

WELCOME



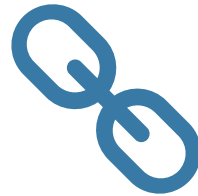
AI: ChatGPT 101

February 1, 2024

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>



This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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Digital Support for
Nova Scotia's Tourism Sector

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Get in touch with our network of digital marketing strategy experts.

PRESENTER



John Cody and Colin Alexander:

- Co-founders of Trailblaze AI, a company dedicated to integrating AI into Atlantic Canada's business landscape.
- Focus on empowering small businesses, helping them to harness the full potential of AI for increased operational efficiency and transformative job growth.
- They are committed to educating enterprises to pave the future of smart business in the region.



TRAILBLAZE

GET STARTED WITH CHATGPT 3.5!

Where do YOU start?



WHO ARE WE?

 **SOCIALSPIKE**
MARKETING GROUP



JOHN
CODY

 **conduitvoice**
MEDIA



COLIN
ALEXANDER



AGENDA



Setting the Stage for the AI Revolution



What CHAT and LLM's really are?
» **AND:** How do they work!?



WHY should this matter to Tourism
Businesses in Nova Scotia?



SEO Case Study - Real Results!



How YOU can get STARTED!
» Getting logged in
» Email Response Example
» Social Media - Planning Example
» Social Media - Post Example



Tools and resources just for YOU!



1964



INTRODUCTION

The CDC 6600, unveiled in 1964, holds the title of the world's first supercomputer.



DESIGNER

It was the brainchild of the renowned computer architect, Seymour Cray.



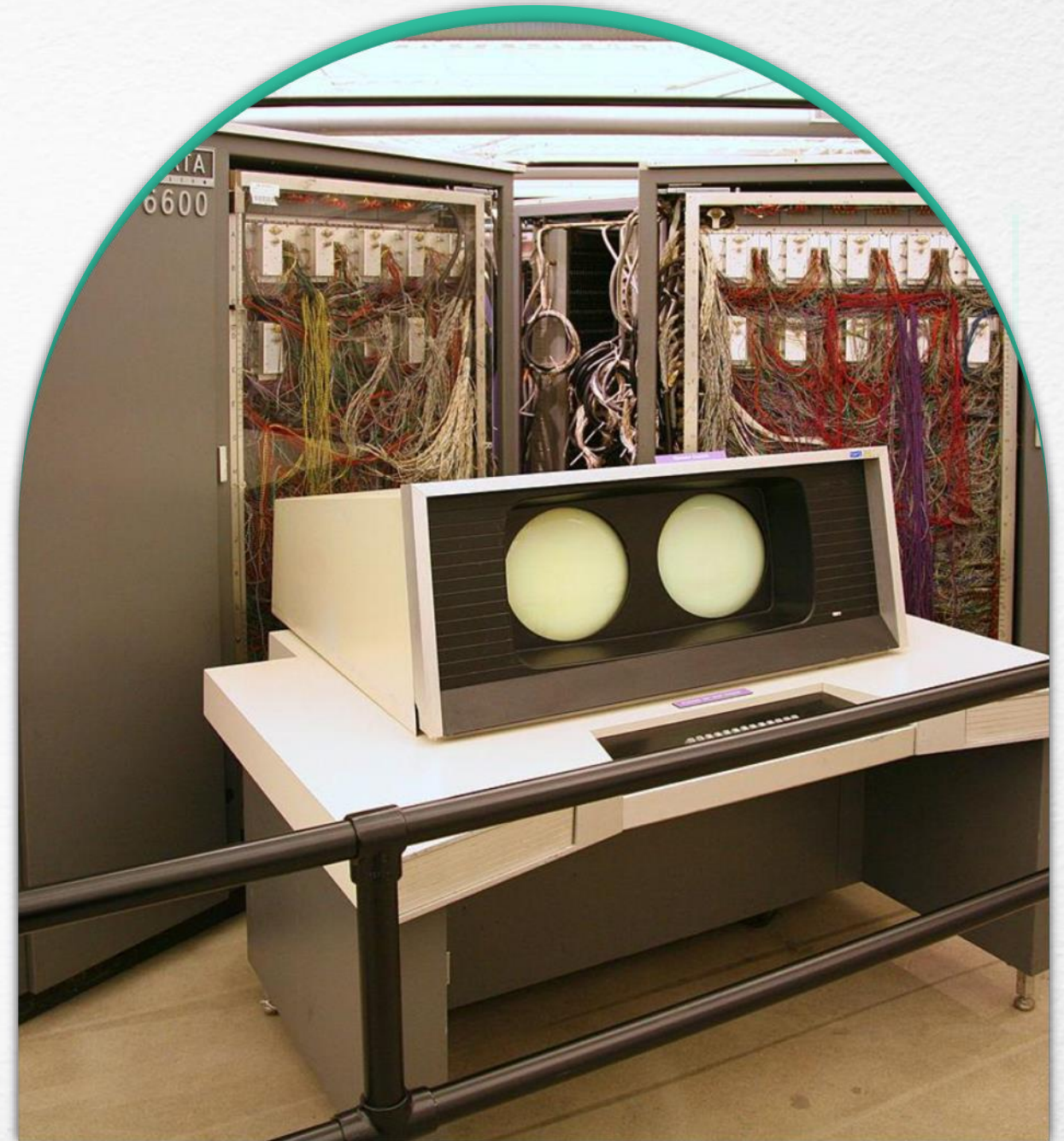
PERFORMANCE

At its prime, the CDC 6600 could execute up to 3 million instructions every second.



SIGNIFICANCE

This machine set the benchmark for computational power during its era, paving the way for future computing innovations.



1997

DEEP BLUE VS. WORLD CHESS
CHAMPION **GARRY KASPAROV**

Over 9 days, man competed
against the machine.

THE MACHINE WON.

To win against Kasparov in 1997, Deep
Blue used its sheer computing power
to overwhelm him: 100 million to **200
million chess moves per second.**



1998-2002

Windows based operating systems integrate internet networking technology into **business machines the world over.**

This allowed teams to organize their workflows and keep in contact over time and distances in a completely new way.

It took the World Wide Web seven years to reach 100m users — it took ChatGPT less than two months.



NOVEMBER 2022



Chat Generative Pre-trained
Transformer is **Launched**

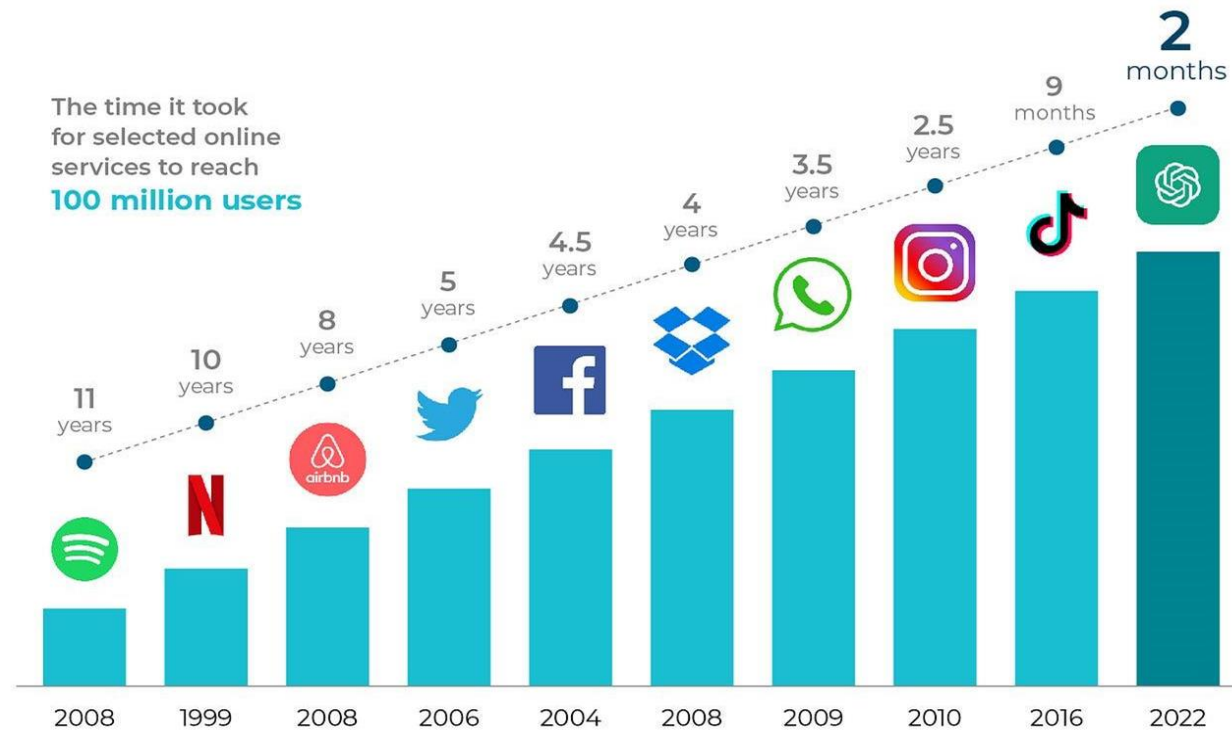


Surpassed **100 million users** by
January 2023, influencing tech giants
to develop competing products.



ChatGPT

CHAT-GPT SPRINTS TO 100 MILLION USERS



Source: World of Statistics

MacBook Air

HOW DO LLM'S (BASICALLY) WORK?



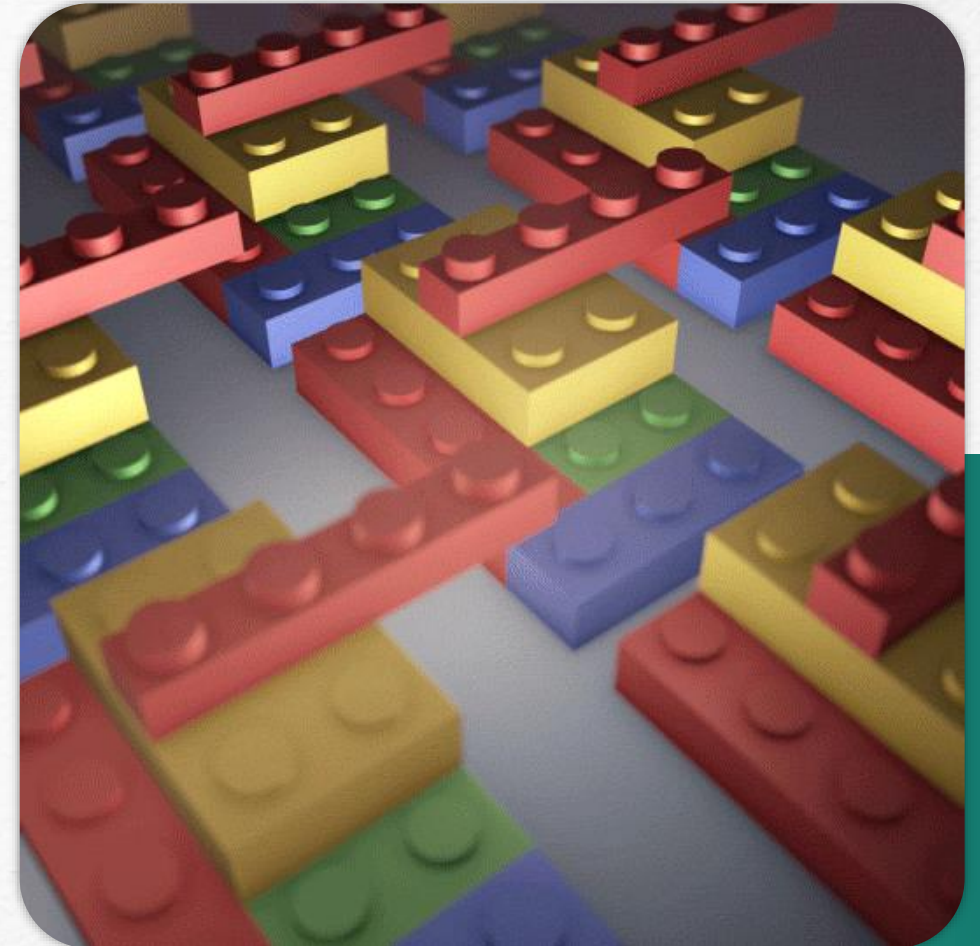
LLMs are like bags of Legos.



Once trained, LLMs can be use these blocks to generate new text, translate languages, answer questions, and write different kinds of creative content for a myriad of scenarios and contexts.



LLMs are still under development, but they have the potential to revolutionize the way we interact with computers.

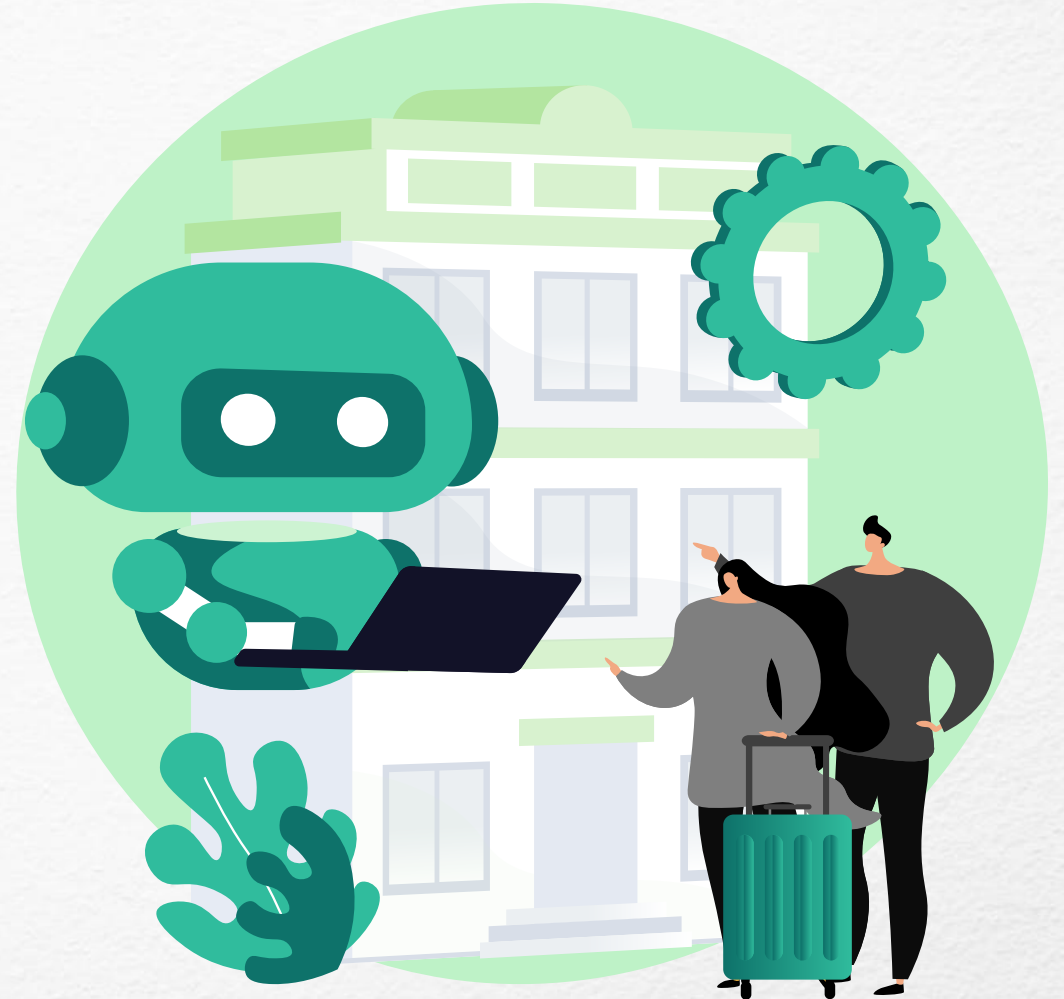


WHY DOES THIS MATTER FOR YOU AS A TOURISM BUSINESS IN NS?



Considering AI?

Discover how others are thriving: boosting efficiency, enhancing customer experiences, and driving growth.



SMALL BUSINESS & ENTREPRENEURSHIP COUNCIL REPORT

The SBEC survey reports that nearly half (48%) of small businesses started using AI tools in the past year, and 29% have been using them for one to two years.

48%

93%

93% of small business owners agree that AI tools offer cost-effective solutions that drive savings and improve profitability.”

SMALL BUSINESS & ENTREPRENEURSHIP COUNCIL REPORT

KEY HIGHLIGHTS

41%



41% have used AI to redirect their own time and employee time to higher-value work

39%



39% have invested in AI tools for innovative sol. for customer engagement & retention

25%



25% have used cost savings to increase wages and benefits

25%



25% have used cost savings to set aside capital for emergency/other purposes

CHAT3.5 USE CASES

HOW IT CAN HELP YOU!



SEO / SEM - Case Study



Customer Email Response



Social Media - Example



Want more? You need CHAT 4!

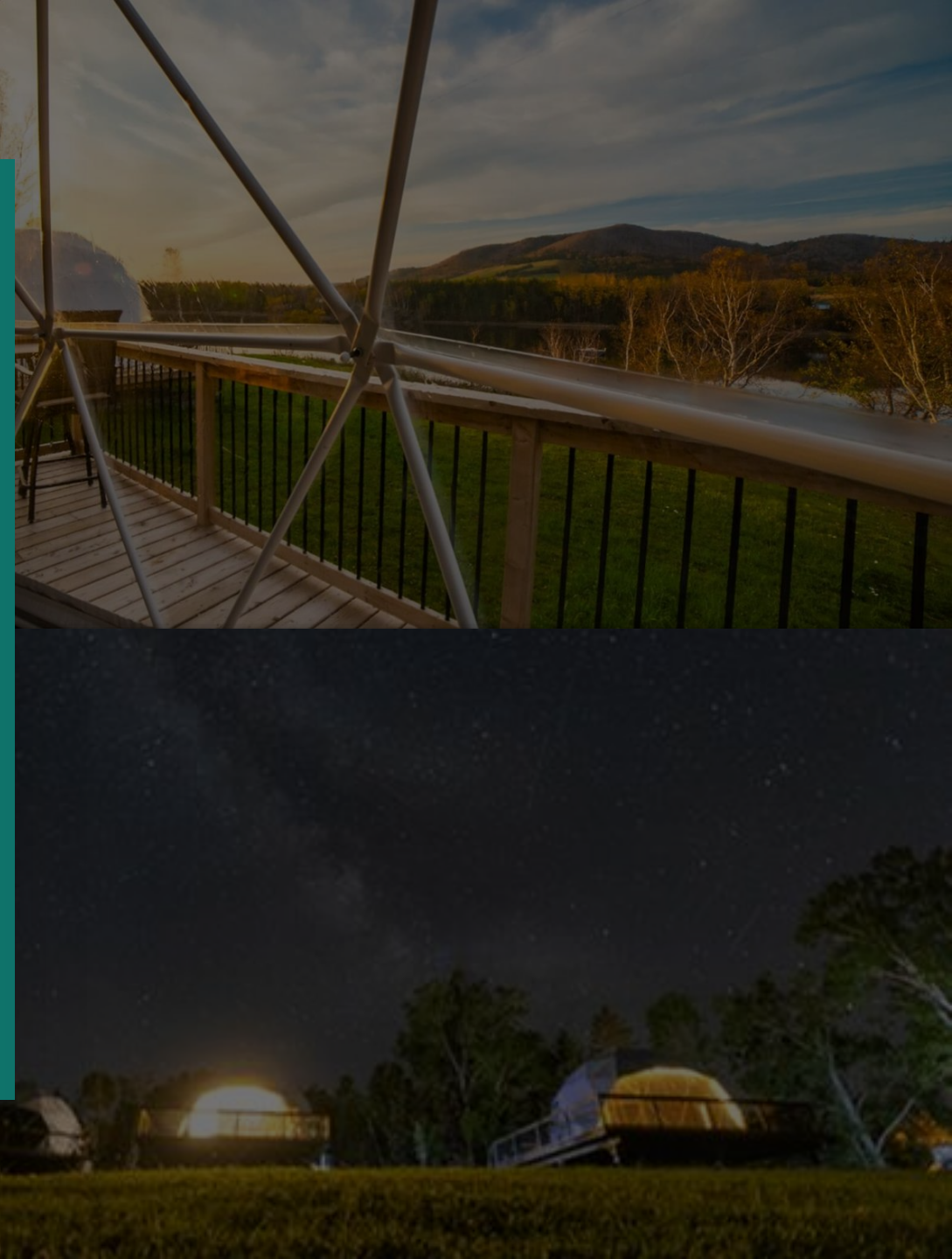
- » Feedback/ Data Analysis
- » Chat bots
- » E-mail Automations



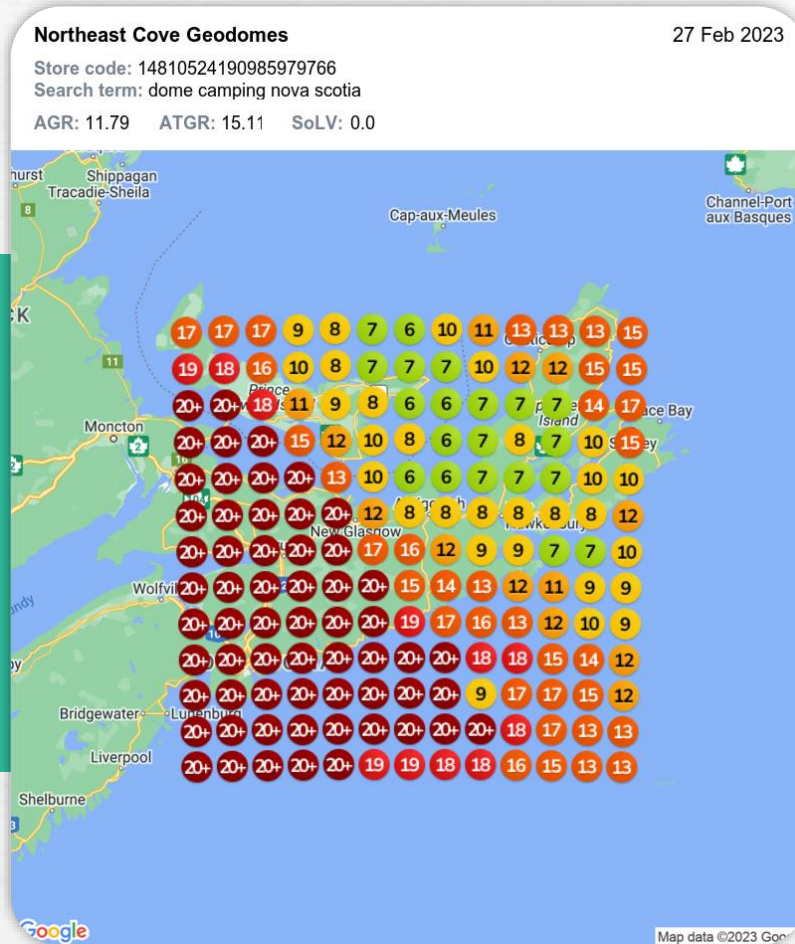
REAL CASE STUDY - SEO

We used ChatGPT 3.5 to help with the following SEO Tasks

- » Determined the best content road map for ideal tourist related questions.
- » Optimized key pages on the website for based on ChatGPT data
- » Crafted compelling, relevant content that intrigues visitors, ranks + drives traffic from Google, and effectively converts website traffic into increased bookings.



SEO RESULTS USING AI CONTENT

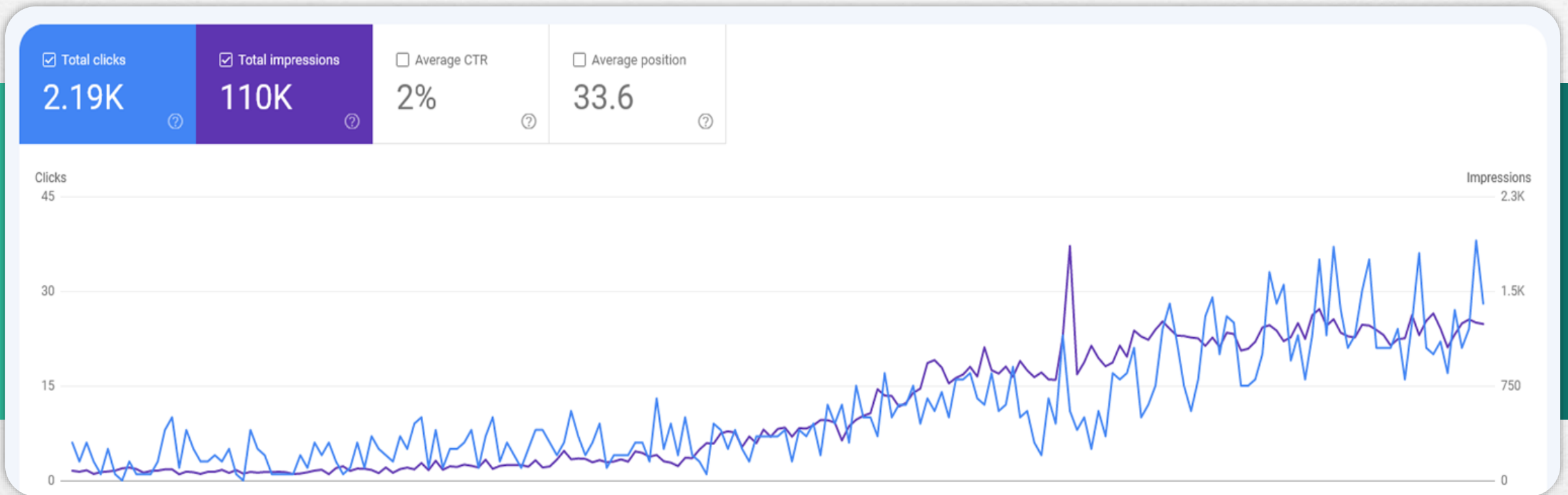


Share of Local Search visibility increased substantially for most target keywords

** Show % increase graphically of **0% to 46%** **

SEO RESULTS USING AI CONTENT

700% INCREASE IN ORGANIC TRAFFIC

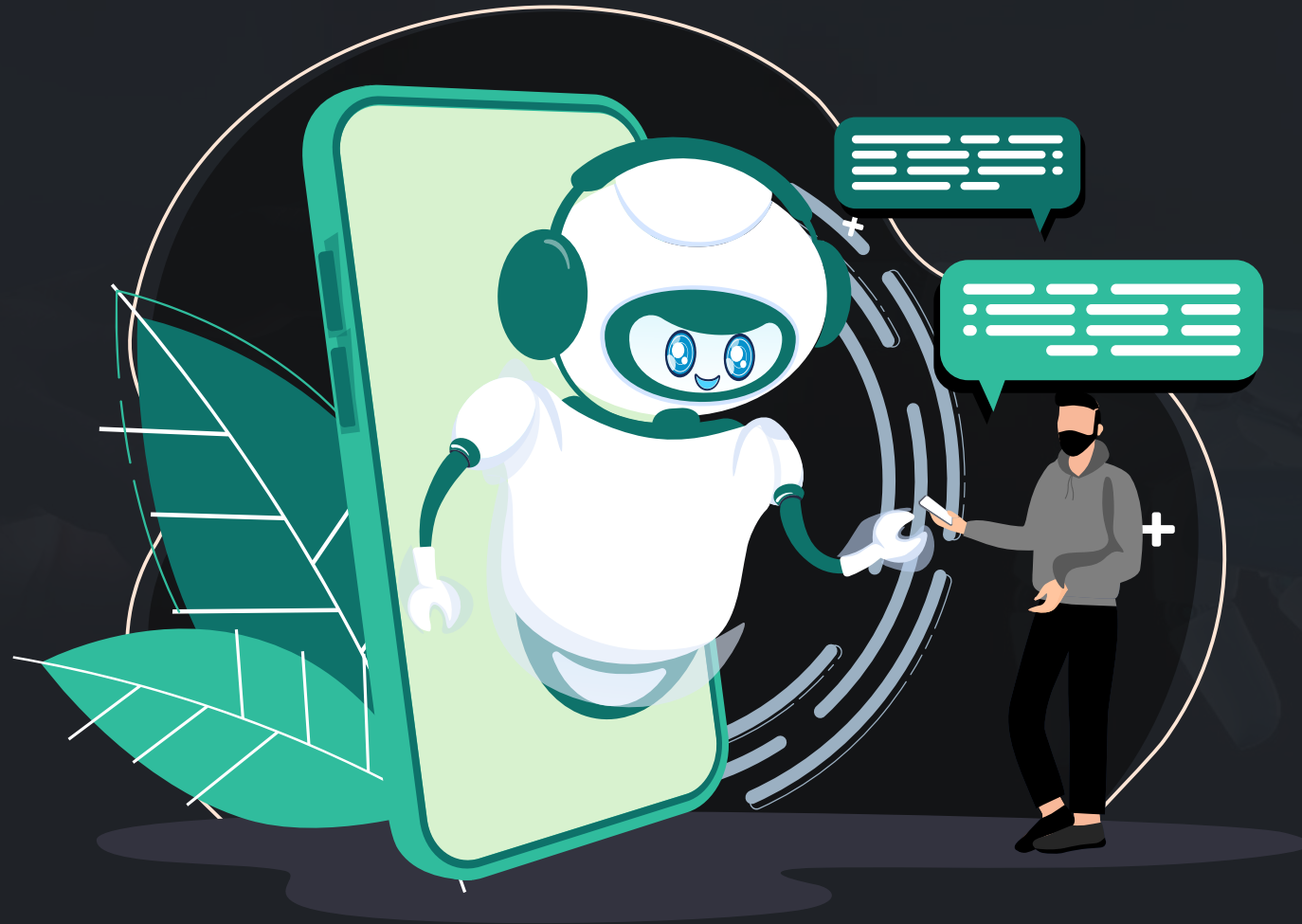


DOES ANY OF
THIS RESONATE
WITH YOUR
AND YOUR
BUSINESS?

TYPE "1" FOR US IN THE
CHAT IF THIS IS YOU!

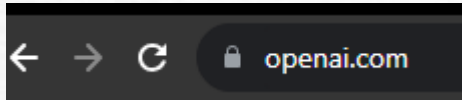


WHERE DO I START?

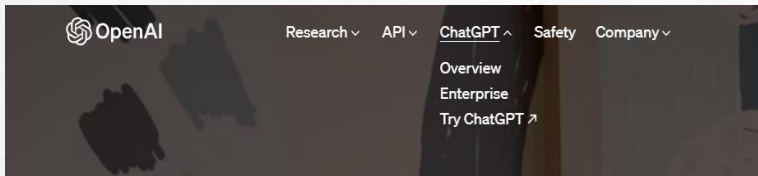


CHATGPT 3.5 IN ACTION

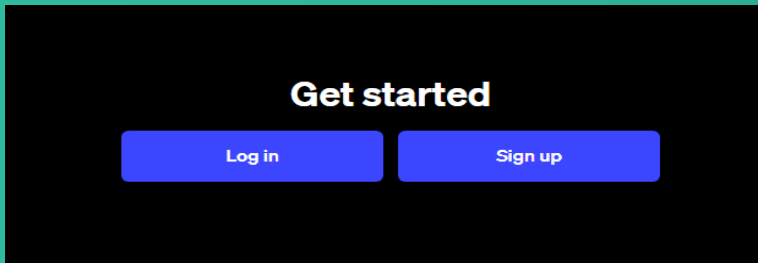
Login stuff here?



Go to : openai.com



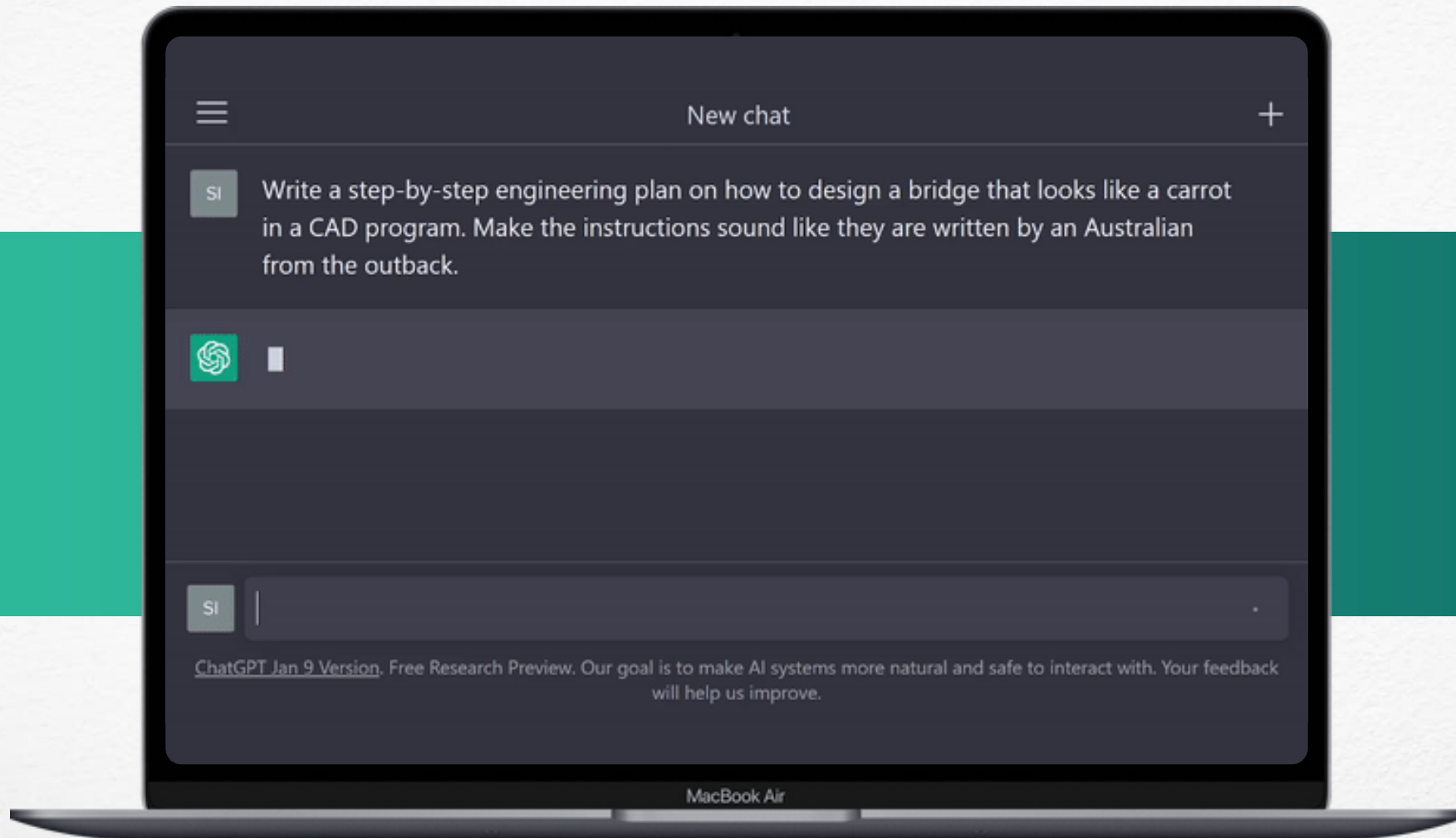
From the navigation bar at the top of the page, click on “ChatGPT” and select “Try ChatGPT” This should take you to the account login page.



Click on “Sign Up” to create your FREE account.

You’ll be asked to verify your account via email AND phone. Two-factor from the start!

CHATGPT 3.5 IN ACTION



CUSTOMER EXPERIENCE RESPONSE EXAMPLE

Oh no! It looks like this customer has had an AWFUL experience with us!

“I ordered a waffle only to find a find a fingernail and a hair in my food! Absolutely shocking customer service as I was told I would have to wait 45 minutes for a fresh one! I asked for a refund at the counter, but was ignored. I wouldn't send my worst enemy here!”

EXAMPLE – CUSTOMER RESPONSE

A BAD EXPERIENCE!?

OH NO! But, let's face it, it happens to the BEST of us.

Let's get chat's help in responding to this customer who has had a poor experience at our restaurant!



STEP 1 - BASICS

BEFORE WE PROMPT!



DEFINE YOUR INPUT!

WHAT ARE MY?

- » Tasks
- » Objectives

Do I have?

- » A specific tone or style?
- » Hashtags or keywords?

THE MORE SPECIFIC THE BETTER!

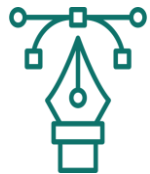


Let's break down basic prompting into its parts!



1. CONTEXT / TONE

You are a customer service representative known for your sincere and apologetic communication style.



2. TASK

Your task is to write an e-mail to a customer who had a poor experience at one of our restaurant locations, e-mailed our support and left a poor review online.



3. INSTRUCT AND INFORM

I will provide you with the details of the situation that requires resolution.
(We copy and paste the communication into CHAT)



4. CHECK FOR CLARITY

Do you understand? If yes, what specific details can I provide to help you perform this task?
CHAT Understood! We gave CHAT only the BASIC information to work with.

CUSTOMER RESPONSE EXAMPLE

Not bad, CHAT!

But, we can go even further!

Perhaps we ask chat to **refine** its response and consider more information.

Things like:

- » Our business and contact information. This could help chat fill in those blanks for us!
- » More specific parameters around the types of compensation we are willing to provide. Please don't offer them shares, Chat!!!
- » Asking chat to: "Please be more concise and less conciliatory. Or perhaps maybe MORE conciliatory!"



Subject: Sincere Apology and Immediate Resolution Regarding Your Recent Experience



Dear [Customer's Name],

I hope this email finds you well. I was deeply saddened and concerned to learn about the unfortunate experience you had during your recent visit to our establishment. First and foremost, I would like to extend my most sincere apologies for the distress and disappointment you encountered. Discovering foreign objects in one's food is completely unacceptable, and I genuinely understand how unsettling this can be.

Furthermore, I'm truly sorry for the unsatisfactory response and service you received when addressing the issue. Making you wait for an extended period, especially after such a distressing experience, is in no way reflective of the standards we aim to uphold. I understand how this may have compounded your frustration and disappointment.

Regarding the refund you were supposed to receive, I would like to assure you that it will be processed immediately. Please provide us with the necessary details, and we will expedite the process to ensure you receive the refund without any further delay.

To regain your trust and as a gesture of goodwill, we would also like to offer you a complimentary meal the next time you visit. We are taking stringent measures to ensure that such an incident does not recur, and I can assure you that your next experience with us will be in line with the high standards we genuinely strive for.

Once again, I deeply regret the inconvenience and distress you faced, and I appreciate your patience and understanding. Please allow us the opportunity to make amends and restore your faith in our establishment.

Warm regards,

[Your Name]

[Your Position]

[Contact Information]

Regenerate

TODAY'S **EXAMPLE** **BASIC SOCIAL MEDIA** **PLANNING / POST GENERATION**



LET'S PLAY PRETEND!

WE ARE A:

- » Small restaurant in the South Shore who relies on local and out of area traffic to keep the lights on.

WE NEED HELP:

- » Planning our social media concepts for the upcoming week
- » Assistance in generating content for our social media - We're not **awesome** at it!

PROMPT EXAMPLE - CONTENT PLANNING

MY PROMPT

Hi chat! Can you help us plan out the next month of Facebook and Instagram posts for my restaurant business located on the South shore of Nova Scotia. I'm looking for some post concept ideas for this week!



RESP. EXAMPLE - CONTENT PLANNING

CHATS RESPONSE

Absolutely, I'd be happy to help you plan out a week of Facebook and Instagram posts for your restaurant on the South Shore of Nova Scotia!

Here's a weekly plan that you can adapt and repeat, ensuring variety and engagement:

WEEK 1

- » **MONDAY:** Introduce a "Dish of the Week" - Showcase a special dish, its ingredients, and a little story about its inspiration or origin. This could be something uniquely Nova Scotian or a seasonal special.
- » **TUESDAY:** Customer Appreciation Post - Share a photo of happy diners (with their permission) or feature a customer's review or testimonial.
- » **WEDNESDAY:** Behind-the-Scenes - Post a photo or video showing a glimpse of kitchen life, highlighting your chefs at work or the preparation process of a popular dish.
- » **THURSDAY:** Throwback Thursday - Share an old photo of your restaurant, a memorable event, or how your restaurant looked when it first opened.
- » **FRIDAY:** Local Supplier Spotlight - Introduce a local vendor or supplier. Talk about their products & how they contribute to quality of your dishes.
- » **SATURDAY:** Weekend Specials Announcement - Generate excitement about any weekend specials, events, or live music nights.
- » **SUNDAY:** Relaxing Ambiance Post - Share an image or video capturing the relaxing vibe of your restaurant, maybe a sunset view from the restaurant, or a cozy corner.

BASIC POST - SIMPLE PROMPT

Let's get Chats helps creating a post from
Monday - "Dish of the Week"

MY PROMPT

Hi Chat! Can you help me write a post? Let's start with
Monday: Introduce a "Dish of the Week - Lobster Bisque"
- Showcase a special dish, its ingredients, and a little
story about its inspiration or origin. This could be
something uniquely Nova Scotian or a seasonal special.



BASIC POST

Chat's Response:

🦞 Dish of the Week: Nana's Lobster Bisque 🦞
Dive into the heart of Nova Scotia's culinary tradition with our featured dish this week - Lobster Bisque!

Each bite is a taste of the Atlantic, bringing you the freshness of the sea that will bowl your mind!

🌊 Inspired by the Ocean: Our lobsters are caught right here in the cold, clean waters of Nova Scotia, known for producing some of the finest seafood in the world. This dish is a tribute to our local fishermen who brave the Atlantic, ensuring we get the freshest catch every day.

🌟 A Local Favorite: Lobster Bisque isn't just a dish; it's a part of our heritage. It embodies the warmth, simplicity, elegance, and spirit of Nova Scotia's cuisine.
Come taste the tradition! 🍴



PROMPT EXAMPLE – CUSTOMIZED POST

MY PROMPT

That's a great start chat. There's an event going on locally called "Privateer Day's." Could you redo this post but write it as though it were a Pirate talking, like Jack Sparrow from Pirates of the Caribbean.



CUSTOMIZED POST EXAMPLE

Ahoy there, me hearties! 🏴‍☠️ Commandeering yer attention for a moment most crucial. Set yer compasses and spyglasses upon our grand "Dish of the Week" – The Lobster Bisque, a treasure most rare!

🦞 Picture this, savvy? A cauldron bubbling with the finest lobsters, plucked from the briny depths of Nova Scotia's own blue waters. It's like a siren's call to yer taste buds, it is!

Now, let me spin ye a yarn about this bisque. Inspired by the very seas – a concoction so rich, it'd make even the most hardened sea dog's heart melt. And the secret? Aye, that be a tale. Our chefs, craftier than a band of mermaids, simmer this nectar with herbs and spices, as mysterious as The Isle of Oak 'erself.

Ye won't be findin' a dish like this in all the seven seas. It's as rare as an honest Privateer and twice as delightful. So, batten down the hatches and set sail for our cove. The Lobster Bisque awaits, and trust me, ye don't want to be marooned without having a taste of this legendary dish!

#LobsterBisque #DishOfTheWeek #NovaScotiaEats 🌐
Remember, mateys, there's true maritime spirit in every bite! Come aboard and indulge before it sails away with the tide! 🏴‍☠️ 🍲



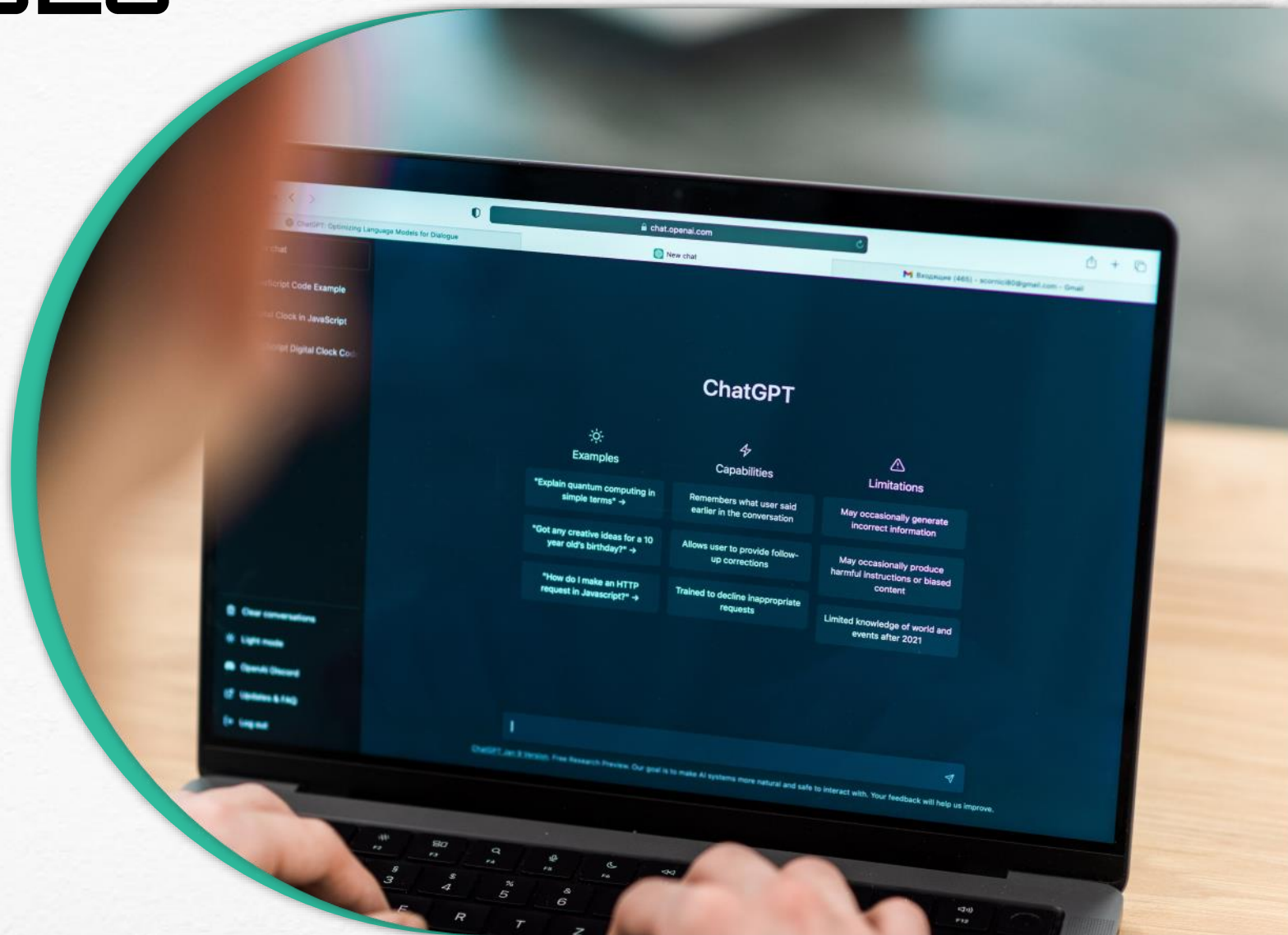
TOURISM RESOURCES



COMING SOON!

OTHER AI TOOLS

- » Chat4
- » Dall-e
- » Bard
- » Claude
- » Mid Journey
- » Adobe Photoshop/Firefly
- » Adobe Podcast



The background features a dark, textured surface. In the center, there is a faint, stylized illustration of two hands, one from the left and one from the right, gently cradling a globe. Concentric circles emanate from the center of the globe, creating a ripple effect. The text 'QUESTIONS & ANSWERS' is overlaid on this background in a bright teal color.

QUESTIONS & ANSWERS

UPCOMING WEBINARS

- **Thursday, March 14 @ 10:00 am** – Chatbots 2.0 – Presented by Melissa Lloyd (Aigility Hub)



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

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