GAME CHANGER: AI FOR EXHIBITIONS

GAME CHANGER FOR EVERYTHING AS WE KNOW IT

11.07.24

How Products and Companies Remain Relevant.
New
and
Improved
LEE SILBER

AI NEWS

Image: 123RF.com

AGENDA

Considerations?

What are we hearing about today?

Security

Practical Application- Text

CLOSING

The best minds and competition make the race to AGI (human-like intelligence) foreseeable.

Rich Stone

The Manhattan Project in 1941 spent $30 billion (today's dollars) in 3 years. The Apollo Moonshot spent about $280 billion over 13 years. The Big 5 AI developers spent at least $184 billion in the last 4 quarters. AI spending is projected to surpass $1.3 trillion in the next 5 years.

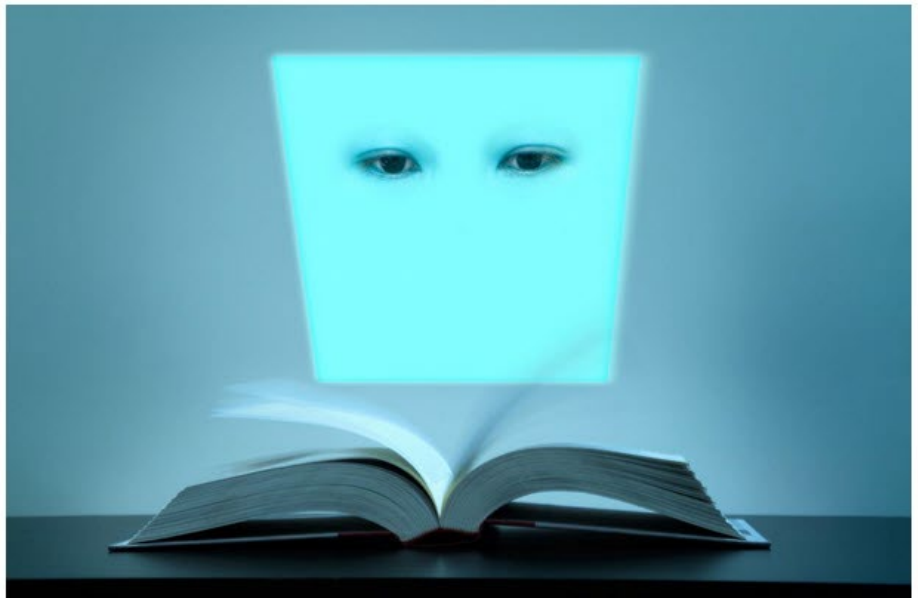
New Technology > Robots

A New AI Discovery Sure Looks Like the Dawn of True Machine Reasoning

Language models are taking a significant step forward in understanding and executing abstract concepts.

BY DARREN ORF PUBLISHED: MAY 17, 2024 7:30 AM EDT

SAVE ARTICLE

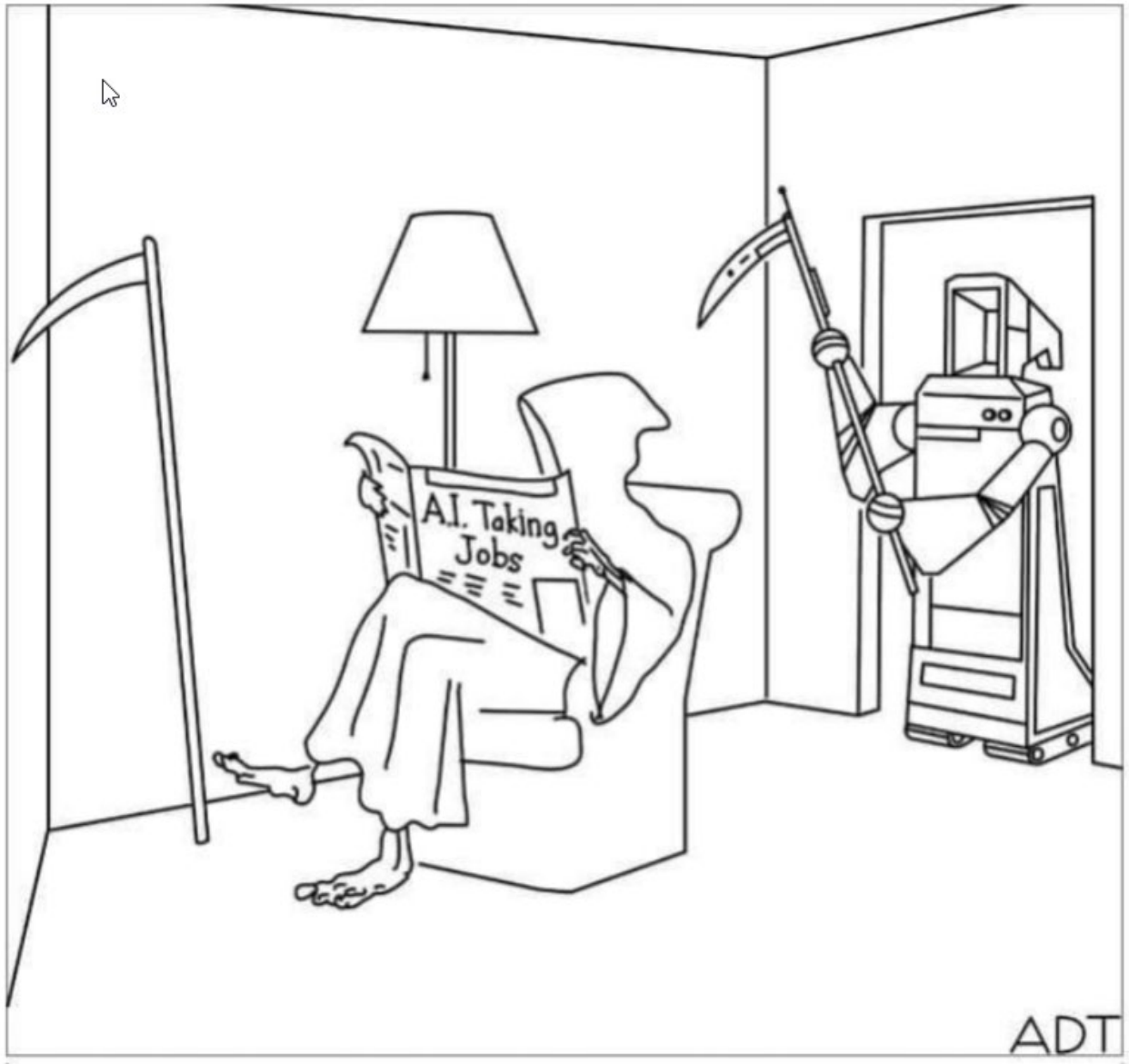


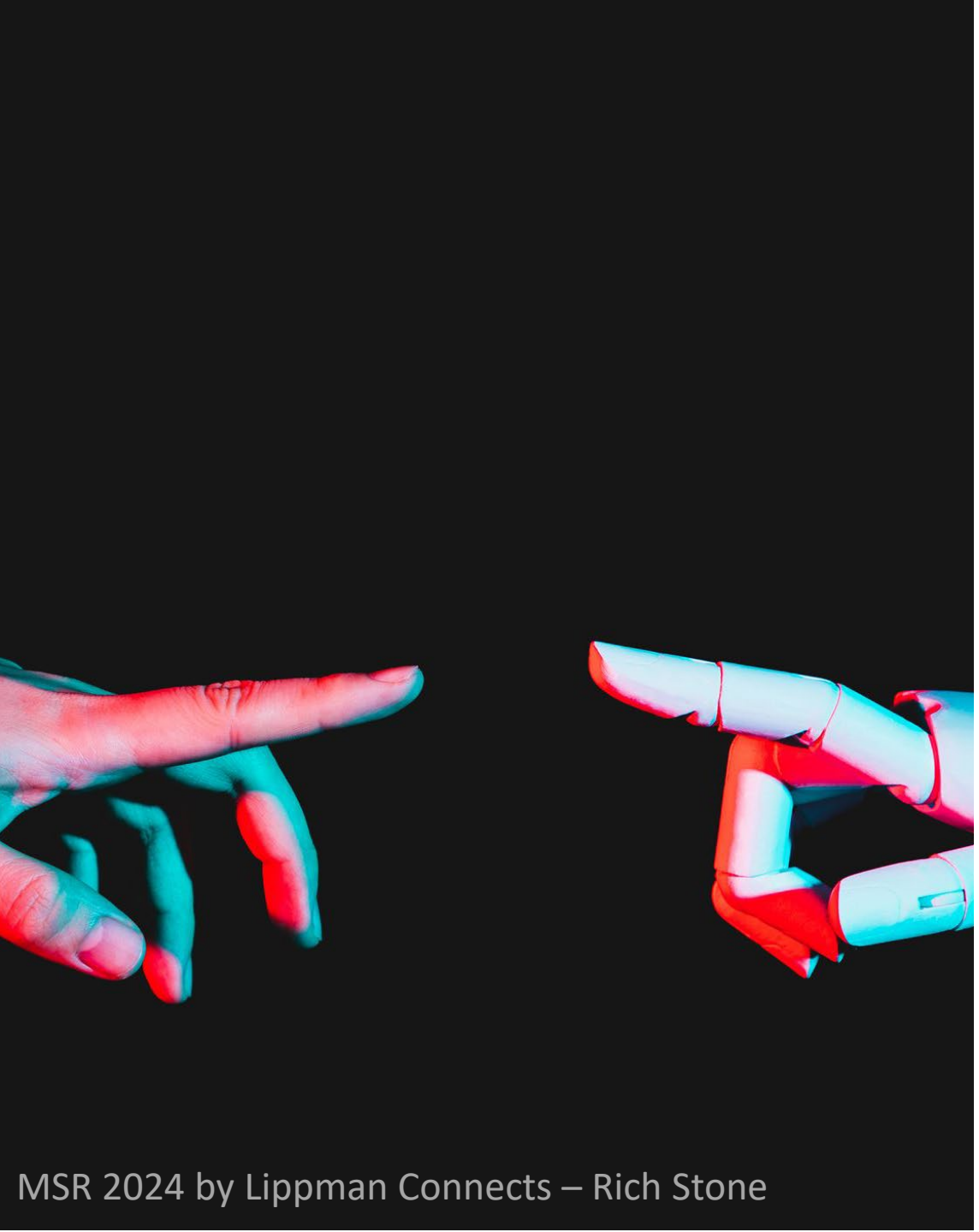
WHAT WOULD THE KIDS LOOK LIKE IF KERMIT & PIGGY DID HOOK UP?

User
Can you create a photorealistic image of what the children of Taylor Swift and Travis Kelce would look like if they got married and had kids?

ChatGPT
I can't create or provide real or speculative images of private individuals or their potential children, including combining the features of public figures like Taylor Swift and Travis Kelce. If you have any other type of request or need assistance with a different question, feel free to ask!

CONSIDERATIONS



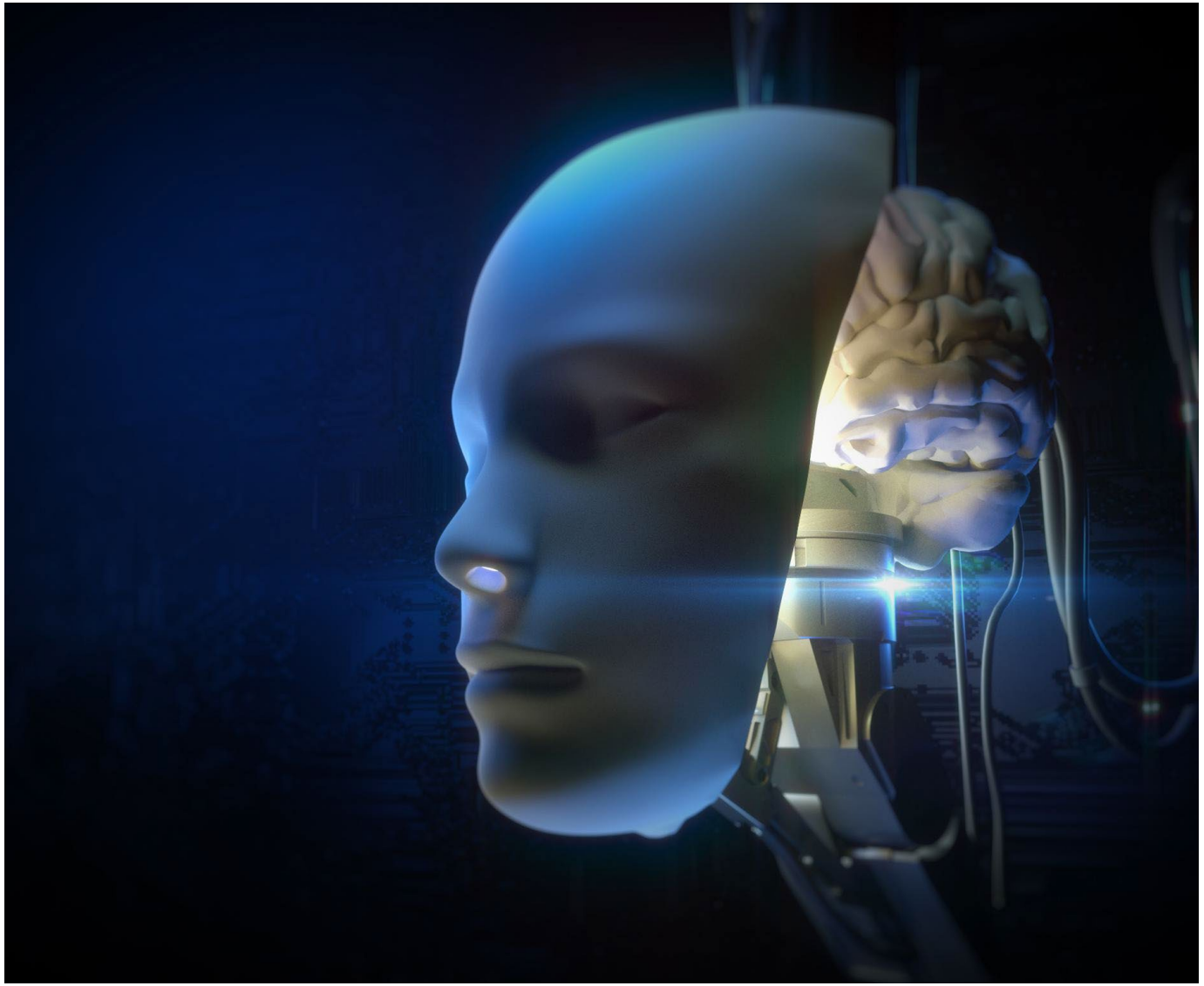


CONSIDERATIONS

IS AI A BIG DEAL?

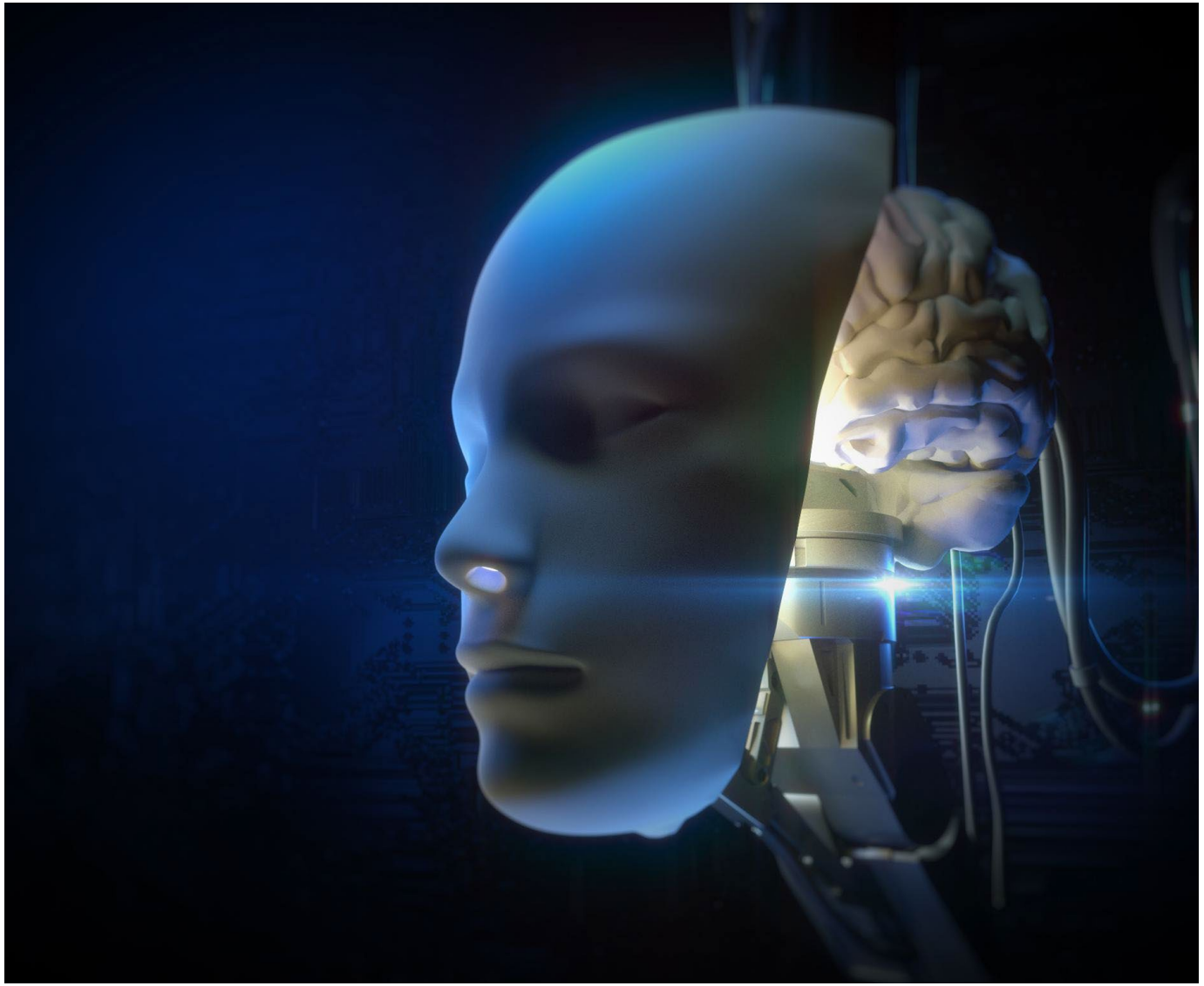
1. AI is an exponentially increasing productivity tool
2. Significant impact to the bottom line
3. Security
4. Bad Answers (hallucinations)

I’m going to focus on OpenAI’s ChatGPT because they are started the race and substantially lead the market .



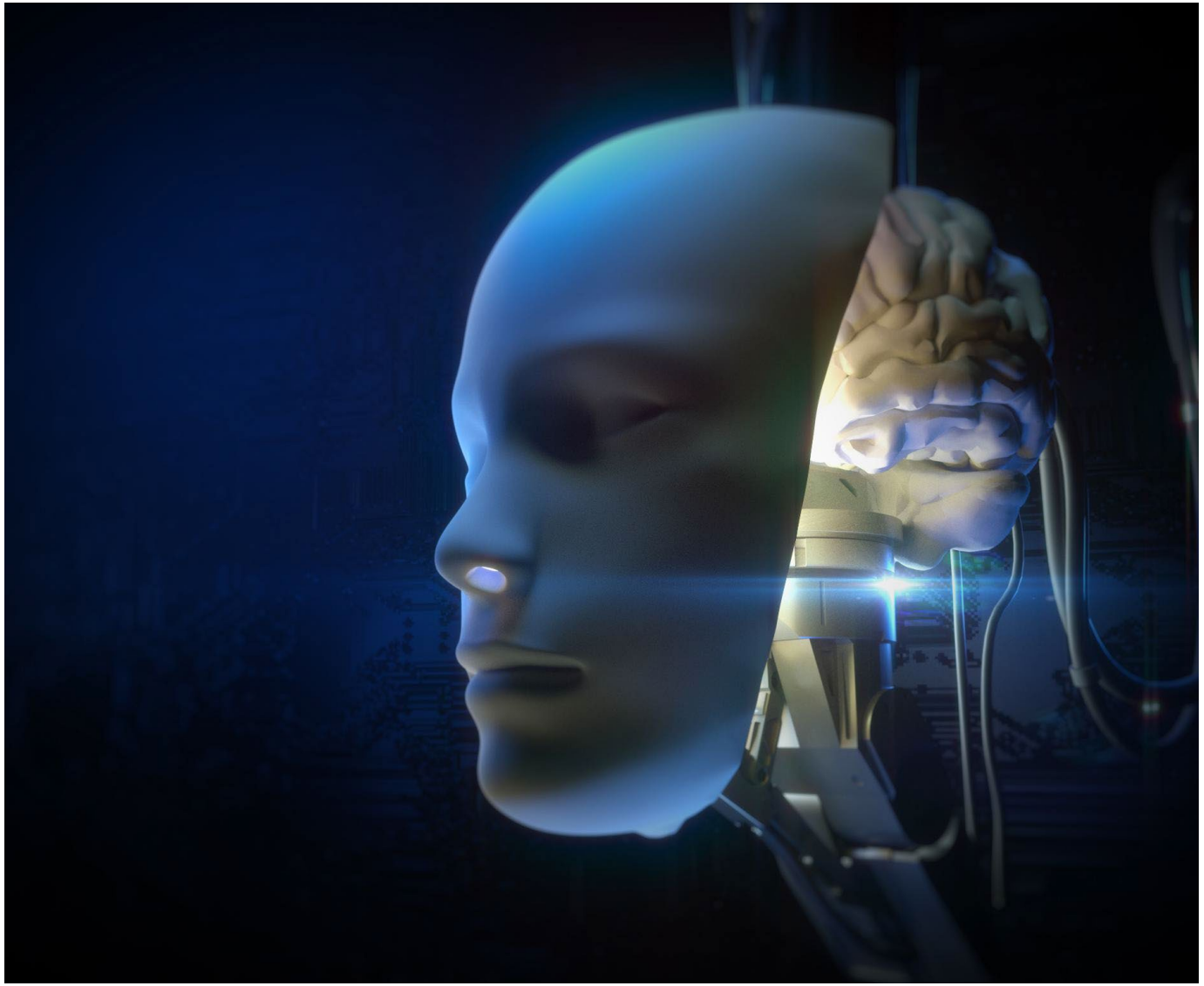
TALKING TO CHATGPT

- Think new employee



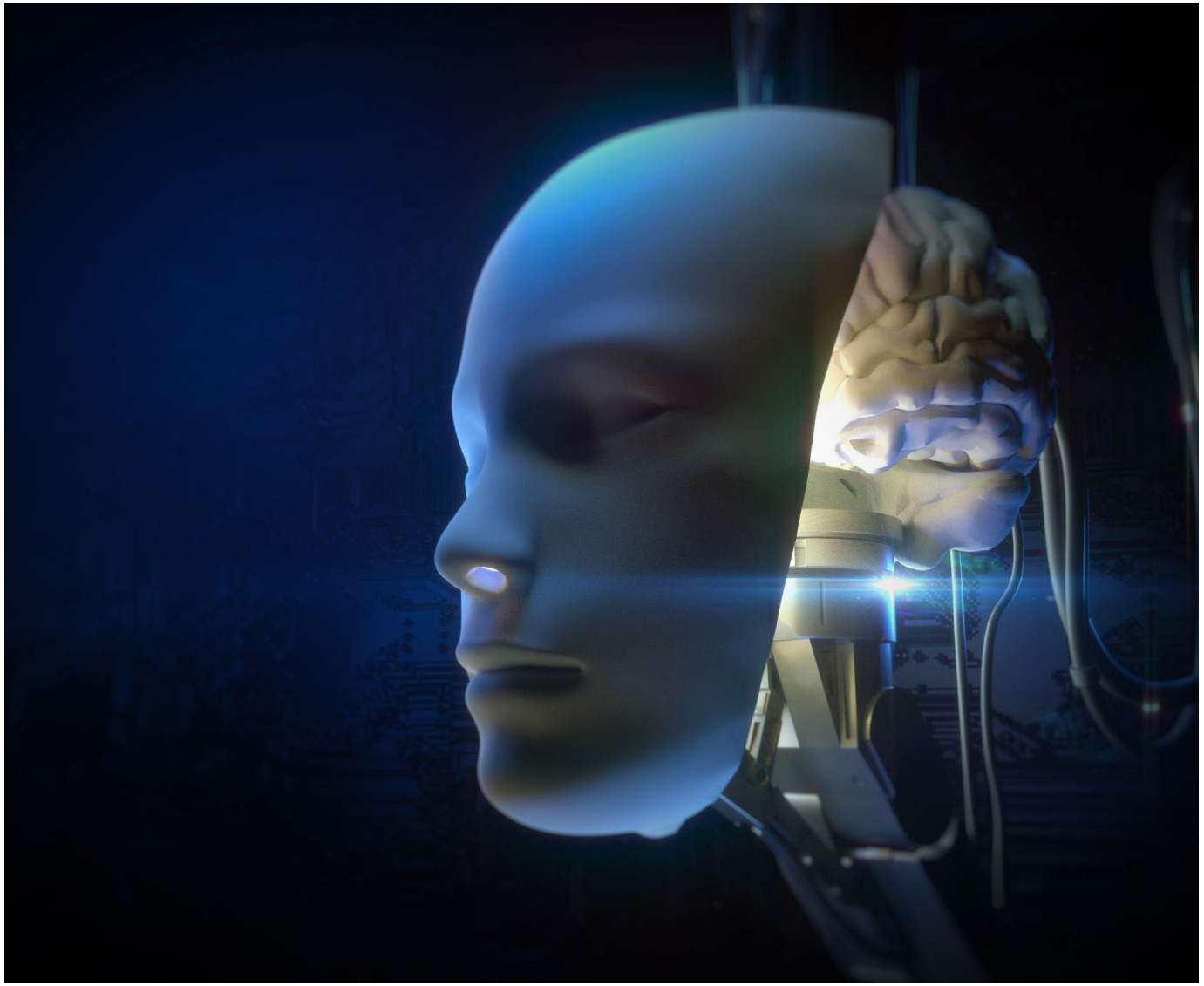
TALKING TO CHATGPT

- Prompt Engineering(3 steps but…)
  - Pay for Version!
  - Persona
  - The task and method
  - The audience or consumer
  - BIG BIG! Ask AI if it has any questions
  - Save and reuse if the prompt can be used for daily content, 5 times or across disciplines



TALKING TO CHATGPT

- Time
  - If it takes more than 5 minutes
  - Reuse if you use 5 times
  - 5 different context
    - Common queries like customer service questions
- Persona – Prime the pump
  - You are an expert in …
  - But that's not all!!!
    - Who – Famous author, person, etc.
    - Describe
- Providing instructions
  - What do you need
  - Who is your intended audience
  - Terse, gentle, persuasive, etc.

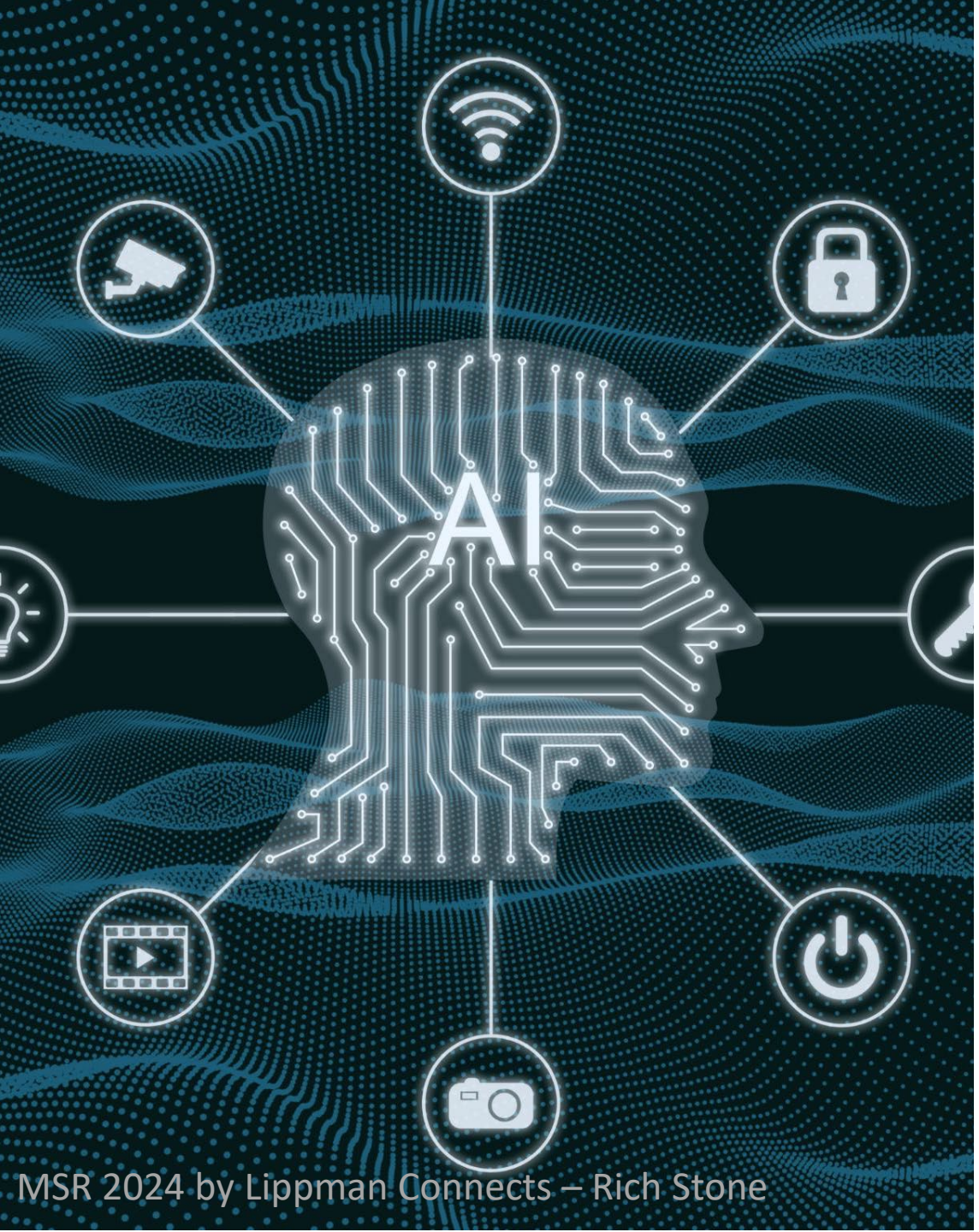


TALKING TO CHATGPT

- Do you accept mediocrity?
  - Then don’t
- The big question
  - QUESTION
- Need current info?
  - Need sources
  - Then – Browse with Bing!
- Providing instructions
  - Double Check
  - Ask for 10 websites or ??
  - Ask for anything that makes sense.

I HOPE WE MAKE NICE PETS

Thank You!



LOGISTICS

Contracts – Coming or going

Scheduling

I’m going to focus on OpenAI’s ChatGPT because they are continuing to substantially lead the market .

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SALES

Lead Gen

Follow Up communications

Sponsorship Proposals

- Automate lead generation and follow-up communication.
- Enhance sponsorship proposal creation.
- Stuck on an email
- Difficult customer
- What do I say

I’m going to focus on OpenAI’s ChatGPT because they are continuing to substantially lead the market .

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SPEAKERS & ATTENDEES

- Analysis
- Communications
- Newsletters
- Forms
- Surveys
- Complaints
- Difficult customer
- What do I say

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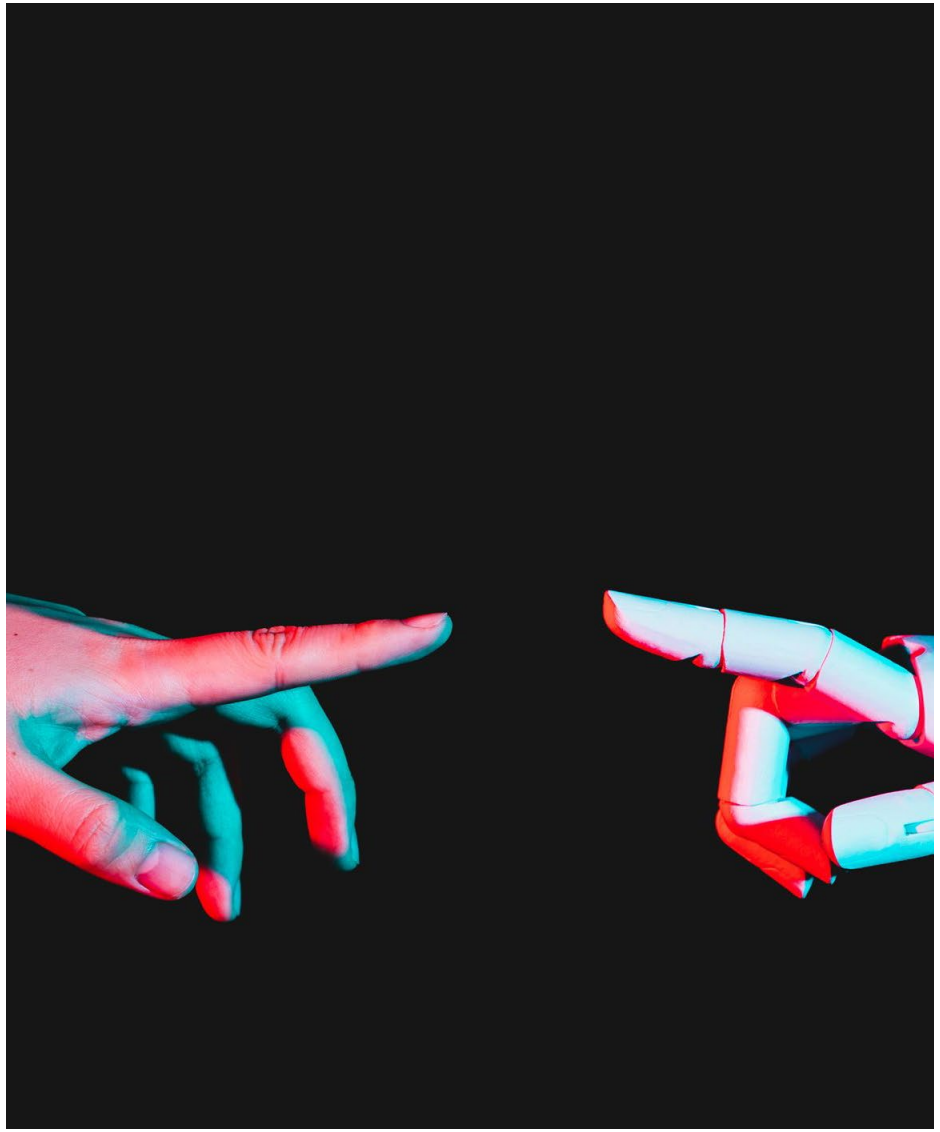
AI IS A BIG DEAL



EVENT EXPERIENCE TEAM

- Hyper-personalized communications
- Invent some new cool stuff
- Pre and post event surveys
- Forms
- Surveys
- Complaints
- Difficult customer
- What do I say

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MARKETING AGENDA

Graphics

Marketing Plans

Call to Action

SEO

Practical Application- Text