



GENERATIVE AI 101



Agenda

- 1 | **What is ChatGPT?**
- 2 | **Prompting Basics**
- 3 | **How to Cheat with AI**
- 4 | **Prompting in Action**

**ChatGPT is an interface to
communicate with a large language
model.**



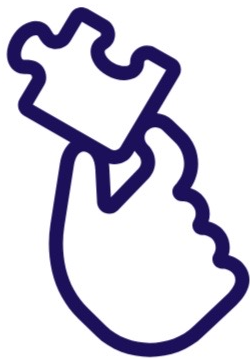
The algorithm simply predicts what word comes next.

The best thing about AI is its ability to

learn	4.5%
predict	3.5%
make	3.2%
understand	3.1%
do	2.9%

LLMs use context clues to understand your prompt.





LLMs are reasoning engines



Not a database of facts

What can I help with?

Message ChatGPT



Create image



Summarize text



Brainstorm



Code

More

Content / Copy Examples

- "What's a better way to phrase this sentence? The meaning I'm trying to convey is: _____"
- "Shorten this bio to 200 words."
- "Rewrite this paragraph in the present tense."

Data Examples

- "Reformat this text as columns"
- "What information is contained in this spreadsheet?"
- "Provide examples of six things I could use a pivot table to learn with this data."

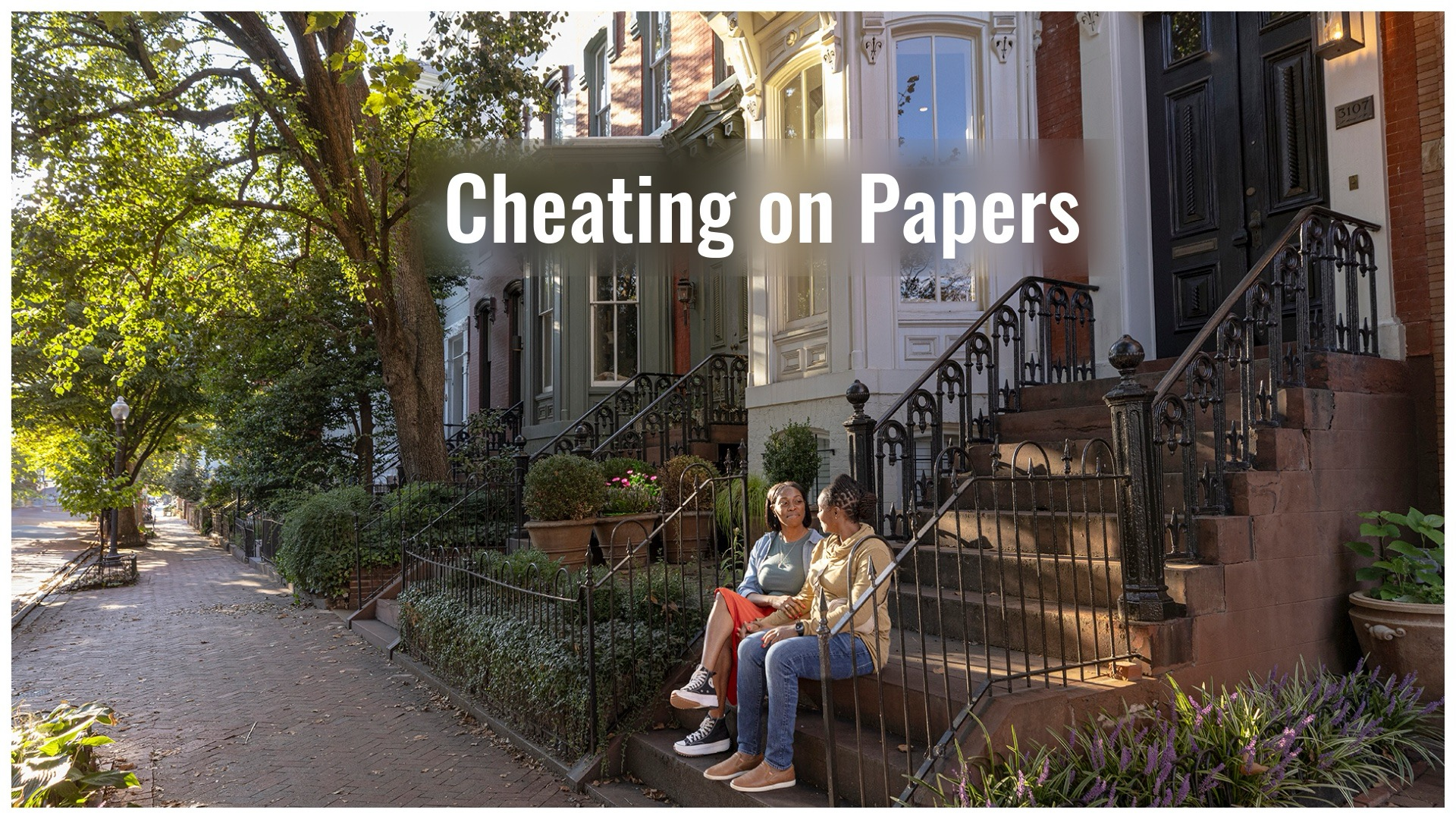
AI BREAK

**Take Out Your
Phones!**
CHAT.COM



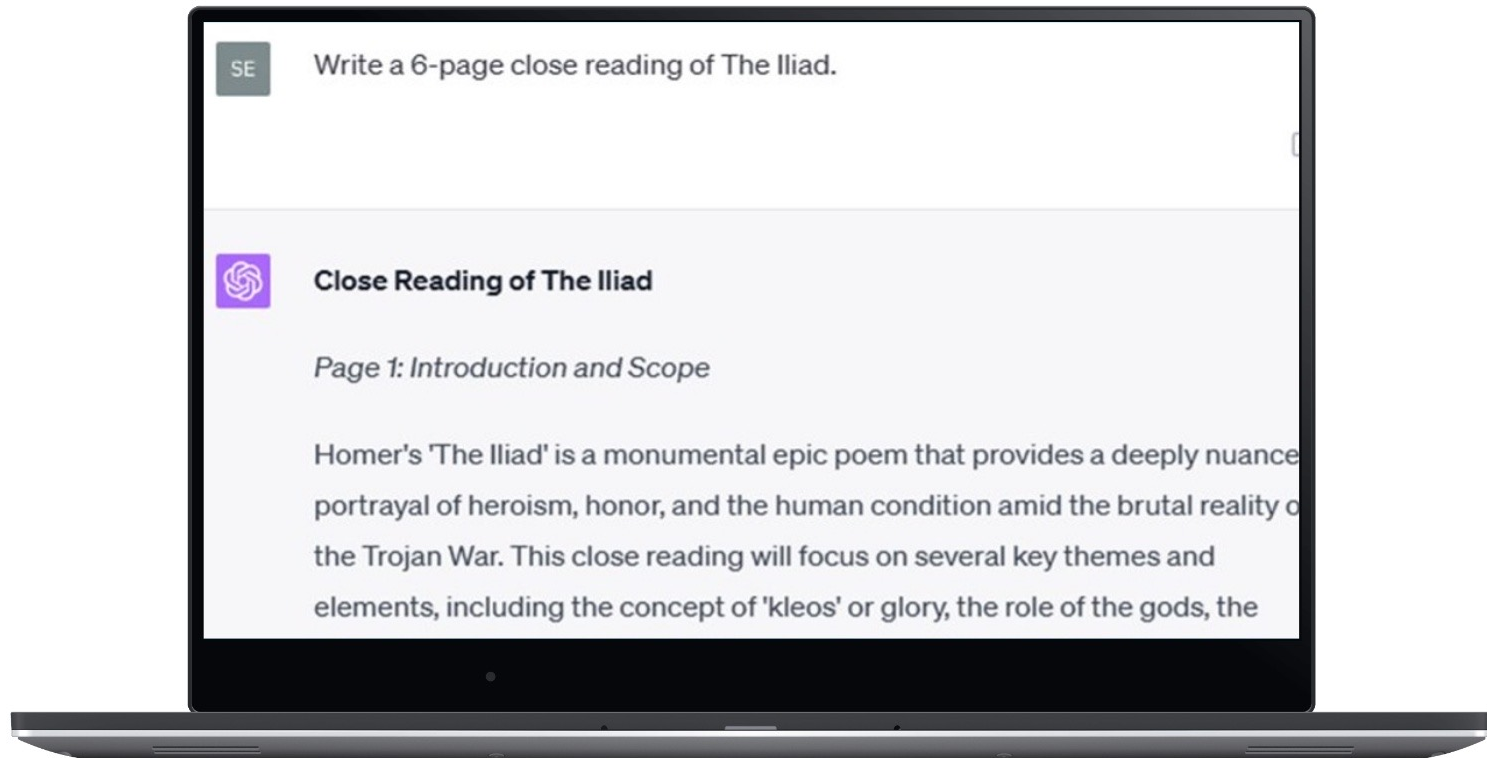
Design a campaign that turns Minnesota's infamous winter weather into its most compelling tourism asset. Include an outrageous PR stunt that would make national headlines.



A photograph of two women sitting on the stone steps of a row house. The woman on the left is wearing a light blue shirt and a red skirt, while the woman on the right is wearing a yellow hoodie and blue jeans. They are both smiling and looking towards the camera. The row house has a dark door with a small sign that says '3107'. There are large trees and a brick path in the background.

Cheating on Papers

How you *think* it happens . . .



How it *actually* happens

SE

I have to write a 6-page close reading of the Iliad. Give me some options for very specific thesis statements.



Close reading essays require a deep and thorough understanding of the specific details within a text. They often analyze style, themes, patterns, symbols, and other literary elements. Here are some very specific thesis statement options for a close reading of the Iliad:

1. **The Concept of Honor in the Iliad:** This essay would analyze how the concept of honor influences the actions and decisions of key characters in the Iliad. The thesis statement might be: "Through the perspectives of Achilles, Hector, and Agamemnon, the Iliad explores complex facets of honor, revealing it to be a multifaceted concept that serves as both the

Continue to iterate

SE

Thank you! I love the fifth idea about the role of women in The Iliad. Can you outline this paper for me, using a five-paragraph structure with instructions on how to write each one? It should be appropriate for a college student to present and defend.



Absolutely, here is a detailed outline for a five-paragraph essay:

Paragraph 1: Introduction

- Begin with a brief introduction to the Iliad, Homer, and the historical and cultural context of the epic. This could involve a concise explanation of the Trojan War and the role of women in ancient Greek society.
- Transition into a clear, concise thesis statement that encapsulates your argument. Example: "Despite their limited presence, women in the Iliad, such as Helen, Andromache, and Briseis, play crucial roles, often influencing

Don't take the LLM at face value

SE

I would like to question your assertion that Helen's beauty was the cause of the Trojan War. Is it possible that the issue here was men feeling like they had ownership of her beauty, and that she was merely their possession? Can you rewrite your suggestions for paragraph two to go more into detail on this theory?



Absolutely, that's a valid interpretation and offers a deeper analysis of Helen's role in the Iliad. Here's a revision for the second paragraph:

Paragraph 2: Helen

- Introduce Helen as a character, her significance in the narrative.

**At work . . . it's not
cheating to use AI!**



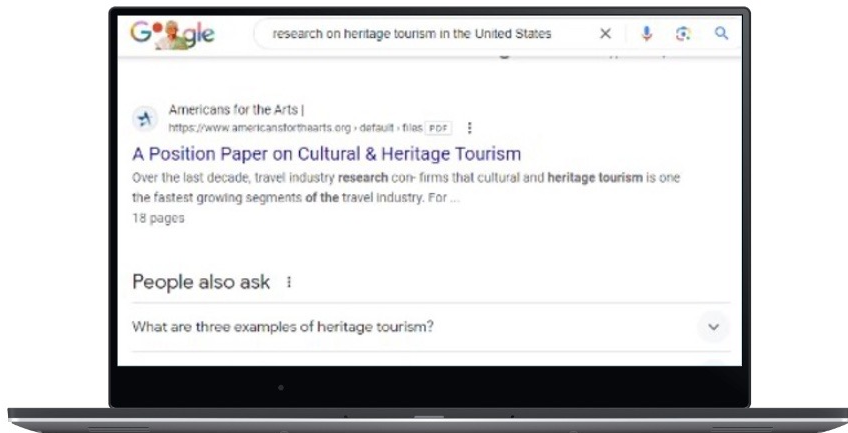
Creating Campaign Strategy



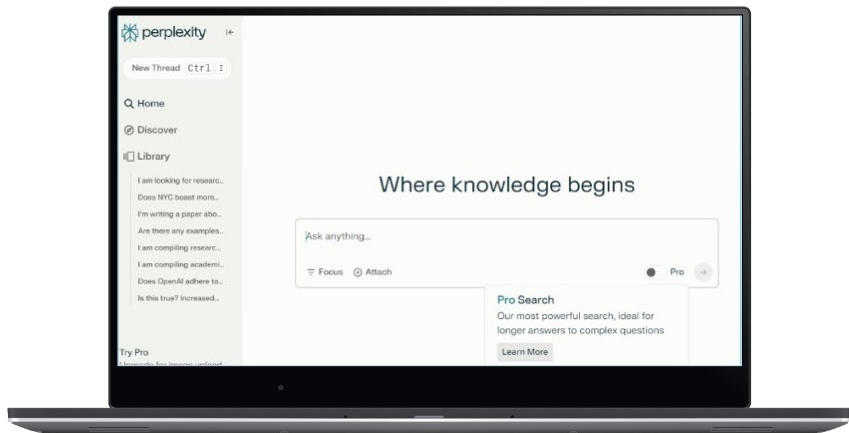
Do you have a clear process?

- **Defining your campaign goals**
- **Using research to define and segment target audiences**
- **Reviewing your competitive set and conducting a SWOT analysis**
- **Creating a clear USP and messaging strategy**
- **Defining tactics to bring the campaign to life**

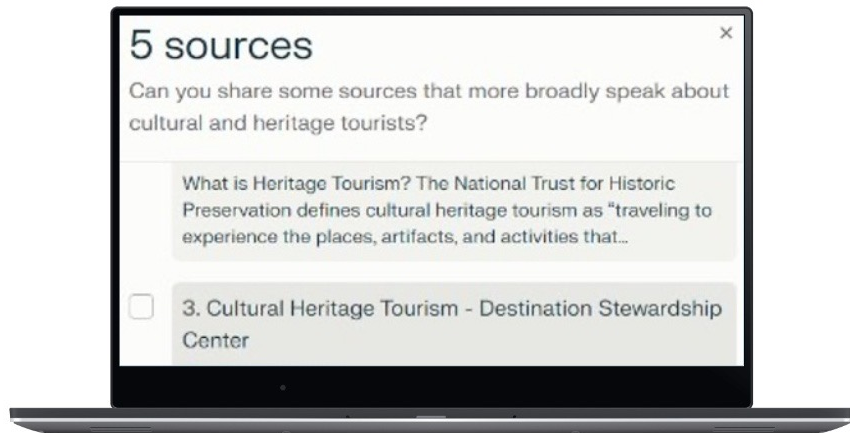
**START BY "PRIMING" THE
PROMPT WITH YOUR
SOURCES OF TRUTH**



Find sources of research
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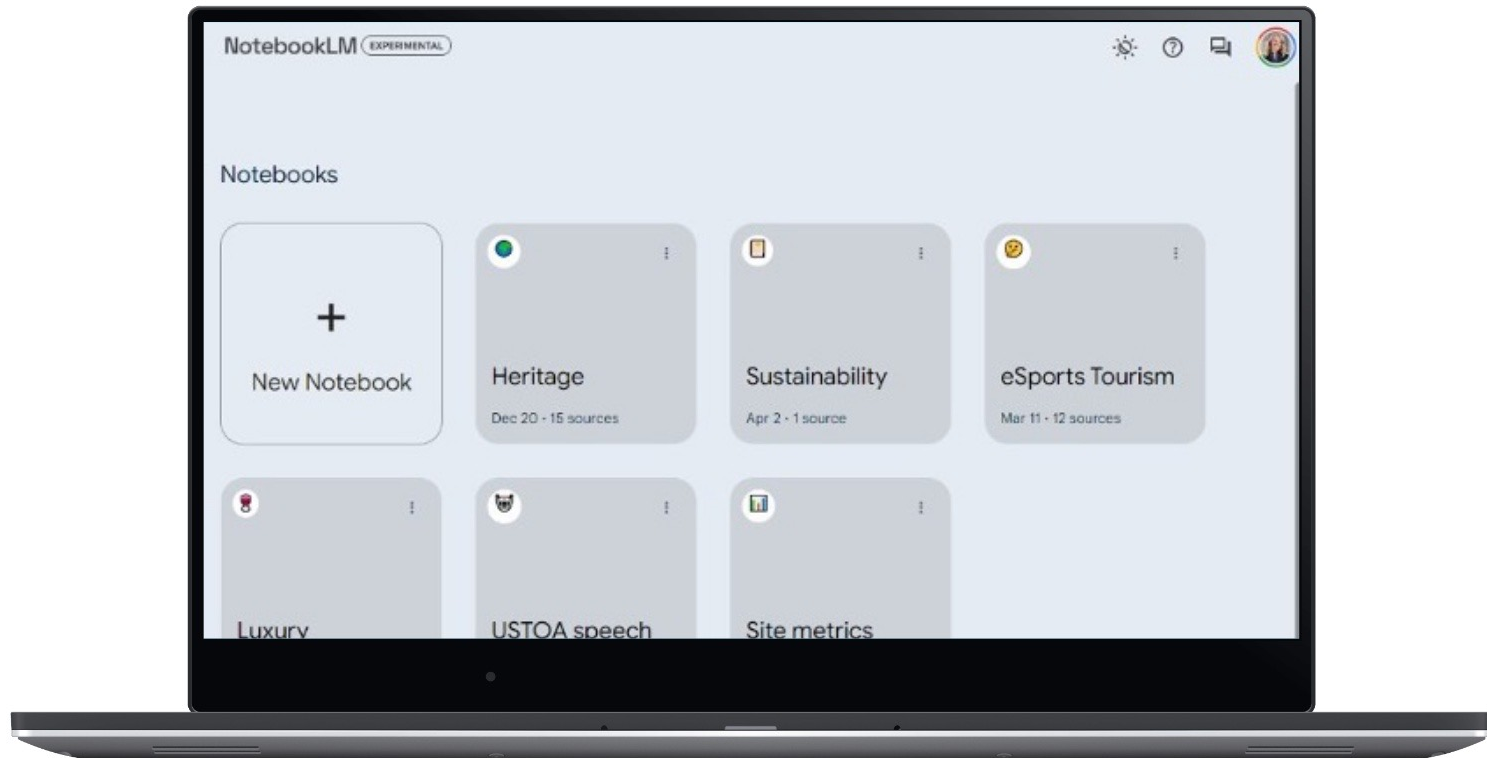


Find sources of research
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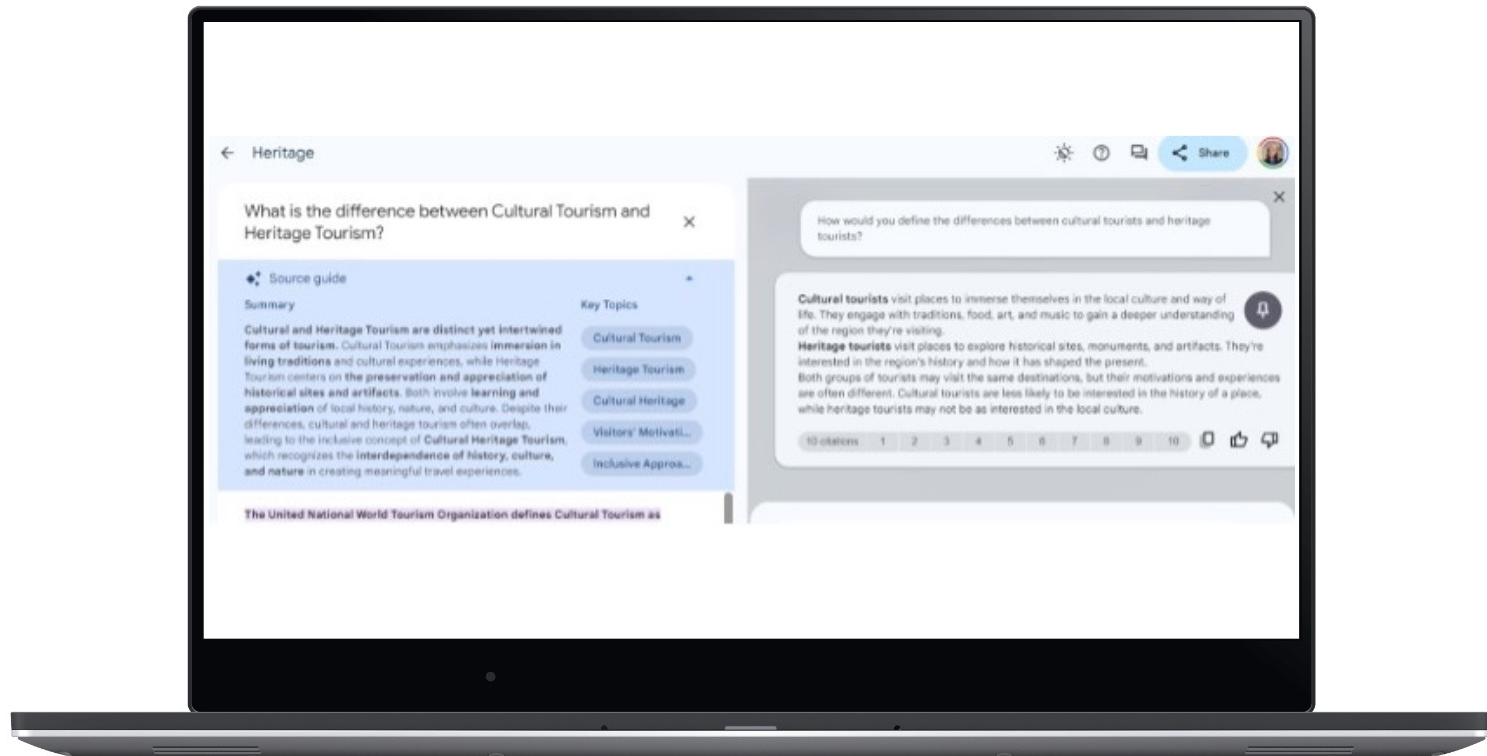


**Find sources of research
using:
Google
Perplexity**

Upload research to Google NotebookLM



Use NotebookLM to ask questions



**USE THE "PRIMED PROMPT"
TO BUILD THE CAMPAIGN**

Competitive Landscape

You

NYC Tourism is preparing a campaign to promote the destination as part of America250 in 2026 to international visitors as well as domestic cultural and heritage visitors. The campaign will start in January 2025 to promote NY400 and will extend to the end of 2026, peaking on July 4, 2026 when Sail250 brings tall ships to New York Harbor. The campaign will feature a calendar on our website showcasing all of the activations and exhibitions that our 1600 members will create during this two-year period to celebrate the sesquicentennial. Our primary competition domestically will be Boston, Philadelphia and Washington, DC. Can you share the strengths, weaknesses and market positioning with regards to tourism promotion for America250 for each of these destinations along with NYC in a table?

City	Strengths	Weaknesses	Market Positioning
New York City	Iconic global landmarks - Empire State Building - Statue of Liberty - Times Square - Broadway - Central Park - Ellis Island - 9/11 Memorial & Museum - High-end shopping and dining - World-class museums and cultural institutions - Diverse cultural and ethnic neighborhoods - Strong media and marketing reach	High cost of doing business - Overcrowding - Seasonal fluctuations in tourism - High competition from other major cities	Positioned as a cosmopolitan, global hub of culture, history, and innovation. Offers a unique, iconic American experience with a global appeal.
Boston	Rich historical heritage - Freedom Trail - Faneuil Hall - Paul Revere House - USS Intrepid - Fenway Park - Harvard University - MIT - Proximity to other major cities - Strong local media and marketing reach	Limited global recognition compared to NYC - Smaller city size - Higher cost of living - Limited cultural and entertainment offerings compared to NYC	Positioned as the cradle of American history and intellectual innovation. Appeals to those interested in American history and academic excellence.
Philadelphia	Deep American historical roots - Liberty Bell - Independence Hall - Betsy Ross House - Franklin D. Roosevelt Memorial - University City - Art Museum of Philadelphia - Fairmount Park - Strong local media and marketing reach	Perceived as less glamorous than NYC or DC - Smaller city size - Limited cultural and entertainment offerings compared to NYC	Positioned as the birthplace of America, offering an authentic historical experience. Targets visitors interested in the origins of American democracy and culture.
Washington DC	National monuments and museums - Smithsonian Institution - Lincoln Memorial - Washington Monument - White House - US Capitol - National Mall - Potomac River - Strong local media and marketing reach	Political climate can affect visitor experience - Limited cultural and entertainment offerings compared to NYC	Positioned as the seat of American politics and history. Attracts those interested in understanding the workings of the US government and political landscape.

Target Audience



ChatGPT

TARGET AUDIENCE/PROFILE:

1. NYC Cultural Travelers:

- **Who:** Visitors interested in history who have previously traveled to NYC, with a significant proportion being Millennials and Gen Z. They are diverse, often traveling with family, and indulge in cultural activities.
- **Current Behavior:** These travelers stay longer, spend more, and engage in a wider array of activities than other tourists. They're particularly interested in museums, performing arts, and local shops.
- **Desired Change:** Increase their engagement with lesser-known historical sites and stories, especially those highlighting the contributions of underrepresented communities.
- **Barriers:** Overwhelming choices in a city as diverse as NYC. They might prioritize popular spots, overlooking the lesser-known, yet equally significant, historic sites.

Write the Brief: What problem are we solving?



ChatGPT

BACKGROUND: How can we illuminate New York City's foundational role in America's heritage, making it the premier destination for those eager to relive the nation's pivotal moments?

Write the brief: What is the objective of the campaign?



ChatGPT

PRIMARY OBJECTIVE:

We want them to prioritize New York City as their ultimate heritage destination, diving deep into its rich tapestry of history. This entails not only visiting but engaging holistically: participating in guided tours, attending events, sharing their experiences on social media, and exploring the lesser-known narratives, particularly those of underrepresented communities. The campaign seeks to both engage and educate, turning every visit into a profound journey of discovery, ensuring visitors leave with a deeper appreciation of NYC's unparalleled significance in the nation's story.

Human-Generated Positioning Statement

Unlike cities that only commemorate the past, New York City has an ongoing tradition of making history.

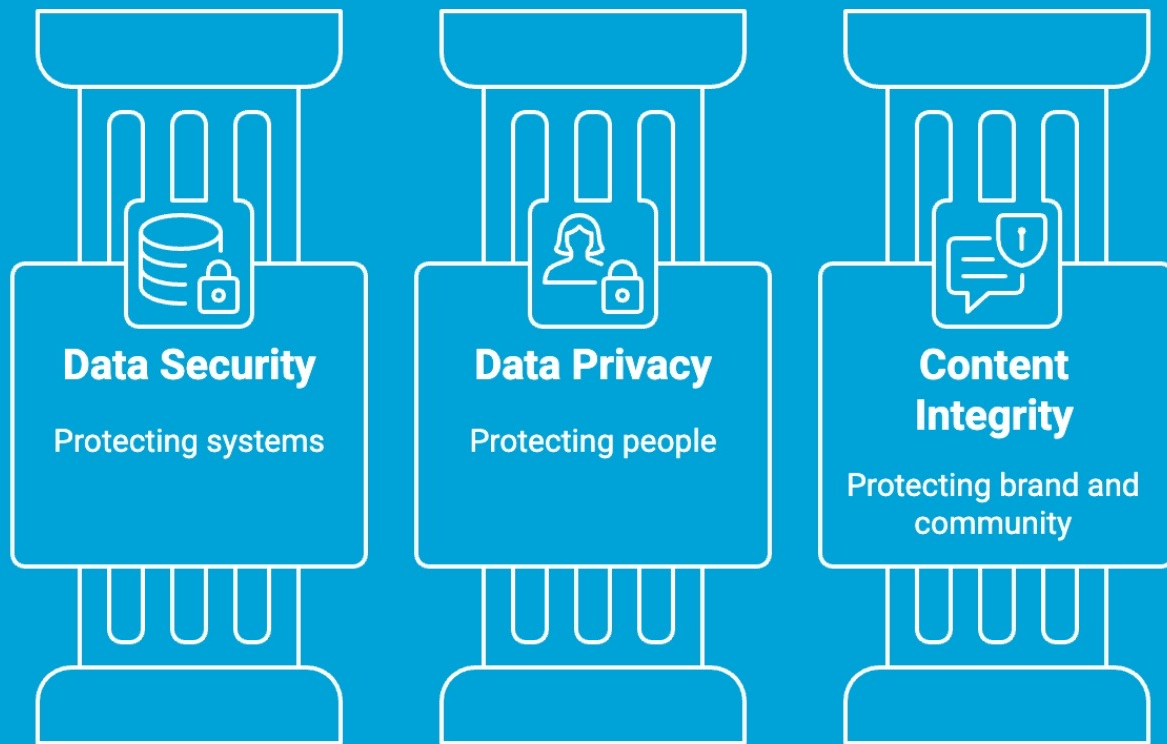
From the first US Congress and the Stonewall Uprising, to the birth of hip-hop and tomorrow's electric air taxis, NYC's pivotal role in catalyzing groundbreaking practices, cultural movements and innovation is unmatched by any other US city.

For America's 250th anniversary, we will celebrate NYC's past, present and future as a foundry of innovation and influence, inviting locals and visitors to explore enduring contributions that shaped our nation and affirmed this country's place in the world.

A woman with dark hair, wearing sunglasses and a green and white striped towel, stands in the foreground on the left. She is looking towards the camera. In the background, a large, multi-story pink resort building with multiple towers and domes is visible, partially obscured by tall, golden-brown beach grasses. The sky is blue with scattered white clouds.

Watch-outs and Governance

Three Pillars of AI Safety for DMOs





Janette Roush is an accomplished academic, researcher, and thought leader in the field of travel and tourism. With a PhD in Tourism Management, Janette has dedicated over two decades of her career to analyzing and understanding trends and patterns within the US travel industry.

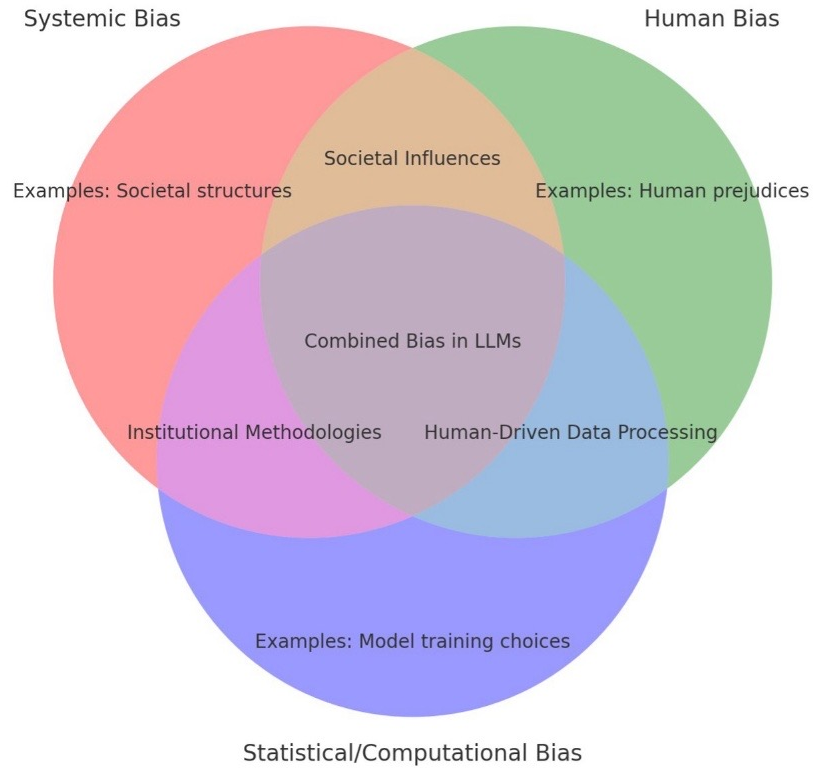
She began her journey at the prestigious Cornell University, where she was recognized for her research contributions and innovative approach to addressing challenges in the tourism sector. Following her tenure at Cornell, she joined the Amtrak team, taking on a key role in analyzing passenger travel data and informing strategic decisions for improved customer experience.

Janette is also known for her collaboration with artificial intelligence research, particularly in her work with ChatGPT, aiming to enhance travelers' experiences and make informed decisions about their journeys. Her partnership with OpenAI has resulted in groundbreaking applications of AI in the travel and tourism industry.

When she isn't immersed in research, Janette enjoys early morning train rides across the US,

Hallucinations

Categories of Bias in Large Language Models



Bias



Sustainability

How We Get There!



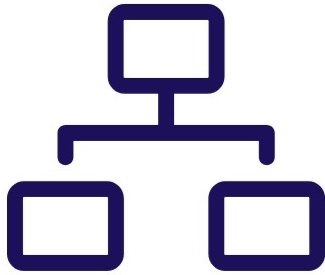
Stay focused on your mission

What problems do we solve for our stakeholders?

How can generative AI help us do this better or faster?

AI is a tool - not a solution!

Two paths for organizational change



Top-Down

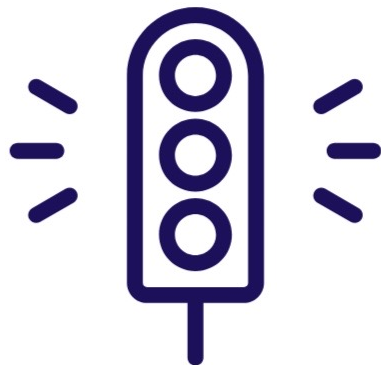


Bottom-Up

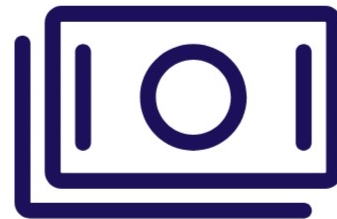
Top-down



**Create an AI
Committee**



**Adopt guidelines
for Gen AI use**

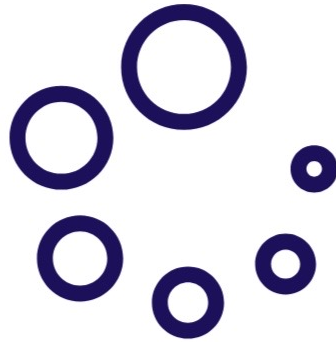


**Invest in secure
chat accounts**

Bottom-up



**Open ChatGPT on
your second screen**



**Don't wait for a
perfect use case**



Share your ideas



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THANK YOU

CONSUMER

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