

1. Presentation Summary

Presentation: Prompt Like A Pro - Workshop

Description:

This workshop explored how to effectively interact with AI tools like ChatGPT and Boggler™, providing attendees with practical strategies to unlock AI's full potential for productivity and innovation in business contexts.

Presenters:

- **Sam Stanton**, redbutton.ai
- **Robbie Sawyer**, redbutton.ai

Date: November 20, 2024

Summary:

Sam and Robbie delivered a dynamic, conversational session designed to demystify AI tools and show attendees how to maximize their value in professional settings. The workshop emphasized practical application, focusing on crafting effective prompts, refining outputs, and leveraging AI as a collaborative assistant. Real-world examples included creating comprehensive marketing plans, summarizing complex documents, and streamlining repetitive tasks. They highlighted strategies for improving AI interaction, such as specifying goals, engaging in dialogue, and providing iterative feedback. The session balanced technical insights with accessible humor, encouraging attendees to experiment with AI in their workflows.

Boggler™ Assist Rating (BaR) Explanation:

The session provided a strong balance of clarity, engagement, and practical insights, although some technical demonstrations could have been streamlined.

- **BaR Productivity Rating:** ★★★★★ (4.5)
- **BaR Sentiment Rating:** ❤️❤️❤️❤️ (4.0)

2. Attendee Review

Title: **Unlocking AI's Potential: Practical Tips for Business Success**

Main Topics & Supporting Points:

- 1. Understanding AI as an Assistant:**
 - AI tools like ChatGPT are not mind readers; they require structured prompts.
 - Treat AI as a collaborative assistant, akin to having thousands of interns.
- 2. Effective Prompt Crafting:**
 - Optimal prompts are ~32 words for significant tasks.
 - Specify the AI's role (e.g., "You are a world-class marketing expert").
 - Iterative feedback improves results.
- 3. Real-World Applications:**
 - Developing marketing plans with SWOT analysis, executive summaries, and detailed campaigns.
 - Drafting personalized social media calendars and posts.
 - Creating RFPs, event proposals, and summarizing hotel offerings.
- 4. Enhancing AI Output:**
 - Engage in a dialogue to refine responses.
 - Use tone adjustments to match specific audiences or styles (e.g., casual, corporate).
- 5. Privacy and Security:**
 - Guidance on when to avoid sharing sensitive information.
 - Distinction between free and pro AI models for privacy controls.
- 6. Continuous Improvement:**
 - AI evolves with user feedback ("reinforcement learning").
 - Kaizen principle: Make small, incremental improvements daily.

Key Takeaways:

1. Structured prompts yield better AI responses.
2. AI is a powerful tool for creative and administrative tasks but requires human input.
3. Privacy concerns must be balanced with practicality.
4. Experimentation leads to greater proficiency.
5. Real-world examples reinforce AI's transformative potential.

Actionable Steps:



1. Identify repetitive or time-consuming tasks in your workflow.
2. Craft prompts with clear objectives and details.
3. Experiment with iterative feedback to refine AI responses.
4. Integrate AI tools like Boggler™ into daily tasks for increased efficiency.
5. Explore privacy settings to ensure data security.

Things to Think About:

- How can AI augment tasks you dislike or find tedious?
 - What specific expertise could AI emulate to assist your role?
 - How can you integrate AI into cross-departmental collaborations?
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3. Presenter Insights

Interaction Dynamics:

The presenters maintained a lively and engaging tone, balancing humor with technical instruction. They encouraged audience participation, creating a collaborative atmosphere.

Top Resonating Statements:

1. "Treat AI like your assistant—ask it for help, and then refine the output."
2. "The AI is as good as the direction you give it. It's not a mind reader."
3. "Kaizen: Focus on being 1% better today, and let that compound."
4. "AI isn't just about speed—it's about unlocking creativity."
5. "Your response is only as good as your prompt."

Strengths:

- Conversational and approachable delivery.
- Effective use of real-world examples to demystify AI.
- Clear articulation of technical concepts for non-technical audiences.
- Humor and relatable analogies enhanced engagement.

Areas for Improvement:

- Provide a step-by-step demo of complex tasks to ensure clarity.
- Use a dedicated slide for privacy concerns to reinforce key points.
- Incorporate visual aids to simplify advanced concepts (e.g., vector databases).

Top Resonating Outcomes:

1. Improved understanding of crafting effective prompts, evidenced by audience questions.
2. Heightened curiosity about AI's potential for specific use cases like event planning and marketing.
3. Greater confidence in experimenting with AI tools.

Soft Skills Evaluation:

Sam and Robbie displayed exceptional confidence and humor, fostering a relaxed and engaging environment. Their balance of authority and relatability made complex topics approachable.

4. Insight for Organizers

Content Relevance:

The session addressed a critical need for practical AI knowledge among business professionals. It was highly relevant and adaptable for future sessions.

Speaker Engagement:

The presenters maintained consistent audience engagement, using humor and direct interaction to ensure attention. The session met its objectives, leaving attendees with actionable insights.

Event Impact:

The workshop provided a clear framework for AI adoption, equipping attendees with skills to enhance productivity. Its long-term impact will likely influence AI adoption rates within attendees' organizations.

New Ideas & Content Potential:

1. Create industry-specific AI guides based on attendee feedback (e.g., AI for hospitality or marketing).
2. Introduce advanced sessions for returning attendees.

Content Creation Suggestions:

- **Newsletter:**
Title: "From Novice to Pro: Mastering AI Prompts"
Description: Highlights practical tips and techniques shared during the session.
- **Blog Post:**
Title: "5 Ways AI is Revolutionizing Event Planning and Marketing"
Summary: Insights from the workshop on using AI to streamline professional tasks.
- **Knowledge Base Report:**
Title: "The Complete Guide to Prompt Crafting for AI Tools"
Description: A detailed guide summarizing best practices and real-world applications.
- **Email Campaign:**
Subject Line: "Level Up Your AI Skills with These Pro Tips!"
Description: Encourage recipients to explore advanced AI techniques.



- **Social Media Campaign:**

Platform: LinkedIn

Text: "Discover how to make AI your most powerful collaborator. Learn from Sam and Robbie's session at SITE Midwest Education Summit"

Image: Screenshot of a dynamic AI-generated marketing plan.

Timing: Post-event follow-up.

Closing Message:

Boggler Assist™ for Events is your AI-powered solution for enhanced event impact, delivering real-time qualitative analysis and actionable insights. Learn more at www.redbutton.ai.