Unlocking the Potential of AI in the World of Fairs

A Guide for Volunteers, Board Members, and Staff

Presenter: Doug van Wolde

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- Fair Volunteer 35 years, Staff Support, Fair HR and Admin.

- Website Developer, 23 years.

- 1st Generation of high school kids who had computer class without punch-card. (IBM, Watcom, FORTRAN)

- I am an early adopter of AI.

- Using AI every day.

- ChatGPT Plus account for more than a year.

I use ChatGPT and a few other AI tools to do this:

- Write customer letters
- Fix formatting from client projects
- Write simple WordPress plugins
- Write PHP code
- Make comparison tables in Excel
- Write content for web
- Create company guidelines
- Generate proposals and contracts
- Analyze and summarize Insurance policy

Introduction to AI

Revolutionize Various Aspects of Operations at Fairs

Today's Session

- How generative model AI can benefit volunteers, board members and staff at a fair.

1. Understand the principles of ChatGPT

2. Learn how to create content by using effective prompts

3. Samples of incorporating ChatGPT in the day-to-day operations and planning processes of fairs

What is ChatGPT?

- ChatGPT is a tool.
  - It can be used in many software applications.
  - Most commonly used in a browser on your computer.

- ChatGPT is like a magical typewriter that not only types back detailed responses to your prompts but also understands and engages with your ideas. It is the evolution of a typewriter with the advanced features of current word processing software, offering spelling corrections, formatting help, and intelligent conversation. ChatGPT represents an evolutionary leap in writing tools, acting as both an assistant and a creative partner in the writing process.

What can ChatGPT help you do?

- Day to day operations
  - Customer service (email response)
  - Cover letters
  - Minute management
  - Document creation
  - Agendas
  - Calendars schedules

- Planning processes for fairs
  - Grant proposals
  - Policy development,
  - Event planning
  - Reporting
  - Marketing
- Problem-solving
- More

What is AI and How Does it Work?

- Artificial Intelligence (AI) refers to machines or software that can perform tasks that typically require human intelligence.
- In this course, we'll primarily be focused on ChatGPT as the AI model/tool.
- AI, especially machine learning models, learn from vast amounts of data rather than being explicitly programmed.
- Many advanced AIs, including ChatGPT, use "neural networks" inspired by the human brain's structure.
- AI models are first trained on data and then queried to generate outputs based on that training.

What is AI and How Does it Work?

- ChatGPT is a type of AI called a "generative model" that can produce new content (like text) based on its training.
- Modern AIs can handle various tasks from image recognition to text generation, making them versatile tools.
- While AI is powerful, it isn't infallible. Its outputs depend on its training data and the quality of the prompts.
- AI models can reflect and even amplify biases present in their training data, leading to discussions about ethical AI use.

Recent Breakthroughs that Sparked the AI Boom

- Before we get into how to use the power of AI to improve our workflow, it's important to have a basic understanding of how AI works and where it came from.

- AI has evolved from basic tools like Alexa and Siri to advanced AIs like ChatGPT, which seems to have happened overnight. AI's origins trace back to the 1940s, with the recent explosion in powerful AI attributed to several breakthroughs.

Recent Breakthroughs that Sparked the AI Boom

Hardware Advancements

- Advances in computer hardware, especially the usage of GPUs adapted for AI tasks, allow data to be processed much faster. Nvidia's CUDA processors power most AI software and can process massive amounts of data.

Value of Scale in Training Data

- Researchers realized that training an AI model on massive datasets (like the entire Internet) can yield superior results to smaller datasets.

The ChatGPT Revolution

- AI has been gaining popularity in the tech world for years, most popularly through "personal assistants" like Siri, Google Assistant, and Cortana.
- OpenAI, the foundation behind ChatGPT, was started in 2015 by Elon Musk and others with the mission of ensuring AI would benefit all humanity.
- In 2019, they released GPT-2 (Generative Pre-trained Transformer), a cutting-edge language model.
- GPT-3 was released in 2020 as a more robust and versatile model.
- ChatGPT, powered by GPT 3.5, was released on November 30, 2022. It quickly became the fastest-growing app in history, reaching 100 million users within months.
- GPT-4 was added to ChatGPT Plus on March 14. 2023. While slower than GPT 3.5, its answers are generally far superior.

A Perspective on the Impact of AI on Employment

- The quick advancement of AI has created some concerns about the future among knowledge workers – will AI make me irrelevant?

- While it's impossible to predict the future, it's best to consider AI to be a tool that helps us do our work more efficiently rather than a threat to our existence.

> **Sujay Pawar** ✔
> @sujaypawar
>
> Computers did not replace accountants. Instead, the accountants who used computers replaced those who did not.

5 Common Pitfalls Using ChatGPT

- When someone is frustrated by ChatGPT, it's usually because they're making one of the common Pitfalls.

Pitfall #1: Seeking Facts, Not Ideas

- ChatGPT is not meant to be a search engine to get answers to fact-based questions, especially about recent subjects.

- GPT-3.5 only has knowledge up until September 2021. GPT-4 is trained up to April 2023.

- Sometimes, you can get good facts from ChatGPT, but it's best used to brainstorm, process information, and solve problems.

Pitfall #2: Asking Vague Questions

- Providing vague or unclear prompts can lead to responses that may not meet the user's expectations.

- Being specific and clear in what you're asking for can significantly improve the relevance and accuracy of responses.

Pitfall #3: Settling for a Generic Tone

- If all your ChatGPT responses sound alike, you're not asking it to respond differently.
- ChatGPT can provide text responses in almost any tone or style imaginable.
- In your prompt, ask ChatGPT to respond as if they were a person, a profession, or in the style of a person or character.

Prompts:
  - From the point of view of its product manager, describe the Amazon Echo Alexa device.
  - From the point of view of an adult child caring for an elderly parent, describe the Amazon Echo Alexa device.
  - From the point of view of a journalist, describe the Amazon Echo Alexa device.

Pitfall #4: Mixing Topics in a Session

- Think of each ChatGPT session as a conversation around a single topic.

- You're training ChatGPT to provide the information you want within that conversation.

- Don't mix subjects in a session – this is like a friend interrupting your train of thought with a subject unrelated to the current conversation.

Pitfall #5: Not Utilizing Refinement Options

- Don't settle for the first response

- Using ChatGPT effectively is all about the prompt you give it. Prompt engineering takes practice.

- If you don't love the response, ask ChatGPT to change its tone, explain it differently, or provide multiple options for better results.

- Be clear and direct with what you're asking ChatGPT to do.

Principles of Effective Prompt Engineering

- The most important thing to learn about using ChatGPT, or any AI tool, is how to engineer your prompt. What you ask for and how you ask affects the results you receive more than anything else. Prompt Engineering is an art and a science; you get better at it with practice.

Dealing with Hallucinations

- Occasionally, when using AI, you may find that its responses veer away from the context and include extraneous information. Sometimes, AIs will even make up facts entirely. This phenomenon is called hallucinations, and there are ways to deal with it.

Dealing with Hallucinations

- **Editing the Previous Prompt**
  - If you encounter a hallucination, it's my experience that the best strategy is to edit the prompt immediately before the hallucination occurs.
- **Challenging the Response**
  - Challenging the AI in the conversation after a hallucination might help.
    - "Why do you think that?" or "What evidence supports your answer?" or "What the heck are you talking about?"
  - Often, the AI will apologize for making stuff up and come back with a new answer.

ChatGPT Plus – Is it Worth It?

- Yes. Period. GPT-4 is far superior for content and code generation.
- You also get plugins and custom instructions to level up your capabilities.

Additional ChatGPT Plus Features

- **Browse with Bing** allows a ChatGPT to consider external URLs as part of a conversation.

- **Plugins** allow developers to connect other external sources to ChatGPT.

- **DALL-E 3** allows users to generate images from prompts directly within ChatGPT.

ChatGPT Custom Instructions

- Custom instructions allow you to set preferences for all future conversations.

- Access by clicking your user link at the bottom right, then Custom Instructions.
  - "Preload" all your prompts with consistent information.

- Downside: if you do different kinds of work in ChatGPT, you may have to toggle this off if it starts negatively affecting your responses.

Crafting Effective Prompts

Techniques for generating prompts that yield valuable results.

Prompt Formula

1. Task
2. Context
3. Example
4. Persona
5. Format
6. Tone

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Task

Begin the sentence with an action verb;

Generate

Give

Write

Analyze

- Can combine several tasks in a prompt.
- Be specific and clear about exactly what you are trying to accomplish.
- The more specific you are, the better results you get.

Prompt:

List the ten best activities to see at a country fair in Ontario.

<Task>

Context

Limit the endless possibilities.

What's the user's background?

What does success look like?

What environment are they in?

- Without context, ChatGPT will deliver all kinds of results. Give ChatGPT just information to constrain the endless possibilities.
- Give background information so that Chat GPT will understand better. Explaining the big picture of the question, goal, or problem makes a difference.

Context

‹Context›

I'm writing a blog post for Moms with young children about the 3 best activities to see at a fair in Ontario. The top 3 listed should be fun for children between the ages of 4 and 12. The activities should be safe and not be competitive eating.

Example

The quality of output is improved with examples. However, Examples are not necessary

Re-write these bullet points using the following structure:
"I accomplished X by the measure Y that resulted in Z"

‹Example›

Caledon Fair Event Safety Report

- Inspect fire extinguishers for accessibility and service dates.

- Inspect electrical installations and equipment for damage or wear.

- Examine stages, platforms, and temporary structures for stability and compliance with safety standards.

- Inspect restrooms and handwashing facilities to ensure they are clean and functional.

Example

You are the HR manager of our Agricultural Society. We are hiring a new General Manager to take care of day-to-day operations, manage our facilities and secure building rental contracts.

Write a job description using this format and style from this website: ‹Example›

https://ca.indeed.com/l-ontario-jobs.html?vjk=428537c3400678e7&advn=1759446623740088

Persona

- Who do you want ChatGPT to be?
- Think of someone you wish was with you right now to help you with the task you are facing.

Prompt:

Animal Welfare Concerns: Activists are protesting at our fair

You are Jane Goodall; create a document we can share with our Ag Society

Prompt:

Budget Constraints: Expenses are exceeding income.

You are Warren Buffet, provide ten solutions for balancing our budget to be delivered to Ag Society members.

Prompt:

Public Health Issues:

You are Dr. Anthony Fauci. Please produce a guideline document we can share with our visitors on our website.

< Persona >

< Persona >

< Persona >

Format

- Visualize what you want the end result will look like. Tell ChatGPT how you want the results delivered.

- Tables

- Bullet points

- Paragraphs

- Markdowns

‹Format›

Format

I just received a lengthy report from my homecraft President.

First, give me the three key takeaways, then summarize based on the topic.

Use h2 as the section headers.

‹ Format ›

Here is the report:

Annual Report of the Homecraft Division - Agricultural Society

Introduction

As the Chair of the Homecraft Division of our esteemed Agricultural Society, it is with great pleasure that I present the annual report for this past year's fair. The fair was a resounding success, showcasing the talents, dedication, and passion of our community members. This report aims to highlight the activities, achievements, and contributions of each committee within the Homecraft Division.

Baking and Preserves Committee

Chair Report: Mrs. Emily Thompson

This year, the Baking and Preserves Committee saw an unprecedented number of entries across all categories. Our traditional pie-baking contest had over 50 entries, with apple pie being the most popular. The preserves section also saw a significant increase, particularly in the homemade jams and jellies categories. The quality of entries was exceptionally high, making the judging process both challenging and delightful. We also introduced a new category for gluten-free baking, which was met with enthusiastic participation.

Handicrafts Committee

Chair Report: Mr. John Carter

The Handicrafts Committee was thrilled to oversee a wide variety of crafts, including quilting, knitting, crochet, and woodworking. The quilting section was particularly competitive, with over 30 quilts submitted, showcasing a range of techniques from traditional patchwork to modern art quilts. The woodworking category also saw a diverse range of entries, from hand-carved bowls to intricately designed furniture pieces. This year, we introduced a youth category to encourage participation from younger members of our community, which was a resounding success.

Horticulture Committee

Chair Report: Mrs. Linda Green

The Horticulture Committee had the pleasure of managing the flower and vegetable competitions. The flower show was a spectacle of color, with a special emphasis on roses and dahlias. The vegetable competition was equally impressive, with a notable entry being a record-breaking pumpkin that became the talk of the fair. We also hosted several workshops on

Format

- Let's go back to our Blog Post Chat

Return that list as a table. ‹ Format ›

Expanding on this information, act as a travel reporter and write an informative blog post for an audience of adults aged 55-75, using appropriate heading structures throughout. List 3-5 must-see activities at a fair, and 3-5 options for fairs to visit in Ontario. Suggest 5 title options for the blog post. Add Google Maps links where appropriate.

Tone

Use a casual tone of voice

Use a formal tone of voice

Give me a witty output

Show enthusiasm

Sound pessimistic

- Ask ChatGPT to tell you what tones could be used for your specific situation.

Prompt:

I'm writing an email to all the Chair people of each committee. I want to be taken seriously but I don't want to sound stuck up and awkward. Can you please give me a list of 5 tone keywords I can use in a prompt for ChatGPT?

‹Tone›

A Prompt With All the Pieces

‹Persona› You are a committee chairperson at the Beeton Fair

‹Context› You have just found out you'll be hosting a new headline music performer who play ABBA music covers at this year's fair.

‹Task› Write an email to the Beeton Board of Directors sharing this positive news.

‹Example› This email should include a tl;dr (too long, didn't read) section, entertainment background, effect on attendance section (quantifiable business metrics), and end with a section thanking the entertainment committee for supporting this new attraction.

‹Format›

‹Tone› Use clear and concise language and write in a confident yet friendly tone.

Understanding How ChatGPT Can Assist In Crafting Grant Proposals

- **Brainstorming and Structuring:** Ideas, key points, and document flow for grant proposals, including essential sections.

- **Writing Assistance:** Drafting templates and examples for clear, concise content.

- **Editing and Refinement:** Enhancing clarity, persuasiveness, and organization.

- **Customizing Proposals:** Aligning with specific funding organization requirements.

- **Grounds Improvement Proposals:** Drafting for accessibility, safety, sustainability, and visitor experience improvements.

- **Budget and Impact Analysis:** Detailed budget creation and impact articulation.

- **Tailoring to Funding Sources:** Customizing proposals for government, private, and corporate sponsors, focusing on community, heritage, and economic impacts.

Workshop: Creating a Mock Grant Proposal

- Write an outline. Don't just start writing in ChatGPT. Prepare first.

- Grant Example – Security Cameras

https://trilliummutual.com/roots-community-fund/?gclid=EAIaIQobChMI59mu6Kum-QIVj67ICh2KaQ_QEAAYASAAEgJR_vD_BwE

> **Integrated Security and Surveillance Systems:** Permanent installations of cameras and security systems throughout the fairgrounds. This infrastructure supports real-time monitoring of crowds, identification of potential security threats, and coordination of emergency response efforts. Such systems require significant capital investment in technology, cabling, and control centers.
> **Budget:** $26,000
> **Timeline:** 6 weeks, completion by May 14, 2024

Workshop: Creating a Mock Grant Proposal

Prompt:

I am the Manager of the Schomberg Fair. I need help creating a grant proposal which we will submit to the Trillium ROOTS Community Support Fund. We are applying for a capital grant in Emergency Response. Ask me 5 questions that will improve the response you will be giving me.

Workshop: Creating a Mock Grant Proposal

- Answer the questions ChatGPT asked you.

  - Tip: If you can't answer a question, open another ChatGPT chat topic and create your answers.

- Input your answers, ChatGPT will now create a proposal outline.

- Tell ChatGPT that you now want it to write each section of the grant proposal one at a time.

Workshop: Creating a Mock Grant Proposal

- Tell ChatGPT that you now want it to write each section of the grant proposal one at a time.

Prompt:

Write each section of the outline one section at a time. Begin with _____. Ask me 5 questions that will improve the response you will be giving me.
We will follow this process for each of the outline sections. Is this clear?

Workshop: Creating a Mock Grant Proposal

- Writing a grant proposal is not effortless. The work you put into it will generate much more than without it.

- I'm not a grant writing professional. I recommend that you hire one.

  - AI is a good substitute if that's not in the budget.

- Proofread. Run through Grammarly.com. Send to a friend.

- Once you are done, have one clean, well-formatted Word document. You can save as a PDF and submit it for approval.

Caution

- **ChatGPT is a tool:** Tools come and go. Maintain a framework for what you want to accomplish. It's not about the tool; it's about the concept.

- **Harness the Power for Positive Impact**: Utilize ChatGPT's capabilities to foster innovation, education, and creativity. Aim to contribute constructively to society and individual growth rather than engaging in harmful or unethical activities.

- **Exercise Responsibility:** Recognize the influence of the content you create with ChatGPT. Just because something can be shared publicly doesn't mean it always should be. Consider the potential impact on individuals and communities before disseminating information.

- **Deliver Value:** Ensure that your interactions with ChatGPT generate meaningful and beneficial outcomes for people. Focus on creating content that educates, enlightens, or entertains in a way that enriches users' experiences and knowledge.

- **Overreliance on Critical Decisions:** Relying on ChatGPT for advice on critical health, legal, financial, or other decisions without consulting a qualified professional in those areas.

Caution

- **Privacy Oversights:** Sharing sensitive personal information or expecting ChatGPT to handle personal data securely. It's important to avoid sharing anything considered private or sensitive.

- **Misinterpreting Responses:** Taking responses at face value without critical evaluation, especially for complex, nuanced, or highly specialized topics. Verifying information through additional, reputable sources is always a good practice.

- **ChatGPT Regurgitates Information:** It is limited to the information it has gathered.

- **It is Not Actually Intelligent:** ChatGPT can't tell you its source of information. ChatGPT can't predict the future. It doesn't invent anything.

- **Makes Wild Claims, Confidently:** Do your research on Google. ChatGPT is a fabricator of answers. Do not publish directly from ChatGPT. Use Grammarly. Fact check.

Conclusion

Summary

- **Revolutionary AI Tool**: ChatGPT transforms traditional writing and operational tasks with its advanced AI capabilities, making it a valuable asset for fair management and planning.

- **Enhancing Productivity**: By mastering effective prompt crafting, users can leverage ChatGPT to streamline content creation, customer service, event planning, and more, significantly boosting efficiency.

- **Practical Applications**: From writing proposals and policies to generating marketing content, ChatGPT's versatility supports various activities essential for the successful operation of fairs.

- **Navigating Challenges**: Awareness of common pitfalls and the importance of precise prompts ensures the optimal use of ChatGPT, avoiding potential inaccuracies and maximizing output quality.

- **Ethical Considerations**: Responsible use of ChatGPT, acknowledging its limitations and potential biases, is crucial to ensure its positive and constructive impact.

- **Future of AI in Fairs**: As AI technology evolves, responsibly embracing tools like ChatGPT will be vital to innovating and improving the planning and execution of fairs, ensuring they remain vibrant, engaging, and efficiently managed.

Final Thoughts

- **Prompt Engineering:** Determines the quality of output.

- **Practise:** The more you do it, the better you will get.

Handout

- Download the handout with all the links.
- www.wego.ca/oaas2024

Links and AI Tools
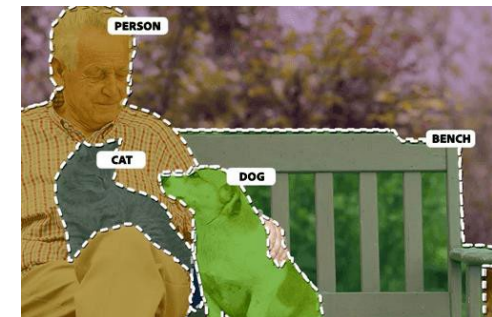
- **Adobe Photoshop 2024 and Illustrator 2024**
  - Photoshop's new Generative Fill is seriously mind-blowing.
  - Highlight an area you want to replace, and the Generative Fill allows you to specify what you like, or leave it blank for Photoshop's best guess.
  - Illustrator will create full vector images from a text prompt.
- **Adobe Firefly**
  - AI image generator that produces generally better results than many others.
  - It's included free for Creative Cloud members at https://firefly.adobe.com/
  - Others get 25 generative credits free (or buy 100/mo at $4.99/mo).
- **Adobe Stardust (Coming Soon)**
  - This new feature will start to make its way into Adobe apps soon.
  - Adobe's Image AI will automatically understand objects in images and allow you to interact with them.
  - Learn more at Adobe Stardust

Links and AI Tools

- **Magai**
  - https://magai.co is an overlay UI for many of the best AI tools on the web.
  - Use built-in personas or customize your own to make interacting with ChatGPT (as well as Claude.ai, Bard, etc.) even better.
  - Create custom instructions (personas), and save prompts for the kinds of work you do.
  - Magai connects to all the best AI tools via API, so no additional accounts are needed to keep your costs down.
- **Typedesk / Text Expander**
  - If you're already a user of these amazing macro apps, they're a powerful way to store your commonly used prompts.
  - You can also set up templates in each app to use to speed up your prompting.
  - Typedesk and ChatGPT: https://www.typedesk.com/help/questions/learning- center/use-chatgpt-with-typedesk
  - Text Expander and ChatGPT: https://textexpander.com/blog/use-chatgpt- textexpander-to-supercharge-customer-service

Links and AI Tools

- **Chrome Extensions**

  - As you can probably imagine, there are many Chrome extensions that leverage the power of ChatGPT.
  - One we have come to like is ChatGPT Anywhere

- **Otter.ai**

  - Great for putting meeting conversations to text.

  - Records meeting notes in a Zoom or Teams meeting

  - Summarize the notes and create action items

  - Can also transcribe audio file conversations

- **Claude.ai**

  - Very good for summarizing transcripts.

  - https://claude.ai/

Contact for Support

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