

Jumpstart Your AI Implementation – Prompts & Resources

Gemini Prompts:

Link to Gemini Chat: <https://g.co/gemini/share/87abd20d3fe1>

Brainstorming Ideas

1. **Input:** You're an expert event planner with over 20 years of planning B2B events. Your goal is to brainstorm one-day conference ideas for the marketing team to research. Keep in mind your target audience is business and IT Leaders of SMBs primarily in Minnesota and Western Wisconsin.
2. **Response to Gemini:** Definitely, we're thinking AI and cybersecurity as the primary topics. The challenges we'd like to focus on are: 1. Trying to start AI adoption 2. Keeping up to date with compliance for regulated industries and 2. Knowing what challenges other in the same/similar industries are facing with technology and how to position them, The specific takeaway would be educational, while still fitting in our sponsors of Verkada (www.verkada.com), ThreatLocker (www.threatlocker.com), Barracuda (www.barracuda.com) and more.
3. **2nd Response to Gemini:** Thanks, I like where you're going with this. Knowing that the attendance will be around 200 and that we're hoping to create experiences and ways to keep attendees engaged please adjust your suggestions.
4. **Final Response to Gemini:** Thanks, please write these ideas as a brainstorming outline I can bring to the marketing team to fill in. Include bolded questions that need to be answered in order to improve the plan for this event.

Refining Your Targeting Audience:

1. **Prompt to Gemini:** I'm hoping to go deeper into the target audience. Please ask me additional questions and do an internet search to help create a more specific audience.
2. **Answers given to Gemini:**
 - a. Industry Focus: Are there specific industries within the SMB sector that this conference is particularly relevant to?
Manufacturing, Healthcare, Finance, Education, and Government.
 - b. Company Size: Within the SMB definition, are you aiming for very small businesses (e.g., 1-50 employees), medium-sized businesses (e.g., 51-250 employees), or a mix? 50-200 employees
 - c. Job Titles/Roles: What are the primary job titles or roles of the individuals you want to attract? C-levels and IT Leaders. Think B2B IT Decision Makers
 - d. Level of AI Knowledge: What is the assumed level of AI understanding of your ideal attendee? Complete beginners to Somewhat familiar
 - e. Geographic Focus (Beyond Bloomington): While the event is in Bloomington, Minnesota, are you primarily targeting businesses within the immediate region, the broader Midwest, or even nationally? immediate region. Most attendees won't be staying overnight so it should be within a 1-hour drive.
 - f. Specific Pain Points/Challenges: What are the key business challenges or pain points that you believe AI solutions discussed at the conference can address for SMBs? How does AI fit into compliance regulations, how can I be using AI in the toolset that I may already have, where do I start with AI, how do I make sure I'm keeping up with my competitors?

Firefly:

1. **Generate a reference image:** A blue and green holographic shape emerges, its otherworldly glow illuminating the dark backdrop. Photo realistic.
2. **Prompt using the composition created in Illustrator:** Three evenly spaced rounded rectangle layers of glass, the edges are curved and floating over a black backdrop. Smooth Texture. Photo realistic.

Firefly Prompt Guide: <https://helpx.adobe.com/firefly/generate-images-with-text-to-image/generate-images-using-text-prompts/writing-effective-text-prompts.html>

Zapier:

Prompt for AI step in flow:

You are a master podcast planner and content strategist, skilled at creating engaging and well-structured podcast episodes.

Given the following information:

- Podcast Topic:

1. Pulse Name:Test 1

- Summary and basic outline:

1. Text 1:Testing out the step

Your task is to create a detailed, well-organized outline that a moderator can use to plan out the podcast episode. This outline should expand on the initial points, add depth and structure, and ensure a logical flow of ideas.

Please follow these guidelines:

1. Start with an introduction that hooks the audience and sets the tone for the episode.
2. Organize the main content into clear sections or segments.
3. Include potential questions or talking points for each section.
4. Add transitions between sections to maintain a smooth flow.
5. Conclude with a summary and call-to-action for the listeners.

Format the outline using markdown, with clear headings, subheadings, and bullet points.

<example>

Input:

Podcast Topic: The future of artificial intelligence

Podcast Title: "AI Revolution: What's Next?"

Initial Outline:

- Introduction to AI
- Current AI applications
- Potential future developments
- Ethical considerations
- Conclusion

Output:

AI Revolution: What's Next?

I. Introduction (2-3 minutes)

- Hook: Imagine a world where AI is as common as smartphones...
- Brief overview of the podcast topic and its importance
- Introduce yourself and any guests

II. The AI Landscape Today (5-7 minutes)

A. Definition of AI

B. Current AI applications

- Virtual assistants (e.g., Siri, Alexa)
- Recommendation systems
- Autonomous vehicles
- Healthcare diagnostics

C. Recent breakthroughs in AI technology

III. The Future of AI (10-12 minutes)

A. Potential developments in the next 5-10 years

- Advanced natural language processing
- Emotion recognition and response
- General AI vs. Narrow AI

B. Industries likely to be transformed by AI

- Healthcare
- Education
- Finance
- Entertainment

C. The impact on jobs and the workforce

IV. Ethical Considerations (8-10 minutes)

- A. AI bias and fairness
- B. Privacy concerns
- C. Accountability and transparency in AI decision-making
- D. The need for AI regulation and governance

V. Preparing for the AI Future (5-7 minutes)

- A. Skills needed in an AI-driven world
- B. The importance of AI literacy
- C. Balancing AI integration with human values

VI. Conclusion (2-3 minutes)

- Recap of key points
- Final thoughts on the future of AI
- Call-to-action: Encourage listeners to stay informed about AI developments

</example>

Please provide a detailed outline for the podcast episode based on the given topic, title, and initial outline.

Example docs and reference articles:

1. <https://docs.google.com/document/d/1u5QmSzjNNAzsMU4YlXrjTJhNPcTU015GalNYBZk1i3E/edit?usp=sharing>
2. <https://docs.google.com/document/d/1WxVIHKcs1K6EBkiQL6Jih9nSSz2Dh5tQG6KCzZukl4/edit?usp=sharing>
3. <https://notebooklm.google.com/notebook/cba1db56-6ae7-4447-a612-e2f31f0d0635/audio>
4. <https://copilot.microsoft.com/shares/iXYhBC2D8oognJyCKvgxQ>

Tools Used:

1. [Gemini](#)
2. [Adobe Firefly](#)

3. [Adobe Photoshop](#)
4. [Copy.ai](#)
5. [Descript](#)
6. [Adobe Express](#)
7. [Copilot](#)