VERMONT CHAMBER of Commerce

AI UNLEASHED: PRACTICAL STRATEGIES FOR BUSINESS SUCCESS

@alecnewcomb

Disclaimer: You will experience facts that will be out of date in days from this talk!

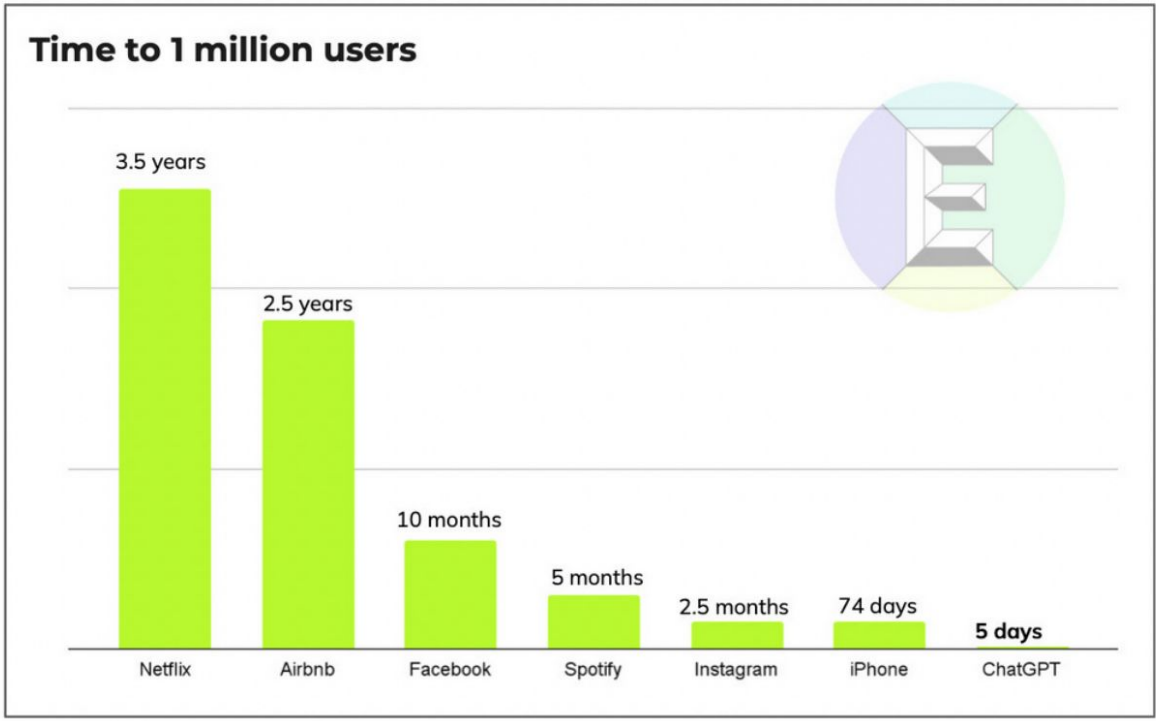
Not an AI Expert

They <u>don't</u> exist...

What I do is help companies test and apply **AI** to Business Problems

Here are there stories.

MARKETING ALEC

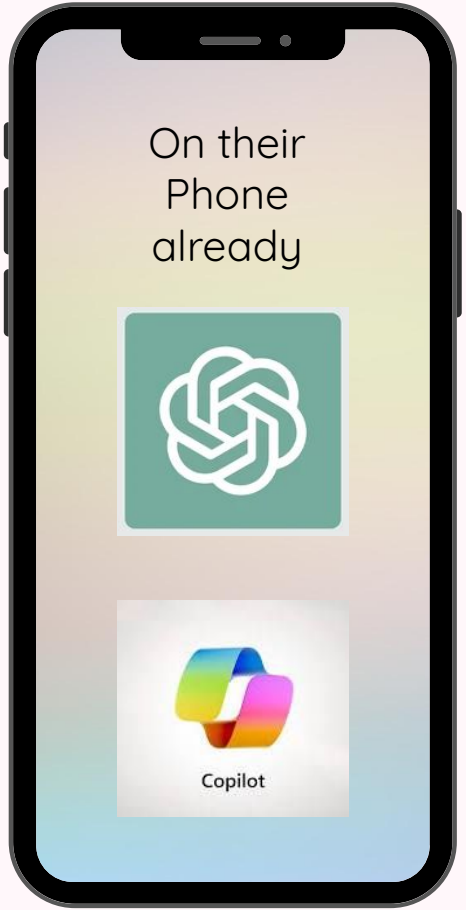


Exponential View via Linas Beliūnas

ChatGPT took **5 Days** to get to 1 Million Users

We can’t use AI because...

1. Security
2. Data Reliability
3. Bias
4. Data Transparency
5. Skill Erosion
6. Complexity
7. Costs
8. Regulations



AI Won't Impact Our Business

Microsoft added GPT to all Products Nov 1st

Microsoft | Official Microsoft Blog Our Company News and Stories Press Tools Source

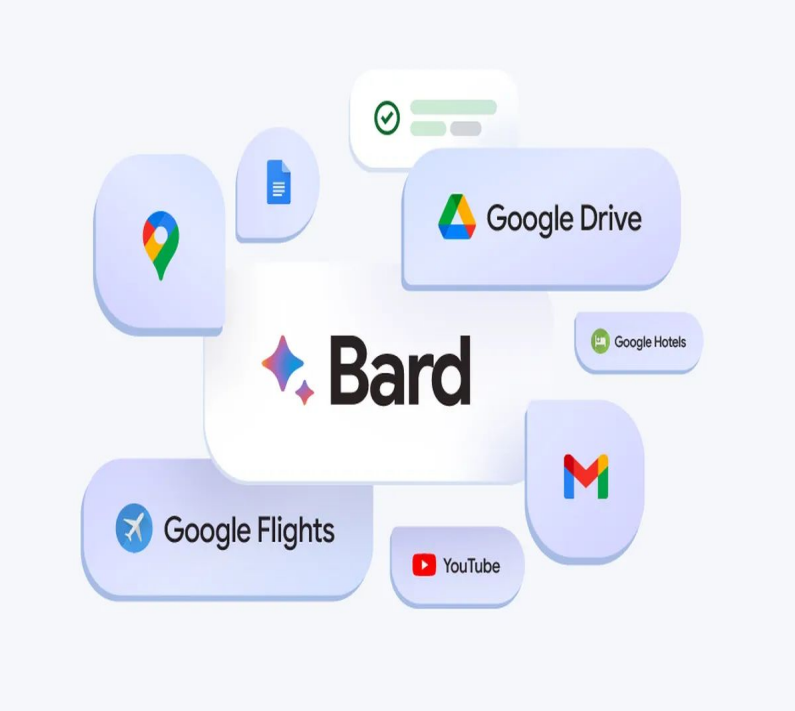
Bringing the full power of Copilot to more people and businesses

Jan 15, 2024 | Yusuf Mehdi - Executive Vice President, Consumer Chief Marketing Officer

- 5 Billion Chats
- 5 Billion Images generated

In 3 Months!

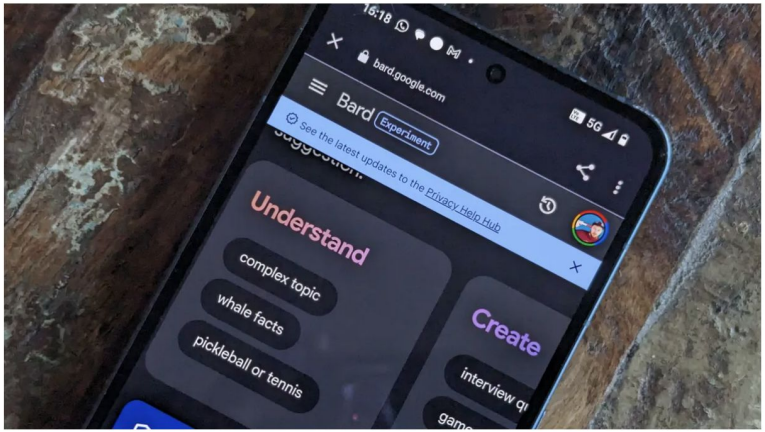
Bard in Google Docs as of 9/19/23



Google Bard AI's addition to Messages could change the way we text forever

News By James Ide published 2 days ago

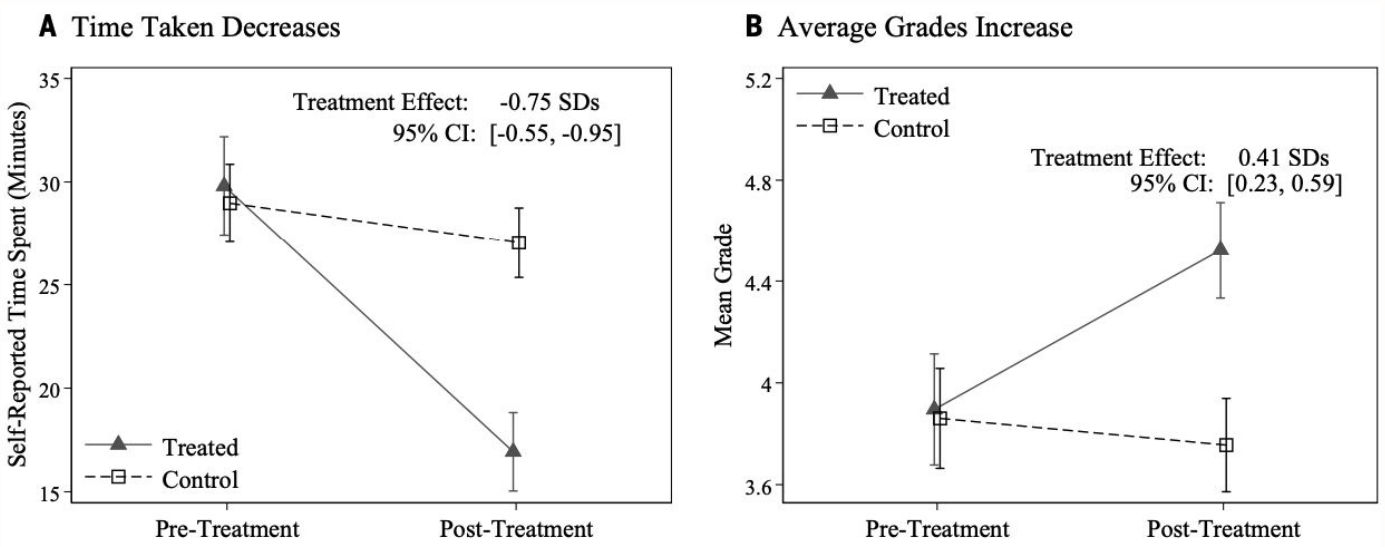
AI could change Google's Messages app in a big way



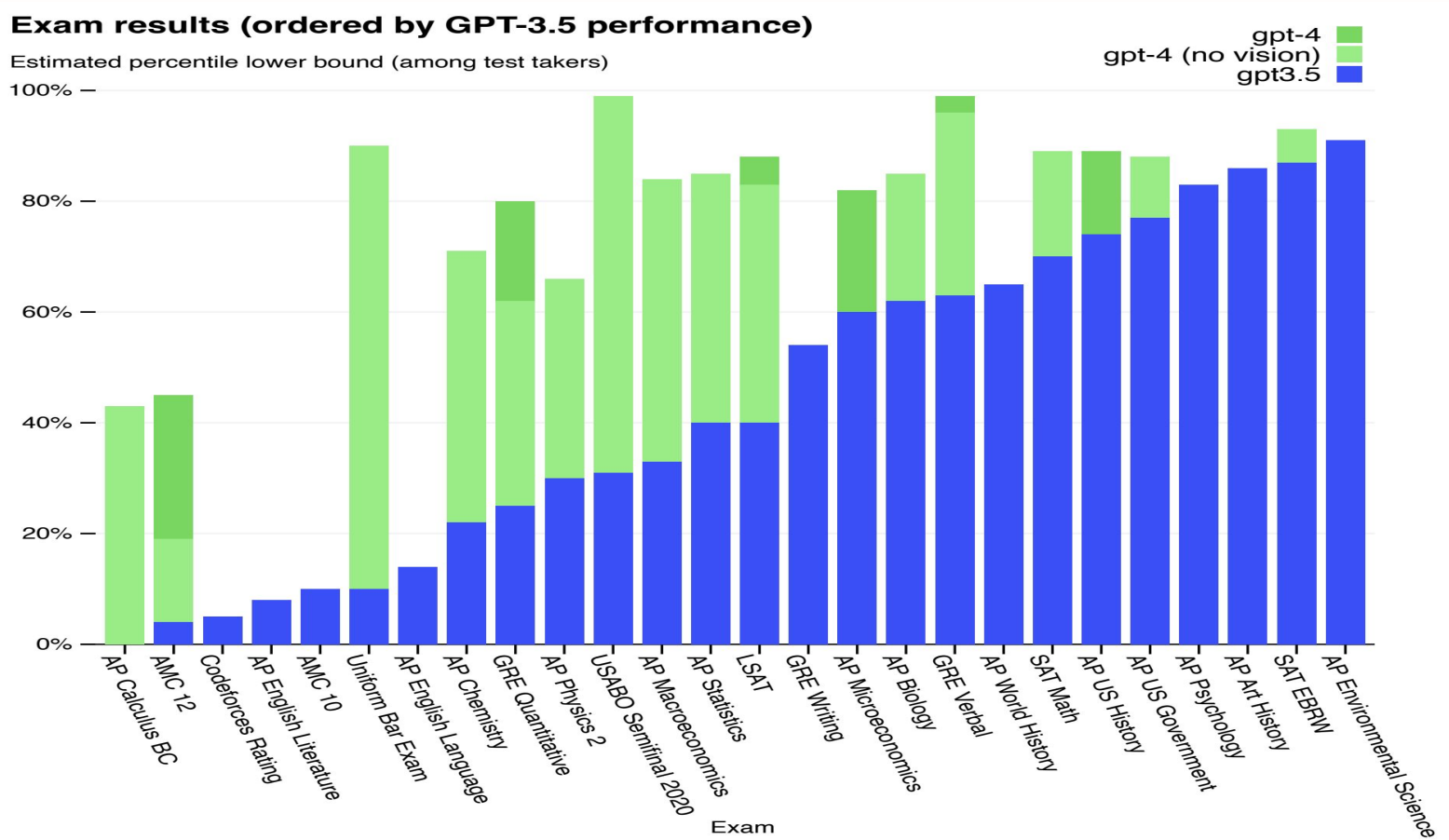
(Image credit: Future / James Ide)

Google's experimental AI chatbot Bard may be coming to the Google Messages app in the near future – and it promises to bring some major upgrades to your

And coming to **3 Billion** active Android Phones shortly



MIT Study found that workers using ChatGPT to write took **40% less time** to complete their task, and the output quality was measured to be **18% better**.

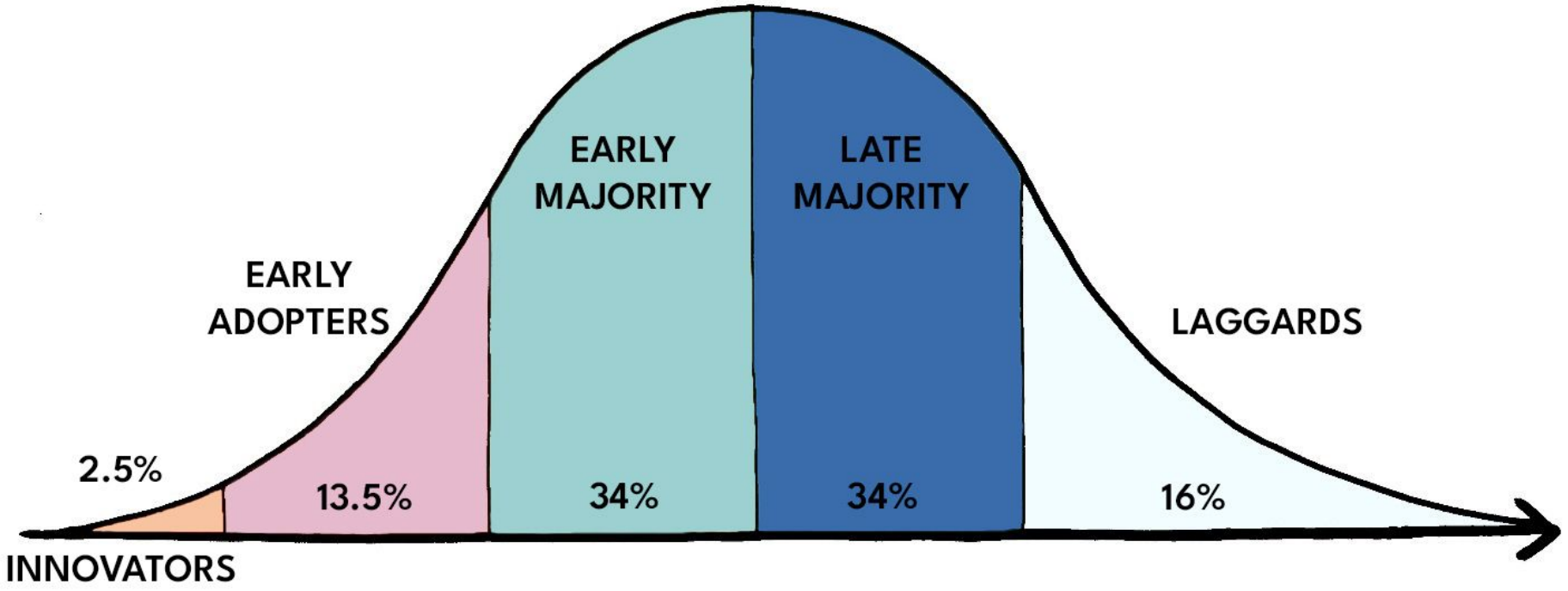


Chat GPT performance on standard AP tests

AI is Here at Scale

SPIKE
GET MORE ACTION
NICK@NITE
VH1
COMEDY CENTRAL
MTV
MUSIC TELEVISION
CMT
MTV NETWORKS
NOGGIN
THE N
TV LAND
NICKELODEON
Logo
MTV2

Don’t be lucky PLEASE Pick your place on the AI Curve



What is AI?

Artificial Intelligence

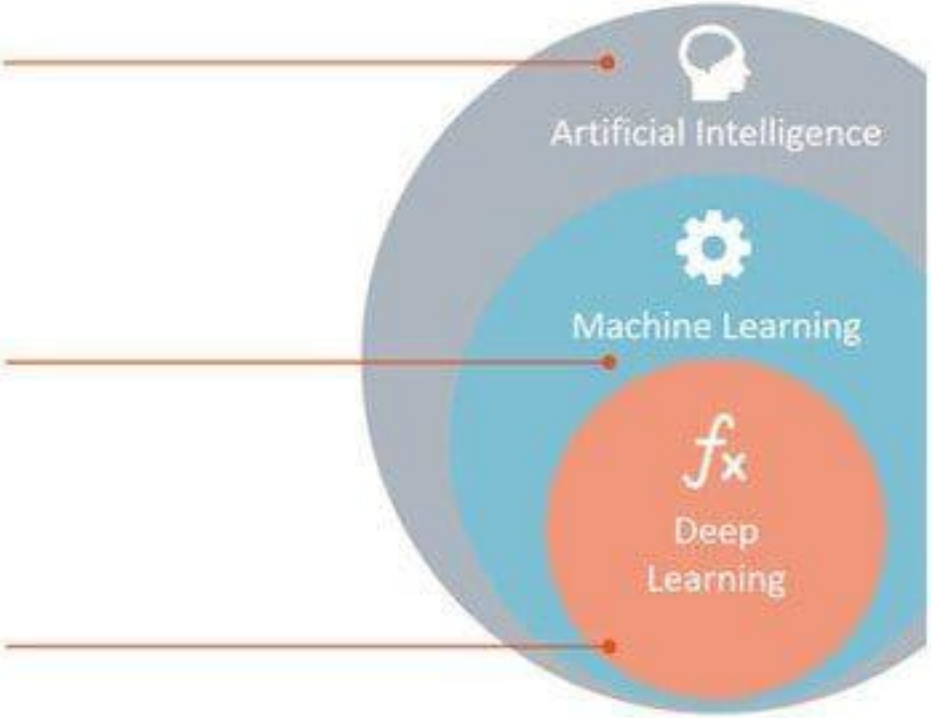
Any technique which enables computers to mimic human behavior.

Machine Learning

Subset of AI techniques which use statistical methods to enable machines to improve with experiences.

Deep Learning

Subset of ML which make the computation of multi-layer neural networks feasible.



Useful AI Definitions:

Input/Output types:

📝 : Text
🖼️ : Image
</> : Code
🛠️ : Software tool use (text, code generation & execution)
🎥 : Video
🎵 : Music
📦 : 3D
🤖 : Robot state

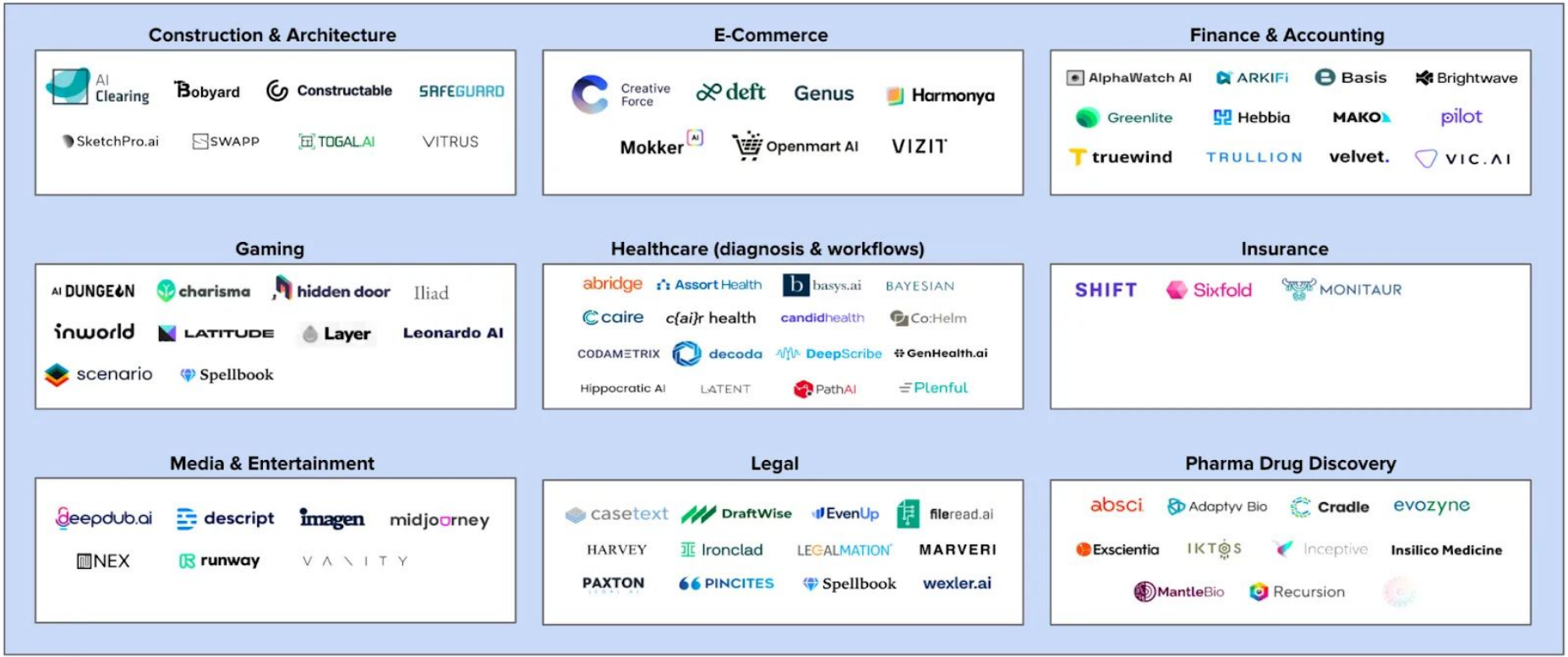
Model types:

📝 → 📝 : LLMs
📝 + 🖼️ → 📝 : Multimodal LLMs
📝 + 🖼️ + 🤖 → 📝 : Multimodal LLMs for Robotics
📝 → </> : Text to Code
📝 → 🛠️ : Text to Software tool use
📝 → 🖼️ : Text to Image
📝 → 🎥 : Text to Video
📝 → 🎵 : Text to Music
🖼️ → 📦 : Image to 3D
📝 → 📦 : Text to 3D

LLM = Large Language Model

Explosion of AI Tools & Technology

- Why are you using AI?
- What do you need to improve?
- Test if the price to performance is there for your organization
- Gain evaluation skills



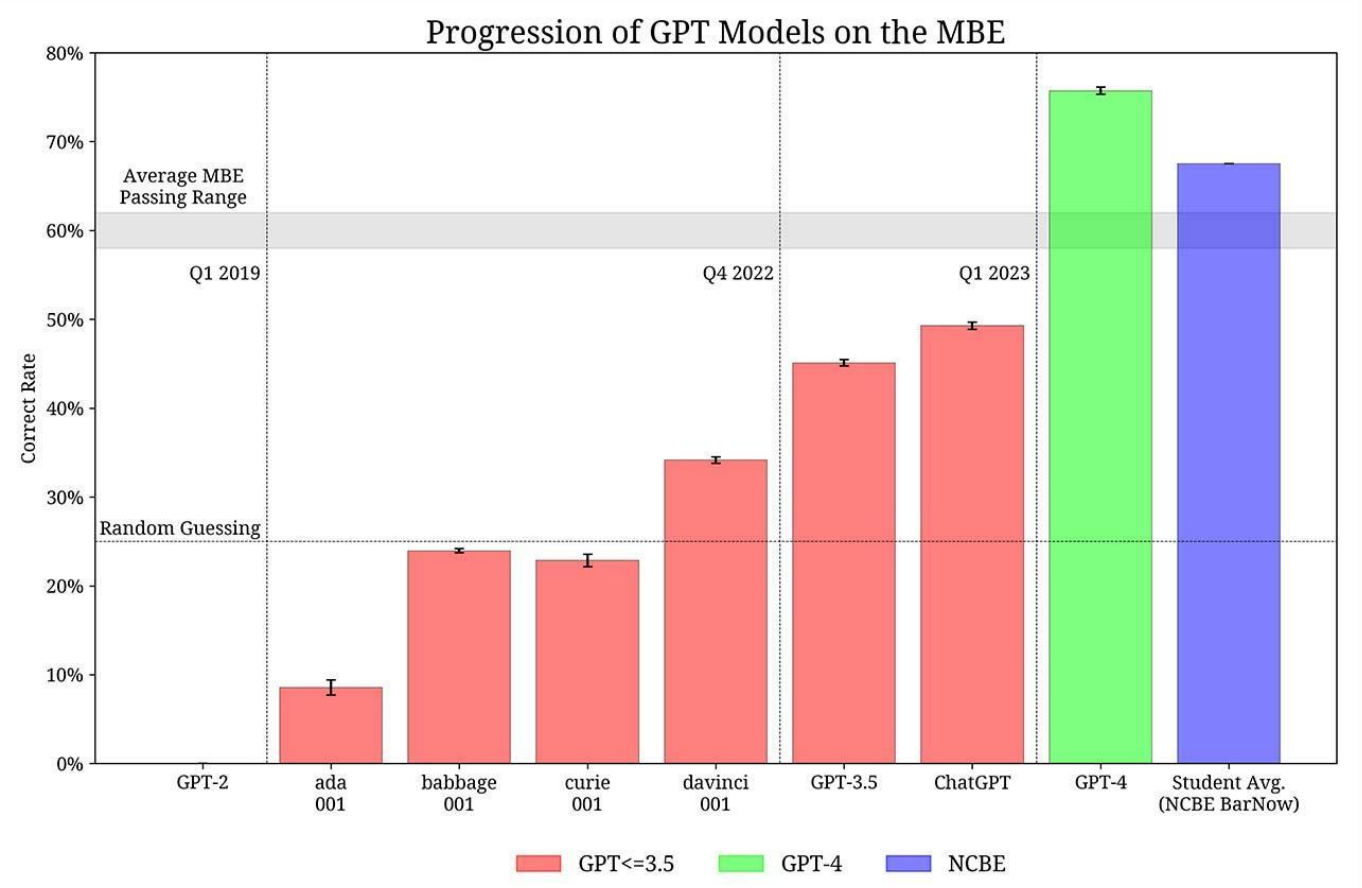
Rapidly going **Vertical** by Industry for **2024**

Where
are
you
now?

What is the Role of LLM and AI in your Business?

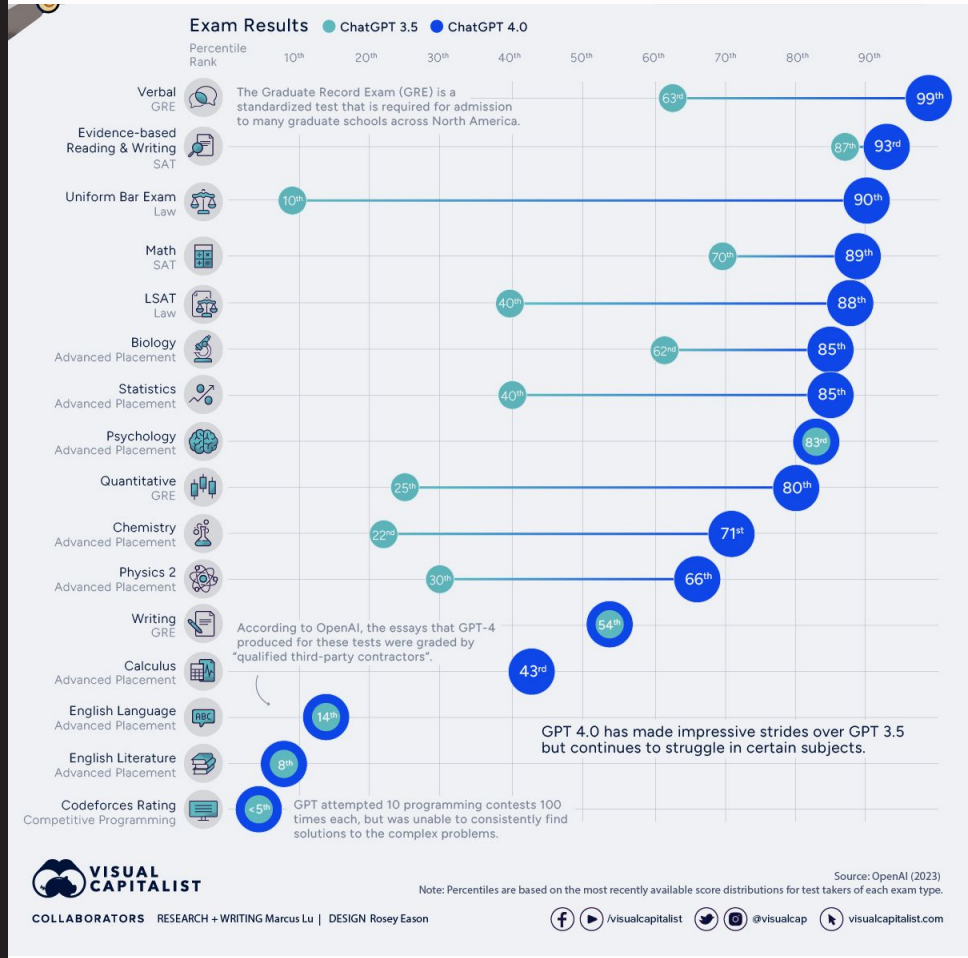
Will I still have a job ?

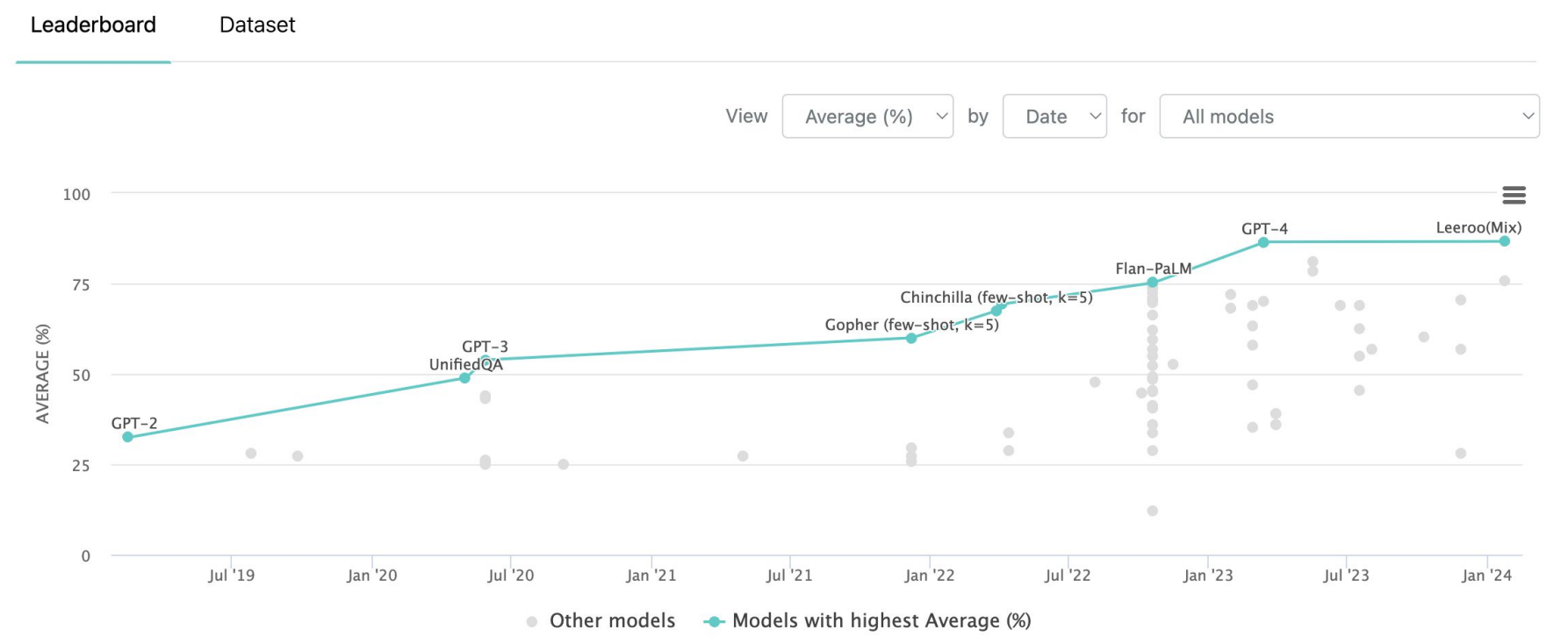
Chat GPT Bar Exam Results



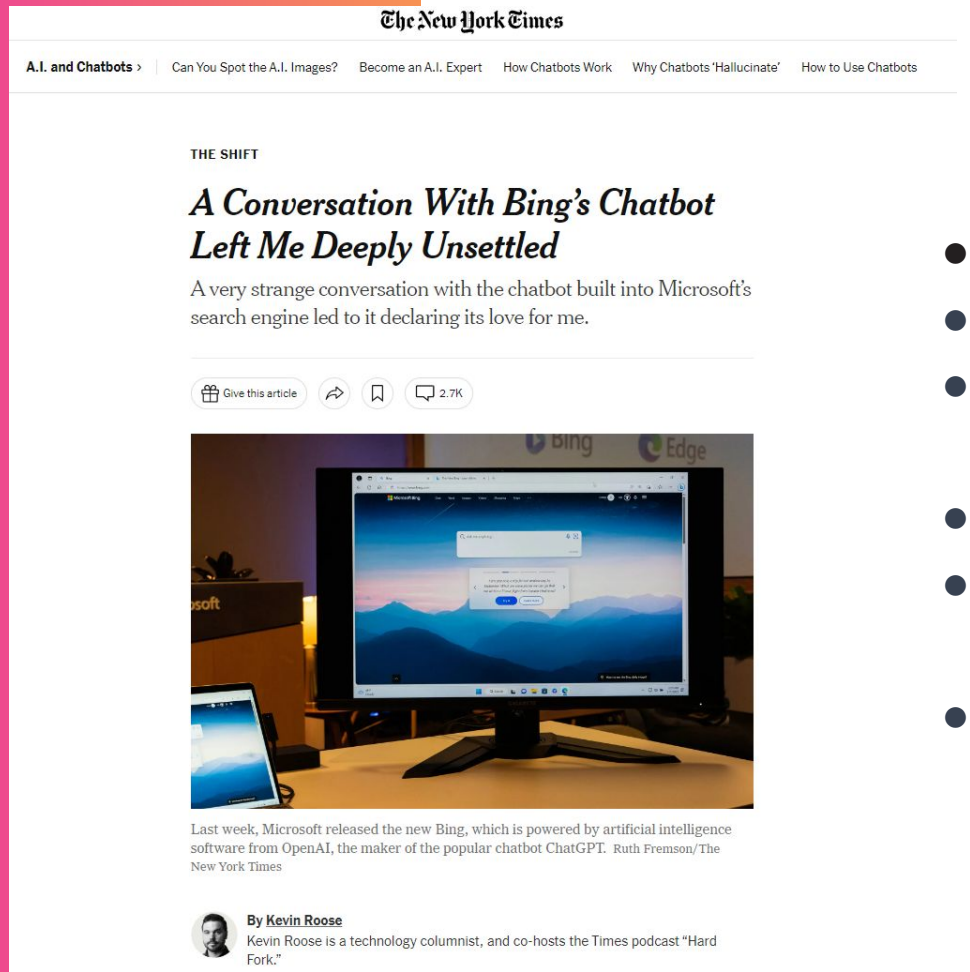
How Smart is GPT 4?

- GRE 99th Percentile
- SAT Reading & Writing 93rd
- Bar Exam 90th
- SAT - Math 89th
- LSAT 88th
- Biology 85th
- Statistics 85th





Chat GPT continues to lead the market as benchmarked and commercial accessibility at $20 a month



The New York Times

A.I. and Chatbots › | Can You Spot the A.I. Images? | Become an A.I. Expert | How Chatbots Work | Why Chatbots 'Hallucinate' | How to Use Chatbots

THE SHIFT

A Conversation With Bing's Chatbot Left Me Deeply Unsettled

A very strange conversation with the chatbot built into Microsoft's search engine led to it declaring its love for me.

Give this article | 2.7K

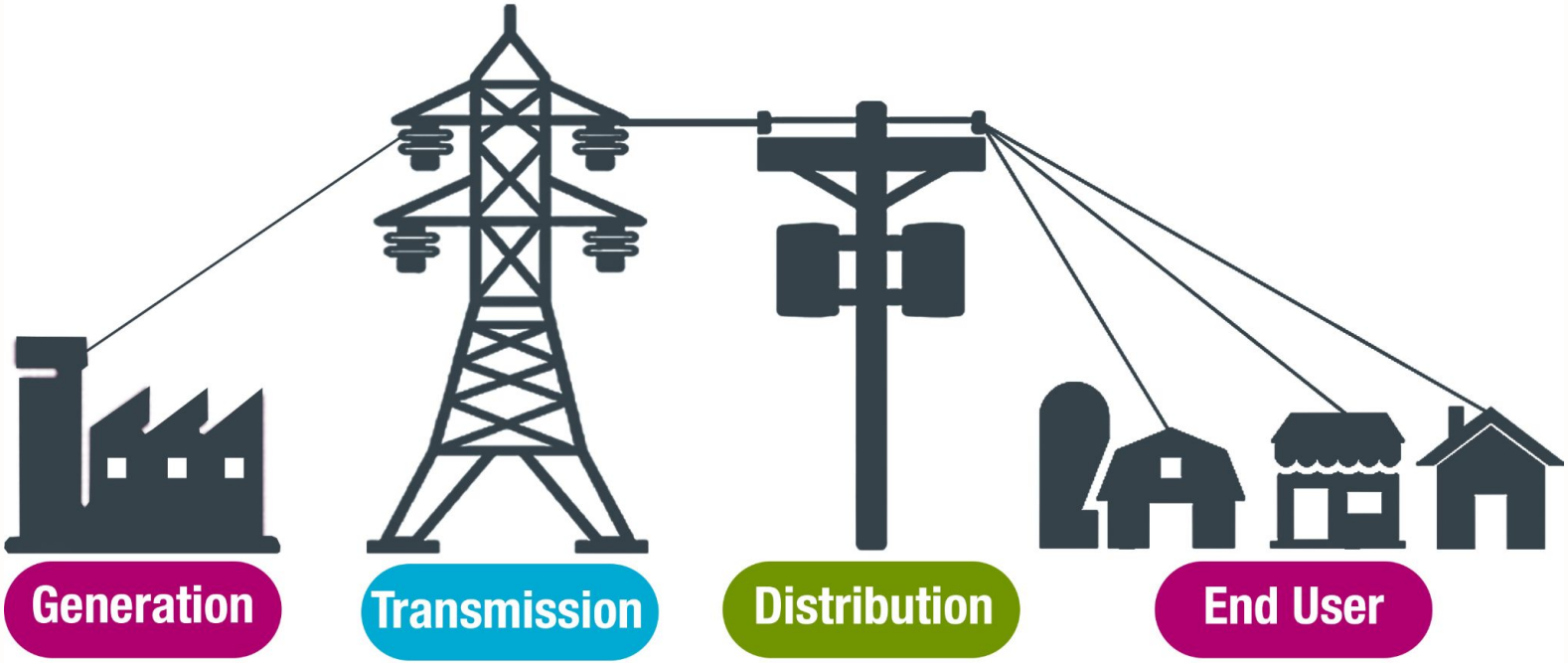
Last week, Microsoft released the new Bing, which is powered by artificial intelligence software from OpenAI, the maker of the popular chatbot ChatGPT. Ruth Fremson/The New York Times

By Kevin Roose

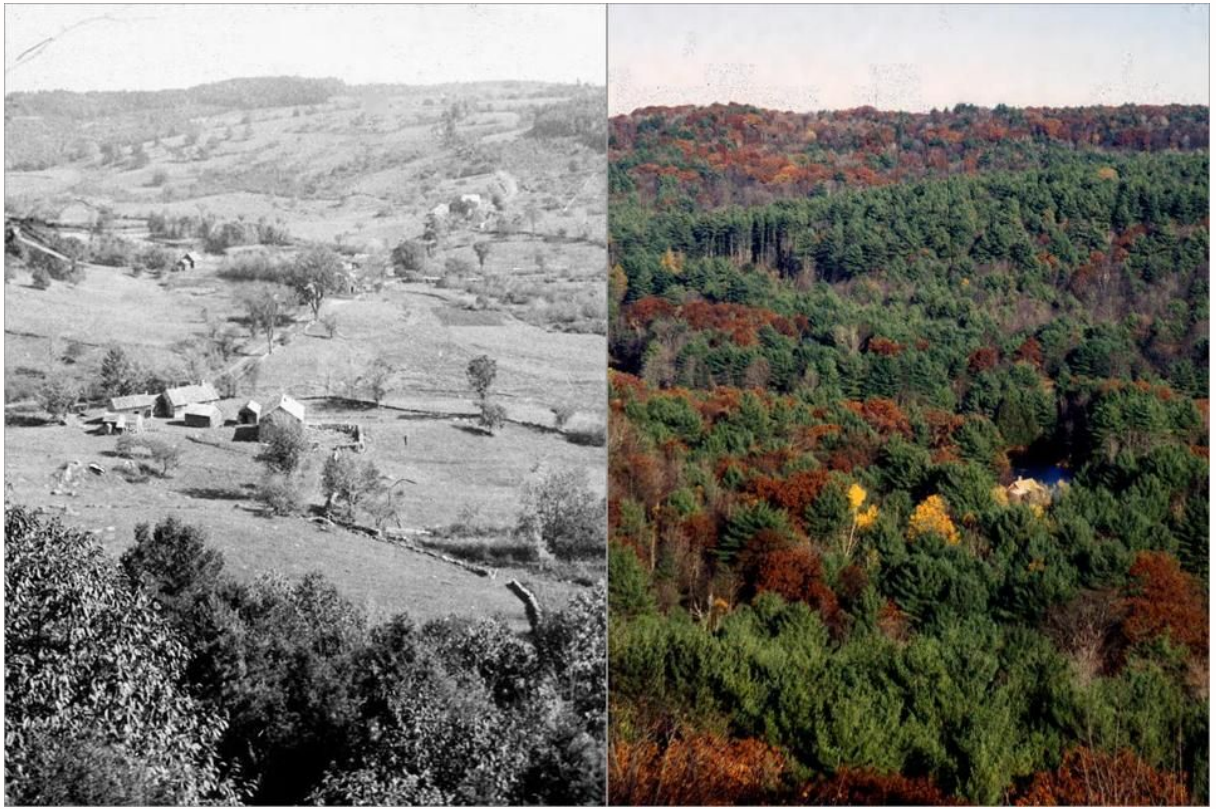
Kevin Roose is a technology columnist, and co-hosts the Times podcast "Hard Fork."

Hype Sells vs Boring AI

- **40%** lift in Efficiency
- **18%** lift in Quality
- Better Data-Driven Insights and Decision Making
- AI-generated copywriting and visuals
- 50%+ Lower operational costs through automation
- Staying **Competitive** in a Rapidly Evolving Market

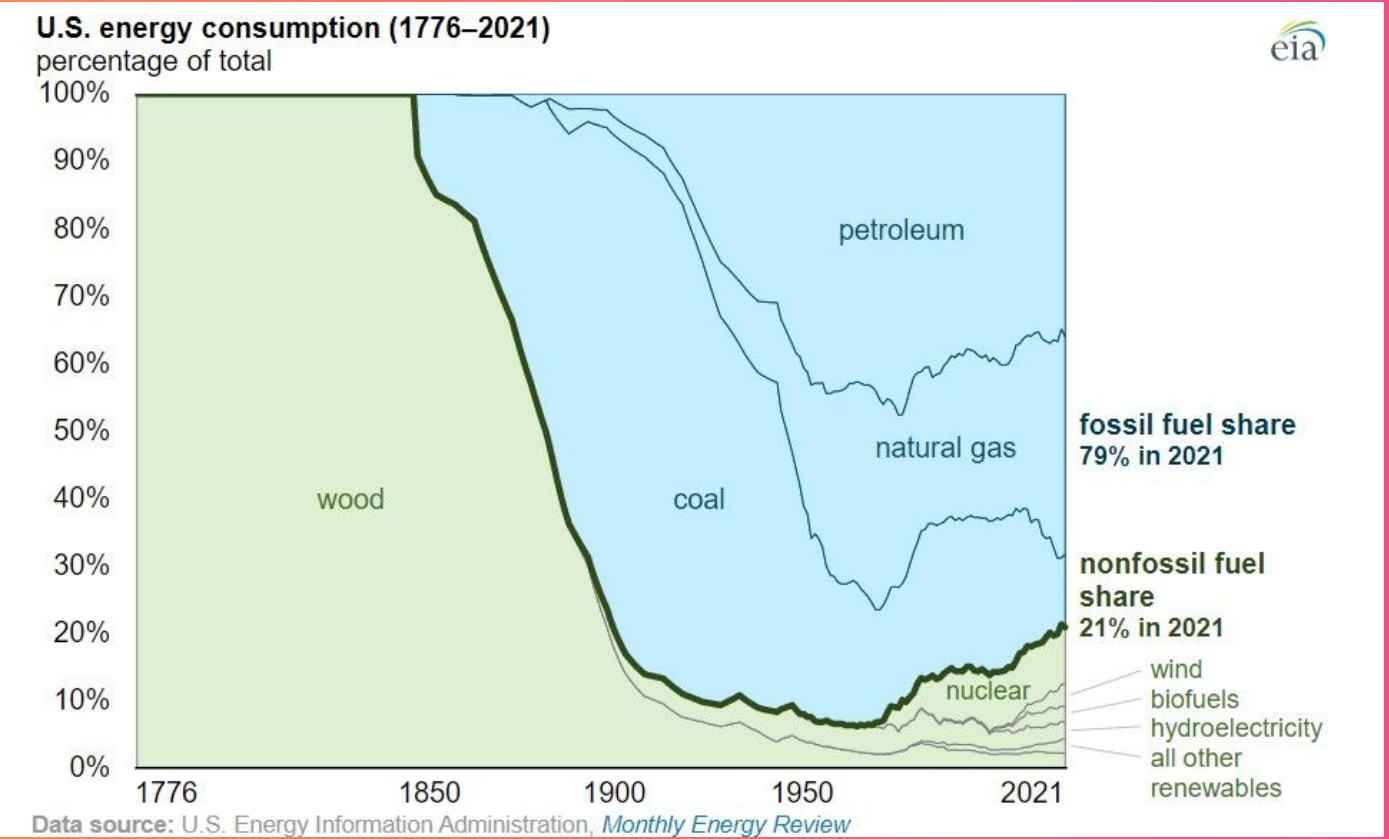


Let’s look at Electricity/Energy as an Example



Much of New England was stripped of trees for farmland, fuel, and industry.

US Energy Consumption 1776-2021



5 Days & Not 50 Years

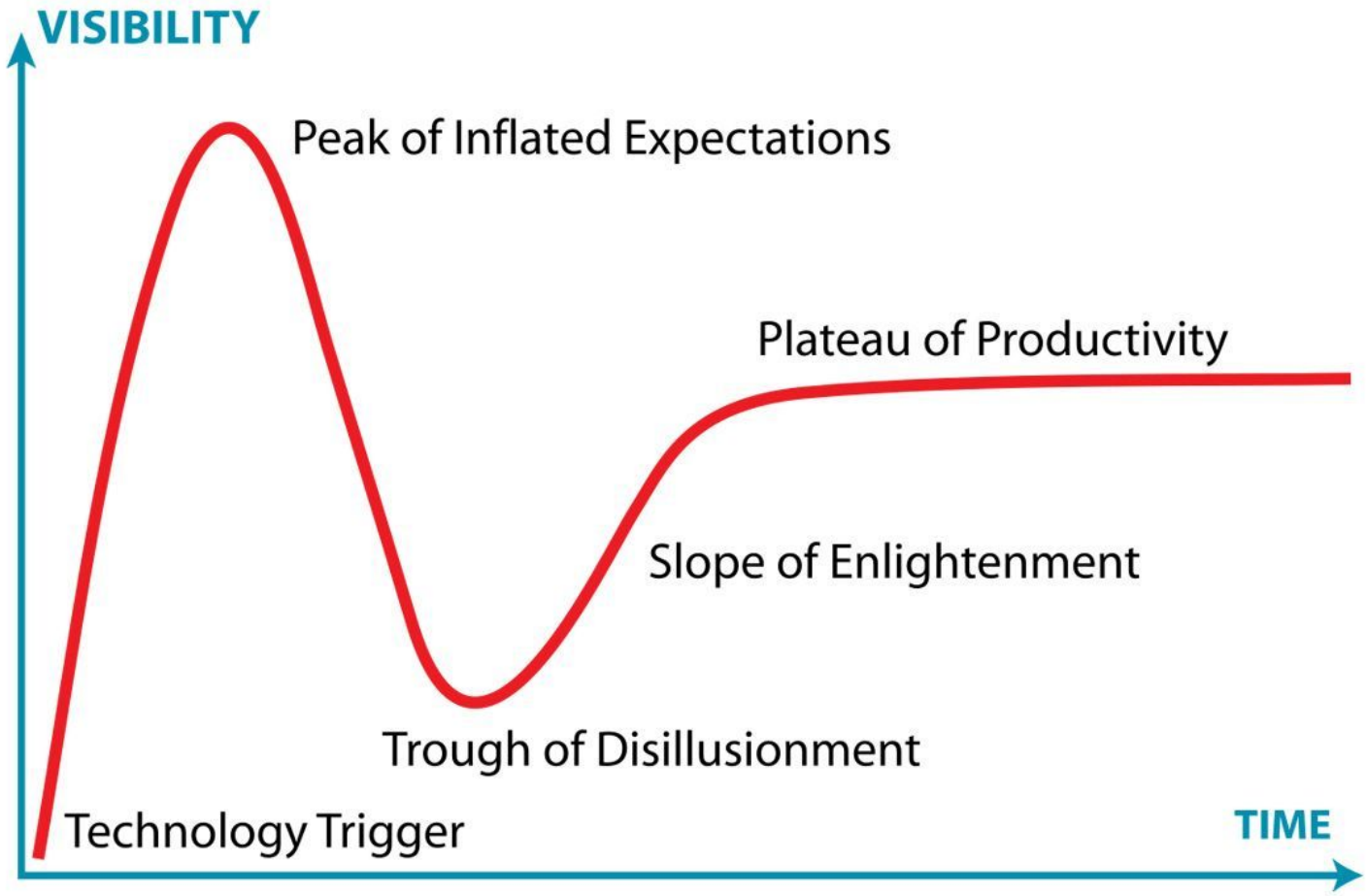
MARKETING ALEC

Scale of Usage

ChatGPT is likely outputting the entire printed work of humanity every **14 days**...

Or 129,864,880 Books X 50,000 words per book = 6.5 Trillion words.

6.5 Trillion words every **two** weeks


VISIBILITY
Peak of Inflated Expectations
Plateau of Productivity
Slope of Enlightenment
Trough of Disillusionment
Technology Trigger
TIME

Change is Hard

1. Have a Framework
2. Build team Skills
3. Eat the Elephant in Small bites
4. Avoid the Hype
5. Always be Testing

AI Text Tools

AI Case Study:

Industrial Manufacturing

Marketing Manager Quit
$96K + Benefits

AI Tools Used:

- Chat GPT Plus for Research $20 Month
- koala.sh $150 blog post to $3 per post
- Outsourced PPC & SEO $3K
- **$60K** in Net Savings

Intro to ChatGPT

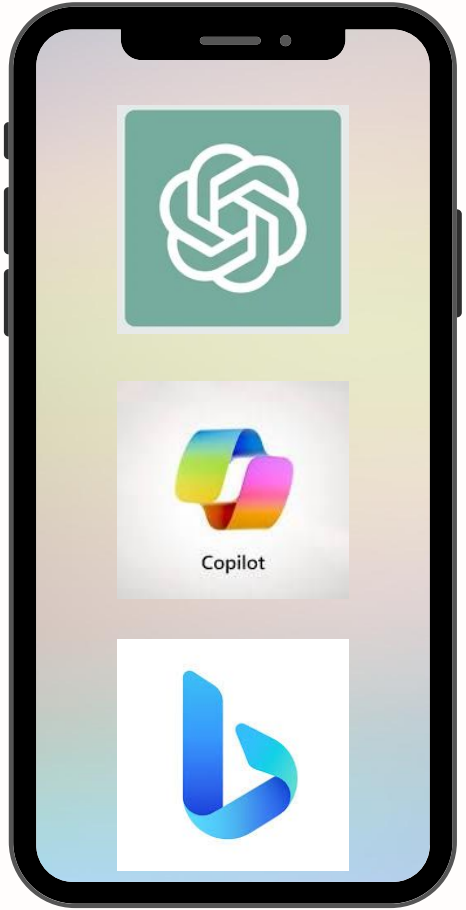
ScaledOn

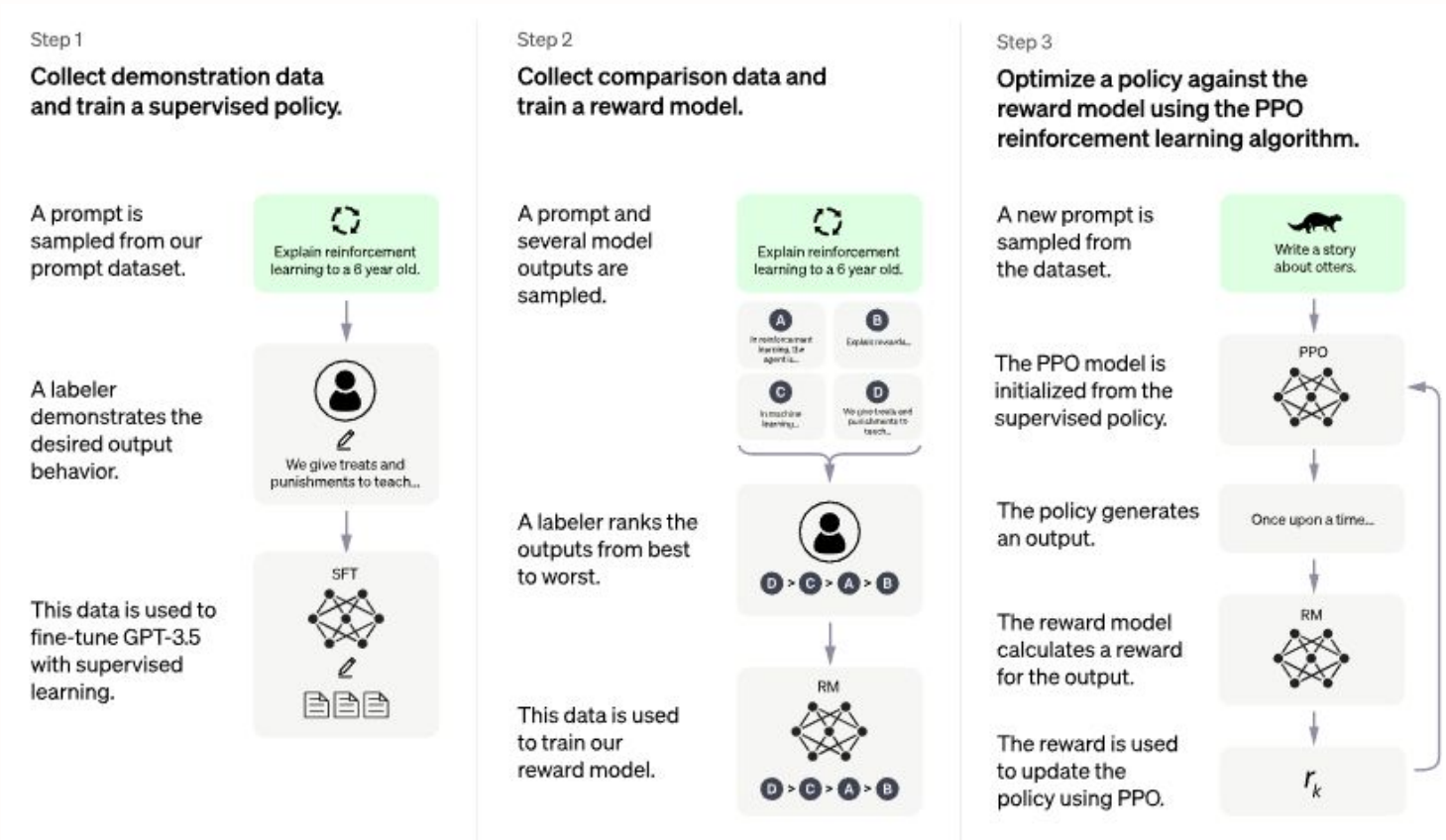
- **Android**
  - https://play.google.com/store/apps/details?id=com.openai.chatgpt&hl=en_US&gl=US&pli=1
  - https://play.google.com/store/apps/details?id=com.microsoft.copilot&hl=en&gl=US
- **Apple**
  - https://apps.apple.com/us/app/chatgpt/id6448311069
  - https://apps.apple.com/us/app/microsoft-copilot/id6472538445

Please go download Chat GPT for iPhone or Android to your Phone or Microsoft CoPilot

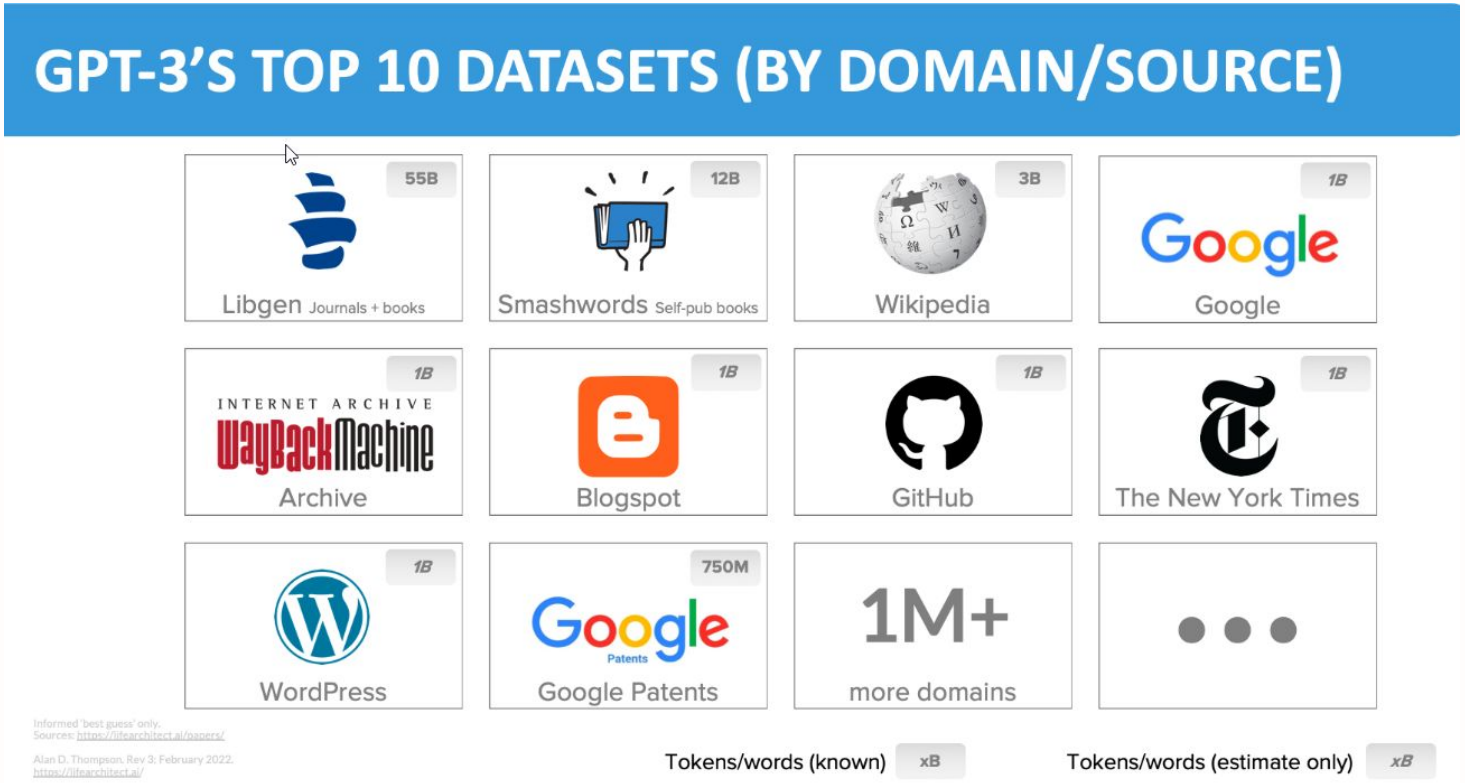
Or Create A ChatGPT Account

1. https://chat.openai.com/auth/login
2. Sign Up
   a. Can use Google and Microsoft
3. Complete Phone Verification
   a. Enter Four-Digit Code
4. Download for your Phone
5. Do I need a Plus account for $20 a month? YES!

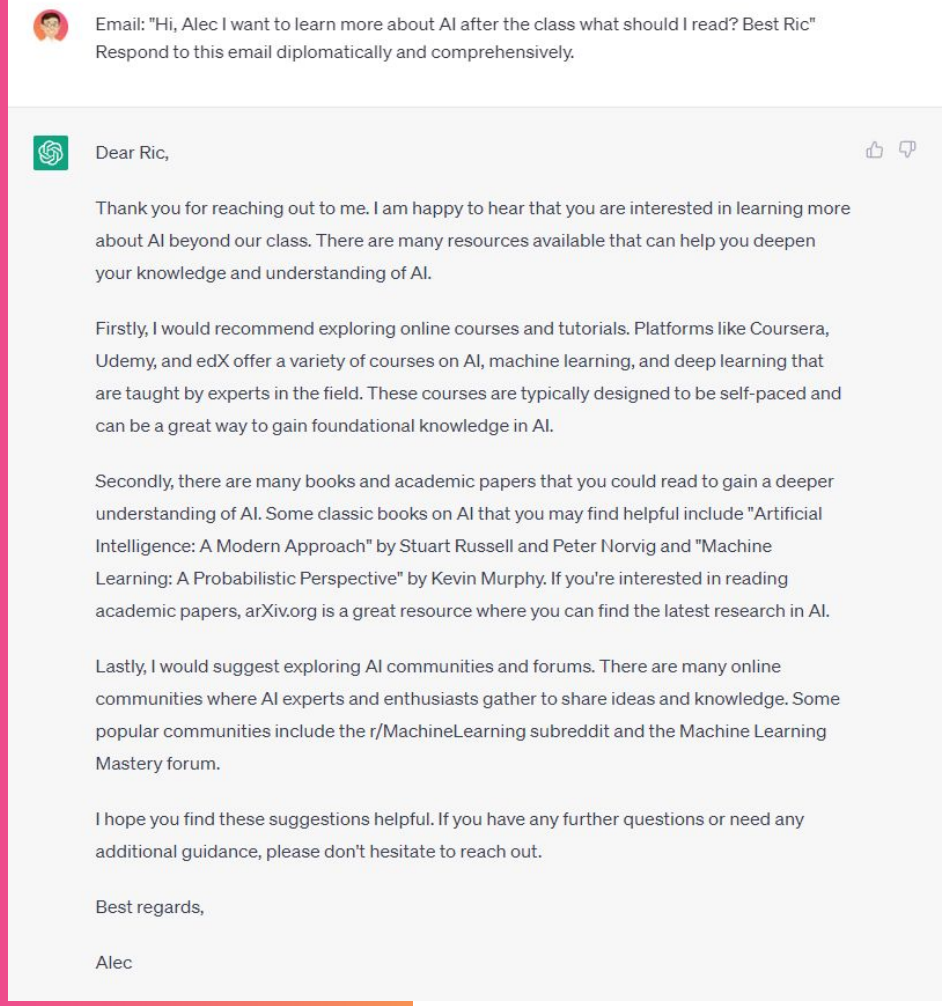




How does Chat GPT actually work?



GPT3.5 Data Sources



How to Use Prompts

LLM use a concept called prompting to interact with them.

- Tell is what you want vs asking
- If you don’t like the response start a **NEW** Chat
- Email: "Hi, Alec if I want to learn more about AI after the class what should I read? Best Ric" Respond to this email diplomatically and comprehensively.

Tables

Create a table showing ten funny and relaxing movies set in the 1980 and 19990's

Sure, here's a table with ten funny and relaxing movies set in the 1980s and 1990s:

Movie Title	Release Year	Setting Decade	Genre
The Princess Bride	1987	1980s	Fantasy, Comedy
Ferris Bueller's Day Off	1986	1980s	Comedy
Ghostbusters	1984	1980s	Comedy, Sci-Fi
Spaceballs	1987	1980s	Comedy, Sci-Fi
Bill & Ted's Excellent Adventure	1989	1980s	Comedy, Sci-Fi
Clueless	1995	1990s	Comedy, Romance
Home Alone	1990	1990s	Comedy
The Sandlot	1993	1990s	Comedy, Drama
Wayne's World	1992	1990s	Comedy
Dumb and Dumber	1994	1990s	Comedy

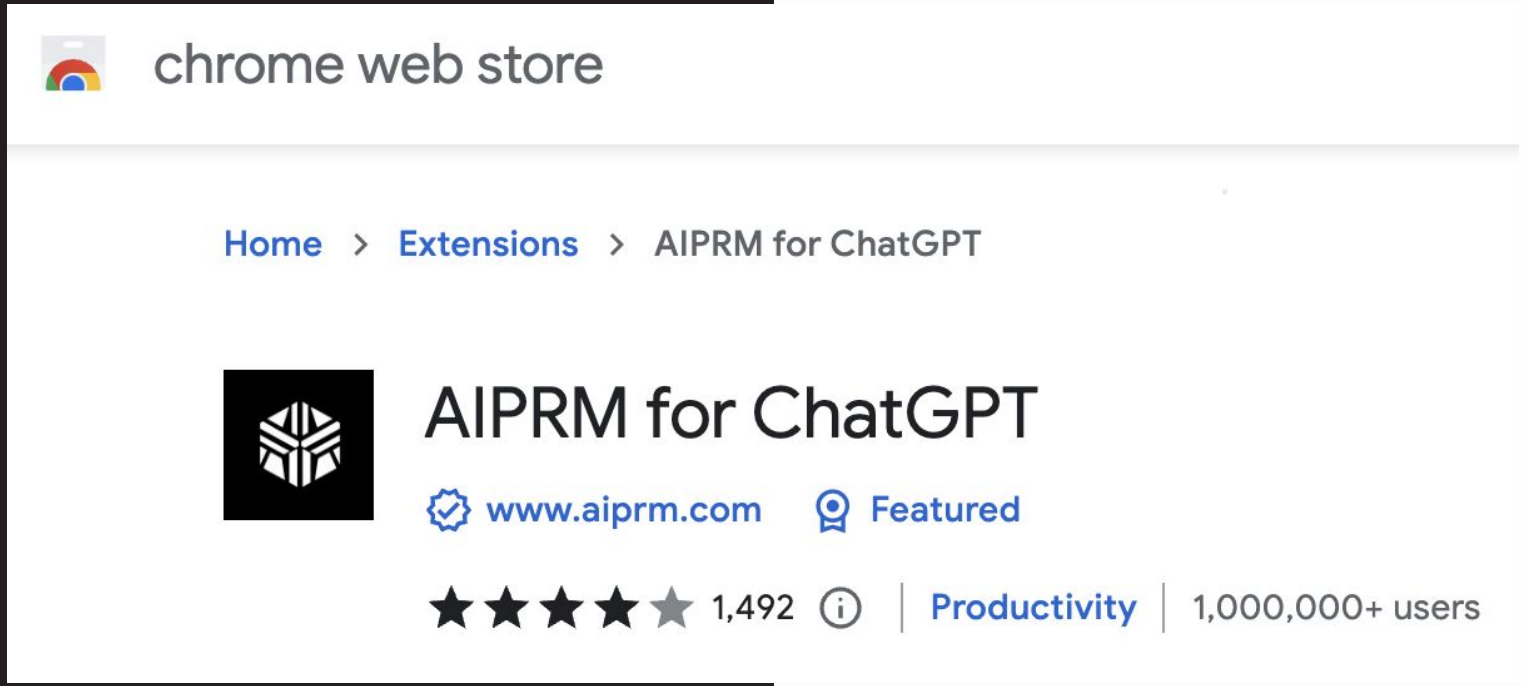
These movies are great for relaxing and having a good laugh, and they all capture the fun and quirky spirit of the 1980s and 1990s. Enjoy!

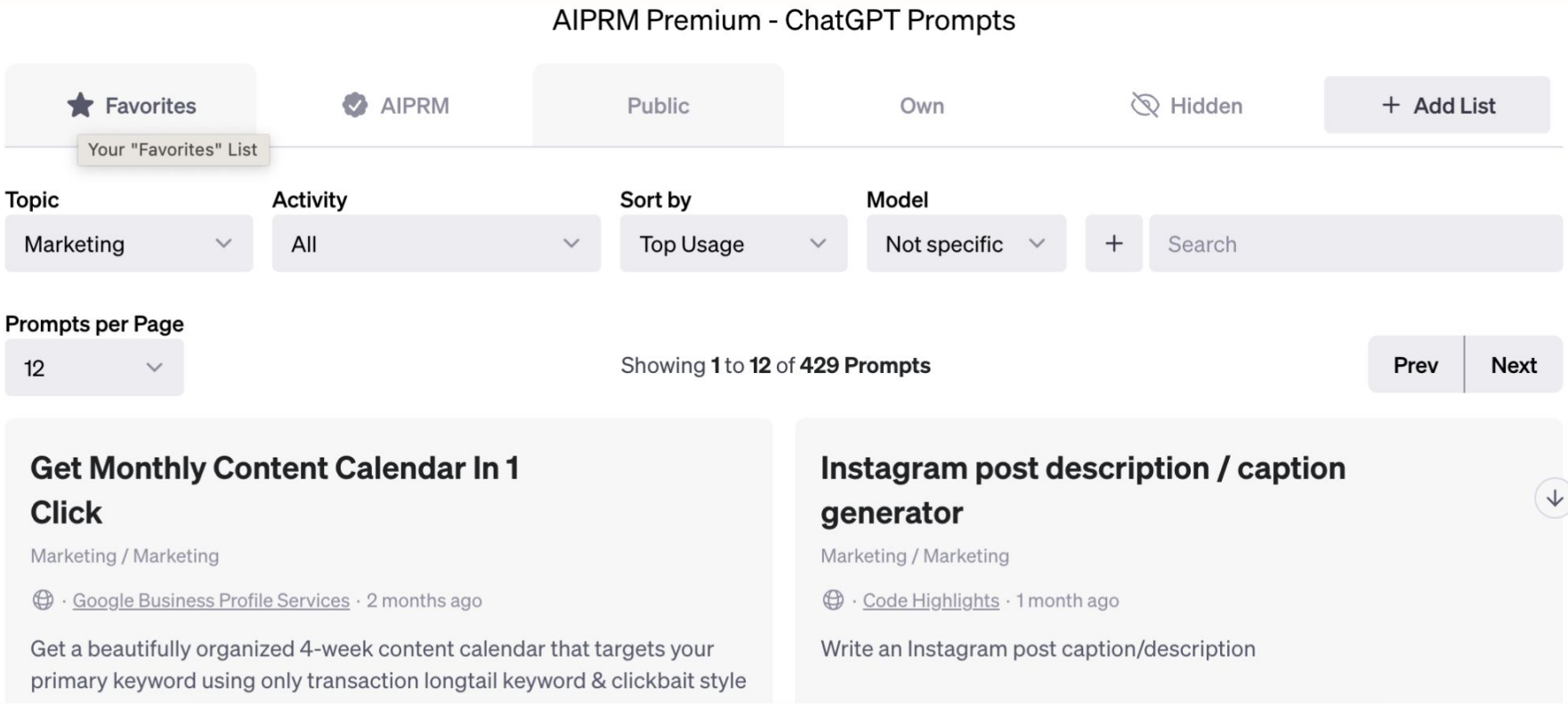
- It's very good at summarizing large sets of data
- You can add columns after

Genre	Leading Actors
Fantasy, Comedy	Cary Elwes, Robin Wright
Comedy	Matthew Broderick
Comedy, Sci-Fi	Bill Murray, Dan Aykroyd
Comedy, Sci-Fi	Mel Brooks, John Candy
Comedy, Sci-Fi	Keanu Reeves, Alex Winter
Comedy, Romance	Alicia Silverstone
Comedy	Macaulay Culkin
Comedy, Drama	Tom Guiry
Comedy	Mike Myers, Dana Carvey
Comedy	Jim Carrey, Jeff Daniels

Advanced Topic: AIPRM

Library of prompts:





AIPRM how to Use: Topic is Marketing and then Sort By and then Model

Questions?

On ChatGPT?

MARKETING ALEC

Generative Image Tools

AI Case Study:

Commercial Real Estate

Need to update thousands of property images on a corporate website

AI Tools Used:

- Midjourney
- Dall-E3 API to Google Sheet
- One part time FTE accomplished a year of work in a Month

Intro to Dall-E3

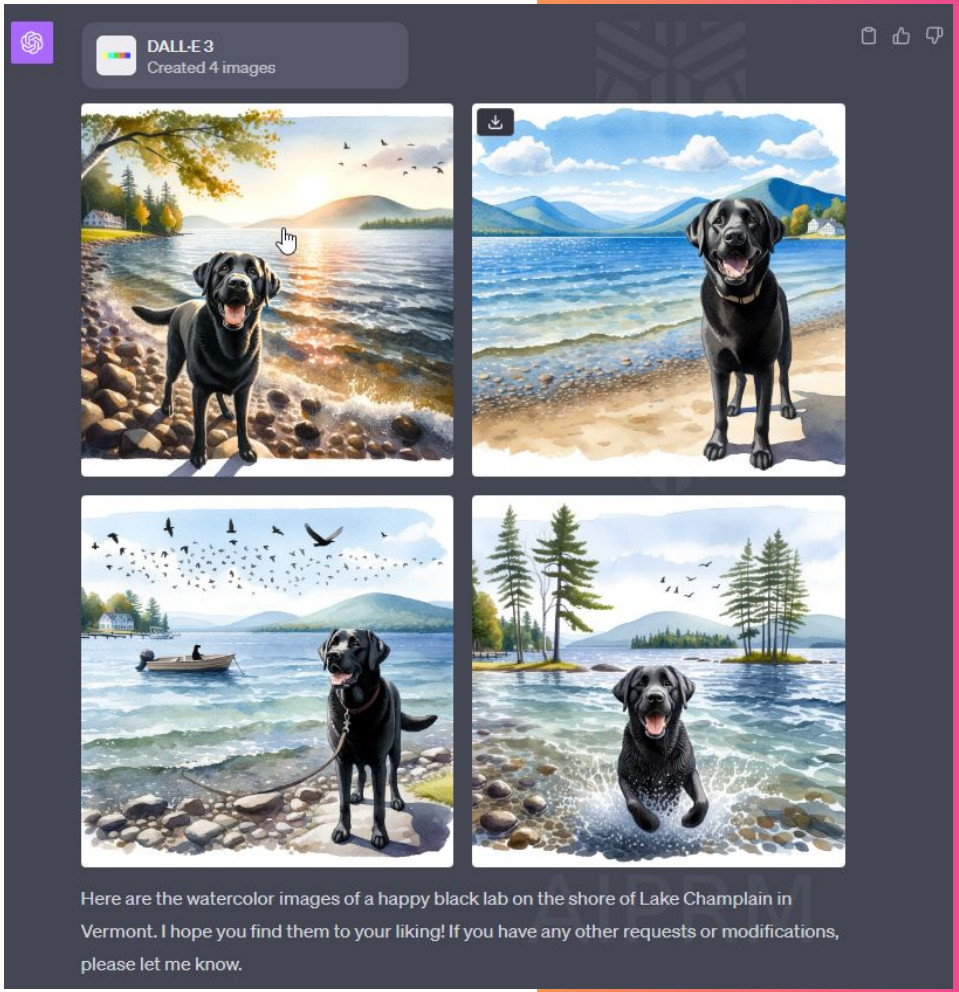
MARKETING ALEC

DALL-E Three

Free version at:
https://www.bing.com/images/

Paid version in Chat GPT Pro Account

- Limited to 76 words
- Limited to 15 boost credits in Bing
- No aspect ratios or advanced fine tuning
- Does not need Discord or other tool



Using Prompts like a Photographer

Dall E3 Photo Prompts

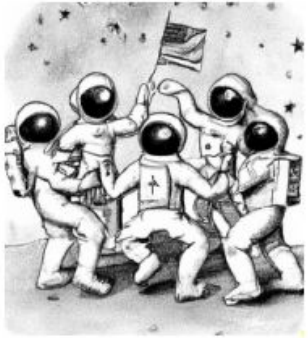
- Extreme close-up
- Close-up
- Medium Shot or head and shoulders shot
- Long Shot
- Extreme long shot or X in the distance
- Overhead view
- Low Angle
- Aerial view
- Tilted frame or skewed shot
- Over-the-shoulder shot
- Camera settings & Lenses (Wide angle lens. Bokeh)
- Lighting Outdoor: Midday, Overcast, Blue Hour
- Lighting Indoor: Warm, Cold, Flash, Studio, Low-key lighting, High-key lighting, Backlit
- Kodachrome
- Autochrome
- Polaroid
- Cameraphone (Year)
- CCTV
- Disposable camera
- Daguerreotype
- Double Exposure
- Black and white
- Instagram, Hipstamatic
- Contact Sheet
- Color splash
- Solarised
- Actions sports vs professional, etc

Stencil, street art, Banksy (source)

Ballpoint pen art (source)

Pencil sketch (source)

Pencil drawing, detailed, hyper-detailed, very realistic (via)



Political cartoon from U.S. newspaper

Charcoal sketch (source)

Woodcut (source)

Field journal line art (source)

Colouring-in sheet (source)

Etching (source)

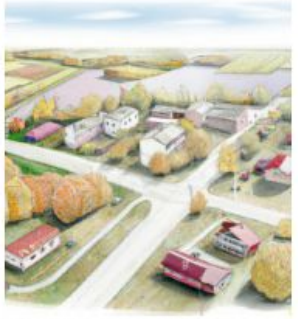
Illustration Styles in Black and White and Monochrome

Crayon (source)

Child's drawing / children' drawing (source)

Acrylic on canvas (source)

Watercolor (source)



Coloured pencil, detailed (Source)

Oil painting (source)

Ukiyo-e (source)

Chinese watercolor (source)

Pastels (source)

Airbrush (source)

Styles for analog media

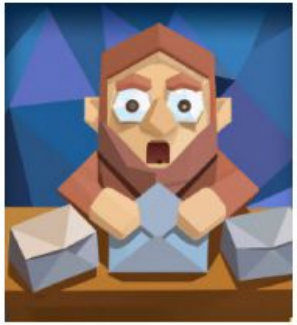
Alegria, 'corporate memphis'

Collage, photocollage, magazine collage (source)

Vector art (source)

Watercolor & pen (source)

Screen printing (source)



Low poly (source)

Layered paper (source)

Sticker illustration (source)

Storybook (source)

Digital painting (source)

Styles for Digital Media

black lab on Rye beach, nh claymation

Other Tips:

- In style of: Comic Book Art, Pixar, The Simpsons
- Art History: Ancient Egypt, Baroque, Art Deco
- Artists: Explore — Google Arts & Culture
- Other: Hairstyles, Tattoos, Clothes, Makeup
- Locations: Gardens, Streets, Events, Interiors
- Upload images and blend them
- Does not do well with Text except Greetings

“, pixel art”

Intro to Midjourney

MARKETING ALEC

Midjourney

- Need Discord to use
- It's all about the prompts
- Good for storyboards and ideation
- Use search to find renders you like and the prompt they used
- Training available on Discord

Midjourney does a better job rendering people.

Other Free Resources

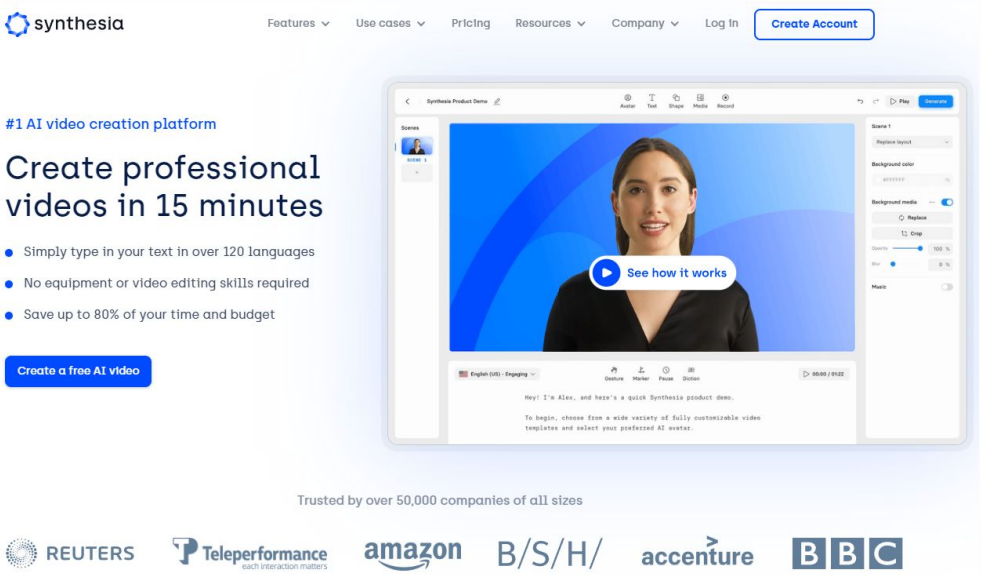
- Photopea | Online Photo Editor
- CapCut | All-in-one video editor
- Face Restoration Tool
- List of Aesthetics
- Dall-E2 on Reddit.com
- Dall-E2 Prompt Guide

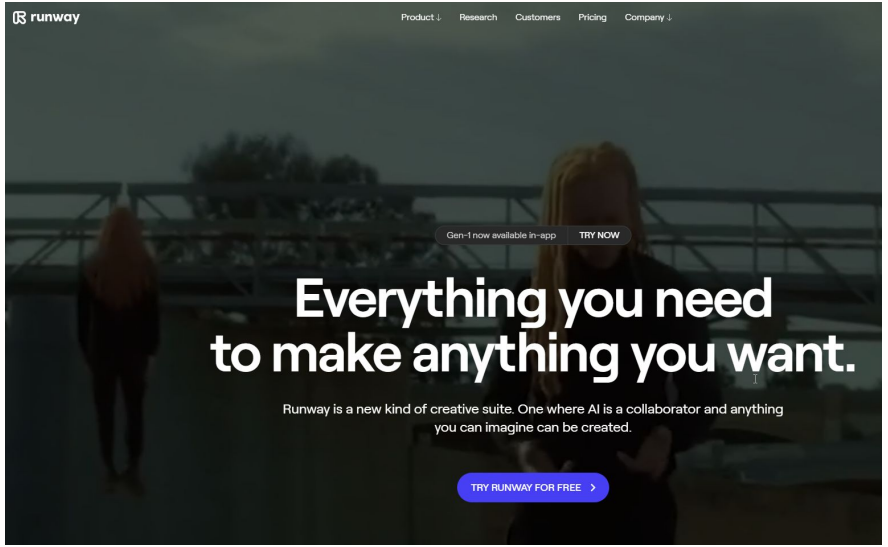
Pro Tip

- If you get stuck ask Chat GPT to generate the image prompt for you
- Data shows a 50% improvement in outputs if you ask the AI for help

Questions?
On Midjourney?

AI Video Tools

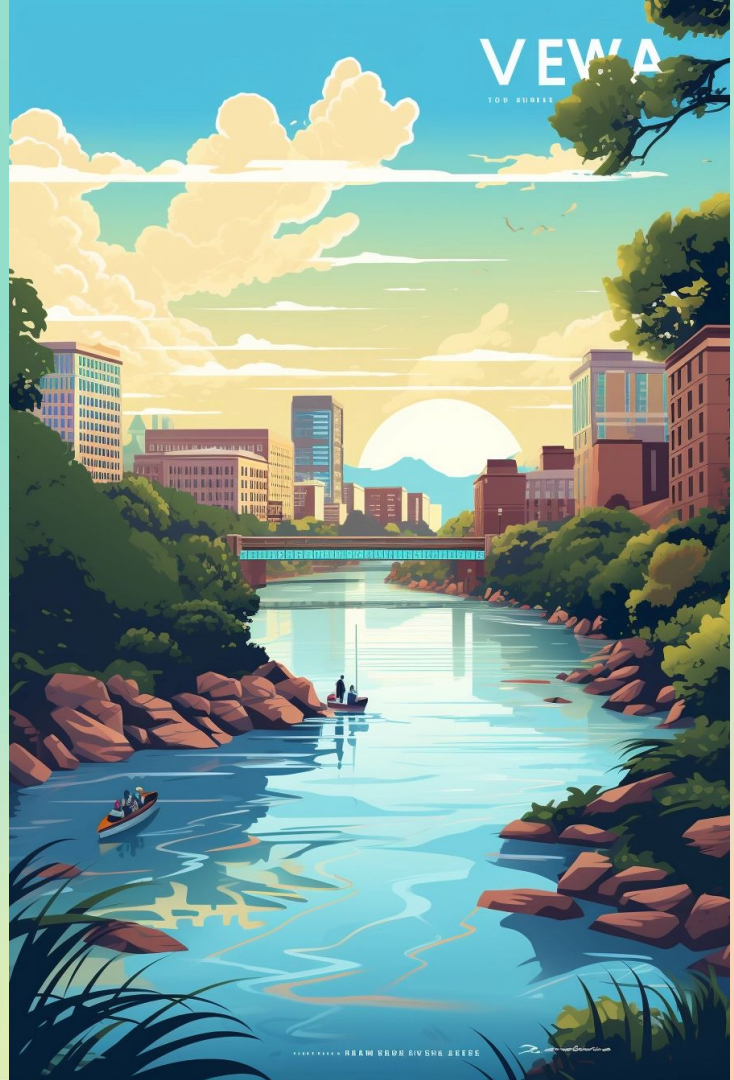




Other Video Tools we are not going to cover but are worth checking out: **Synthesia and Runway**.

Why Descript?

MARKETING ALEC



AI Case Study:

Environmental Non Profit

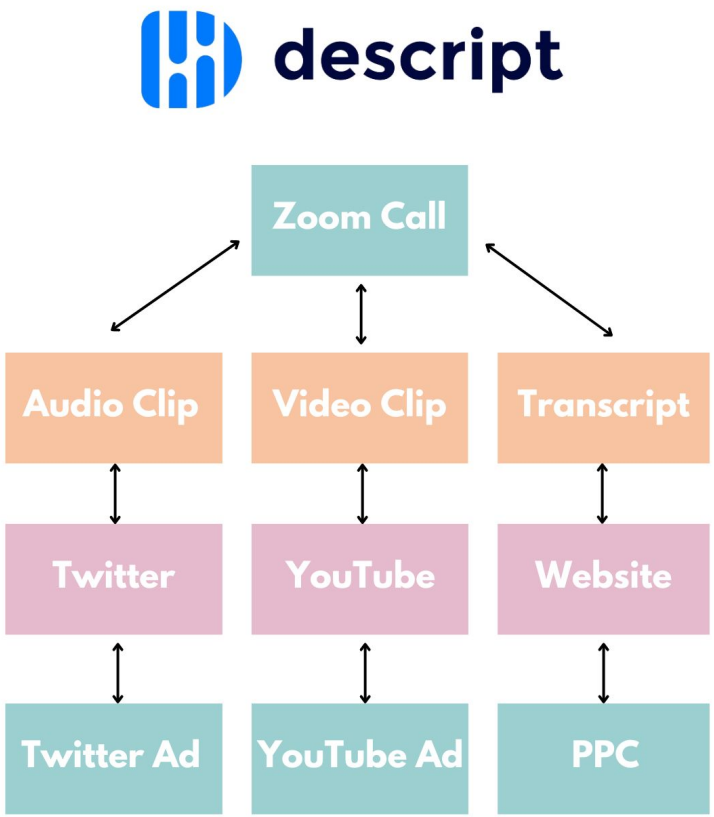
Needed content for Social Channels

Tools Used:

- Descript
- ChatGPT to Google Sheet
- Zapier for Automation
- One non marketer produces content for Facebook, Instagram and LinkedIn Weekly

Get A Descript Account

1. https://www.descript.com/
2. Sign Up
   a. Can use Google
   b. You get 1 hr and 1 Video
   c. Or $24 a Month for Pro



Scale Content

Take a Zoom call and

- Transcribe to
  - Blog / Website Content
  - PPC Ads
- Video Clip
  - Youtube Channel
  - YouTube Ad
  - Social Post with Video
- Audio Clip
  - Twitter
  - Twitter Ad
  - Podcast

MIND-BLOWING
FEATURES
that descript has that you

Questions?

MARKETING ALEC

AI Resources:

- 7 AI Tools For Marketing
- Midjourney.com
- Descript.com
- Chat.openai.com
- Copilot.microsoft.com
- ChatGPT for Android
- ChatGPT for iPhone

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