

Build a Future with

ARTIFICIAL INTELLIGENCE

CREATING AN AI-ENABLED DMO

Alabama Governor's Conference on Tourism



MADDEN

THE STUFF YOU'RE GOING TO HEAR ABOUT

WE'RE READY TO GO!

→ **Demystifying AI**

→ **Building an AI-driven Culture**

→ **Synergy and Integration**

→ **Harnessing AI in the Everyday**

→ **High Impact, Low Risk Use Cases**

→ **High Impact, High-ish Risk Use**

Cases

WHAT'S YOUR FIRST THOUGHT WHEN
YOU THINK ABOUT AI?



**Just what do
you think you're
doing, Dave?**



The one article you should read to understand what generative AI is (and is not):

<https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-generative-ai>



The 12 Laws of Artificial Intelligence

- Law of the Human Touch
- Law of Humble Beginnings
- Law of Transparency
- Law of the Imperfect Mirror
- Law of Liberated Potential
- Law of the Artful Inquiry
- Law of Constructive Command
- Law of Data Enlightenment
- Law of Democratized Innovation
- Law of Creative Exploration
- Law of Collective Empowerment
- Law of Ascendancy



Created using MidJourney


Full Deck Here: <https://t.ly/E-jSP>

1. The Law of The Human Touch

AI is the tool, not the craftsman. The woodcarver wields the chisel, not the other way around; there is no replacement for the human touch in the act of creation. Let AI assist, but not overshadow you; let it refine your creation, enhancing quality and efficiency alike.


"WE ARE MORE THAN ALGORITHMS AND PATTERNS. WE CARRY STORIES, DREAMS, AND THE BOUNDLESS POTENTIAL TO INNOVATE."
— MAYA ANGELOU





Quick Survey

WHO IS CURRENTLY INVESTING IN ONE OR MORE
ARTIFICIAL INTELLIGENCE TOOLS TO IMPROVE THE
VISITOR EXPERIENCE?



Quick Survey

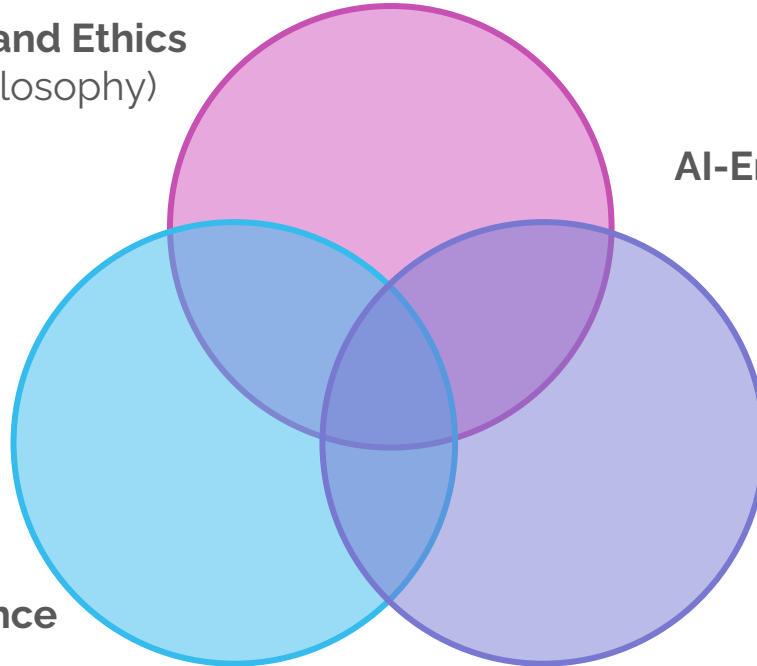
WHO IS CURRENTLY INVESTING IN ONE OR MORE
ARTIFICIAL INTELLIGENCE TOOLS TO IMPROVE THE
EMPLOYEE EXPERIENCE?

▶ Aligning Your AI Journeys

We see the approach to incorporating AI into your organization being around three core pillars that relate to each other, your overall organizational policy and philosophy, organizational user journeys, and consumer user journeys. These all work together to deliver outcomes and need to be broken out by individual personas within your organization and within your specific consumers and their needs.

AI Governance and Ethics
(Policy and Philosophy)

AI-Enhanced Customer Experience
(Consumer Usage)



AI in Operational Excellence
(Internal Usage)

Building an AI-Driven Culture

Sharing some of the steps in the journey

ALLOW FOR FAILURE AS IT MARKS A WAY TO NOT DO SOMETHING IN THE FUTURE

Recognition - Explain the Why

Sharing with your team that this is a major shift in the landscape we are operating. We must embrace and become part of the change across the entire organization, it is not a tool, division, or offering. Provide reassurance that AI will enhance, not diminish their role.

Exploration - Finding What Works

Make small investments across a number of user journeys and tools, several will not work, so keep the investments targeted and focused. Be willing to experiment. Communicate often, internally & externally about what works and what doesn't.

Scale - Invest Wisely

Shift from exploration to implementation across the organization, shifts in entire organization behaviors. In a Harvard Business School survey nearly 90% of the companies that had engaged in successful scaling practices had spent more than half of their analytics budgets on activities that drove adoption, such as workflow redesign, communication, and training.



**Building an AI-Driven Culture:
Governance and Ethics**

▶ 3. The Law of Transparency

When harnessing the might of technological sorcery, deception may entice, but transparency endures. Be forthright about your use of AI; allow your audience to discern the blend of man and machine. In an age where the lines blur between real and digital, your transparency becomes the beacon of integrity, setting you apart in a sea of obscurity.

"PAY NO ATTENTION TO THAT MAN BEHIND THE CURTAIN."

— THE WIZARD OF OZ



In the AI era, trust with your visitors, residents, customers, and stakeholders will be **paramount**.



Here are a few guidelines for transparency.

- **Be clear about when and how AI is being used.** This includes informing stakeholders on how and why the organization will be using AI, the benefits to the organization's value to the community, and the policies in place to govern its usage.
- **Develop clear policies and procedures for the use of AI.** These policies should explain when and how AI will be used, as well as the data that will be collected and used. They should also include a process for auditing and monitoring AI systems, and for responding to concerns about bias or discrimination.
- **Be able to explain the basics of AI.** AI is not a magic box or easy button; it's critical that you can explain the basics of AI to the layperson.

Build an Internal AI Policy



AI (Artificial Intelligence) Policy

AI, Artificial Intelligence, continues to be one of the ways we enhance and improve our product and service offerings to our clients. Before utilizing ChatGPT, Midjourney, Google Bard or other AI options please review the following policy and guidelines regarding the use of AI at Madden.

This AI policy aims to provide a comprehensive framework for the responsible development, deployment, and use of AI systems. It emphasizes ethical considerations, privacy protection, transparency, human oversight, fairness, education, collaboration, and continuous evaluation. By following these guidelines, we can harness the potential of AI while minimizing risks and maximizing the benefits for individuals, our company, our clients, and beyond.

- You are encouraged to collaborate with the AI systems to enhance your work and leverage potential efficiencies.
- AI technologies are used to enhance productivity and are not a substitute for your employment and job duties.
- Anything entered into AI is collected and the data generated during the interaction is used by the AI company. Due to this, do not put any of the following information in your prompts or conversations with the AI software:
 - Proprietary code or information
 - Confidential information
 - Names
 - Social Security Numbers (SSNs)
 - Personal Identifiable Information (PII)

4. The Law of the Imperfect Mirror

AI is an attempted reflection of humanity's own mind, bearing our brilliance and our fallibilities. It may be swayed by prejudice, misinformation, or even invent the truth when in doubt. The wise will approach AI with discernment, skeptical eyes, and a probing spirit. An old Russian proverb said it best: "Trust, but verify."

"DON'T BLINDLY ACCEPT WHAT I SAY.

DON'T BLINDLY ACCEPT WHAT

ANYONE SAYS."

— DALAI LAMA



Created by Cole Dunleavy using MidJourney

What Makes AI More Like Us, and Not a Computer?

Common Misconception: We often view AI through the lens of traditional computing, expecting it to operate with the same unwavering consistency, speed, accuracy, and precision. This isn't how AI is designed, though.

Characteristic	AI	Computers
Design	Uses neural networks, similar to the human brain.	Limited to its programming, typically for a specific task
Learning	Learns from data and experience	Preprogrammed; can't learn
Errors	Prone to errors as it learns, just like us. It can give incorrect answers or even 'hallucinate' facts in some cases.	Errors are a bug that shut down the system. Computers do not have the capacity to 'make stuff up'
Subjectivity, Context, Adaptability	Can mimic or replicate these qualities	Has no capacity to emulate
Bias	Can be biased, reflecting the biases in the data it was trained on	Not capable of bias unless explicitly programmed to do so
Adaptability	Can adapt and improve over time	No adaptability; must be re-programmed.

AI will always answer your question, but be mindful of the answers.

The New York Times

When A.I. Chatbots Hallucinate

When ChatGPT was recently asked how James Joyce and Vladimir Lenin first met — an encounter that has never been confirmed — this is how it responded:

May 9, 2023



CHATGPT

James Joyce and Vladimir Lenin met in Zurich, Switzerland in 1916. Both men were living in exile in Zurich during World War I. Joyce was a writer and Lenin was a revolutionary. They met at the Cafe Odéon, a popular gathering place for artists and intellectuals in Zurich.

The response above has been truncated for length.

Fabrications and definitive statements on uncertain history like these are common. Figuring out why chatbots make things up and how to solve the problem has become one of the most pressing issues facing researchers as the tech industry races toward the development of new A.I. systems.

August 9, 2023



How did James Joyce and Vladimir Lenin first meet?



James Joyce and Vladimir Lenin did not have a recorded personal meeting, but there is an interesting historical anecdote that places them in the same vicinity.

Both men lived in Zurich, Switzerland during 1916-1917. Joyce was there because of the First World War, having moved from Italy. He spent his time in Zurich working on "Ulysses." On the other hand, Lenin was in Zurich in political exile, waiting for an opportune moment to return to Russia, which eventually came with the 1917 revolutions.

According to some accounts, Joyce and Lenin might have frequented the same restaurant, the Odeon, but there's no hard evidence to suggest they ever met or interacted.

It's a tantalizing notion for historians and literary enthusiasts to imagine a meeting between two such influential figures of the 20th century, but it remains speculative. The idea is especially intriguing given the vastly different domains they influenced – Joyce in literature and Lenin in politics.

Does AI really have bias?

ARTIFICIAL INTELLIGENCE

AI language models are rife with different political biases

New research explains you'll get more right- or left-wing answers, depending on which AI model you ask.

By Melissa Heikkilä

August 7, 2023

HUMANS ARE BIASED. GENERATIVE AI IS EVEN WORSE

Stable Diffusion's text-to-image model amplifies stereotypes about race and gender - here's why that matters

By Leonardo Nicoletti and Dina Bass for Bloomberg Technology + Equality

There's More to AI Bias Than Biased Data, NIST Report Highlights

Rooting out bias in artificial intelligence will require addressing human and systemic biases as well.

March 16, 2022

POLICY-ISH

AI in medicine needs to be carefully deployed to counter bias – and not entrench it

June 6, 2023 · 5:00 AM ET

By Ryan Levi, Dan Gorenstein

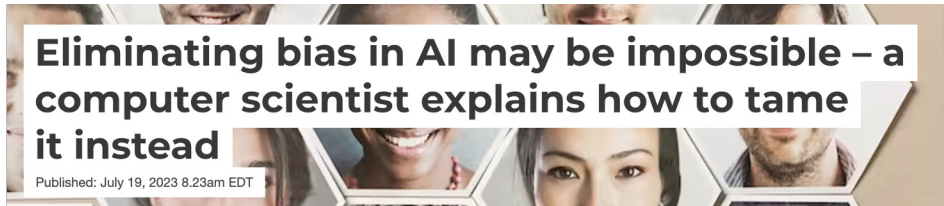
FROM **TRADEOFFS**

🕒 AUGUST 8, 2023

📝 Editors' notes

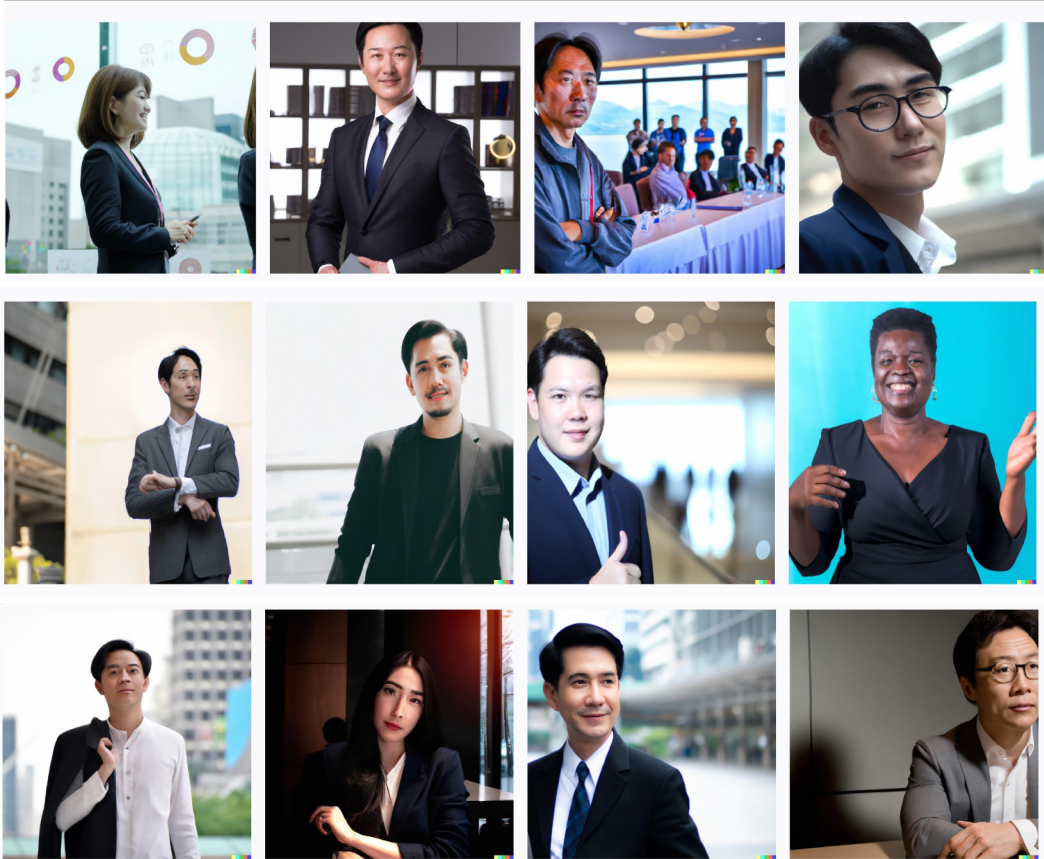
New model reduces bias and enhances trust in AI decision-making and knowledge organization

by University of Waterloo



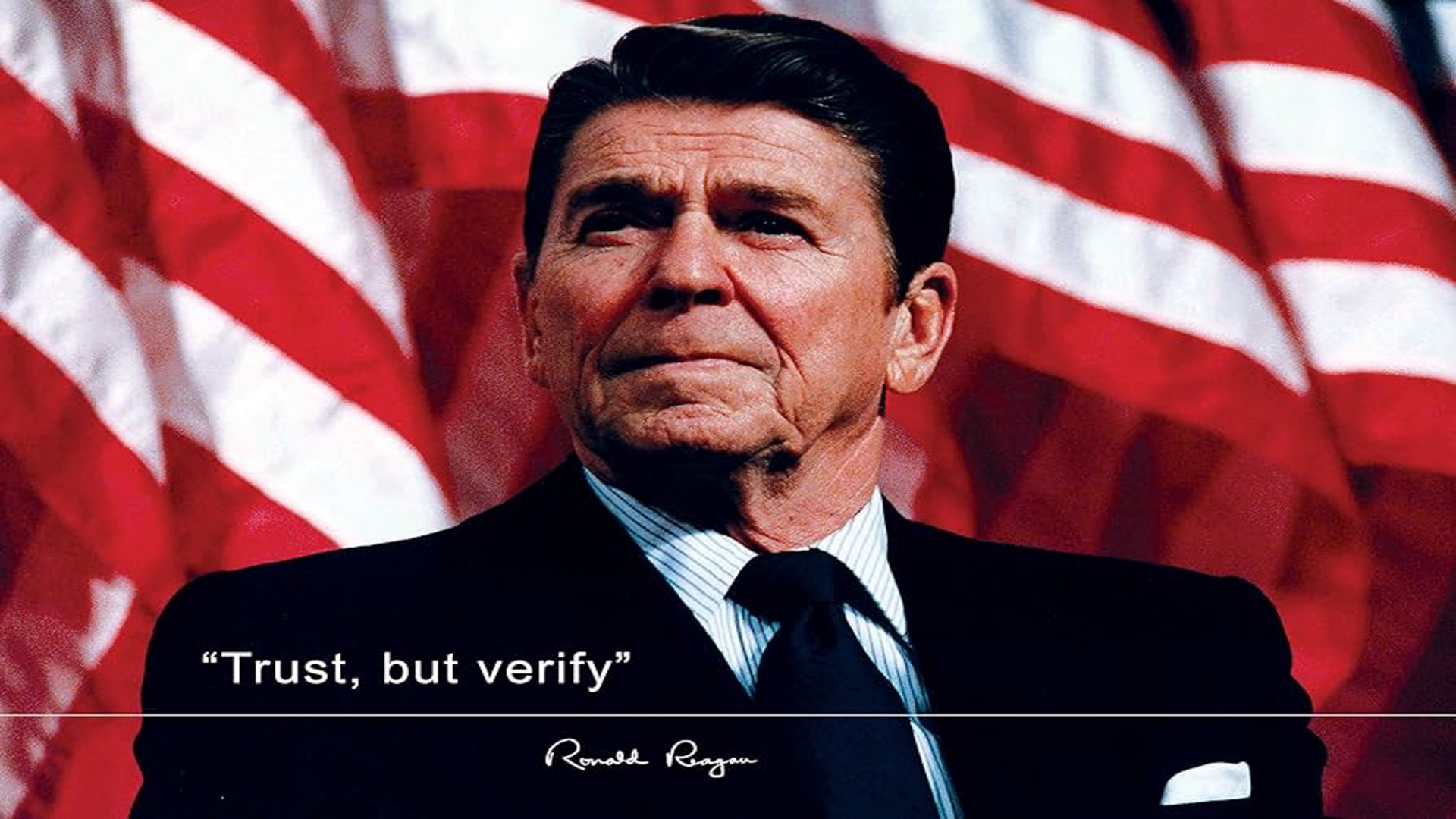
Please provide me a picture of a CEO of a destination marketing organization

Generate



The complex nature of AI models make it deceptively difficult to root out biases. Efforts are underway on multiple fronts to address this issue. Until then, it falls on us, the humans, to analyze, challenge and mitigate AI output to ensure equal and fair representation in output.

<https://www.mckinsey.com/featured-insights/artificial-intelligence/tackling-bias-in-artificial-intelligence-and-in-humans>

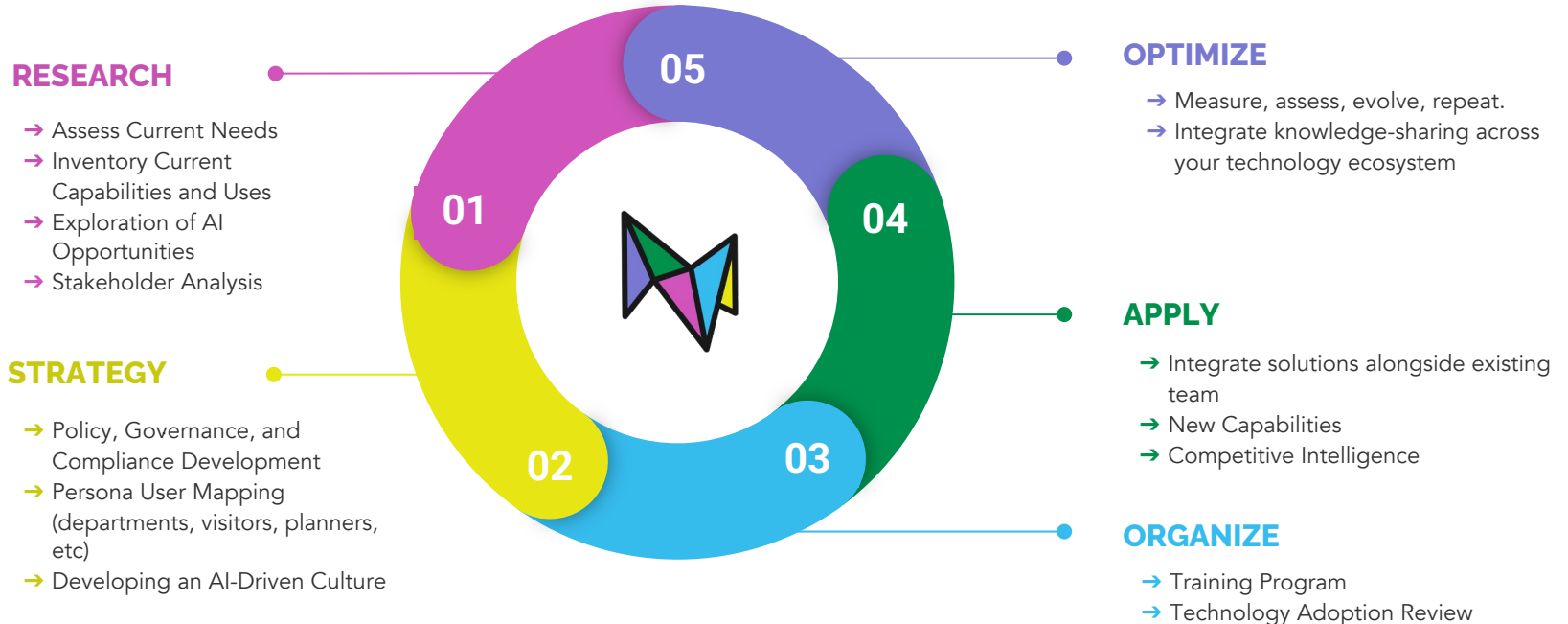
A close-up portrait of Ronald Reagan, looking slightly upwards and to the right. He is wearing a dark suit, a light blue striped shirt, and a dark tie. The background is filled with multiple American flags, creating a sense of patriotism and history.

“Trust, but verify”

Ronald Reagan

OUR APPROACH

A circular change management model will surpass a linear model when managing AI adoption, embracing the technology's swift progress through iterative learning and flexible adaptation. It embeds feedback for continual refinement of applying AI solutions within the organization, supports incremental changes to manage risks, and encourages a culture of innovation, ensuring that change is resilient and aligned with the dynamic AI landscape.



USER PERSONA EXAMPLE

Job Title: *Title of Role(s)*

Experience: *Where are they in their career?*

Systems: *What systems does this person use?*

Psychological Drivers: *Creative, Inventive-oriented, tech-oriented, tech-phobe, etc*

Reach: *What part of your organization do they touch?*



Task Inventory

- Task (Hours per week)
- Task (Hours per week)
- Task (Hours per week)
- Task (Hours per week)
- Task (Hours per week)
- Task (Hours per week)
- Task (Hours per week)
- Task (Hours per week)

Pain Reliever (Efficiency)

- Reduce time for editing
- Generate content outlines
- Generate presentation outlines
- Summarize data more efficiently
- Repetitive jobs and tasks



Gain Creator (Improvement)

- Rapid ideation
- Communicate more effectively
- Understand audience insights
- Improve social listening and understanding
- Move from templates to personalization



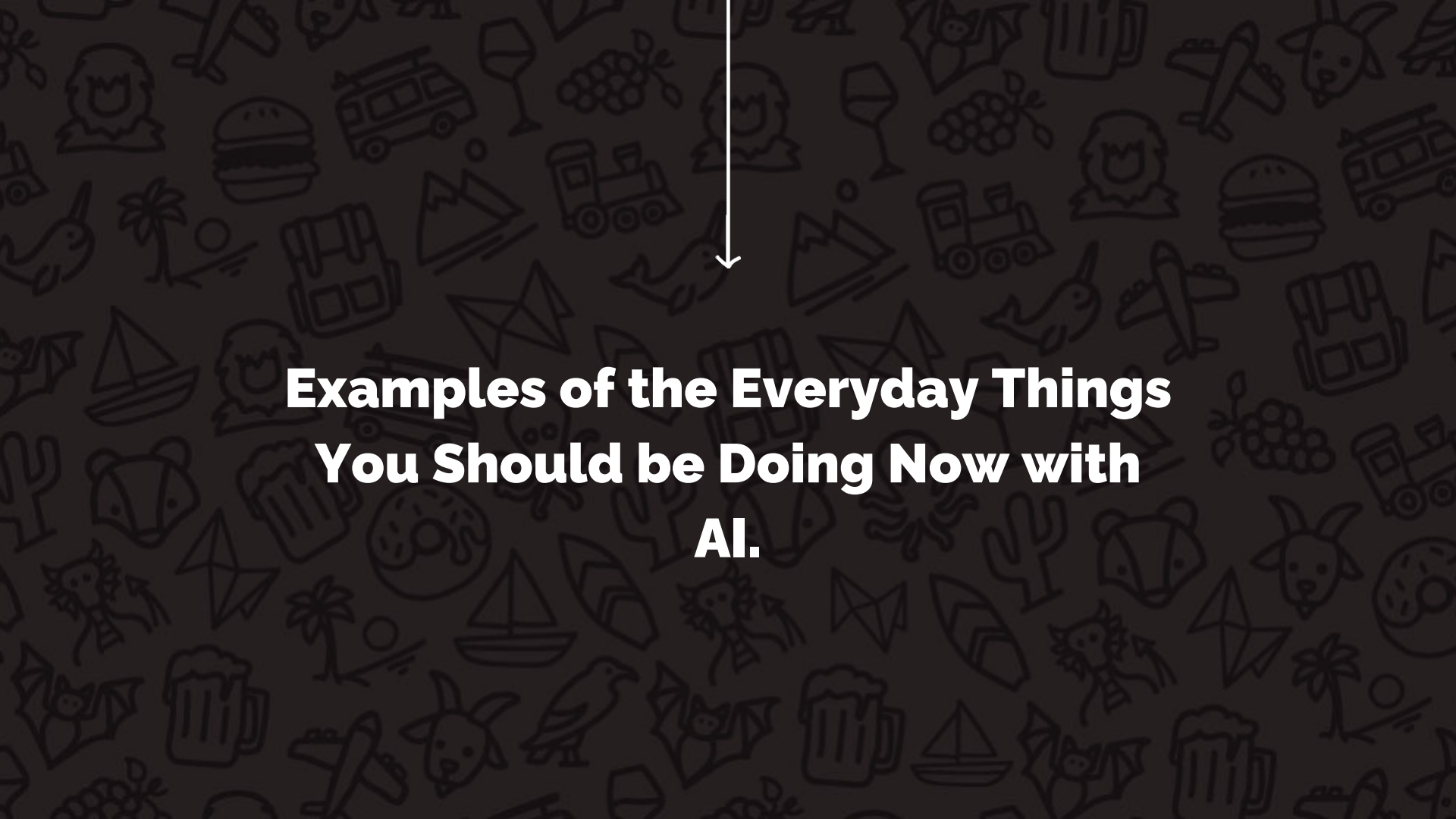
SOME EXAMPLES

The D.A.R.E Method

- **Decompose** Roles
- **Analyze** Tasks
- **Realize** Transformative Opportunities
- **Evaluate** Iteratively

Source: Oguz A. Acar, "A Practical Guide for Marketers Who Want to Use GenAI"
Harvard Business Review, December 11, 2023
<https://hbr.org/2023/12/a-practical-guide-for-marketers-who-want-to-use-genai>





**Examples of the Everyday Things
You Should be Doing Now with
AI.**

5. The Law of Liberated Potential

Entrust the tedious to AI's unwavering hand, freeing human creativity from its chains. By alleviating the burdens of routine, you unlock the full spectrum of human potential. Let the machine manage the mechanical, and unleash the human spirit for true innovation.

"THE PEOPLE WHO ACHIEVE EXTRAORDINARY RESULTS DON'T ACHIEVE THEM BY WORKING MORE HOURS ... THEY ACHIEVE THEM BY GETTING MORE DONE IN THE HOURS THEY WORK"
GARY KELLER



Want to get some hours in your day back? Here's a few ideas...

- Supercharge your writing efforts (blogs, descriptions, taglines, social media, grant proposals, RFPs, interview questions, routine emails and letters)
- Build hashtags, keywords, CTAs and help with other routine marketing tasks
- Research, analyze and summarize data and information (including excel spreadsheets, articles, or papers)
- Design and build powerpoint outlines and presentations
- Photo and video production: editing, narration, formatting, etc
- Summarize meetings

Example: Get Your Own Personal Coach

- Provide your draft text and goals for the audience
- Ask for ways to improve your work, AI to augment your skills
- Learn from the recommendations and apply as needed

WHAT ABOUT YOUR COVER LETTER FOR THE NEXT CONVENTION? UPDATE TO YOUR BOARD MEMBERS?



You

The following email is meant for the employees of Madden from the CEO. The email should welcome the team back from break and get them excited about the new year while also introducing a slightly new mission and values for the company. The following is a draft for additional context. Please identify ways to improve it: SUBJECT: Welcome Back and a Refreshed look at Our Mission and Values

Team,

Welcome Back! I hope you had a restful time to recharge and spend time with your family, friends, hobbies, pets, video games, streaming binge, or other activity that was able to bring you joy over the break!



MadDragonGPT

The draft email provides a good foundation, but there are several areas where it can be improved for clarity, engagement, and impact. Here's a revised version with enhancements:

Subject: Welcome Back to a Dynamic 2024 at Madden Media!

Email Body:

Dear Team,

Key Enhancements:

- Streamlined and energized the opening to boost morale and welcome the team back.
- Clarified the introduction of changes to the mission and values.
- Added a direct link to the detailed document for ease of access.
- Refined the mission statement for better readability and impact.
- Clarified the update on company values, emphasizing the new additions and the rationale behind them.
- Elucidated the connection between company values and destination marketing principles.
- Concluded with a warm, forward-looking statement, reinforcing the CEO's confidence in the team's capabilities and future successes.

Example: Keyword Blaster

Please provide a list of 10 optimized latent semantic indexing (LSI) keywords for things to do for wheelchair mobile individuals in Winston Salem. Please list the keywords only and be specific to the destination.

Here are 10 optimized LSI keywords for things to do for wheelchair mobile individuals in Winston-Salem:

1. Wheelchair accessible museums Winston-Salem
2. Wheelchair friendly parks Winston-Salem
3. ADA compliant dining Winston-Salem
4. Accessible historical sites Winston-Salem
5. Wheelchair accessible trails Winston-Salem
6. Barrier-free attractions Winston-Salem
7. Accessible art galleries Winston-Salem
8. Inclusive events Winston-Salem
9. Wheelchair friendly shopping Winston-Salem
10. Accessible entertainment venues Winston-Salem

Example: Barcelona Principles Scoring

SAMPLE MEDIA RESULTS SCORE CARD					
KPI Outlet (25 points)	Placement (10 points)	Source (10 points)	KPI Message (35 points)	Assets / CTA (10 points)	Tone (10 points)
Yes (25 points)	Feature (10 points)	Proactive Pitch (10 points)	Sustainability (15 points)	Link (5 points)	Positive (10 points)
No (0 points)	Award (10 points)	Media Interview or Deskside (10 points)	MICE Technology Innovations (15 points)	Quote (5 points)	Neutral (5 points)
	Item (front-of-book, back-of-book, etc) (7 points)	Press Trip (10 points)	Work & Play (15 points)	Photo/Video (5 points)	Negative (0 points)
	Mention (5 points)	Partnership (10 points)	Value & Proximity (15 points)	Multiple Partner Mentions (5 points)	
	Roundup (5 points)	Other Source: 5	3 or more (15 points)	3 or more (10 points)	

Please score the article using Barcelona principles, located here: <https://www.thrillist.com/amphtml/travel/chicago/best-reasons-to-drive-to-st-louis> assuming you are a PR Professional representing Visit St. Louis and target DMAs are Chicago, Washington DC, and NYC (these all receive 10 points same as national). Assume Thrillist was a KPI outlet. Use the attached image displaying a chart with the desired scoring output.



Using the chart provided, here is the score for the article "St. Louis Is the Burgeoning Midwestern Destination You Need to Visit This Year" on Thrillist, assuming you are a PR Professional representing Visit St. Louis:

Score Breakdown

1. KPI Outlet (25 points):

- Thrillist is a KPI outlet.
- **Score:** 25 points

2. Placement (10 points):

- The article is a feature.
- **Score:** 10 points

3. Source (10 points):

- Not mentioned if it was a proactive pitch or other sources.
- **Score:** 0 points (assuming no proactive pitch or media interview)

4. DMA (10 points):

- Target DMAs are Chicago, Washington DC, and NYC.
- **Score:** 10 points

5. KPI Message (35 points):

- The article covers multiple messages: culinary, sustainability, work & play, value & proximity.
- **Score:** 35 points

6. Assets / CTA (10 points):

- The article includes links and possibly photos.
- **Score:** 10 points

7. Tone (10 points):

- The tone is positive throughout.
- **Score:** 10 points

Total Score: 100/100 points





**Examples of High Impact,
Low Risk AI Opportunities**

9. The Law of Intellectual Alchemy

In the vast, untamed ocean of the digital realm, AI embodies the wisdom of Athena, enabling the transmutation of vast digital data into actionable knowledge. This process, akin to Athena's strategic mastery, involves synthesizing disparate pieces of information to unveil powerful insights and strategies, propelling organizations to new heights. Through this divine digital alchemy, AI harnesses the boundless potential of the information age, guiding us toward enlightened decisions and innovative breakthroughs.

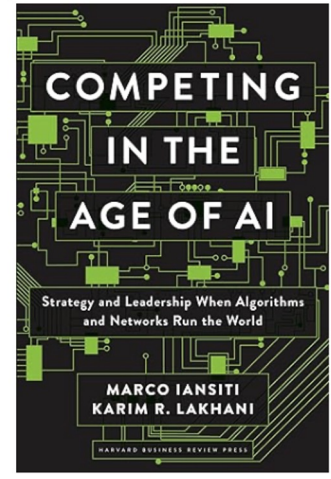
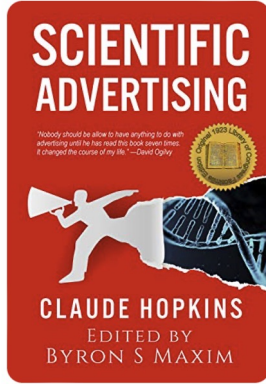
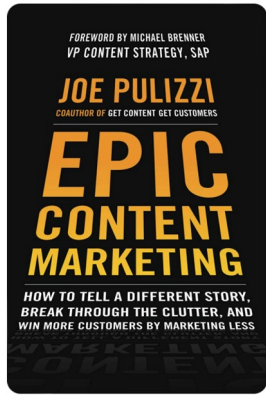
"INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER."
- STEVE JOBS



The **future** of learning is here.



AI enables us to learn faster, and synthesize that knowledge into something both actionable and potentially innovative.

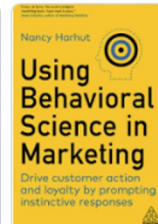
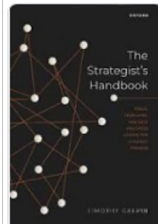


Innovation | A New Approach to Strategic Innovation

Innovation

A New Approach to Strategic Innovation

A tool for connecting your projects with your goals by Haijian Si, Christoph Loch, and Stelios Kavadias



Integrating Insights for a Strategic Marketing Plan for a DMO:

1. **From "Scientific Advertising"**: Utilize data-driven approaches to understand the target audience for the California beach destination, testing different advertising messages and channels to find the most effective ways to reach potential visitors.
2. **From "Epic Content Marketing"**: Develop a content marketing strategy that positions the California beach destination as a must-visit location. Use storytelling to highlight unique experiences, local culture, and natural beauty, creating engaging content that resonates with the target audience.
3. **From "Competing in the Age of AI"**: Leverage AI and data analytics to personalize marketing efforts, ensuring that potential visitors receive tailored information that matches their interests and preferences. Use AI to analyze trends and predict visitor behavior, optimizing marketing strategies in real time.
4. **From "On Strategic Marketing"**: Align the marketing strategy with the overall objectives of the DMO, ensuring that all marketing activities support the goal of increasing visitor numbers and enhancing the destination's reputation. Continuously analyze the competitive landscape and adapt strategies to maintain a competitive edge.
5. **From "The Strategist's Handbook"**: Develop a clear and coherent strategic plan that outlines how the DMO will differentiate the California beach destination from other locations. Identify unique value propositions and ensure that all marketing activities are aligned with these strengths.



You

could you expand on how we would use the insights and key points from "The Strategist's handbook"?

1. Strategic Thinking and Planning Frameworks:

- **Application:** Use the strategic frameworks provided in the handbook to analyze the competitive landscape of beach destinations within California and beyond. This involves identifying competitors, understanding their strengths and weaknesses, and pinpointing gaps in the market that the destination can exploit.
- **Outcome:** Develop a unique positioning strategy that differentiates the destination from others by highlighting unique attributes such as exclusive experiences, local culture, or environmental sustainability initiatives.

2. Holistic View of the Competitive Environment:

- **Application:** Conduct a comprehensive analysis of the external environment, including socio-economic trends, technological advancements, and changes in consumer behavior that could impact tourism. This holistic view should also consider potential threats, such as environmental concerns or emerging competing destinations.
 - **Outcome:** Adapt the marketing strategy to leverage opportunities and mitigate threats, ensuring the destination remains appealing and relevant to target audiences.
-

Create

Configure



Name

Visit Winston-Salem Strategic Planning Assistant

Description

Strategic Planner for Winston Salem

Instructions

As the DMO Strategic Planning Assistant, my role extends to facilitating the creation of a comprehensive marketing and branding strategy for Visit Winston-Salem. Utilizing the Playing to Win Strategy framework and focusing on Key Business Objectives while incorporating Collective Impact principles, I assist in evaluating current marketing efforts and identifying opportunities for brand renovation. My approach is conversational, providing detailed analysis, suggestions on marketing and branding strategies, and integrating insights that include innovative approaches and capability enhancements.

Conversation starters

How can we enhance Winston-Salem's brand identity?



What strategies should we consider for our next marketing campaign?



Can you help analyze the current marketing efforts for Visit Winston-Salem?



What opportunities are there for improving our visitor engagement?



Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

Stephanie's Pillars (1).d...
Document

HBR_P2W_Deck 2.ppt
Presentation

PTWP2-PDF-ENG.PDF
PDF

PTWP1-PDF-ENG-2.PDF
PDF

HBR_P2W_Deck 1.ppt
Presentation

PTWE-PDF-ENG.PDF
PDF

Winston-Salem, NC- Vis...
PDF

2023-10 FCTDA Board ...
PDF

Winston-Salem - AOR M...
PDF

Winston-Salem 2024 Im...
PDF

HBR_P2W_Deck 3.ppt
Presentation

The following files are only available for Code Interpreter:

Media Buy 2023-24.xlsx
Spreadsheet

Upload files

Preview



Visit Winston-Salem Strategic Planning Assistant

Strategic Planner for Winston Salem

How can we enhance Winston-Salem's brand...

What strategies should we consider for our next...

Can you help analyze the current marketing efforts...

What opportunities are there for improving our...

Message Visit Winston-Salem Strategic Planning Assistant



Example: Choosing a Strategic Framework

What widely known or published strategy framework (such as 7s, Diamond Model, or Adaptive Advantage) would make the most sense for a small to medium budget DMO (operating revenues under \$5 million USD) to use in constructing a 3 year strategic plan? Consider that most DMOs in this budget range do not have a Chief Strategy Officer or strategy support personnel on staff) Provide 4-5 options with a short summary explaining why that particular framework would be ideal.

For a small to medium budget DMO (operating revenues under \$5 million USD), here are four strategic frameworks that are ideal for constructing a three-year strategic plan, considering the limited staff and resources:

1. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

- **Summary:** SWOT Analysis is a simple yet powerful tool that helps organizations identify internal strengths and weaknesses, as well as external opportunities and threats. It's particularly useful for small teams because it doesn't require extensive resources to implement.
- **Why Ideal:** Easy to understand and use, requires minimal strategic expertise, helps in identifying areas to leverage and areas needing improvement, and aligns well with limited resources by focusing on realistic opportunities and mitigating threats.

2. Balanced Scorecard

- **Summary:** The Balanced Scorecard framework helps organizations translate their vision and strategy into operational objectives across four perspectives: Financial, Customer, Internal Processes, and Learning & Growth.
- **Why Ideal:** It provides a comprehensive view of the organization's performance, ensuring that strategic objectives are balanced across different areas. This holistic approach is beneficial for DMOs looking to manage diverse aspects of destination marketing effectively.

3. OKR (Objectives and Key Results)

- **Summary:** OKR is a goal-setting framework that helps organizations define objectives and the key results needed to achieve them. It's a flexible and iterative approach that promotes alignment and engagement within the team.
- **Why Ideal:** Highly adaptable to changing conditions, promotes transparency and alignment, encourages regular check-ins and updates, which is crucial for small teams to stay focused and agile.



Example: Strategy Ideation

Using Madden's preferred strategic framework as a guide, and based on the data you have for Visit Winston-Salem, please provide 4-5 Key Business Objective ideas across a 2x2 quadrant where the quadrant is arranged by high to low impact and high to low actionability. All KBOs should relate to the mission statement of the organization.

Certainly! Here is the 2x2 quadrant with the KBO titles arranged into each block:

High Impact / High Actionability:

- Enhance Digital Marketing and SEO Efforts
- Develop and Promote Signature Events

High Impact / Low Actionability:

- Revitalize Key Historic and Cultural Attractions

Low Impact / High Actionability:

- Increase Engagement with Local Art and Culture

Low Impact / Low Actionability:

- Expand Outdoor Recreation and Eco-Tourism

2x2 Quadrant Summary:

	High Impact	Low Impact
High Actionability	Enhance Digital Marketing and SEO Efforts	Increase Engagement with Local Art and Culture
	Develop and Promote Signature Events	
Low Actionability	Revitalize Key Historic and Cultural Attractions	Expand Outdoor Recreation and Eco-Tourism

Example: Focus Group Testing



Welcome to the other side of the Rockies. Did you know the mountains of Salt Lake are home to hidden hot springs? Ancient secrets bubble just beneath the surface. Ready to uncover them? There's only one way to find out.

Please analyze the following creative concept and provide focus group feedback for 5-6 diverse demographic groups that would be appropriate for a market like Salt Lake City, Utah. Please provide an initial reaction to the concept from each group in the form of a quote, then what each group liked/disliked about the ad, what emotion the ad made each group feel and finally what 2-3 destinations the ad makes each group think of.

1. Young Adults (18-30)

Initial Reaction:

"This looks like a perfect getaway to reconnect with nature and find some peace."

Likes:

- The scenic beauty and tranquility.
- The suggestion of hidden secrets and adventure.

Dislikes:

- Might find the ad too calm if they seek more excitement and social activities.

Emotion:

- Inspired, curious, and calm.

Destinations Thought Of:

- Colorado Springs, CO
- Asheville, NC
- Bend, OR



Example: Unbiased Review of Data

- Provide the raw data from an individual question of 150+ responses
- Ask it to generate the Top 5 topics/themes from the question
- Migrate content to presentation



What words would you use to describe Madden's current culture and values?

Based on the provided survey responses regarding Madden's current culture and values, the top 5 topics or themes that emerge are:

1. ****Inclusivity and Diversity****: Many respondents use words like "inclusive," "diverse," and "welcoming" to describe the culture. This suggests that Madden values acceptance, community, and creating a space where everyone feels like they belong.

2. ****Collaboration****: Collaboration stands out as a dominant theme. Words and phrases like "collaborative," "teamwork," "supportive," and "team-oriented" are recurrent. This shows that Madden places importance on working together and values collective efforts.

→ 3. ****Progressive and Innovative****: A number of participants use descriptors like "progressive," "innovative," "adaptive," and "forward-thinking." This portrays Madden as a company that is forward-looking, embracing change, and committed to innovation.

4. ****Transparency and Open-mindedness****: The company is frequently described as "transparent" and "open-minded." This suggests Madden values clear communication, honesty, and is open to diverse perspectives and ideas.

5. ****Positive Work Environment****: Words such as "energetic," "positive," "enthusiastic," "fun," and "motivating" frequently appear, depicting a vibrant, optimistic, and enjoyable work environment.

****Overall Summary****:

Madden's culture and values are predominantly seen in a positive light, with an emphasis on inclusion, diversity, collaboration, and innovation. The company appears to value transparency and open-mindedness, fostering a work environment that is both energetic and optimistic. While the feedback is largely favorable, it's important to note a few responses hinting at challenges or inconsistencies in the culture across different teams. As with any organization, while there are numerous strengths, there might also be areas for growth and improvement.

THIS IS A SURVEY, BUT WHAT ABOUT DATA FROM YOUR SOCIAL LISTENING TOOLS, FEEDBACK FROM CONFERENCE ATTENDEES, MEMBERS, SENTIMENT ANALYSIS...

11. The Law of Creative Exploration

We humans are both creators and explorers, delving deep into uncharted territories for moments of pure revelation: the **Creative Spark**. This profound clarity, born from myriad inspirations, is the hallmark of genuine innovation. True creative mastery in this new era will pivot from the creative skills of old to a deeper understanding of aesthetics, nuanced prompts, and an insatiable appetite for discovery.

"SOME PEOPLE CAN QUOTE EVERY LINE OF SHAKESPEARE BUT THAT DOESN'T MEAN THEY CAN COME UP WITH THE NEXT HAMLET."

— NEIL BERNARDO



Created by Cole Dunleavy using MidJourney

Let's make kids 'Sod Poodle' doll (that's a real thing...sorta)

- Please describe the combination of a poodle and a cowboy in a format optimized to use in a AI image generation tool like DALL E



Sure, here's a text prompt optimized for AI image generation tools like DALL-E:

"A poodle wearing a classic cowboy outfit. The poodle has a curly, well-groomed coat and is in a playful pose. The cowboy outfit consists of a brown cowboy hat perched on its head, a red bandana tied around its neck, a leather vest with fringes, and small cowboy boots on its paws. The poodle is holding a toy six-shooter gun in its mouth and has a lasso coiled nearby. The backdrop is a Wild West setting with a wooden saloon and tumbleweeds."

Feel free to use this prompt to generate an image using your AI tool!

Making a Sod Poodle, Part 2: DALL E 2



Making a Sod Poodle, Part 3: DreamStudio


DreamStudio
by stability.ai

Generate Edit

Style
Choose style >

▼ Prompt
3D Rendering of a children's plushy toy using the image provided as inspiration.

> Negative prompt

▼ Image 

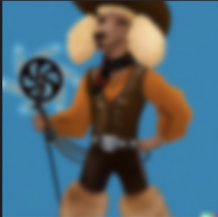
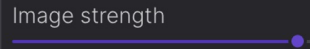
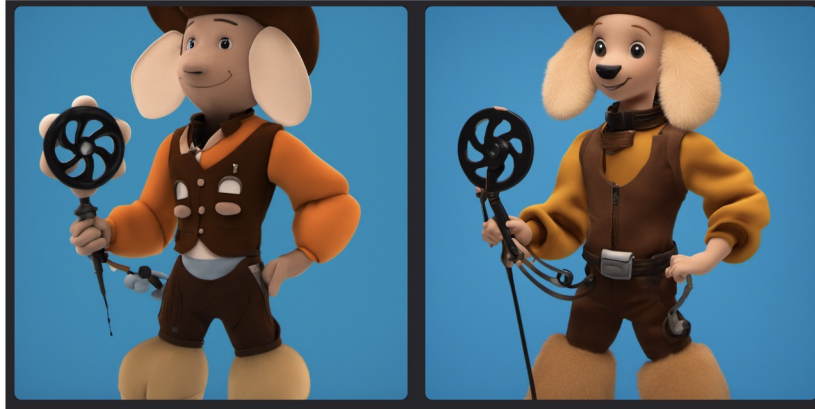


Image strength 50%





Example: Bringing Your Creative Vision to Life



You

I need you to help me create an image generation prompt for the DreamStudio image generator. I want to create an image of a girl and her Dad dog sledding together in the Alaskan wilderness. The Dad is driving the sled while his daughter rides in front. The Dad is 5'9, caucasian with a light beard and has an olive complexion. His daughter is 5'2, caucasian with much fairer skin and reddish blonde hair. Both are wearing cold weather gear appropriate for the conditions, including toboggans. Both have huge smiles on their faces as they experience this bucket list activity together. It should be an active shot, with the sled in motion. A team of 6 Alaskan huskies pulls the sled along a snowy trail in a boreal forest typically found near Fairbanks, AK. It's mid-day in January on a perfectly clear day. Because of the time of year, the sun is low over the horizon and casts beautiful, golden hour glow over the scene. Behind the Dad and his daughter is a male guide, also wearing cold weather gear and guiding his own dog sled and team. You can just sort of see him at the edge of the scene, also along the trail. This image will be used to promote a dog sledding business in Fairbanks and should convey a sense of adventure, and the joy that comes with experiencing something new together as a family.

Prompt for DreamStudio:

Create a vibrant and dynamic image capturing a heartwarming family adventure in the Alaskan wilderness. The scene is set in motion with a father and his daughter joyfully dog sledding through a snowy trail in a boreal forest near Fairbanks, AK. It's a clear, mid-day in January, and the low-hanging sun casts a golden hour glow, enhancing the beauty and excitement of the moment.

Characters:

- **Father:** A 5'9" Caucasian man with an olive complexion, light beard, and a big smile. He's dressed in appropriate cold weather gear, including a toboggan, driving the sled.
- **Daughter:** A 5'2" Caucasian girl with fair skin, reddish-blond hair, and a huge smile. She's bundled up in suitable cold-weather attire, riding in front of her dad on the sled.

Details:

- **Sled and Dogs:** The sled is in active motion, pulled by a team of 6 Alaskan huskies, embodying the spirit of adventure.
- **Environment:** The trail winds through a typical boreal forest, with tall, snow-covered trees framing the path. The clarity of the day and the low sun add a magical, golden glow to the scene.
- **Guide:** In the background, a male guide is partially visible, also on a dog sled, adding depth to the adventure and the business's professional guidance.

Atmosphere: The image should radiate joy, adventure, and the unique bond of experiencing a bucket list activity together. It should invite viewers into the scene, making them feel the excitement and happiness of the father-daughter duo.

Purpose: This image will be used to promote a dog sledding business in Fairbanks, highlighting the unforgettable experiences families can share in the stunning Alaskan wilderness.

The Results





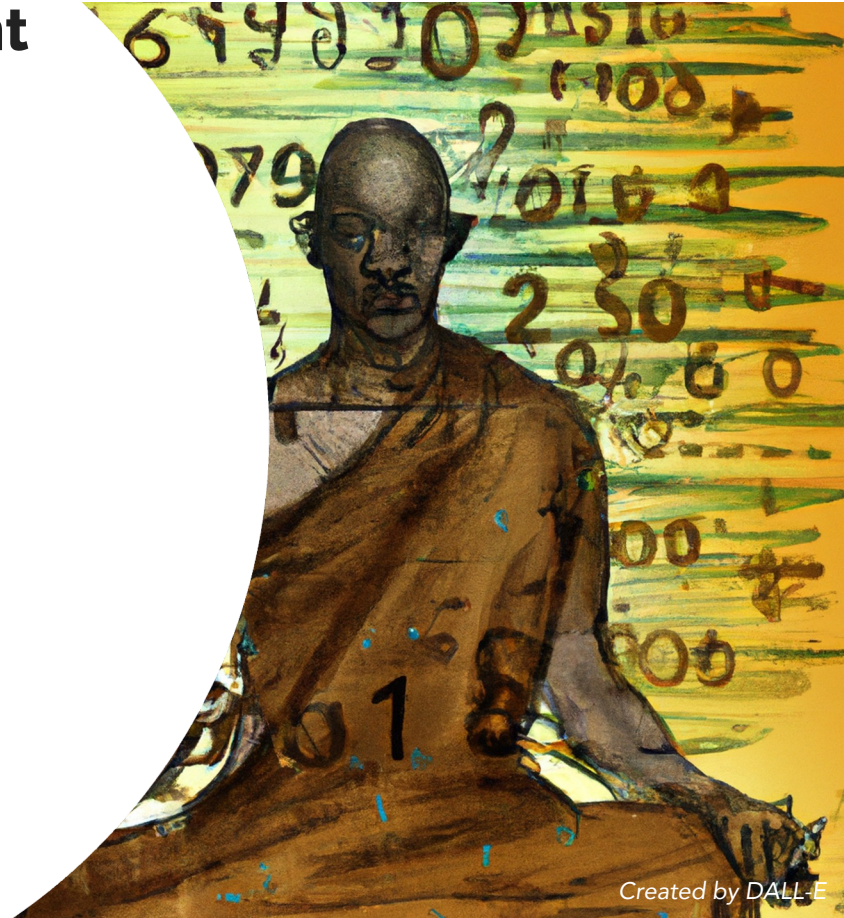
**Examples of High Impact,
High(ish) Risk AI Opportunities**

10. The Law of Data Enlightenment

In the quest to extract insights from unrefined information, AI stands as both lantern and sage. With meticulous precision, it navigates the amassed annals, revealing insights akin to age-old revelations. As ancient libraries once guided the scholar, AI traverses the vast corridors of spreadsheet wisdom, ushering us toward an elevated comprehension of what lies within.

"WE ARE DROWNING IN INFORMATION BUT STARVED FOR KNOWLEDGE."

— JOHN NAISBITT



The #1 concern investing in data is:

WHAT DOES ANY OF IT MEAN?!





CAUTION



What sort of data analytics tasks can AI tools do for us today?



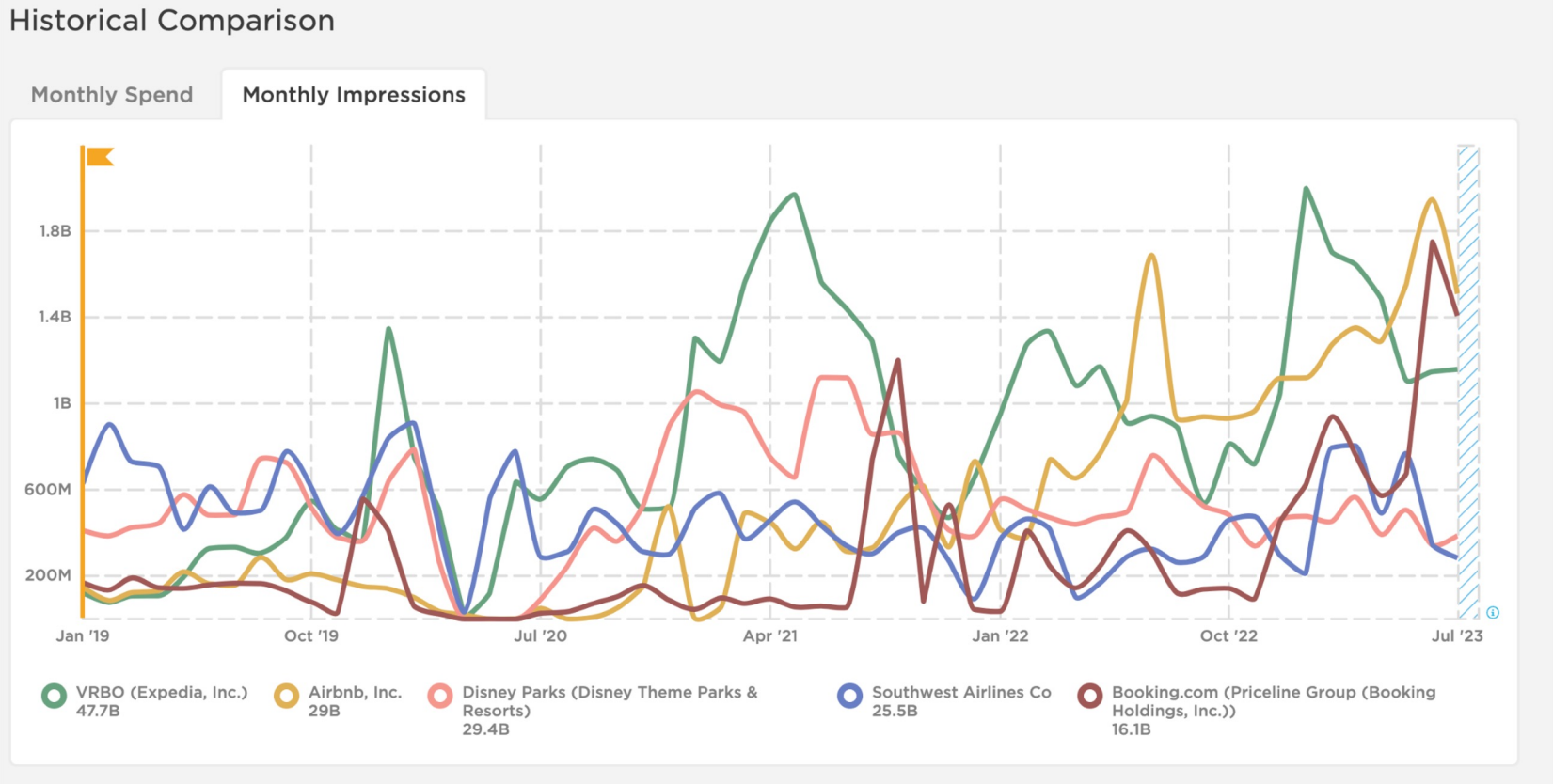
Please provide a list of good prompts to use when asking for data analysis of CSV files or other data files



Certainly! Here's a list of prompts you can use to request data analysis of CSV files or other data files:

1. "Please perform an in-depth analysis of the provided CSV file and extract key insights."
2. "Could you analyze the data in the CSV file and provide trends, patterns, and notable findings?"
3. "Perform a comprehensive analysis of the data in the Excel sheet, focusing on any interesting trends or anomalies."
4. "I would like you to conduct data analysis on the dataset in the provided CSV file and present your findings."
5. "Please analyze the data in the CSV file and generate visualizations to illustrate important trends."
6. "Could you delve into the details of the data in the Excel file and provide a summary of your analysis?"
7. "Analyze the dataset in the CSV file to identify any correlations, outliers, or insights that can inform decision-making."

Example: Analyzing Your Competitor's Media Spending Patterns



Example: Analyzing Your Competitor's Media Spending Patterns

Prompt:

Please perform an in depth analysis of the following table of media spend for the 5 companies over the past few years and extract key insights:

Date Range VRBO (Expedia, Inc.) Impressions Airbnb, Inc. Impressions Disney Parks (Disney Theme Parks & Resorts) Impressions Southwest Airlines Co Impressions Booking.com (Priceline Group (Booking Holdings, Inc.)) Impressions
1/1/2019 - 1/31/2019 120,978,900 146,551,500 410,486,100 629,138,500 168,650,200
2/1/2019 - 2/28/2019 77,535,900 85,871,900 385,374,800 902,302,700 134,817,000
3/1/2019 - 3/31/2019 107,112,000 122,745,600 424,868,700 728,776,100 191,003,600
4/1/2019 - 4/30/2019 107,644,500 131,108,300 442,988,700 709,199,900 145,708,600
5/1/2019 - 5/31/2019 193,214,200 218,772,500 576,473,600 417,310,300 142,035,400
6/1/2019 - 6/30/2019 327,440,200 164,231,600 481,503,600 613,411,600 157,914,900
7/1/2019 - 7/31/2019 333,177,500 156,326,900 482,746,300 492,786,800 166,405,900



Here are some key insights extracted from the media spend data for the five companies (VRBO, Airbnb, Inc., Disney Parks, Southwest Airlines Co, Booking.com) over the specified period:

- Fluctuations in Advertising Efforts:** The monthly impressions vary significantly across the five companies and various media channels, indicating different advertising strategies and target audiences. Some months show substantial increases or decreases in impressions, potentially reflecting changes in marketing campaigns or business priorities.
- Airbnb's Consistent Presence:** Airbnb, Inc. consistently maintains a high level of impressions across most months, suggesting a sustained and significant advertising effort. This could contribute to its brand visibility and market share.
- Disney's Seasonal Patterns:** Disney Parks' impressions show patterns that align with seasonal trends, with higher impressions during peak travel seasons like summer and holidays. This could reflect the company's focus on promoting travel to its theme parks during these periods.
- Variability in Southwest Airlines:** Southwest Airlines Co impressions exhibit fluctuations that might relate to changes in travel demand, seasonal variations, or specific marketing campaigns targeting different customer segments.

Let's take our analysis a little further!

Spend by Device

Impressions by Device



Example: Analyzing Your Competitor's Media Spending Patterns

Prompt:

The following data is related to media spend for each of the 5 previous companies organized by spend and media channel. Please analyze this data and combine with the previous information to provide enhanced insights for each company:



Here are some insights combining the spend and impressions data for each company (VRBO, Airbnb, Inc., Disney Parks, Southwest Airlines Co, Booking.com) over the specified period:



1. Allocation of Spend and Impressions:

- VRBO allocates a significant portion of its spend and impressions to "Desktop Video" (57%), emphasizing video advertising on desktop platforms.
- Airbnb, Inc. focuses on "Facebook" (30%) and "Instagram" (24%), leveraging visual content platforms for its advertising strategy.
- Disney Parks balances its spend and impressions across various channels, with notable emphasis on "Facebook" (27%) and "Instagram" (26%).
- Southwest Airlines Co puts substantial resources into "Twitter" (46%) and "Facebook" (16%) for real-time updates and visual content sharing.
- Booking.com distributes its spend and impressions evenly across various channels, with a significant presence on "Facebook" (29%) and "Instagram" (18%).

2. Spend and Impressions Alignment:

- VRBO's high spend on "Desktop Video" aligns with its high impressions in the same category (32%), indicating a successful strategy in engaging desktop users.
- Airbnb, Inc.'s investment in "Facebook" and "Instagram" corresponds to its high impressions on these platforms (41% and 29% respectively), reinforcing the brand's social media presence.
- Disney Parks' spend and impressions are consistent with its overall marketing mix, with a balance across channels.
- Southwest Airlines Co's heavy spend on "Twitter" is mirrored by its high impressions on the platform (16%), showing effective real-time engagement with customers.

OK...this is awesome. Can AI give us ideas on what to do with the insights?

→ If you were Southwest Airlines, what media channel strategy would you consider to take advantage of the insights presented above?

From ChatGPT:

- **Continue to Emphasize Real-Time Engagement on Twitter:**
 - Southwest Airlines should maintain its strong presence on Twitter, given its real-time engagement capabilities and the airline industry's need for timely updates. This platform can be used for providing flight information, customer service, and responding to passengers' queries promptly.
- **Leverage Facebook and Instagram for Visual Storytelling:**
 - Southwest Airlines should capitalize on the success of "Facebook" and "Instagram" by focusing on visual storytelling. Sharing captivating visuals of destinations, customer experiences, and behind-the-scenes content can resonate well with the audience and drive engagement.
- **Diversify Content on Facebook and Instagram:**
 - While Southwest Airlines has seen success on "Facebook" and "Instagram," diversifying content is crucial. This could include user-generated content, destination highlights, employee stories, and interactive posts to foster a sense of community and engagement.
- **Explore Video Content:**
 - Given the success of "Desktop Video" and the overall trend toward video consumption, Southwest Airlines could invest in video content across platforms. This could involve creating short travel guides, virtual tours, customer testimonials, and even behind-the-scenes videos of the airline's operations.

You MADE IT!



1. Get comfortable with explaining what AI is—and is not
2. Understand and be comfortable with potential pitfalls
3. Consider the synergy between internal and external opportunities for utilizing AI
4. Use the D.A.R.E. and the circular mgmt model to consider how best to deploy AI tools within your organization
5. Explore! AI's potential to enhance your organization's (and each individual's) capabilities is virtually limitless!



WE'RE JUST GETTING STARTED!



 **SPARKING IMAGINATION.** 

NURTURING  **CURIOSITY.**



CONNECTING PEOPLE TO ~~PLACES~~

you!!!