



Key Takeaways from 24 MAY 2023
Technologies and Current and Future Impacts on Large Show Events

CHATGPT AND AI REVOLUTION

- **Chatbot versus ChatGPT**
 - The difference is in the platform.
 - Chatbot: Established. Rule based system. Limited set of prompts or questions. Simple tasks.
 - ChatGPT: New. Large language model trained on large dataset of text and code. Human-like responses that understand and responses to a wider set of prompts or questions. More complex tasks. ChatGPT takes the information and learns. The difference is on what one inputs dictates what is the output.
- **The Generative AI Application Landscape**
 - See diagram. Future technology with areas of application for your company, your customers, your audience, your vendors, and much more.
 - Text: marketing, knowledge, general writing, sales, AI assistants, and support for chat/email.
 - Image: generation, consumer/social, media/advertising, and design.
 - Speech: voice synthesis
 - 3D Models and Scenes
 - Code: generation, text to SQL, web application builders, and documentation.
 - Video: generation, editing, and personalized videos.
 - Music, gaming, AI characters, RPA, biology/chemistry, vertical applications, and more.
 - Examples: Jasper application tool to create tailored marketing text. Midjourney application uses a few sentences to create an image such as machinery. Then, it can be used for marketing, magazines, websites, etc.
- **Application of Generative AI**
 - Internal: staff/organizations
 - Examples: Help articles, articles for employee newsletter, etc.
 - External: User facing, attendee experience
 - Examples: Plan the show. Plan your attendance. Generate sponsorship. Traffic flow. Promotions. Floor layout. Marketing, website, email, and more.
 - Shorten your workload. Frees up time for other tasks.
 - Build connectors. Monitor usage.
 - Could it be in the search engine of the future?
- **Demo in ChatGPT Format: Role Task Framework**
 - See the demonstration diagram.
 - More detail that you put into the tool, the better will be the results.
 - [Learnprompting.org](https://learnprompting.org)



MATSO MEETS

Brought to you by **TMS** Transportation Management Services

QUESTIONS AND ANSWERS

- **Possibility of doing a logo?**
 - Prompt and train the AI Tool for image that you want.
 - Copyright? It is not human, so it is can not be copyrighted.
- **Legal implications of AI?**
 - Be careful what you put in and what you put out. Only put in information that is in the public domain.
 - Do not put in internal company files or information that you want private.
- **Free versions of AI Generative Applications?**
 - Depends on the tool. Try it for free for some applications.
- **Free up your time on the job?**
 - It saves the presenter around 25% of their time during the week, using AI for their writing.
 - Time for our industry to be curious. Time to sign up for a couple of AI applications to try.
 - Existing platforms incorporate AI: Google, Microsoft Edge, Box.com, Webflow, and Salesforce.
 - ChatGPT versus Bard (Google). ChatGPT gives first draft. Bard gives 3 drafts, interactive, and extension of Google.

DISCUSSION

- **Application within your organization**
Go to legitimate applications and sites.
- **Data privacy, security, and legal**
Be careful about your proprietary information, such as your personal identification information or the company's proprietary information like financial statements or board minutes. Anything that is in or will be in the public domain is safe for AI. For example, when one writes an article or blog to be published. Also, Bard (Google) and ChatGPT allowed one to erase history.
- **Have a plan for future technologies.**
Plan for needs, processes, and steps for your company.
- **Misinformation and bad actors**
Be aware of the ease of creating false information, images, and videos that are difficult to tell if they are real and are being published for negative reasons.
- **Limitations and find the right partners.**
There are limits. ChatGPT can make up things that are not correct.

A special thanks to TMS for sponsoring this important session that allows large show organizers to learn about key issues affecting shows larger than 200,000 NSF while providing a forum for open dialogue and exchange.

