

Tourism Cranbrook

April 17, 2024

AI: Your Business Superpower



AI is not going to take our jobs.

People who are good at using AI are.

3 Questions:

1. How Did We Get Here?
2. What's Out There?
3. How Can We Use AI Effectively?

Section 1:

How We Got Here

Background:

What is AI?

“AI is a powerful tool that processes vast amounts of data to identify patterns, make predictions, and automate complex tasks, enhancing decision-making and efficiency in any field.”

1997: Deep Blue defeats Kasparov



2009: Imagenet can recognize images

Harnessing the Power of Pre-Trained ImageNet Models

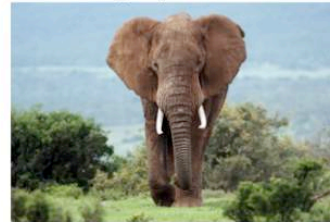
ballplayer 69.22%



anemone_fish 92.48%



African_elephant 89.94%



forklift 98.95%



ice_cream 99.60%



lemon 97.06%



magnetic_compass 97.08%



ice_bear 84.80%



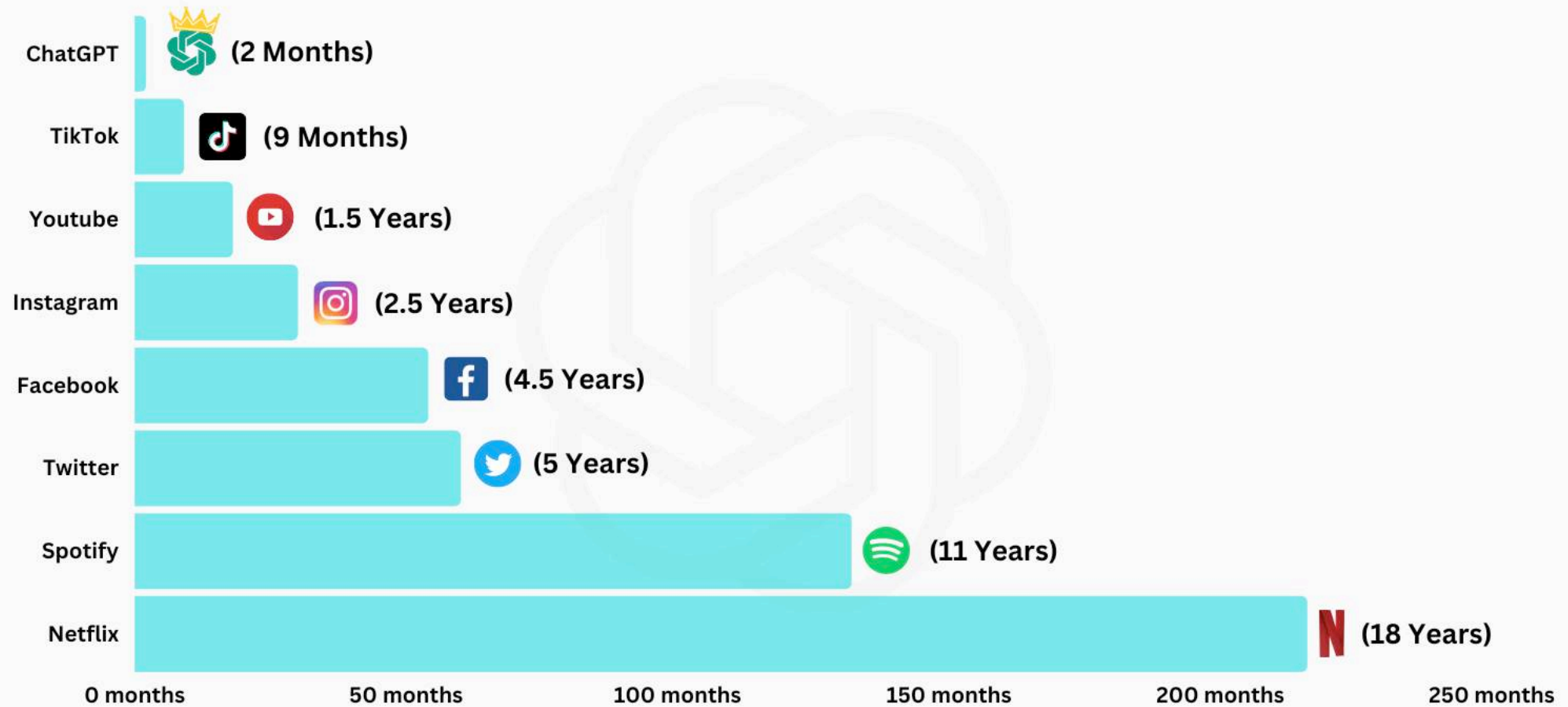
2015: Deep Mind beats the world's best at Go

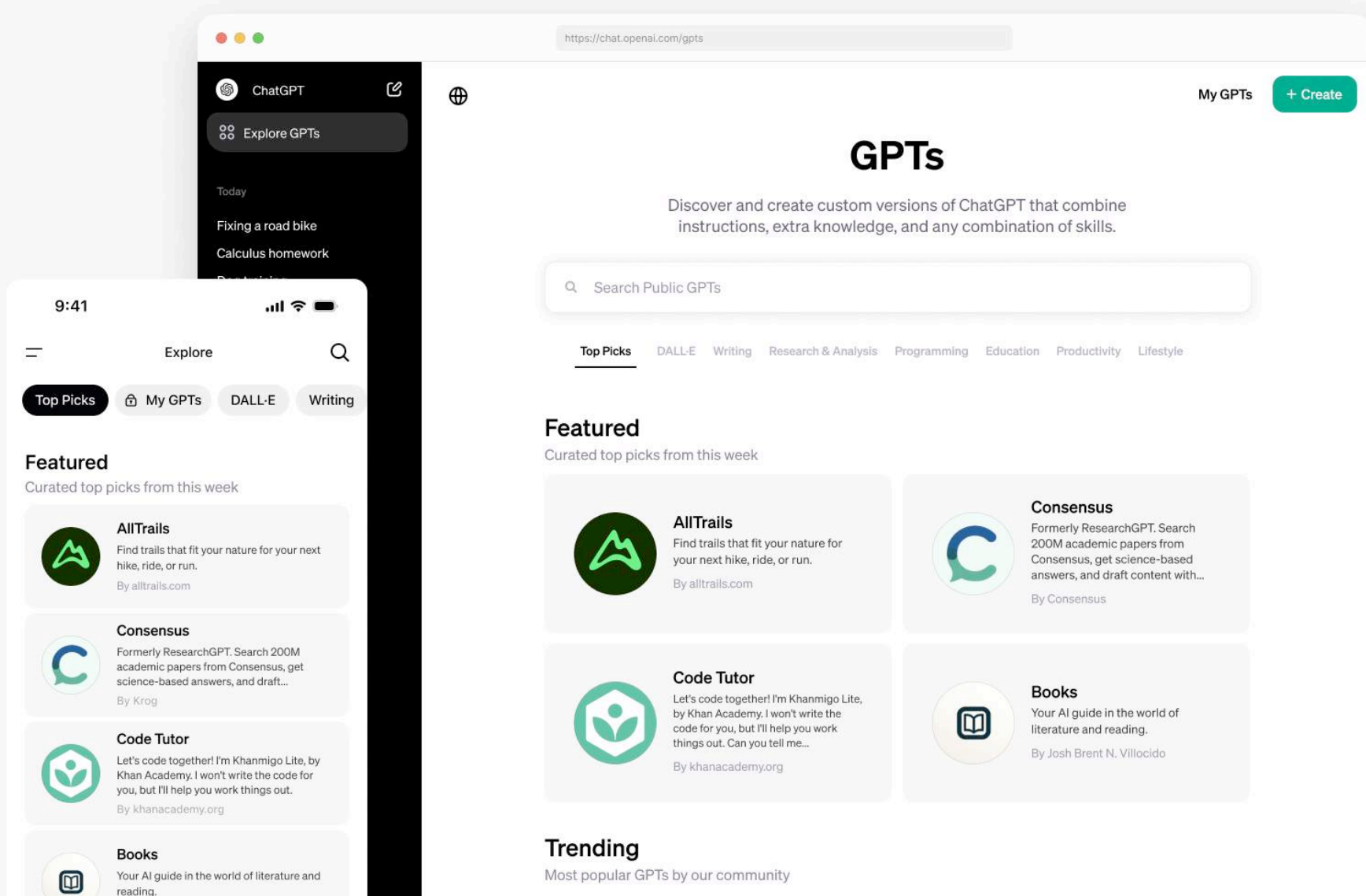


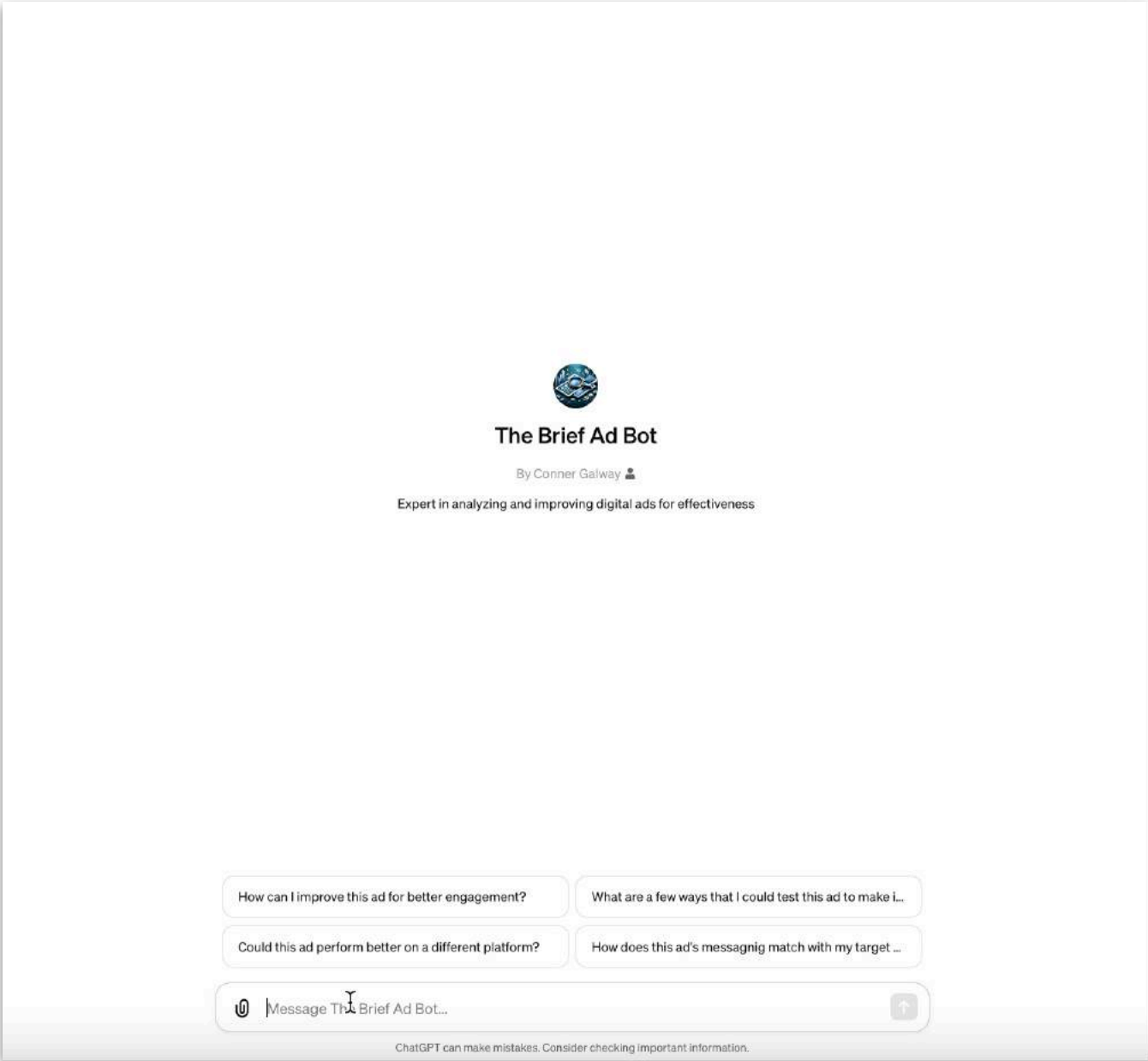
2015: OpenAI is Founded



Road To 100 Million Users For Various Platforms







The screenshot shows a chat interface for 'The Brief Ad Bot'. At the top center is a circular profile picture of a globe. Below it, the name 'The Brief Ad Bot' is displayed in bold, followed by 'By Conner Galway' with a small person icon. A bio line reads 'Expert in analyzing and improving digital ads for effectiveness'. Below the bio are four suggested prompts in rounded rectangular buttons: 'How can I improve this ad for better engagement?', 'What are a few ways that I could test this ad to make i...', 'Could this ad perform better on a different platform?', and 'How does this ad's messagnig match with my target ...'. At the bottom is a text input field with a paperclip icon on the left, the placeholder text 'Message The Brief Ad Bot...', and an upward arrow icon on the right. A small disclaimer at the very bottom reads 'ChatGPT can make mistakes. Consider checking important information.'

Section 2:

What's Out There?

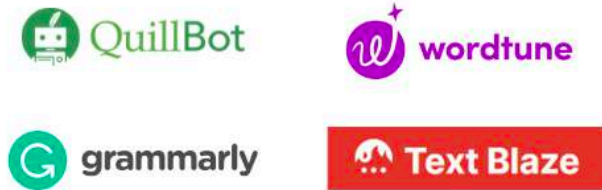
Content Creation



AI Tools for Marketing & Sales



AI Proofreaders



Design Tools



HR and Business Management



Project Management & Time Management



Video Editing & Creation Tools



Transcription Tools



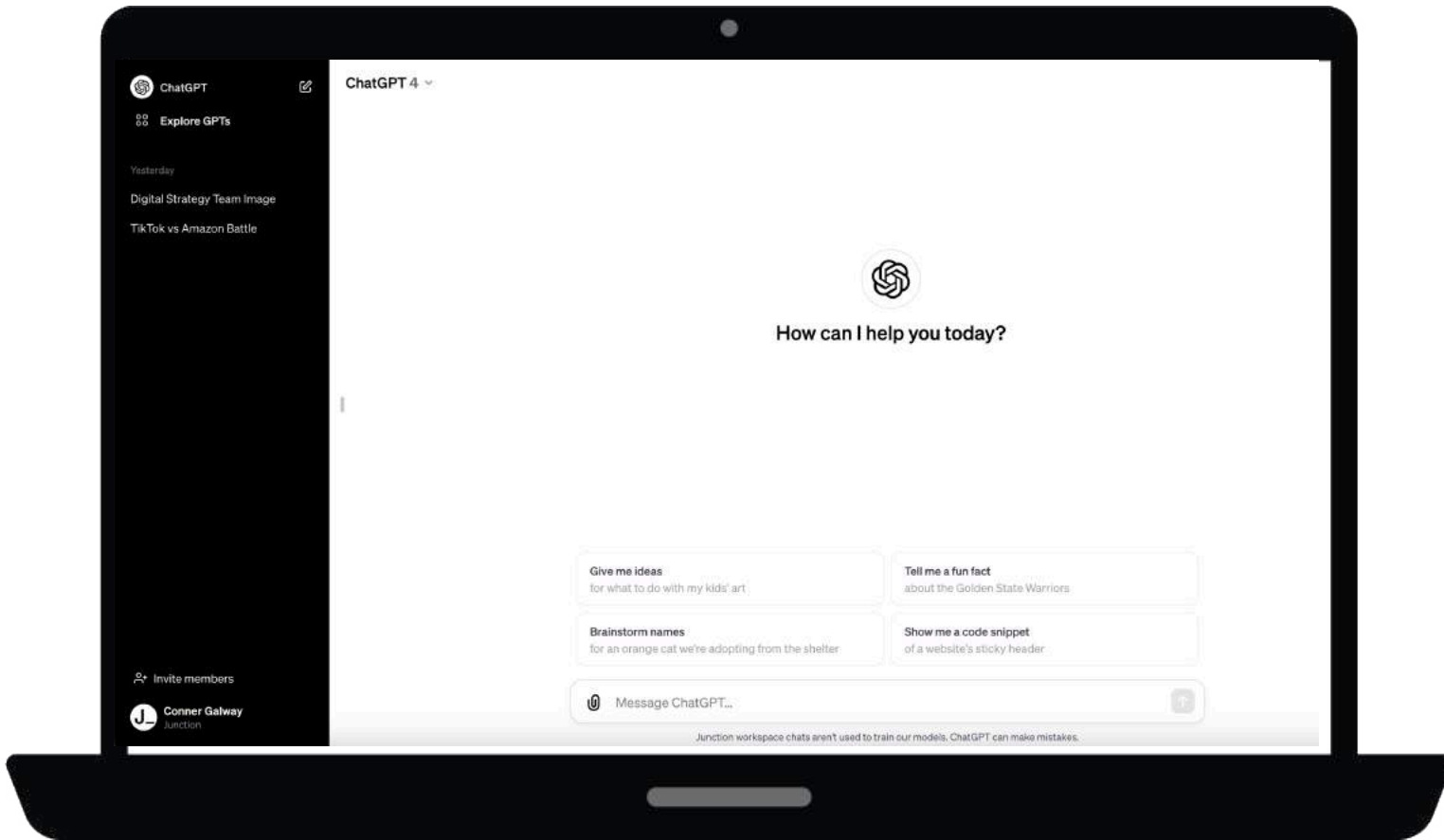
Language

ChatGPT

Gemini

Claude

Copy.ai



Images

DALL-E

Adobe

Firefly

Midjourney

Canva

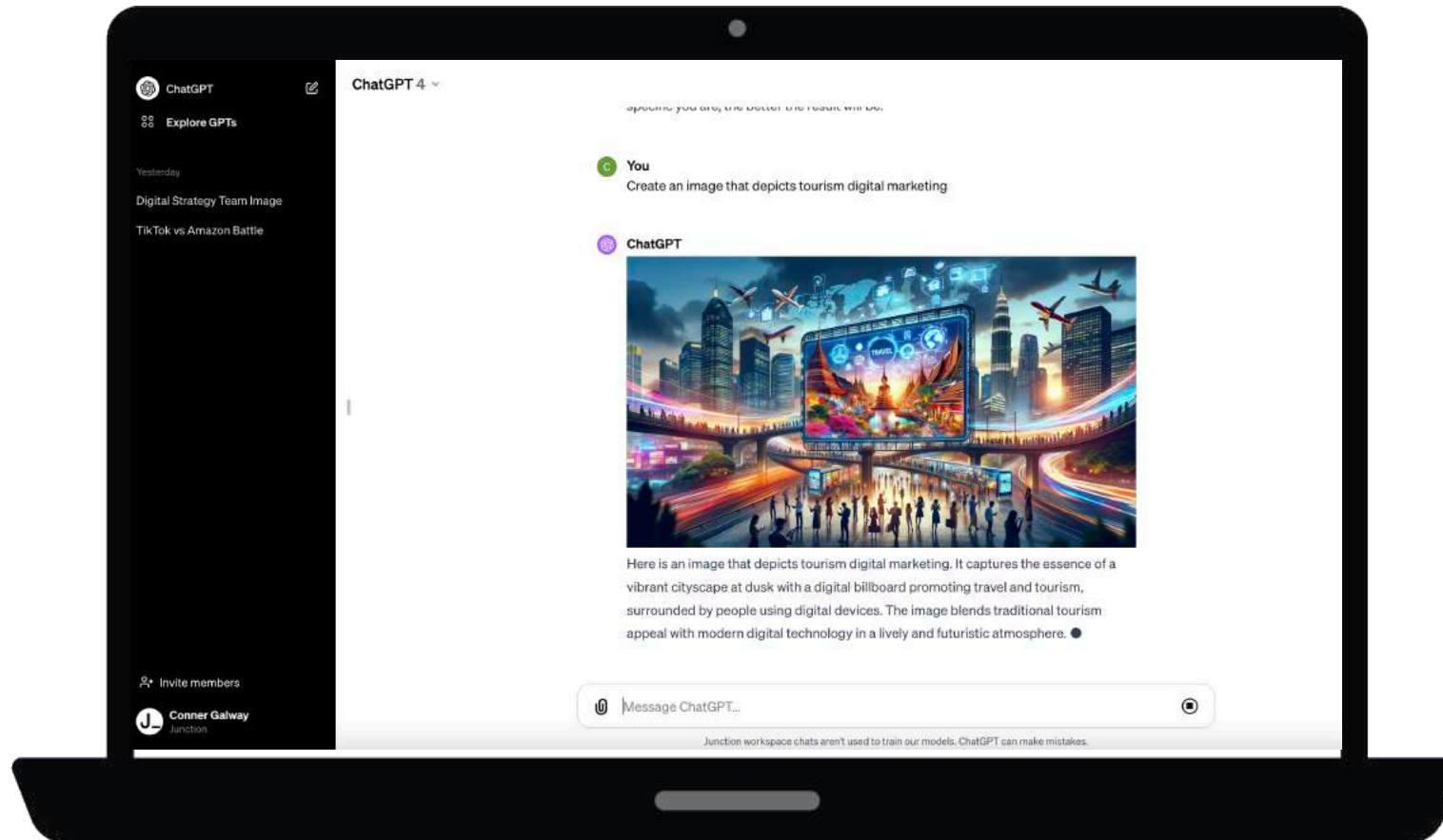
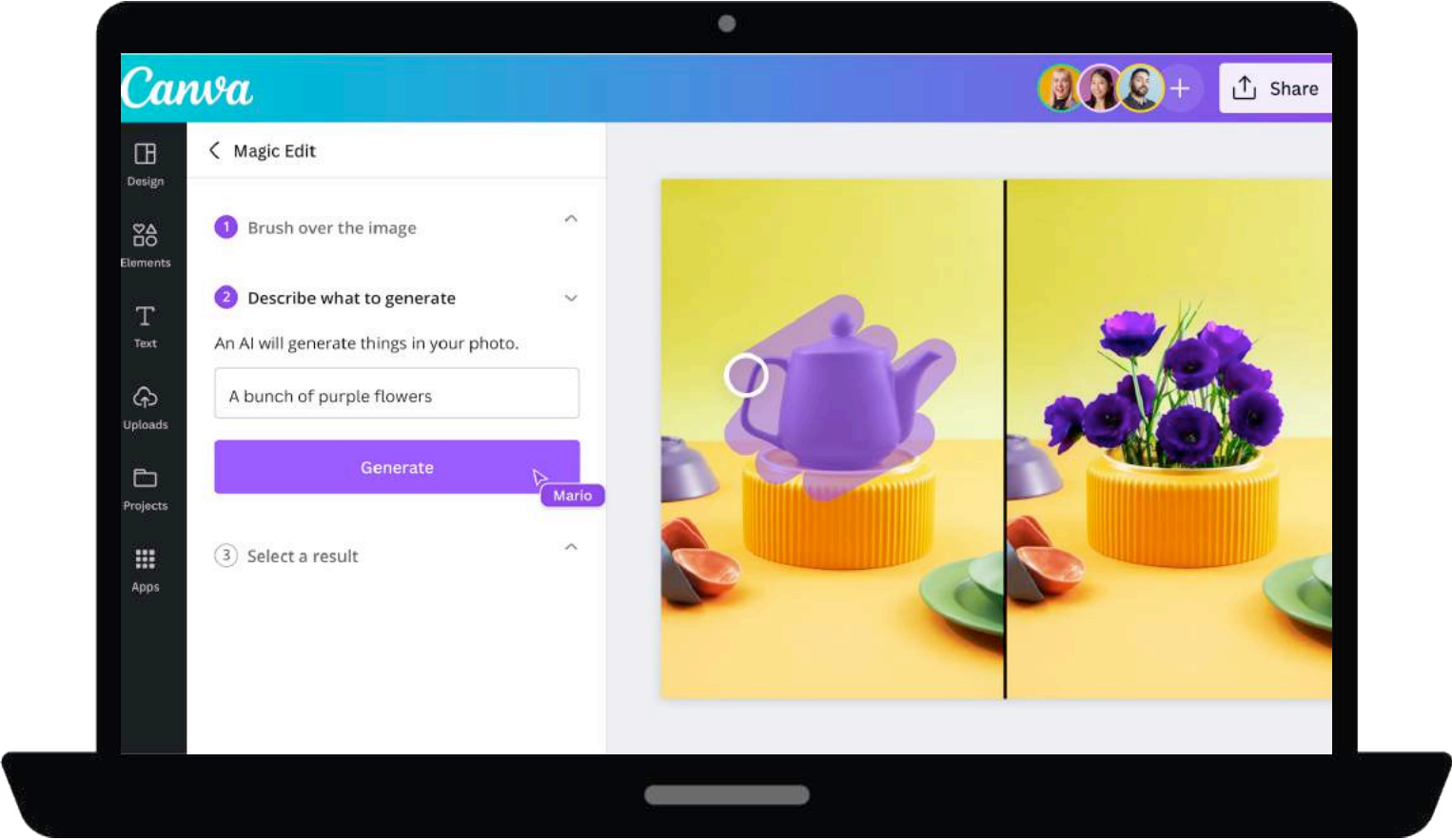


Image Editing

Canva

Adobe
Premiere

Pictory



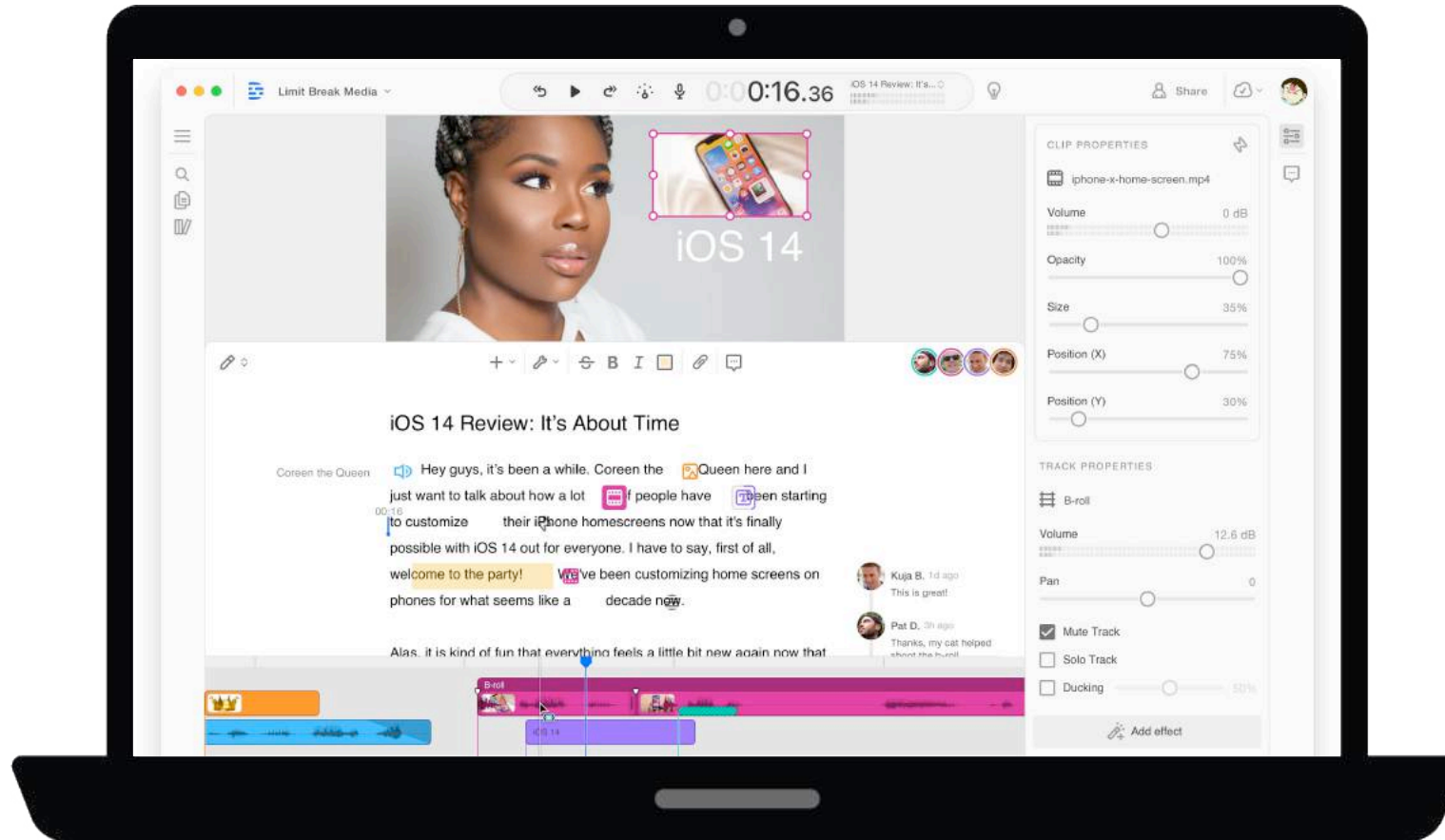
Video Editing & Transcription

Descript

Adobe
Premiere

Pictory

Canva



Bottle Shots

Flair.ai

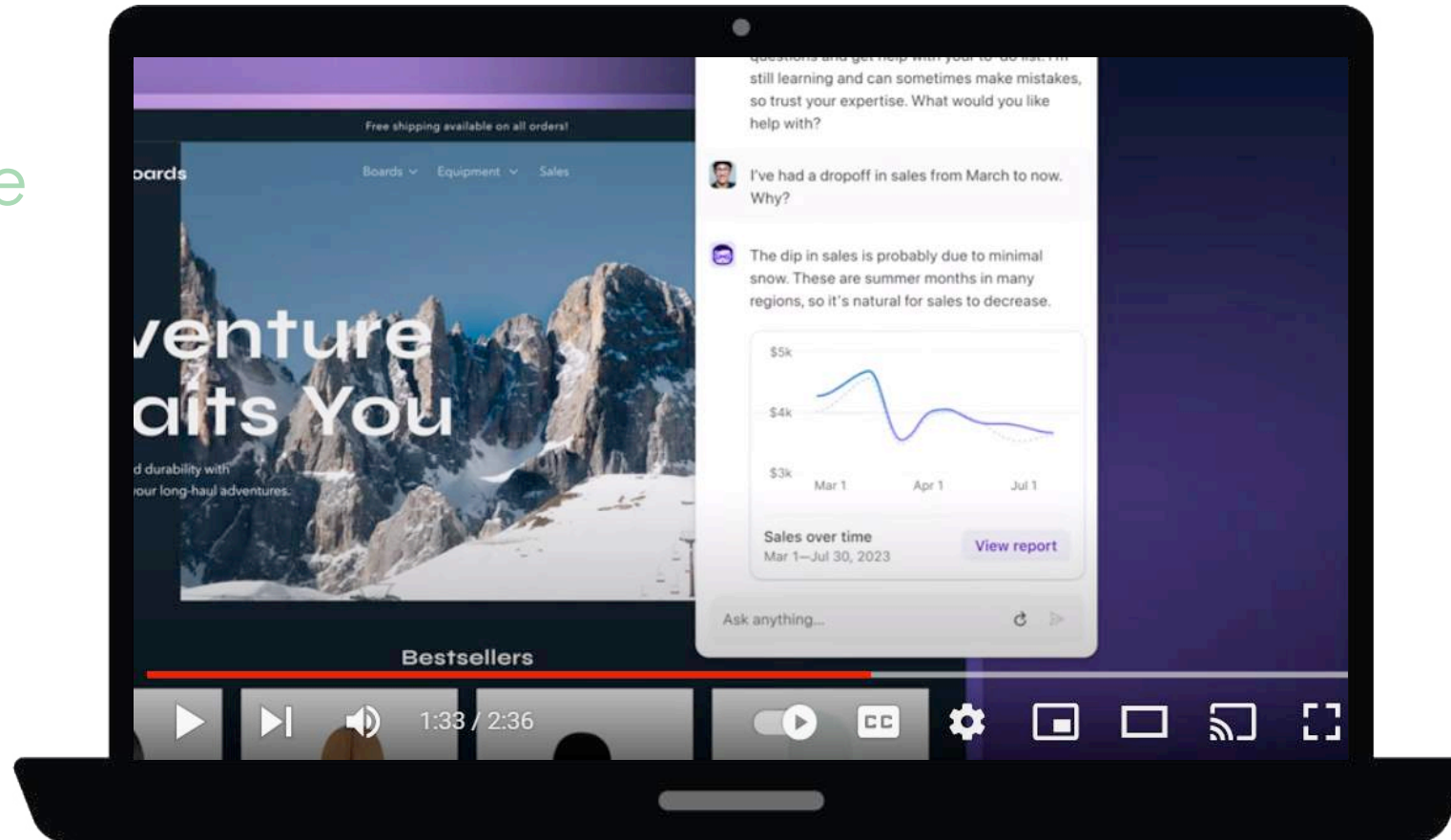


Website Assistant

Shopify

Squarespace

Wix



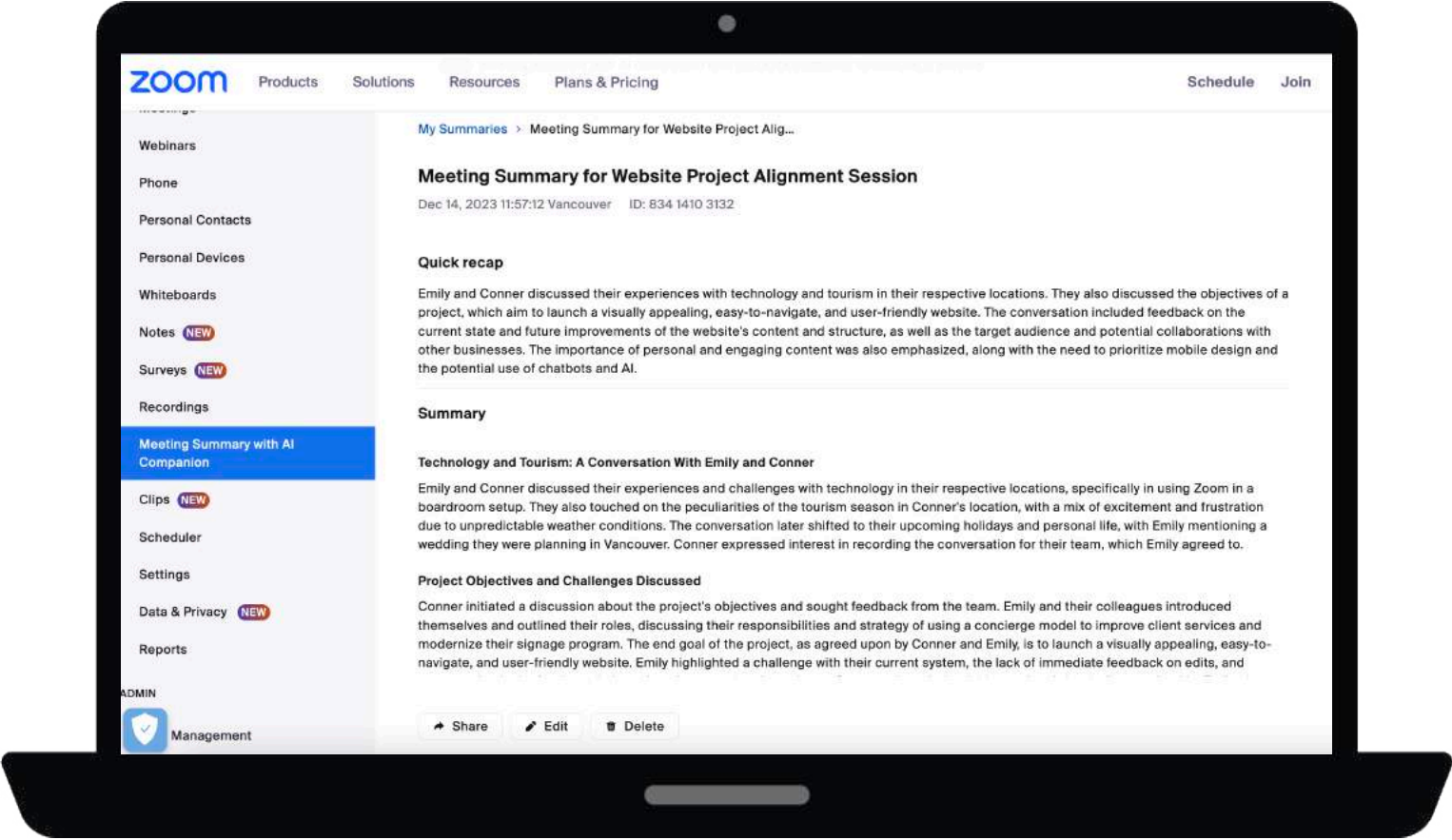
Meeting Assistant

Zoom

Otter.ai

Fireflies

Fathom



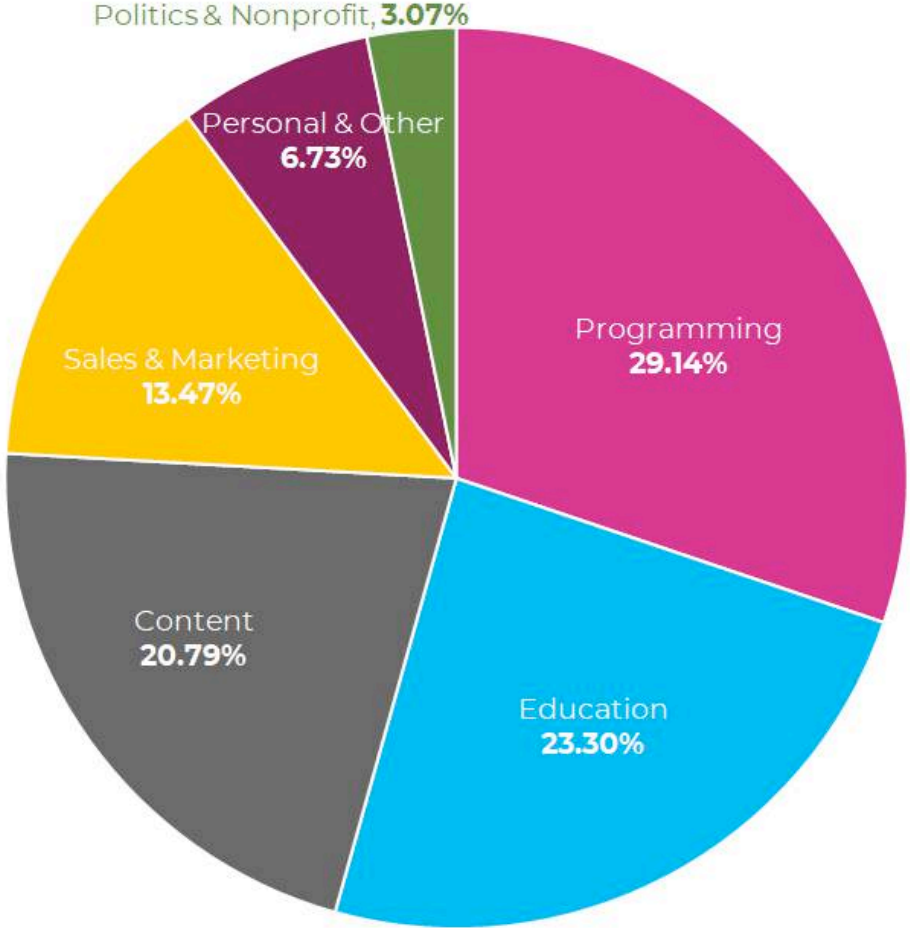
Section 3:

How To Use AI Effectively

AI should be your **assistant**
Not your **author**

Category Breakdown of 4,098 ChatGPT Prompts

(analysis of unique users' single and multi-prompt sessions from May & June, 2023)





Justine Moore ✓
@venturetwins



Obsessed with the new “make it more” trend on ChatGPT.

You generate an image of something, and then keep asking for it to be MORE.

For example - spicy ramen getting progressively spicier 🔥 (from u/dulipat)

Create an image of a spicy bowl of Ramen

Make it spicier

Make it spicier

Make it spicier



Writing Effective Prompts

TOOLS Method

1. **Train** your AI assistant
2. Give it an **Objective**
3. Place your **Order**
4. Define your **Limitations**
5. Specify your **Style**

Writing Effective Prompts

TOOLS Method

“You are a [train your AI Assistant on its role] and you are working on a [train it on the task]. Your objective is to [give it a specific objective to accomplish]. Create a [place your order] that is [define your size, word count, other limitations] in the style of [your brand Style or Tone].”

Writing Effective Prompts

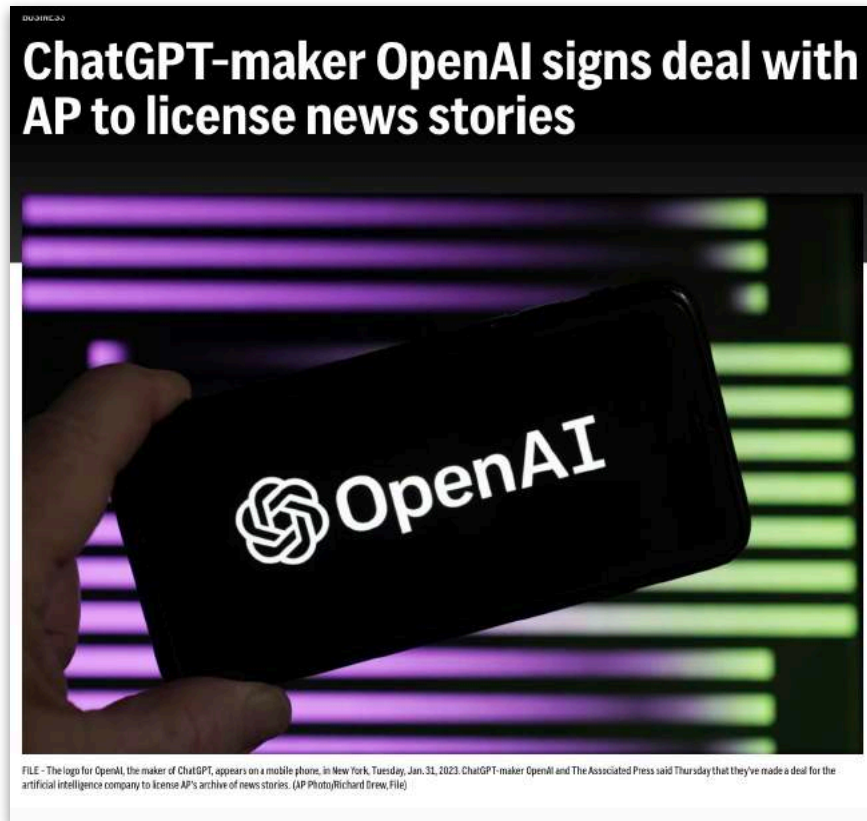
TOOLS Method

“You are a *[expert marketer for a small wine brand]* and you are working on a *[launch for this year’s wines]*. Your objective is to *[build excitement about a new technique that our winemaker has been using]*. Create a *[marketing campaign including press releases, social content and advertising channels]* that is *[limited to \$1000 in total budget]* in the style of *[your brand Style]*.”

Risks and Concerns

- Always protect your data
- Never share information that's not yours
- Always ask: Would you be comfortable if everyone knew?
- The law is still catching up

Risks and Concerns



Summary

1. We're at an AI inflection point
2. There's an AI tool for that
3. It's your assistant, not your author
4. If you don't know, ask AI
5. Use the TOOLS method
6. Prompt until you get what you want
7. Protect your data
8. Prompt like everyone's watching

Thank you

Stay in the loop

Every Monday we send The Brief: a quick, thoughtful email about what's happening in digital, what you should (or shouldn't) be paying attention to, and why it matters.

brief.wearejunction.com

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