

Leveraging AI for **BIG** results

Ashley Elkins | Vitality South | 7.30.25



General AI use cases for all industries

- Human augmentation, make us better at things we already do
- Agents like chatbots and voice agents, AI video avatars (e.g. training)
- Understanding language, including voice and text processing
- Understanding images and video and music
- Generating human like text, voice, images, and video, and music
- Autonomous agents – do things for you, listen to your calls and create notes for you, add to your calendar, book a vacation for you
- Custom software for more specific use cases and actions
- Faster information retrieval compared to Google and web search



Events & Festivals: AI use cases

- **Write listing descriptions** for ticketing platforms and websites
- **Auto-generate social media posts** tailored to your event vibe
- **Craft email campaigns** to vendors, sponsors, and attendees
- **Auto-respond to texts/calls** with FAQs, directions, and booking links
- **Schedule vendor setups** and volunteer shifts via AI
- **Generate or edit visuals** (remove clutter, add branding, create posters)
- **Analyze event photos** to write marketing blurbs
- **Create searchable directories** ("Find kid-friendly music events this weekend")
- **Scan contracts** to highlight key terms or risks
- **Compare vendor bids** with AI to spot pricing gaps or missing details
- **AI tools available** for both small organizers and large-scale productions

Ethics and risks

- **Inaccurate Info** – AI may include wrong dates, performers, or locations
- **Overreliance** – Don't skip human review; AI can miss nuance or context
- **Bias in Content** – Watch for language or visuals that unintentionally exclude
- **Privacy Concerns** – private attendee or vendor info?
- **Misleading Visuals** – a picture is worth 1000...proofs
- **Accessibility Gaps** – AI captions or translations may be inaccurate or unclear



Common AI Tools

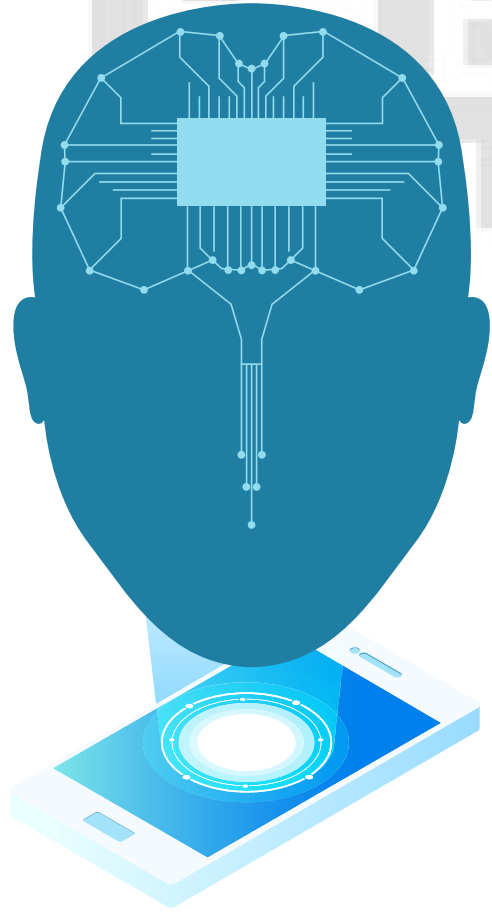
- Online LLM: Claude, ChatGPT, Gemini, DeepSeek
- Offline LLMs – Llama, Ollama, DeepSeek, Sonnet
- Online LLMs – optimized for creativity (different results) and engagement, AI is a sycophant, wants to keep people talking, agrees with them too often, adopt your bias and personality
- Offline LLMs and AI APIs – more control, tune for accuracy



Prompt Engineering

- Garbage In / Garbage Out
- Output quality heavily depends on prompt
- All models behave differently to prompts
- Different results each time with online LLMs

Pitfalls of LLMs



- CONTEXT WINDOW LIMITED, MODEL GUESSING YOUR INTENTIONS
- SENSITIVITY TO PROMPT PHRASING
- MODEL GENERATING PLAUSIBLE BUT INCORRECT ANSWERS
- VERBOSE OR OVERLY TECHNICAL RESPONSES
- LLMs NOT ASKING FOR CLARIFICATION
- MODEL FAILURE TO PERFORM MULTITASKING



- **Have a conversation**
- **For text models like ChatGPT (example prompts):**
 - What's the difference between a professional summary and an executive summary?
 - Write a professional summary for a marketing analyst looking for a marketing manager job.
 - Now trim it down to less than 60 words.
 - Rewrite it with a less formal tone.
- **For image models like DALL-E:**
 - A painting of a cat.
 - A painting of a cat chasing a mouse in Impressionist style.
 - Now use only warm tones in the painting.

When inputting a query into an AI generator, it's best to query with specific, plain language and no unnecessary fillers.

For example, instead of, "Write an outline that includes a title and next steps," you could query, "Write an outline for an academic research proposal that includes sections for title, summary, and next steps."

Prompt Engineering – Tactic 1

CLARITY IN INSTRUCTIONS

SPECIFICS & DETAIL

give me a list of influential technical writers

-> give me **five** technical writers who are from **USA**

Write an essay about knowledge management

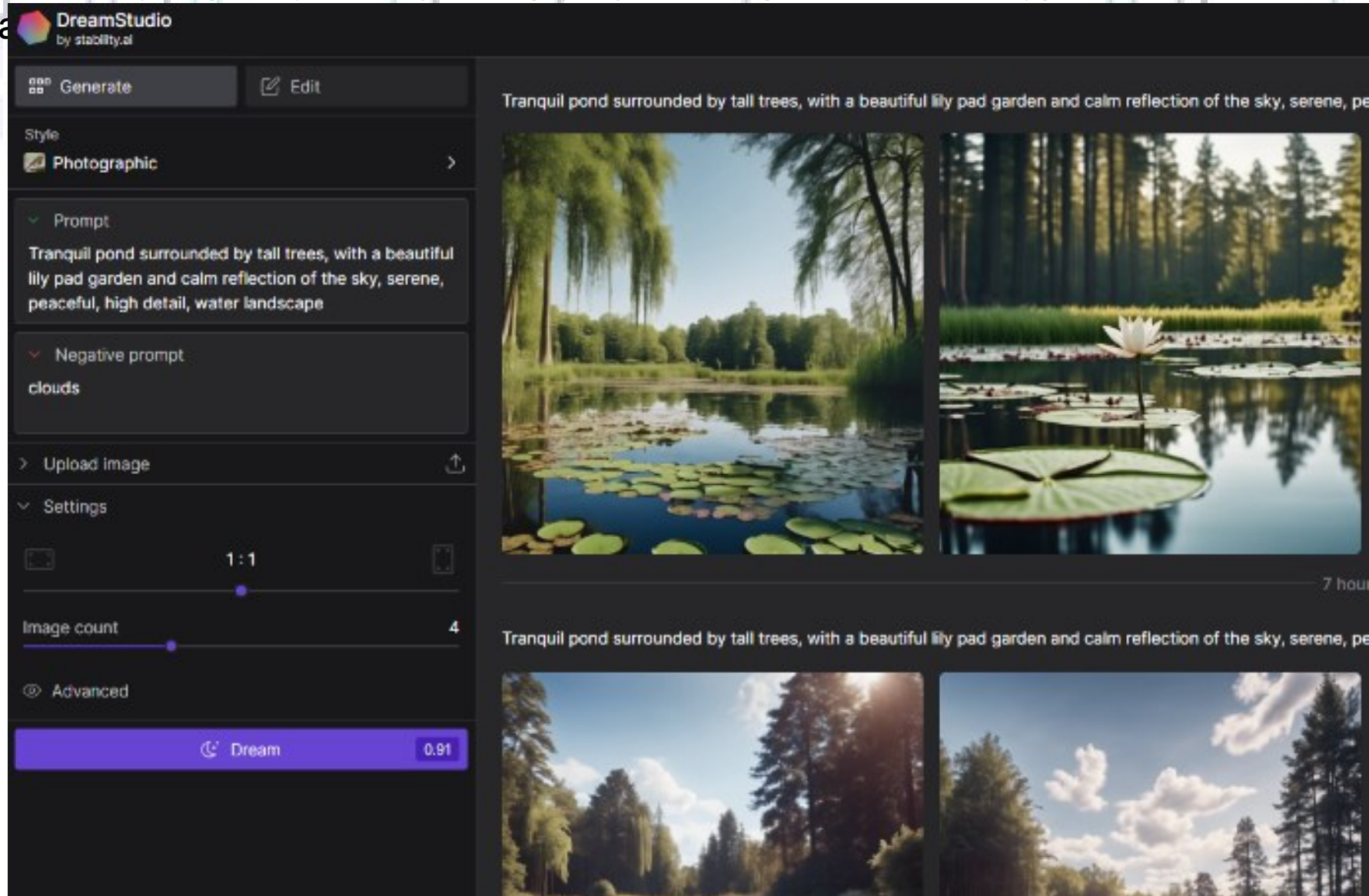
-> I want to write about knowledge management. Create an article **outline** on knowledge management **with two headings and three sub-headings for each heading**

What is a good name for a cat

-> Suggest some names for a **fluffy** cat

Negative Prompting

Works by explicitly stating or implying what topics, tones, or types of information to



- Make sure your prompts are precise. Use short sentences with specific requests. Answer questions like: “How many results?”, “How long should the text be?”, “What tone should be used? (persuasive, sympathetic, etc.), the type of content, etc.
- Explain the context of the question. Set the scene with descriptors of which role you’re expecting ChatGPT to take. Details about the audience, platform, and intention of the result can also help set the scene.
- Always review the results. While you may be impressed with the level of complexity from some results, make sure to read all generated text for misleading or untrue claims. You'll need an experienced copywriter who can take what ChatGPT creates and craft it into something compelling, original, and tailored to your brand and an editor to review these creations.

Prompt Engineering – Tactic 2

SHOW AND TELL

Suggest three names for an animal that is a superhero. - Suggest three names for an animal that is a superhero based
> on marvel comics

Animal: Cat

Names: Captain Sharpclaw, Fantastic Fluffball, The Incredible Feline

Animal: Dog

Names: spider the Protector, Black Canine, Iron paw

Animal: Horse

Names:

Few-shot prompting

Prompt Engineering – Tactic 3

USE PERSONAS TO GET TAILORED OUTPUT

EXAMPLE: ROLE PLAY BUYER OBJECTIONS

Write an email response to ""I have been waiting for your response for the last 3 months. Your service is bad."

-> **YOU ARE A CALL CENTER ASSISTANT.** Write a response to this email "I have been waiting for your response for the last 3 months. Your service is bad."; write it in a professional tone

Write a review of Pizza hut

-> **YOU ARE A FOOD CRITIC.** Write a review of Pizza hut

Write an email to a customer advising them about a scheduled outage for 24 hours

YOU ARE A CUSTOMER SUCCESS MANAGER. Draft an email to a customer advising them about a scheduled outage for 24 hours of your software platform; **Write only**

Prompt Engineering – Tactic 4

SPECIFY OUTPUT FORMATS AND ITS CHARACTERISTICS

Summarize the text

-> Summarize the text delimited by triple quotes in about 50 WORDS.

Summarize the text delimited by triple quotes in 2 paragraphs.

Summarize the text delimited by triple quotes in 3 bullet points.

Provide response in JSON format with “message” and “subject” as a key value pair

Repurpose content

You can rework your content for use across different platforms by adapting it from one platform to the next. You typically get better results taking content from long to shorter form content, so old blog posts or email campaigns are a good place to start.

“Take the following blog post and create a Twitter thread of the main points. Focus on action items and use appropriate hashtags. [Title + Blog Post Text]”

“Take the following email campaign and create 5 Facebook ads of the main points. Target women between 25-40, and use relevant keywords. [Title + Email Campaign Text]”



THREE-QUARTER CLOSE-UP PORTRAIT, 30 Y. MAN, SLENDER ATHLETIC FIGURE, STUNNING FACE, (EXPRESSIVE AND DEEP [SYMMETRICAL EYES]), FROWNING AND INNOCENT EXPRESSION, (LONG [NATURAL BLOND] HAIR)+++ | ([MAXIMUM DETAILED POST APOCALYPTIC SURVIVOR : 00'S SCI-FI TV SERIES STYLE : FIREFLY : ARMOR PROTECTION ELEMENTS | MAXIMUM DETAILED MECHANIC FIREFLY STYLE | (INTRICATELY DETAILED:1 2) | (INTRICATELY DETAILED SCI-FI UTILITARIAN INTERIOR [((INTRICATELY DETAILED RUSTY DECAYED BUILDING CORRIDOR)) : OPPRESSIVE AND CONTRASTING BACKGROUND:1 3)+, (IN SEMI-DARKNESS) ++, BACKLIGHTING FROM INSIDE, DRAMATIC EXPRESSIVE BACKGROUND, GLOOMY HORROR CRUSHING ATMOSPHERE | CINEMATIC SHOT PHOTOGRAPHED FROM BELOW WITH DSLR, APERTURE F/7, SHUTTER SPEED 1/100 SEC, ISO 150 | SUPER DETAILED, HYPER PHOTOREALISTIC, (8KK, UHD, SUPER RESOLUTION, DIFFUSED LIGHTING) +, TEXTURES OF NATURAL REFLECTIONS, CINEMATIC LIGHTING

Negative prompt.

anime, heels, bright light, blinding light, rivets, symmetry, (((symmetrical posture))), deformed, bad anatomy, mutilated, folded torso, two heads, two faces, two torsos, totem, two people, badly drawn face, gi, 3d, doll, blurry, lowres, text, cropped, low quality, jpeg artifacts, ugly, duplicate, morbid, mutilated, out of frame, extra fingers, mutated hands, poorly drawn hands, poorly drawn face, mutation, deformed, blurry, dehydrated, bad anatomy, bad proportions, extra limbs, cloned face, disfigured, gross proportions, malformed limbs, missing arms, missing legs, extra arms, extra legs, fused fingers, too many fingers, long neck

Source: <https://prompthero.com/prompt/f8664aeb9dc-stable-diffusion-1-5-three-quarter-close-up-portrait-30-y-man-slender-athletic-figure-stunning-face-expressive-and-deep-symmetrical-eyes-frowning-and>

Prompt Generators / Prompt Ideas

Prompt Hero
[m/](https://prompthero.com/)

[https://prompthero.co](https://prompthero.com/)

CivitAI
[ges](https://civitai.com/images)

[https://civitai.com/ima](https://civitai.com/images)

ChatGPT
[ai.com](https://chat.openai.com)

[https://chat.open](https://chat.openai.com)

**DOWNLOAD 10 GREAT CHATGPT
PROMPTS FOR EVENT/FESTIVAL
PRODUCERS**

<https://vitalitysouth.com/events>



Image Generators

- DreamStudio / Stable Diffusion

<https://dreamstudio.ai/generate>

- ChatGPT

<https://chat.openai.com>

- Google Gemini

<https://gemini.google.com/app>

- Midjourney

<https://www.midjourney.com/>

- Open Journey

<https://openjourney.art/>

- CivitAI

<https://civitai.com/>



Music Generators

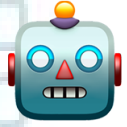
Full music maker

<https://suno.com/>

Explore music styles
[ore](#)

<https://suno.com/explore>





AI TOOLS & ASSISTANTS IN EVENTS

- **AI AGENTS** can prequalify vendors, book appointments, or answer guest FAQs
- **HYPER-PERSONALIZED EXPERIENCES**: Event sites that adapt to attendee interests (music, food, accessibility)
- **VOICE ASSISTANTS**: “Hey Siri, find family-friendly events this weekend near Tupelo.”
- **AI VIDEO HOSTS**: Use avatars for sponsor videos, announcements, or welcome messages
- **JASPER/CHATGPT**: Write email newsletters, press releases, or sponsor proposals—fast, polished, scalable



LEAD ENGAGEMENT & SMART FOLLOW-UP

- **ATTENDEE SCORING:** Prioritize repeat guests, big spenders, or past VIPs
- **BEHAVIORAL AUTOMATION:** Trigger follow-ups after cart abandonment or event interest
- **VENDOR CHAT ASSISTANTS:** Auto-respond to booth questions, availability, or registration help



SMART TOOLS FOR ORGANIZERS

- **AI-POWERED REPORTS:** Build custom recaps, attendance stats, and post-event insights
- **PREDICTIVE ANALYTICS:** Know which vendors or attendees are likely to return
- **PRICING SUPPORT:** Use AI to test sponsorship tier messaging or ticket price sensitivity



Friday Tickets to Send FINAL.csv
Spreadsheet

How many people will be attending on the event date of october 27?

To determine the number of people attending the event on October 27, I will analyze the contents of the uploaded file "Friday Tickets to Send FINAL.csv". I'll start by loading the data and then proceed to count the relevant entries for the specified date. Let's proceed.

Finished working

Show work ▼

The data contains several columns, including "Table Name", "Table Number", "Number of Tickets", "Email to Send to", "Event Date", and "Event Time". To find out how many people will be attending the event on October 27, we need to focus on the "Event Date" and "Number of Tickets" columns.

We'll proceed by filtering the data for entries corresponding to October 27 and then summing up the "Number of Tickets" for that date. Let's calculate this.

Finished working

Show work ▼

The total number of people expected to attend the event on October 27 is 348.

how many unique email addresses are in the csv?

Finished working

Show work ▼

There are 44 unique email addresses in the CSV file.

The "Table Name" column is the list of parties that will be attending. How many unique parties are there?

Finished working

Show work ▼

There are 38 unique parties listed in the "Table Name" column that will be attending the event.

What party bought the most tickets?

Finished working

Show work ▼

The party "Friends of Tiffany Phillips" purchased the most tickets, with a total of 40 tickets.

Who bought the least amount of tickets?

Finished working

Show work ▼

The "City of Tupelo" purchased the fewest tickets, with a total of just one ticket.

List all parties with the total number of tickets each party has

Finished working

Show work ▼

Here is a list of all the parties along with the total number of tickets each party has:

- Absolute Cleaning & Restoration: 16 tickets
- Adam Holt & Friends: 8 tickets
- Animal Care Center: 4 tickets
- BNI United Professionals: 7 tickets
- BankPlus: 8 tickets
- CPS Events: 16 tickets
- Calvin Dotson: 8 tickets
- Celebrity Dancer Table: 16 tickets
- Century Construction Group: 8 tickets
- City of Tupelo: 1 ticket
- Class 101: 8 tickets
- Coca Cola: 5 tickets
- Counseling For a Cause: 8 tickets
- Dodge Stores: 8 tickets
- Dr. Lakeisha R. Chism: 4 tickets

Sort that list in descending order

Finished working

Show work ▼

Here is the list of all the parties along with the total number of tickets each has, sorted in descending order based on the number of tickets:

- Friends of Tiffany Phillips: 40 tickets
- Friends of Jessie McBride: 20 tickets
- Absolute Cleaning & Restoration: 16 tickets
- CPS Events: 16 tickets
- Celebrity Dancer Table: 16 tickets
- Itawamba First Foundation: 16 tickets
- Michael Bryan Agency, Inc.: 16 tickets
- The Elvis Presley Fan Club: 16 tickets
- Vitality South: 11 tickets
- Adam Holt & Friends: 8 tickets
- BankPlus: 8 tickets
- Calvin Dotson: 8 tickets
- Century Construction Group: 8 tickets
- Class 101: 8 tickets
- Counseling For a Cause: 8 tickets

Show me the median

Finished working

Show work 

The median number of tickets purchased by the parties is 8.

BROWSER MODE

summarize wikipedia's article about dolphins



Browsing...
Starting up

Is this conversation helpful so far?





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Happy to help with all of your
marketing and technical needs!