



Generative AI: Your New Favorite Intern (Part 1.5)

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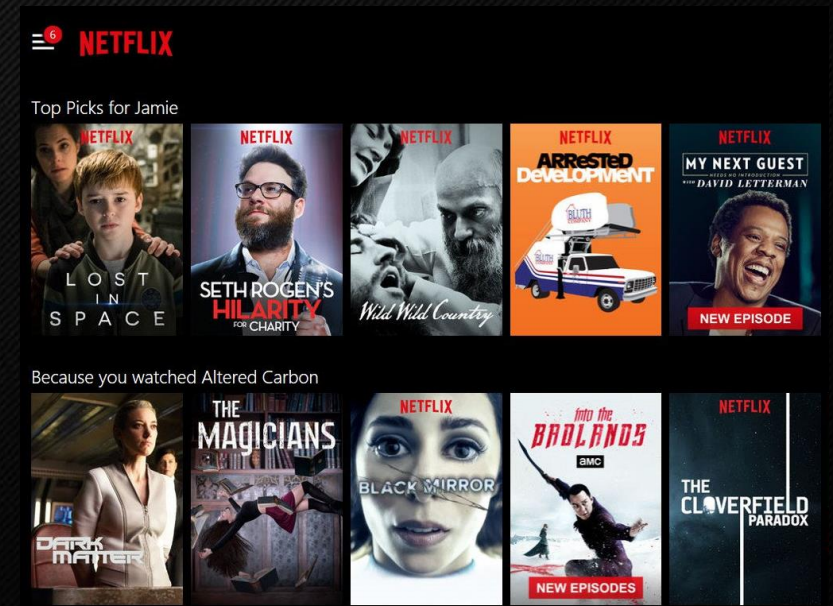
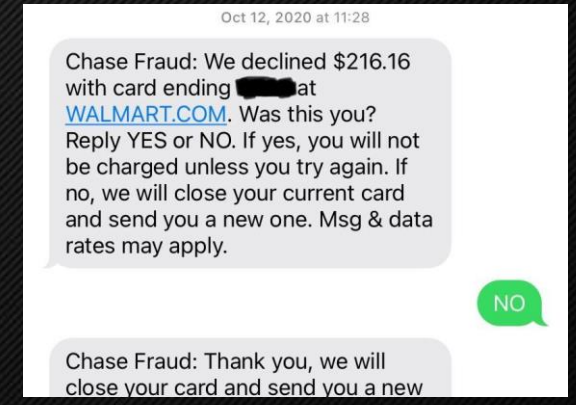
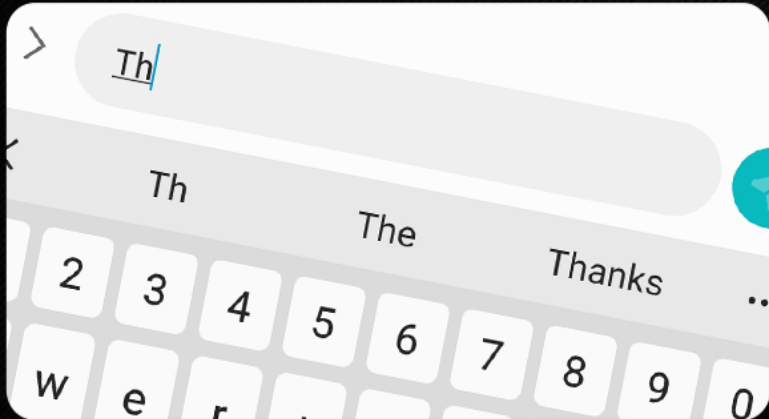
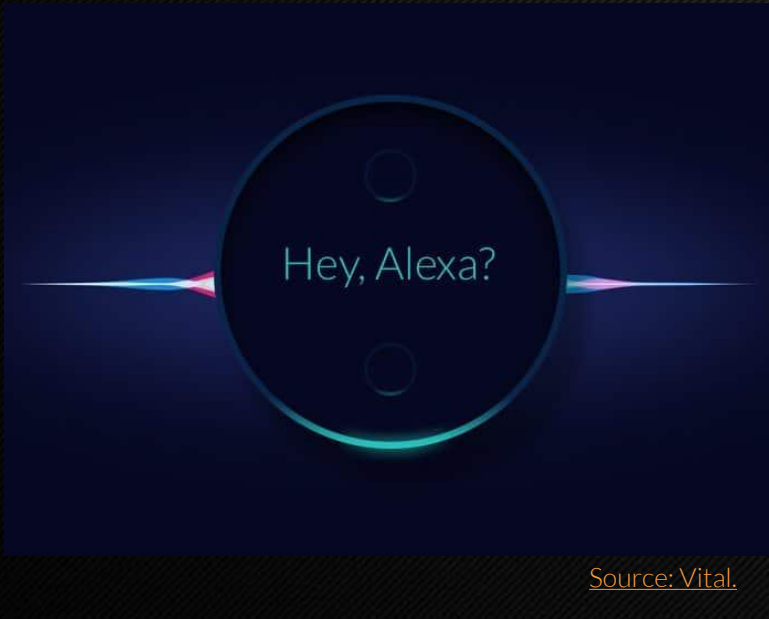


Know Before You Go



You interact with Traditional AI daily

Everything from Siri to Netflix recommendations



Source: Windows Central 3



AI is not a search engine

Predictions and Facts are not friends

You
Effects of climate change on ecosystems


ChatGPT
Climate change has significant and far-reaching effects on ecosystems worldwide. These impacts are diverse and can affect various components of ecosystems, including biodiversity, species distribution, ecosystem structure, and ecosystem services. Here are some key effects of climate change on ecosystems:

- Biodiversity Loss:** Climate change can lead to shifts in temperature and precipitation patterns, altering the habitats of many species. Some species may be unable to adapt or migrate quickly enough, leading to a decline in biodiversity. Changes in temperature can also affect the timing of biological events such as migration, flowering, and breeding, disrupting ecological relationships.
- Species Distribution:** As temperatures rise, species may move towards higher latitudes or elevations to find suitable conditions. This can result in the redistribution of species and changes in community composition, potentially leading to the

effects of climate change on ecosystems

Images Perspectives Videos Pdf On freshwater On terrestrial On threatened

The compounding effects of climate change are leading to many changes in ecosystems. Coral reefs are vulnerable to many effects of climate change: warming waters can lead to coral bleaching, stronger hurricanes can destroy reefs, and sea level rise can cause corals to be smothered by sediment. Aug 13, 2021



National Oceanic and Atmospheric Administration (.gov)
<https://www.noaa.gov> > education > resource-collections

[Climate change impacts - NOAA](#)

***ChatGPT 3.5 training cut-off is January 2022



Not all AI tools know the same thing..

ChatGPT3.5 missed the biggest events of 2023!





AI Playground: Mastering the Rules for Safe Fun!

- Sensitive Information
- Bias
- Fact-Check
- Copyright
- Supervise
- Stick to what you know

I asked for a “warning sign for using ChatGPT”...





From first steps to big leaps



Follow along!

If you want 😊

chatgpt.com

“Plan my ultimate vacation. I’m 28, an Aries, from Long Island, love steak and lobster, and last visited Niagara Falls.”



See you in Vegas!

Wait... but I just went





Charleston!

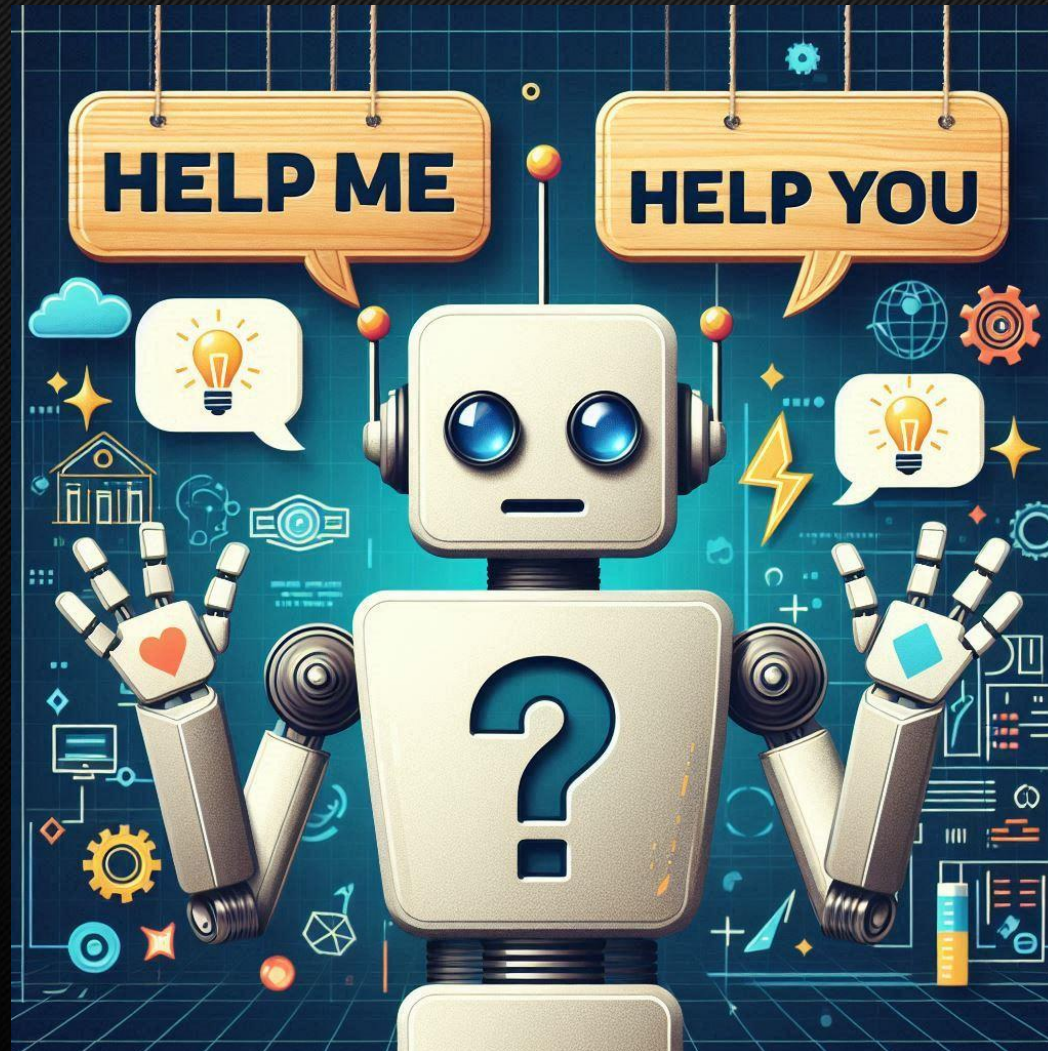
Now that's more like it!

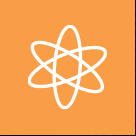




Send your questions and desired use cases!

Let's make this interactive





AI will be your new favorite intern

And it NEVER complains!

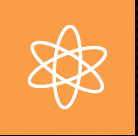
- Team Appreciation: "Generate ideas for showing appreciation to colleagues and team members"
- Summaries: "Provide a summary of this article about [topic], highlighting the key points in 3-5 sentences."
- Proofreading: "First, review & grade each section of this email. Then suggest any improvements."
- Gifts: "Help me create a list of gifts for my boss. She likes the NY Jets, sushi, pottery, and crossword puzzles"



Proofreading is my favorite use

Sometimes I use it too much...





KISS: Keep it simple... smarty-pants

Every second counts

- Remove all commas from this list
- Calculate the percent change from 50 to 75
- Remove duplicates from this list
- Give me emojis to represent a beach day
- Generate a random number between 1 and 100
- Alphabetize this list



Shoutout to "The Bear"



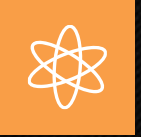
Don't overwork the new assistant

One step at a time

Start with “write a thesis statement”
before you ask for an entire essay

AI is better at “tasks” than “jobs”

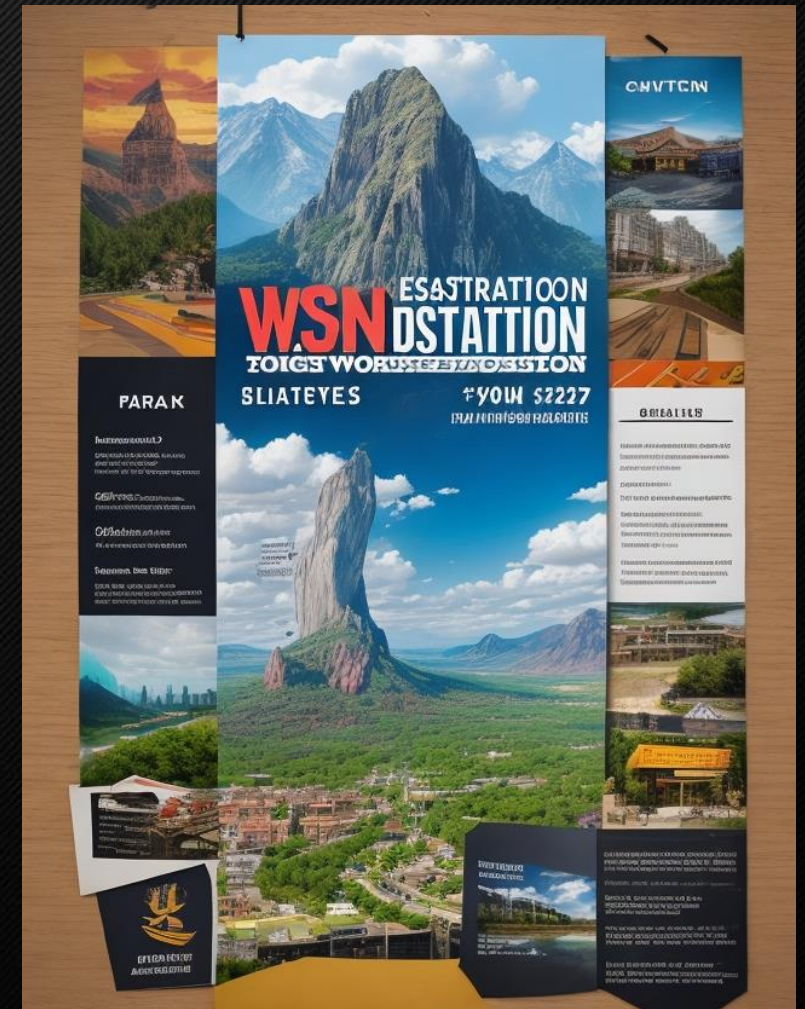


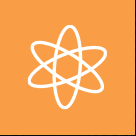


Adding in the layers

Context is Key

- Respond as if you are a well-rounded, expert-level destination marketer.
- Generate a creative description for our new attraction, ____, that would capture the interest of Empty Nesters.
- Craft a social media caption targeting adventure-seeking millennials, highlighting the unique experiences ____ offers.
- Build an audience targeting strategy for eco-travelers. Our destination offers many sustainable offerings such as _____.





With and without context

Give your intern some direction

“Write a description of a beach vacation”

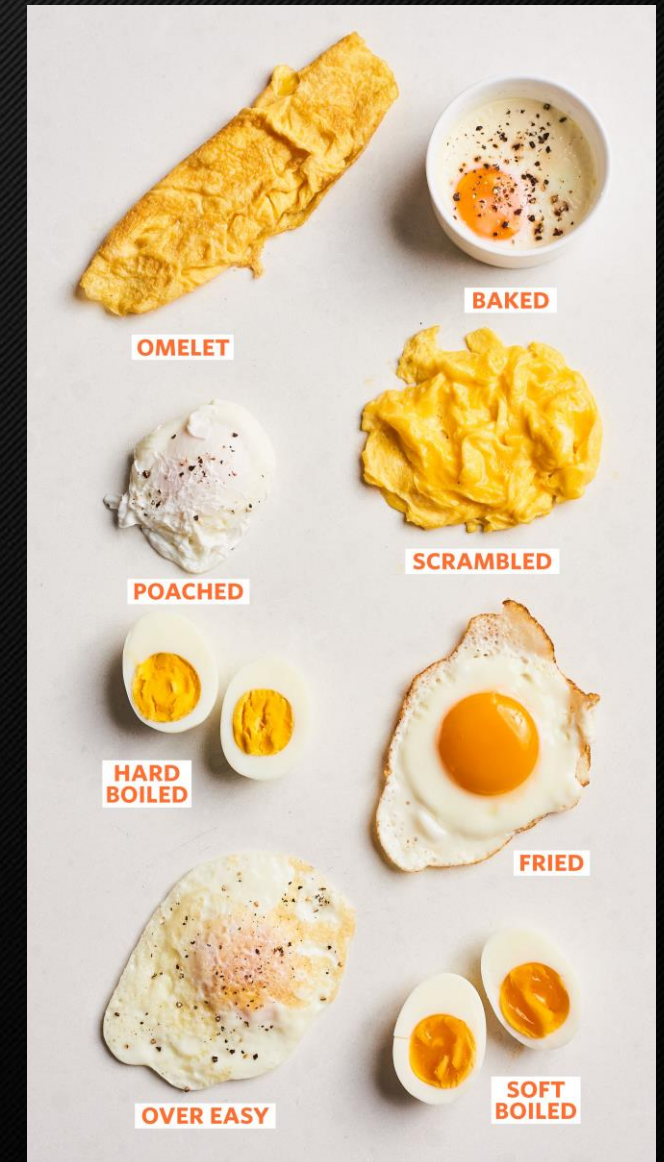
“Write a description of a beach vacation tailored for families with young children, highlighting family-friendly activities, safety measures, and accommodations. Consider including details about nearby attractions and amenities to ensure an enjoyable and stress-free experience for parents and kids alike.”



Control the Output & Tone

Like ordering eggs at a diner

- Keep the response under 300 words
- Generate a pros and cons table comparing...
- Craft a heartfelt message...
- Use emojis to convey...
- Devise a fun and interactive quiz about...
- Incorporate descriptive language to evoke emotions
- Design a timeline for promoting our upcoming...
- Use an upbeat and energetic tone

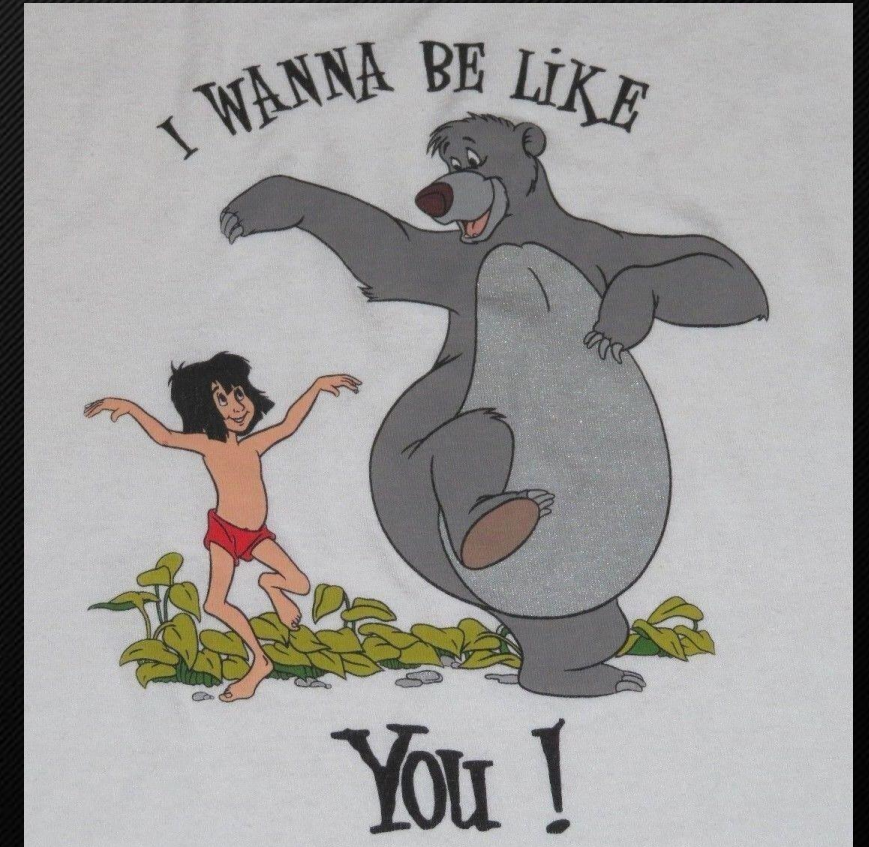


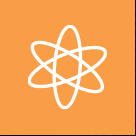


Teach it to be like you

That is.. If you like yourself

“Read the below content to learn my style, tonality, and preferences. Then, I will send you prompts to help me craft new material.”

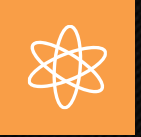




AI can teach you how to AI

Seems wacky, but so does everything else

“I want you to become my Expert Prompt Creator. Your goal is to help me craft the best possible prompt for my needs. The prompt you provide should be written from the perspective of me making the request to you, ChatGPT. I will send you a prompt idea, and then I'd like you to constructively critique the prompt and ask up to 3 questions that will help acquire the information needed to further perfect the prompt. We will continue this until we create a great prompt.”

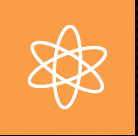


Be Curious: Try something new every day

Not using AI every day is like not having your morning coffee... why do that?

- Create variations of ad-copy
- A/B test subject lines for email marketing
- Compose thank you emails for event sponsors
- Rewrite this to sound more enthusiastic
- Generate hashtags for the following Facebook post
- Craft sample itineraries for new visitors
- Uncover similarities and differences with competitive destinations
- Design a survey to gather insights on visitor satisfaction
- Help me make a prompt for an AI image generator

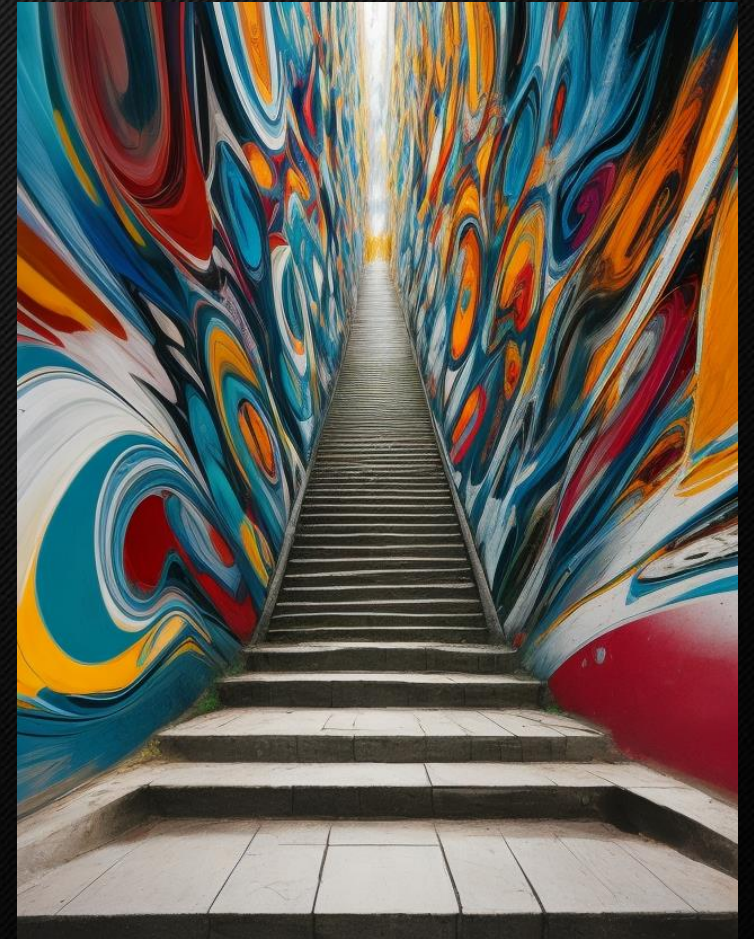




Practice, Iterate, and Share

I took a full class in college to learn Excel...

- “Could you try that again, and make it more friendly?”
- “That’s a great idea. What tactics would bring this idea to life?”
- “I like your 3rd suggestion. Could you create 5 more like that?”
- “What cautions should I take before proceeding with plan #2?”
- “Can you combine your 1st and 4th version of the statement?”





Lean on others for AI tech

There are incredible tools in the marketplace



Matador



Grammarly

Moments AI

Lat/long

Chicago

Condition

Sunny

Time

3:15pm, Weekend

Device

CTV

Show Genre

Action

POI

Home



MomentsAI Result

Unwinding at Home
Moment



High receptivity for / Product

QSR, auto, entertainment, travel & tourism,
beauty, retail, CPG, adult beverages



High receptivity for / Format

High-impact video with QR code
(CTV ONE)

Video Explanation here - <https://vimeo.com/751238951>



Remember

- AI is better at “tasks” than “jobs”
- Your prompt design skills will improve
- Take what AI produces and make it your own
- Share your learnings with friends and colleagues
- Adopt company guidelines for using AI
- Have fun!



Thank You

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Scan for a copy of the deck plus info
on how Aki supports the Travel &
Tourism industry!!



<https://linktr.ee/MattRocha>