

**PARTYSLATE**

Digital Day



**Demystifying ChatGPT:  
Easy Strategies to Grow Your Event Business**

# A welcome from ChatGPT:



Hello everyone, and welcome to PartySlate's Digital Day session! Today we're going to be demystifying ChatGPT and exploring some easy strategies to help grow your event business. Whether you're an event planner, vendor, or just someone who loves to throw a great party, we've got some valuable insights and tips to share with you. So sit back, relax, and get ready to learn some practical and actionable strategies that you can apply to your business right away. Let's get started!

# Agenda

- **What is AI?**
  - **Working definitions**
  - A brief history
- ChatGPT
- Using ChatGPT to grow your business
- Live demo



# What is AI?

- The ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings.

## Types of AI:

- Reactive Machines
- Limited Memory
- Theory of Mind
- Self-awareness



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# A brief history:

- 1955: The first AI program is invented
- 1986: First autonomous car created
- 1997: IBM's Deep Blue defeats Gary Kasparov in chess
- 2011: Apple introduces Siri on the iPhone 4s
- 2022: OpenAI releases ChatGPT

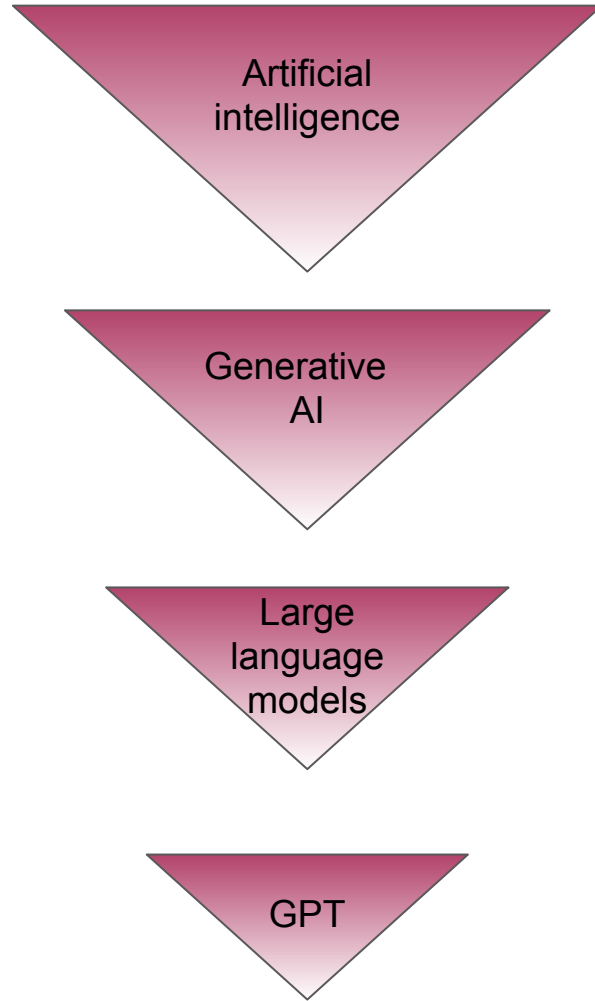


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# ChatGPT





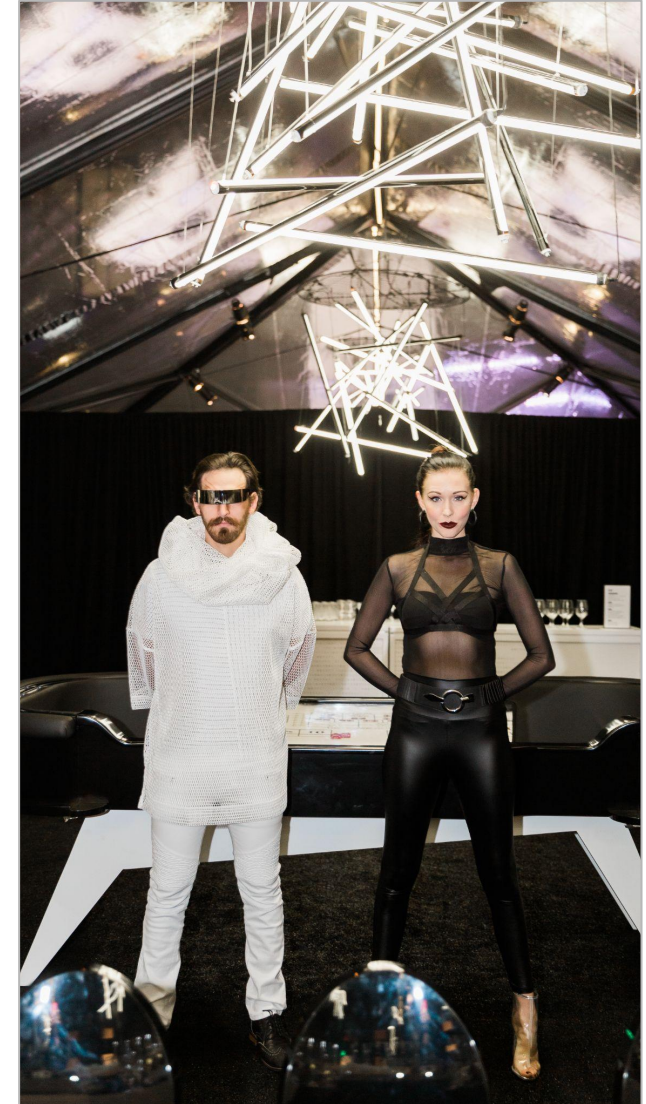
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# Business areas and applications

- Positive Disruptions in many areas
- Increased efficiency and productivity
- Improved customer experience and personalization
- Enhanced data analysis and insights for better decision-making
- Many new product and service innovations driven by AI
- Sped up content creation across channels
- ...and more



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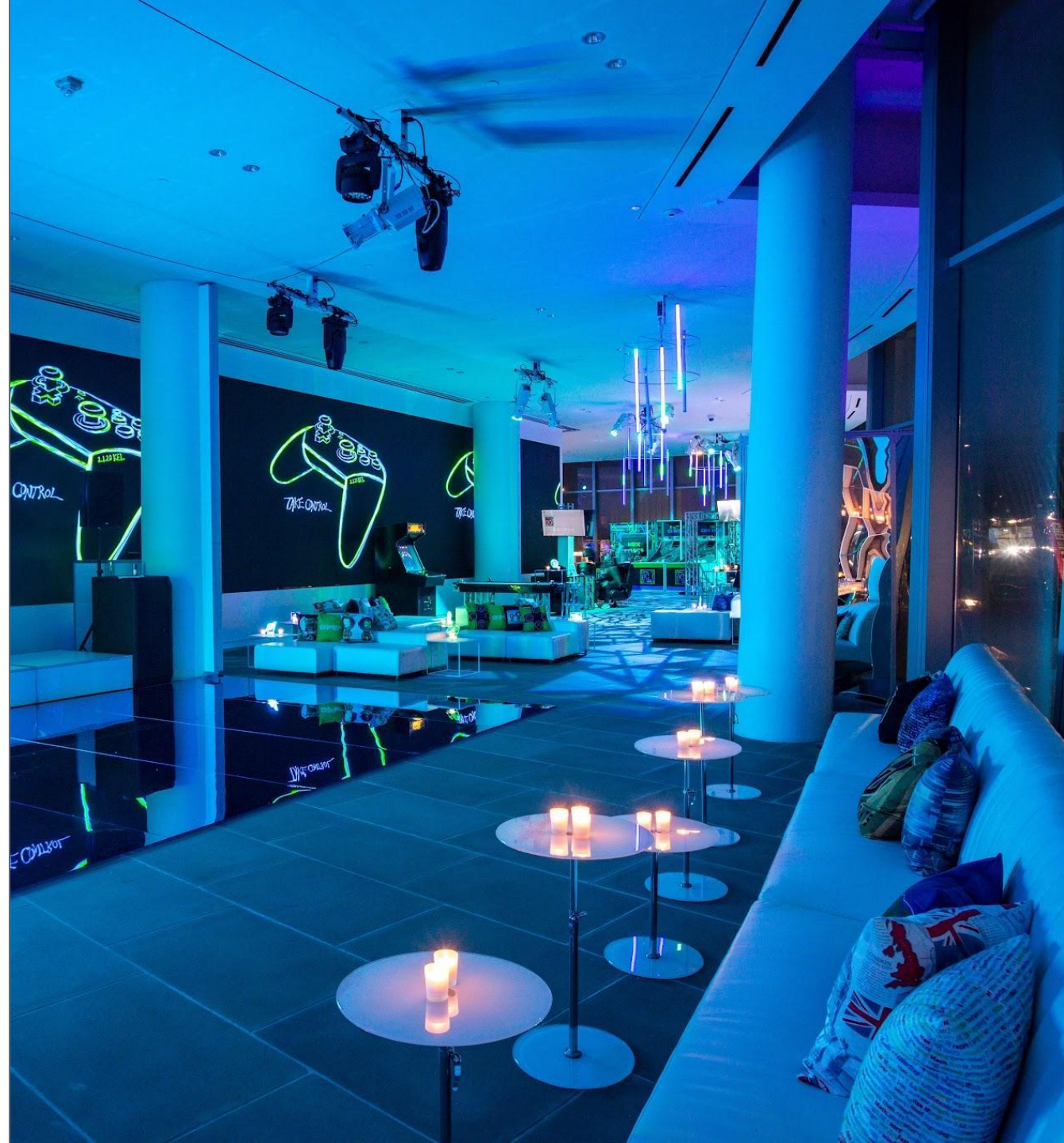


# ChatGPT Live Demo

# ChatGPT prompts to try:

## 1. Customer success

- “Help me craft an email response to a client who is unhappy with my office hours.”
- “Position my planning offering in a way that will appeal to a higher end clientele in the Seattle market.”
- “Create a compelling sales pitch for prospective clients”



# ChatGPT prompts to try:

## 2. Marketing

- “Create a plan for [my business] to generate more leads using LinkedIn as a way to network with other event professionals in my area.”
- “Suggest personal, connected copy for the pricing page of my website. My business is elevated and professional with a focus on destination events.”



# ChatGPT prompts to try:

## 3. Content planning and creation

- “Come up with 15 blog post ideas to appeal to [ideal client] in [specific market].”
- “Make me an outline for an onboarding guide I could give [clients] when they hire me. I’d like it to cover why my [#] of years of experience is important, plus address other differentiators. Include a ‘what to expect’ section.”
- “Create a [time]content calendar for tiktok. I am targeting [ideal client description].”



# ChatGPT tips and tricks:

- Be as descriptive as possible in your requests.
- Iterate as much as you want until you get a response that works for you.
- Think of prompt engineering as the skill set to hone.





Thank you!