



## DON'T BE SHY WITH AI: HANDS-ON EXPERIMENTATION IN CHATGPT

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**TRAVEL  
ALLIANCE  
PARTNERSHIP**



# WHAT WE WILL SHOW YOU

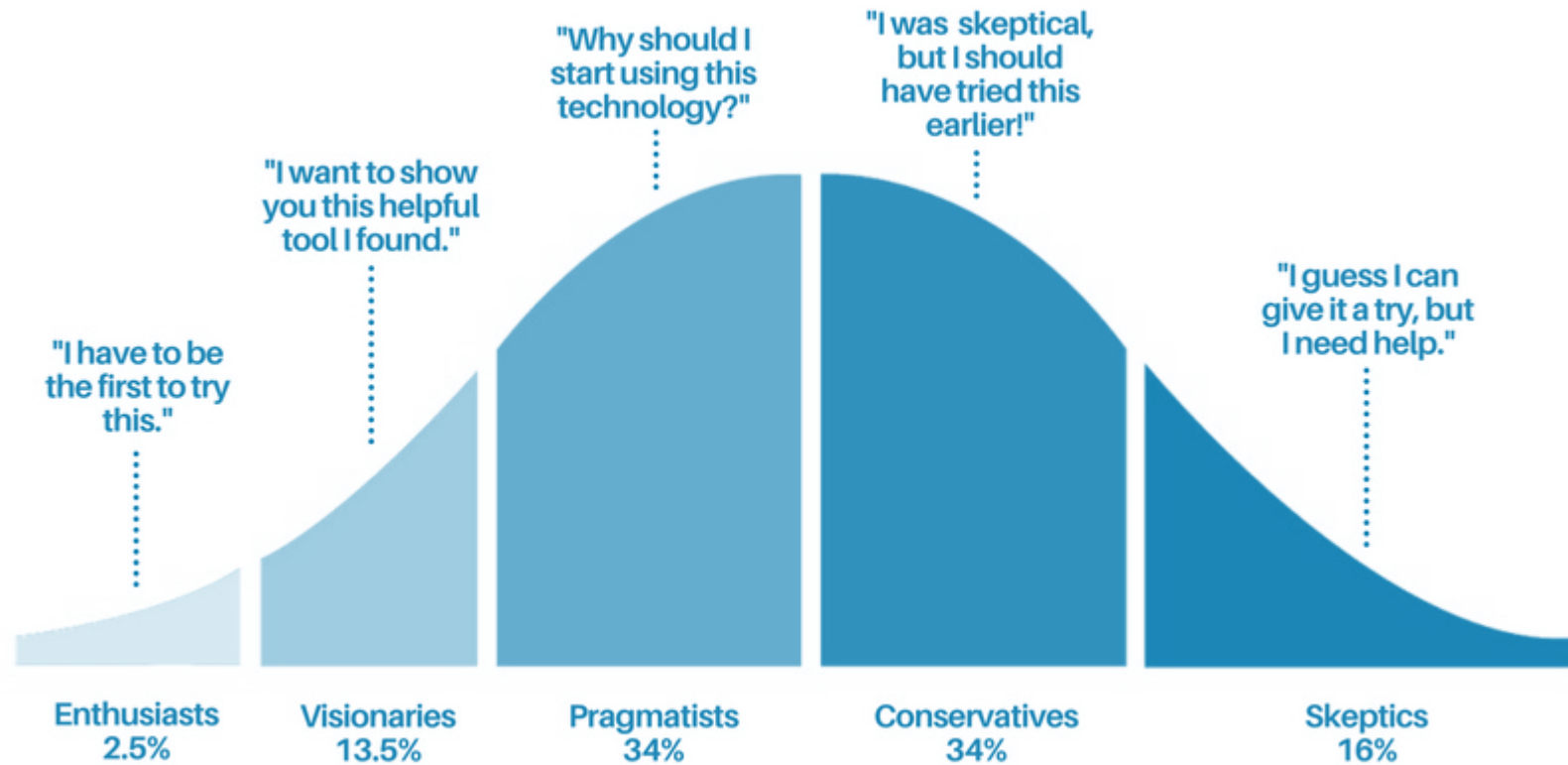
1. AI OVERVIEW
2. FUTURE OF AI
3. CHATGPT PROMPTS



# IF YOU DON'T KNOW US



# WHERE ARE YOU WITH AI ADOPTION?





# TIME TO OPEN CHATGPT



**ASK:  
WHAT ARE THE TOP 3  
THINGS TO DO IN  
[MY DESTINATION]**



# **MAICON TAKEAWAYS**

- 1. STRATEGY**
- 2. SAVING TIME**
- 3. FUTURE**
- 4. PREVENTING BLAND**



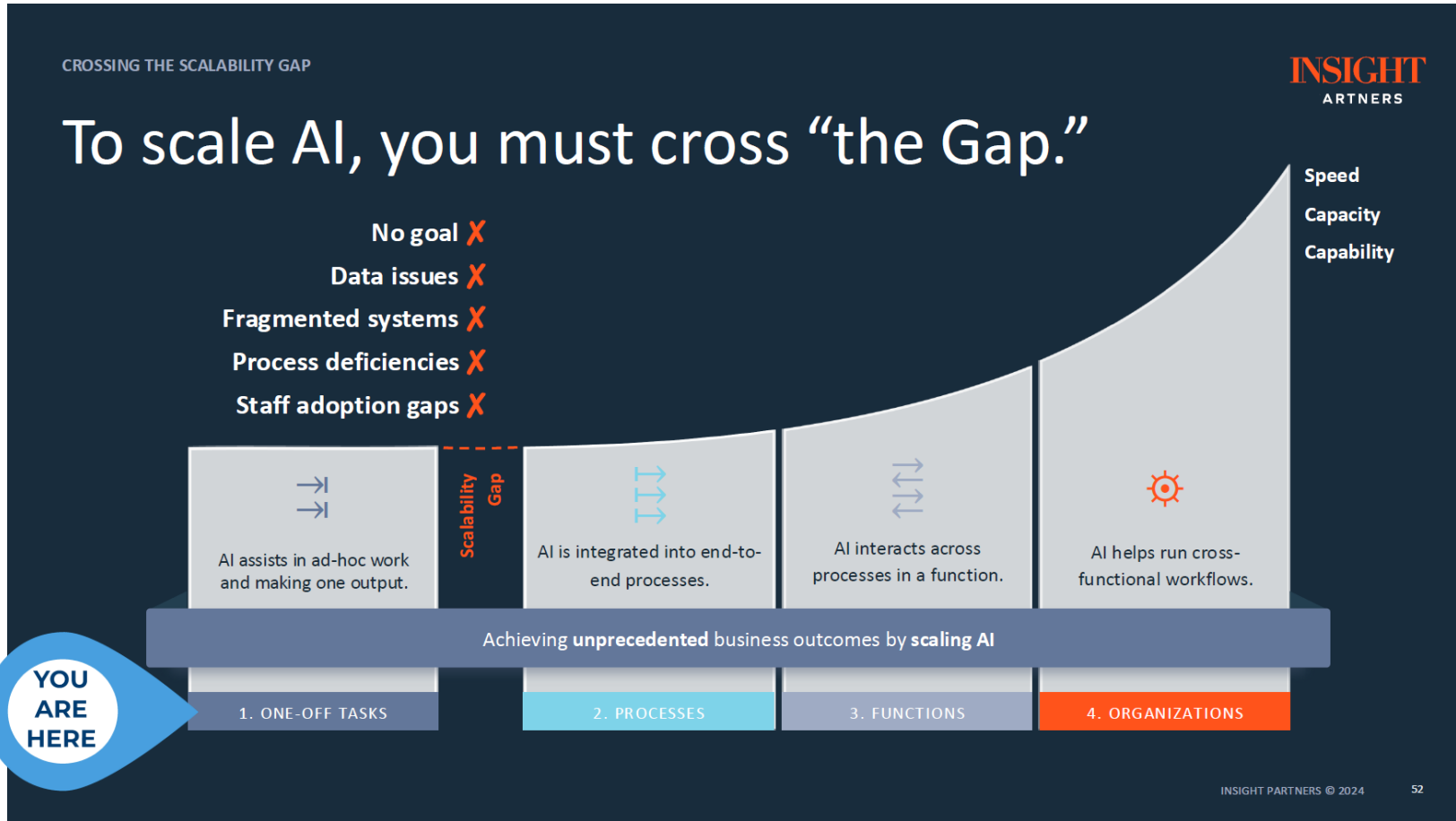
# AI & STRATEGY



## AI & STRATEGY

- AI is more than a simple prompt and push of a button
- Creating content and marketing pieces takes research, decision-making and much more to accomplish the final product or result
- The big picture view is to start with the goal for the job
- Pick the right tool to serve the goal
- Goal-oriented means it is strategic!

# AI & STRATEGY

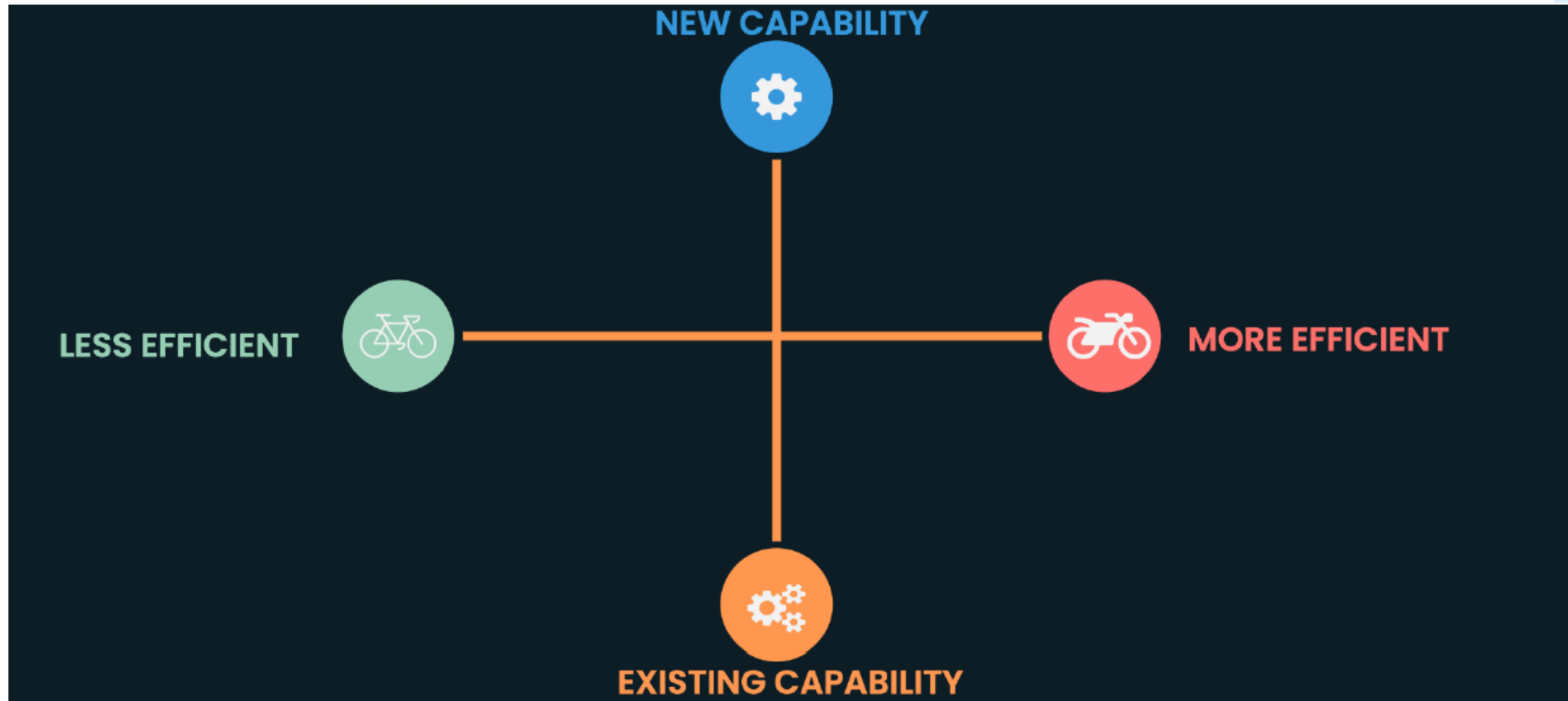


*Crossing the scalability gap, Gary Survis, Insight Partners*



# SAVING TIME WITH AI

# SAVING TIME IS ONE POSSIBLE BENEFIT



*AI use case categories, Robert Rose, The Content Advisory*



## SAVING TIME WITH AI

- It takes time to vet, learn and implement a new tool
- When we use AI with a purpose, we will find ways to save time
- When we use AI with a purpose, we will find ways to do new things we've never done before
- AI is an investment, not a cost-savings





# THE FUTURE OF AI




TECH POIR



**“AI WILL TAKE ‘JOBS’, BUT IT’S UP TO YOU  
TO DECIDE WHICH ONES”**

**Robert Rose, The Content Advisory**





**“THE FUTURE CAN BE ABUNDANT AND  
INCREDIBLE IF WE CHOOSE TO BE  
RESPONSIBLE AND HUMAN-CENTERED.  
THEN AI CAN UNLOCK HUMAN  
POTENTIAL, NOT REPLACE IT.”  
#TEAMHUMAN**

**Paul Roetzer, Marketing AI Institute**

# THE FUTURE OF AI

- There is a lot happening, fast
- 11,000+ tools in 2023 to 14,000+ tools in 2024
- ChatGPT only launched in 2022!
- We can shape the future by using AI strategically





# PREVENTING BLAND

# PREVENTING BLAND: WHAT REMAINS UNIQUELY HUMAN?

- Adaptability
- Common sense
- Compute efficiency
- Consciousness
- Creativity
- Curiosity
- Emotions
- Empathy
- Experience
- Ethics
- Imagination
- Instinct
- Intuition
- Love
- Morals
- Relationships
- Self-awareness
- Senses

**By asking ourselves what is uniquely human and preserving it, we will have better quality results from working with AI and preserve our uniquely human capabilities.**







# USING AI

1. START WITH A GOAL
2. CHOOSE A TOOL
3. PRESERVE HUMANITY

# CHATGPT PROMPTS



# STRATEGY

# **VOLUNTEERS PLEASE**

## **Audience Persona Live Demo**

# PRACTICE PROMPT



**Ask ChatGPT to develop a persona that includes the main goals and pain points of your target audience.**

**Example: 'Generate an audience persona for [your target audience], including the main goals and challenges they face.'**



# BRAINSTORMING & CONTENT PLANNING



# **VOLUNTEERS PLEASE**



## **Blog Topic Brainstorm**

# PRACTICE PROMPT


**Ask ChatGPT to brainstorm blog topics for your organization.**

**Example: 'Can you give me 10 blog post ideas for [destination/company] targeting [audience]?'**



**LIVE DEMO**

**Turn blog ideas into a  
content plan**



In the  
same  
chat!

# PRACTICE PROMPT

**Take the blog post ideas you brainstormed earlier and ask ChatGPT to organize them into a 4-week content plan.**

**Example: ‘Can you help me organize these blog post ideas into a 4-week content plan, publishing one blog per week?’**



# BLOGS

# LIVE DEMO

## Developing a blog from pre-written content



# VOLUNTEERS PLEASE



## Reoptimizing a blog

# PRACTICE PROMPT

**Have ChatGPT reoptimize an existing blog.**

**Example:** "We are destination marketers refreshing a blog for our website. Please do the following for this post:

1. List 2-3 main themes
2. Give potential SEO focus keywords based on those themes
3. Give 3-5 short titles based on those themes and focus keywords
4. Suggest 3-5 improvements for the blog using the existing content  
[copy/paste blog content]"



# ITINERARIES

**LIVE DEMO**

# **Building an itinerary outline**

# PRACTICE PROMPT



**Ask ChatGPT to help you create a 3-day itinerary for your destination.**

**Example: 'Can you help me create a 3-day itinerary for [your destination] focusing on [theme, audience, or activities]?'**



# WEBSITE COPY



# VOLUNTEERS PLEASE



## Updating a webpage

# VOLUNTEERS PLEASE



## Improving your CTA

# PRACTICE PROMPT

**Take one of your existing calls to action and ask ChatGPT to improve it.**

**Example: 'Can you help me update the CTA on this page to encourage more bookings?'**



# 5 MINUTE BREAK



# EMAIL MARKETING

**LIVE DEMO**

# **Email Personalization**



**LIVE DEMO**

# **Subject Line Creation**

# PRACTICE PROMPT



**Ask ChatGPT to create subject lines for your next promotional email.**

**Example: 'Can you help me create engaging subject lines for an email promoting [your product or service]?'**



# SOCIAL MEDIA

**LIVE DEMO**

**Post creation**



# PRACTICE PROMPT

**Have ChatGPT write social posts based on blog you worked on or the blog you brainstormed. Share your favorite one in the chat.**

**Example: 'You are a marketer working for [organization]. Draft a selection of social media posts based on [blog or blog topic].'**



# PUBLIC RELATIONS

**LIVE DEMO**

# **Media List Building**



# PRACTICE PROMPT

**Practice building a media list in the CustomGPT.**

**Example: ‘Can you help me build a media list for [organization]?’**



# QUESTIONS & COMMENTS





# NEXT WEBINAR

**Mastering Measurement: Applying the  
Barcelona Principles in Travel PR**

**November 14, 1:00-2:30pm Eastern**