RAG

Info is chunked and indexed.

Vector RAG models are prone to inaccuracies and hallucinations.

Graph RAG

Leverage knowledge graphs.

Have more retrieval accuracy but is resource intensive.

Dom Graph RAG

An emerging model that retains content structure and context, using schema to automate the construction of the graphs (supports scalability, simplifies management of source).

AI Guidelines

01

Documenting Trustworthy AI

Dr. Sean Power, a technical communicator, discusses the European Commission's Ethics Guidelines on Trustworthy Artificial Intelligence outlines the process for the ethical development and use of Artificial Intelligence.

02

Position Paper of tekomp Europe on the European Artificial Intelligence (AI) Act

Dr. Tiziana Sicilia and Dr. Michael Fritz discuss the transparency, ethics, human rights, justice and good practice, including several clarifications regarding information for use of trustworthy AI systems and about the proper application of this act should be made soon after the adoption of the AI Act.

03

Transforming governance complexities: Tackling the EU AI Act

Dr Kjell Carlsson and Adam Gale discuss opportunities and challenges of implementing AI at scale in regulated environments, while ensuring compliance with the EU AI Act's framework.

04

Impact of the EU AI Act on TechComm

Dr. Seam Power explores how the EU's regulation efforts affect technical communication teams, especially requiring more comprehensive documentation to meet safety, transparency, and accountability standards.



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