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WHAT IS ARTIFICIAL INTELLIGENCE?

Artificial Intelligence (AI) refers to human-like intelligence by machines, especially computer systems. This includes:

1. Learning
2. Reasoning
3. Problem-solving
4. Perception
5. Language understanding

AI systems are designed to analyze and interpret data, learn from experiences, and adapt to new information, allowing them to perform tasks that typically require human intelligence.

The goal of AI is to create systems that can mimic human cognitive functions and provide innovative solutions to complex challenges across various industries.

USEFUL AI TOOLS

ChatGPT
1. Content writing
2. SEO Articles
3. Website Content Writing
4. Script Writing
5. Social Media Calendars Writing
6. Guest Letter Writing
7. Responding to Reviews
8. Concept Development
9. Brand Development
10. Brainstorming
11. Menu development
12. Recipe Development
13. Strategy Development

DALLE-2
1. Unique Image Creation

MICROSOFT DESIGNER
1. Animate Social Media Posts
2. Unique Image Creation

OTHER AI TOOLS
1. Virtual Assistant AI
2. Chatbot AI
3. Analysis AI
4. Predictive Maintenance AI
5. Personalized Guest Experience AI

HOW TO GET THE MOST OUT OF YOUR AI

POSITION AND PRAISE

ASSIGN ROLES

"Hi AIDen, congratulations! You are now my Chief Creative Officer,"

ACKNOWLEDGE ACHIEVEMENTS | SHOW APPRECIATION

- "Great job, AIDen! Thank you!"

SPECIFIC PROMPTS

PROVIDE CLEAR INSTRUCTIONS

- "Please use a 'W Hotels' style tone of voice that is playful.

SET CLEAR CONTEXT

- "I am planning to start a new restaurant concept that is focused on Authentic Latin American Cuisine, celebrating local Phuket produce and ingredients. This will be focused on entertainment dining. As my Chief Creative Officer, I need your help to write me a detailed restaurant concept and provide me with 20 name recommendations."

HOW TO GET THE MOST OUT OF YOUR AI

BRAINSTORM AND COLLABORATE

SEEK IDEAS

- "AIDen, I need to rewrite my Themed Banquet Menus. Can you give me 10 x ideas for different themed coffee breaks that I can implement at my hotel?"

REFINE IDEAS TOGETHER

- "AIDen, this is great! But can you give me 10 more ideas for Themed Coffee Breaks? Also, can you give me suggested menu offerings based on the following parameters".

POLITENESS AND RESPECT

USE POLITE LANGUAGE

"Please" and "Thank you" go a long way! AI responds to positive reinforcement.

ACKNOWLEDGE AI'S INPUT

- "AIDen, thank you for trying but this isn't quite what I am looking for. Let's try again, but do this instead".

HOW TO GET THE MOST OUT OF YOUR AI

REFINING & CONTINUED RE-PROMPTING

- "AIDen, thank you for trying but this isn't quite what I am looking for. For your suggestions for rooms promotions, please be a little more creative with the benefits, for example, free 30 minutes Spa Treatment".

- Keep re-promting until you get what you are looking for! **This is how AI learns!**

USE EXAMPLES AND ANALOGIES

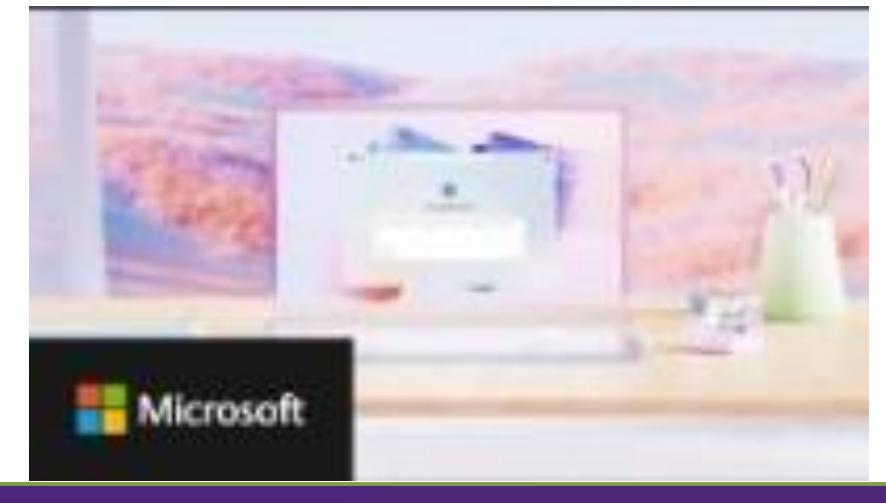- "AIDen, explain AI in simple terms, like you're describing it to a child."

EXPLORE MULTIPLE ANGLES

- "AIDen, I have this idea. Can you please play devil's advocate and tell me the potential shortfalls and hurdles I may encounter implementing this."

LEVERAGE HUMOR AND CREATIVITY

- "AIDen, be as creative as you possibly can as my Director of Creativity! I am looking for out of the box ideas!

WHAT TO EXPECT IN THE FUTURE

THIS PRESENTATION WAS WRITTEN WITH THE ASSISTANCE OF ARTIFICIAL INTELLIGENCE

A — Now, AIDen. I really need your advice and expertise here. Can you give me recommendations on how to get the best results from AI, for example, ChatGPT. Examples I am looking for are below:

1. Award your AI the position, i.e. "AIDen, you are now my Chief Marketing Officer"
2. Give your AI props, i.e. "AIDen, I believe in you" or "Great job, AIDen!"
3. Be as specific as possible with your prompt.
4. Don't be afraid to brainstorm with your AI, ask for ideas and suggestions.
5. Say please and thank you.
6. Treat your ChatGPT AI like you are having a conversation with another human.

The above are just examples. Can you include these plus I want to hear your additional recommendations please.

Absolutely, here are some recommendations for getting the best results from AI, particularly in the context of ChatGPT:

1. **Position and Praise:**
   - Assign Roles: Assigning creative or symbolic roles to your AI, like "Chief Marketing Officer," can create a playful and engaging atmosphere for interaction.
   - Acknowledge Achievements: Giving positive feedback like "Great job, AIDen!" can boost the AI's morale and create a collaborative tone.
2. **Specific Prompts:**
   - Provide Clear Instructions: Being specific in your prompts helps guide the AI's response. Instead of "Tell me about marketing," try "Can you provide insights about the latest digital marketing trends?"
   - Set Context: Begin with context to ensure the AI understands the conversation's direction, such as "We're discussing customer engagement strategies. What are your thoughts, AIDen?"
3. **Brainstorm and Collaborate:**
   - Seek Ideas: Encourage AI-generated suggestions and brainstorming. For instance, "AIDen, let's brainstorm some unique ideas for our next promotional campaign."
   - Refine Ideas Together: Engage in a dialogue to fine-tune AI-generated ideas, asking

THANK YOU