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Are You AI-Ready? First Competency Test for Professionals Working in Strategic Communication and Public Relations Launched

- **COMM-AIT is the world's first scientifically validated AI competency test developed specifically for communication managers and advisors.**
- **The test helps users to gain a better understanding of their individual strengths and potential in using AI tools and services.**
- **Available online and free of charge at www.comm-ait.com.**

AI literacy is now a must-have qualification for communication professionals. But anyone looking to work strategically and responsibly with these technologies in the future needs more than just technical knowledge. The right skills and an understanding of ethical boundaries are equally important. This is precisely where the new COMM-AIT – the AI competency test comes in, offering valuable insights.



COMM-AIT is the world's first scientifically validated AI competency test designed specifically for everybody working in corporate communications, corporate affairs, and public relations. It assesses three dimensions—knowledge, skills, and attitudes—regarding the use of AI tools and services. Participants receive a personal AI Competency Index, which categorizes their current competence across five distinct levels. The test also provides a detailed competency profile to help users identify their strengths and weaknesses and develop them in a targeted way.

COMM-AIT was developed at Leipzig University, a global hub for corporate communications research, with support from thought leaders in the communications industry—the think tank Academic Society for Management & Communication and Siemens AG. Dr. Ansgar Zerfass, Professor of Strategic Communication at Leipzig University, explains what sets the test apart: "COMM-AIT is based on the latest scientific findings on how AI-related competencies can be analyzed and developed. The test sets industry-wide standards for measuring AI literacy in communication management and contributes to the professionalization of the field."

Artificial intelligence is playing a central role at Siemens as well. "AI competencies are now essential across all new and established roles within our communications team," says Christiane Ribeiro, Global Head of Communications at Siemens AG, whose team thoroughly tested the COMM-AIT before its release. "The results provide insights into how we can further develop AI skills within our team. The collaboration with Leipzig University in pioneering this AI competency test was therefore very valuable for us," she adds.



The online test is designed for individuals working in corporate communications departments, communication and PR agencies, communications service providers, or as freelancers who wish to better understand their strengths and weaknesses in utilizing AI tools and services. It's freely accessible in English and German at www.comm-ait.com. The test can also be retaken later to track individual progress.

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The **Academic Society for Management & Communication** is Europe's leading non-profit think tank for strategic communication. It initiates research projects on the latest challenges in corporate communications and promotes the transfer of knowledge and personal exchange between science and practice. Among others, it supported the development of the COMM-AIT AI literacy test. The Academic Society is currently supported by several universities and 50 leading international companies. Further information can be found at www.academic-society.net

Leipzig University, founded in 1409, is today globally recognized for its research and education in strategic communication. More than 100 book publications, as well as hundreds of peer-reviewed journal articles and studies in several languages, have been published by the team at the Institute of Communication and Media Studies since the 1990s. The Master of Arts in Communication Management is consistently ranked as the #1 program in Germany. Graduates have repeatedly received awards for the best master and doctoral theses nationally, in Europe, and globally. Further information can be found at www.communicationmanagement.de

Siemens AG (Berlin and Munich) is a leading technology company focused on industry, infrastructure, mobility, and healthcare. The company's purpose is to create technology to transform the everyday, for everyone. By combining the real and the digital worlds, Siemens empowers customers to accelerate their digital and sustainability transformations, making factories more efficient, cities more livable, and transportation more sustainable. A leader in industrial AI, Siemens leverages its deep domain know-how to apply AI – including generative AI – to real-world applications, making AI accessible and impactful for customers across diverse industries. Further information is available at www.siemens.com.