

January 17, 2024

AI Tools to Manage and Grow Your Business

[Spark Rewind]



			G	R	I	Z	Z	L	Y		
			B	E	A	R	S				
			L	I	K	E		T	O		
		E	A	T							



Generative AI

- Why should I care?
- When did this happen?
- Who is it?
- What is it?
- How it works

- How do I use it?
- Agents
- Multi-modal
- What's next?

Why?



Why?



When?

Google Paper - 2017



ChatGPT - November 2022

What?

Generative AI

=

Understands English language

Architecture: 5nm process technology -10,000 CUDA cores.

Clock Speed: Base clock of 1.8 GHz - boost clock of up to 2.5 GHz.

Memory: 32GB HBM2E memory with a 8192-bit memory bus.

Memory Speed: 21 Gbps memory speed with a bandwidth of 1.5 TB/s.

Ray Tracing Cores: 2nd generation real-time ray tracing cores.

Tensor Cores: 3rd generation tensor cores for AI and machine learning applications.

VR Ready: Compatible with the latest VR headsets, offering a latency below 20ms.

Power Consumption: Maximum power consumption of 350 watts.

Cooling Solution: Triple-fan cooling - vapor chamber, heatsinks- aerograde aluminum.

Multi-GPU Support: NVLink with support for up to 4-way SLI configurations.

Video Outputs: 3 DisplayPort 2.1, 2 HDMI 2.2, and 1 USB-C with DisplayPort Alt Mode.

Variable Rate Shading: Support for tier 2 variable rate shading.

API Support: Full support for DirectX 12 Ultimate, Vulkan, and OpenGL 4.6.

Hardware-accelerated AV1 Decode: For better media streaming efficiency and quality.

G-Sync Compatible: Support for NVIDIA G-Sync and Adaptive Sync.

Security Features: Hardware-based secure boot and real-time encryption.

Form Factor: Dual-slot design with a length of 320mm.

Software Suite: Real-time overclocking, fan control, and lighting customization.

HDR Support: HDR10 and Dolby Vision Support for enhanced visual quality.



How?

GPT

- "Generative" model's capability to create new content.
- "Pretrained" model's initial training on large-scale data.
- "Transformer" refers to the underlying neural network architecture that allows effective processing and generation of natural language text.

LLM Large Language Model



LLM Recipe

Ingredients

Data: approx 10 trillion words

- All books
- All of wikipedia
- Most websites
- Industry papers

Developers: 50-100

GPU Chips: 10,000

Human testers: 5,000

Coffee & Pizza: Lots

Makes 1 LLM

Directions

1. Gather your data
2. Plug in supercomputer
3. Split words to tokens
4. Write GPT code
5. Play 'guess the next word' game
6. Ask humans to for feedback
7. Build a web-form for prompts
8. Deploy

Time to prepare: 9-12 months

Cost: \$500M - \$2B



G R I Z Z L Y

B E A R S

L I K E T O

E A T



Grizzly _____

Grizzly bears _____

Grizzly bears like _

Grizzly bears like to _____

Grizzly bears like to eat _____

Grizzly bears like to eat salmon

Maybe 10 trillion words

LLM Recipe

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Time to prepare: 9-12 months

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LLM

Knows Everything

Remembers Nothing



THE PROMPT

Prompt (me)

C

What are the top 3 most visited countries in the world. Just List them.

Response
(ChatGPT)



1. France
2. Spain
3. United States

Prompt (me)

C

How many visitors did each get in 2019 and what is the national dish of each

Response
(ChatGPT)



In 2019, the number of international tourist arrivals were as follows:

1. **France:** Approximately 89 million visitors.
 - **National Dish:** It is difficult to pin down one specific dish as the national dish of France, given its rich and varied culinary tradition, but Bouillabaisse and Coq au Vin are often considered representative of French cuisine.
2. **Spain:** Approximately 83.7 million visitors.
 - **National Dish:** Similar to France, Spain has a variety of dishes depending on the region, but Paella is often considered a national dish.
3. **United States:** Approximately 79.3 million visitors.
 - **National Dish:** The United States also has a wide range of dishes due to its diversity, but Hamburger is often considered a national dish.

Remember, the "national dish" concept can be subjective and may vary based on local preferences and traditions within each country.

WHO



OpenAI
ChatGPT **4.0**



Bing AI

ANTHROPIC



LLaMA
by  Meta

WHAT'S IT GOOD AT / NOT GOOD AT

NOT GOOD

- Hallucinations – it's not great about things like... facts
- Current information
- Numbers. Yes, a computer that can't do numbers

GOOD

- Speaks perfect English
- Understands English
- Knows everything (almost, see above)
- Infinite patience & never complains
- No lunch-break

No Devs

Text content ideas

- Business Plan
- Blog / Articles
- Product Description
- Doc summarization
- Chatbot
- Email Response
- Review Response

Product Descriptions - Food Tour

Title

Traditional Food Experience • Merida

Description Summary

Description Summary

Description

Go direct to the favorite places for locals, discover unique places that you can not really find with the help of a tour guide, all this while you look around the city, and take pictures with some friends.

Highlights

+

Included **Excluded**

≡ Bottled water × +

≡ Snacks ×

≡ Entry/Admission · ×

Title

Traditional Food Experience • Merida

Description Summary

Embark on a culinary adventure in Merida, uncovering hidden gems and savoring authentic flavors

Description

Immerse yourself in the vibrant food culture of Merida v our Traditional Food Experience. Join us as we take you the beaten path to the favorite places of the locals. Disc unique hidden gems that you won't find in travel guide: Capture unforgettable moments with your friends as yc explore the city and indulge in traditional flavors. Taste mouthwatering dishes prepared with love and care by l chefs. This is not your typical guided tour - it's an imme experience that allows you to truly connect with the loc culture and culinary traditions. Join us for a gastronom journey like no other.

Highlights

≡ Go off the beaten path with local favorites ×

≡ Discover unique hidden gems ×

≡ Capture memorable moments with friends ×

≡ Indulge in traditional flavors ×

≡ Explore the vibrant city of Merida ×

+

Included **Excluded**

≡ Bottled water × +

≡ Snacks ×





≡ Entry/Admission · ×

Business Plan - San Francisco Tour Company

PROMPT

- Create a 10 point business plan for a hop on, hop off sightseeing bus tour in San Francisco
- Drill down on the marketing plan and create an 8 point marketing plan from launch.
- Drill down on the social marketing plan and create a timetable for my social marketing, including which platforms
- Create a strategy and plan just for Instagram - with the goal of maximizing exposure of the brand and maximizing website traffic
- Write the content for my first ten posts on Instagram

Business Plan - San Francisco Tour Company

 **Business Plan for a Hop-On Hop-Off Sightseeing Bus Tour in San Francisco**   

1. **Executive Summary:**

- **Business Name:** San Francisco Sightseer
- **Business Model:** Providing a flexible and convenient sightseeing experience, allowing tourists to explore major attractions in San Francisco with unlimited hop-on, hop-off bus services.

2. **Business Objectives:**


- To become the leading sightseeing bus tour in San Francisco within two years.
- Achieve 90% customer satisfaction through premium services and customer feedback improvements.

3. **Market Research:**


- Identify competitor pricing, services, and customer reviews.
- Understand tourist expectations, popular spots, and market gaps.
- Target Market: Tourists, local citizens looking for a leisurely exploration, and corporate entities.

4. **Services Offered:**

- Differentiated routes covering major attractions.
- Multilingual guided tours.

 Regenerate

Word count	×
Pages	8
Words	1608
Characters	11518

 **Content Ideas for the First Ten Instagram Posts**

1. **Teaser Post:**

- **Image:** Silhouette of a bus against San Francisco's skyline at sunset.
- **Caption:** "Exploration redefined! Ready to discover San Francisco like never before? 🚍 Stay tuned! #SanFranciscoSightseer #ComingSoon"

2. **Brand Introduction:**


- **Image:** Logo of San Francisco Sightseer on a visually striking background.
- **Caption:** "Welcome to San Francisco Sightseer! 🚍 Your companion in exploring the unseen beauty and iconic landmarks of San Francisco! #DiscoverWithUs"

3. **Sneak Peek:**

- **Image:** Inside view of the bus showcasing comfortable seats and amenities.
- **Caption:** "A glimpse of your journey through the City by the Bay! 🌞 Comfort and view, we have it all! #SneakPeek #HopOnHopOff"

4. **Highlight Attraction:**

- **Image:** A beautiful shot of the Golden Gate Bridge.

 Regenerate

Business Plan

- > Marketing Plan

 - > Social Plan

 - > Instagram Plan

 - > Instagram Posts

 - > Create Instagram post images

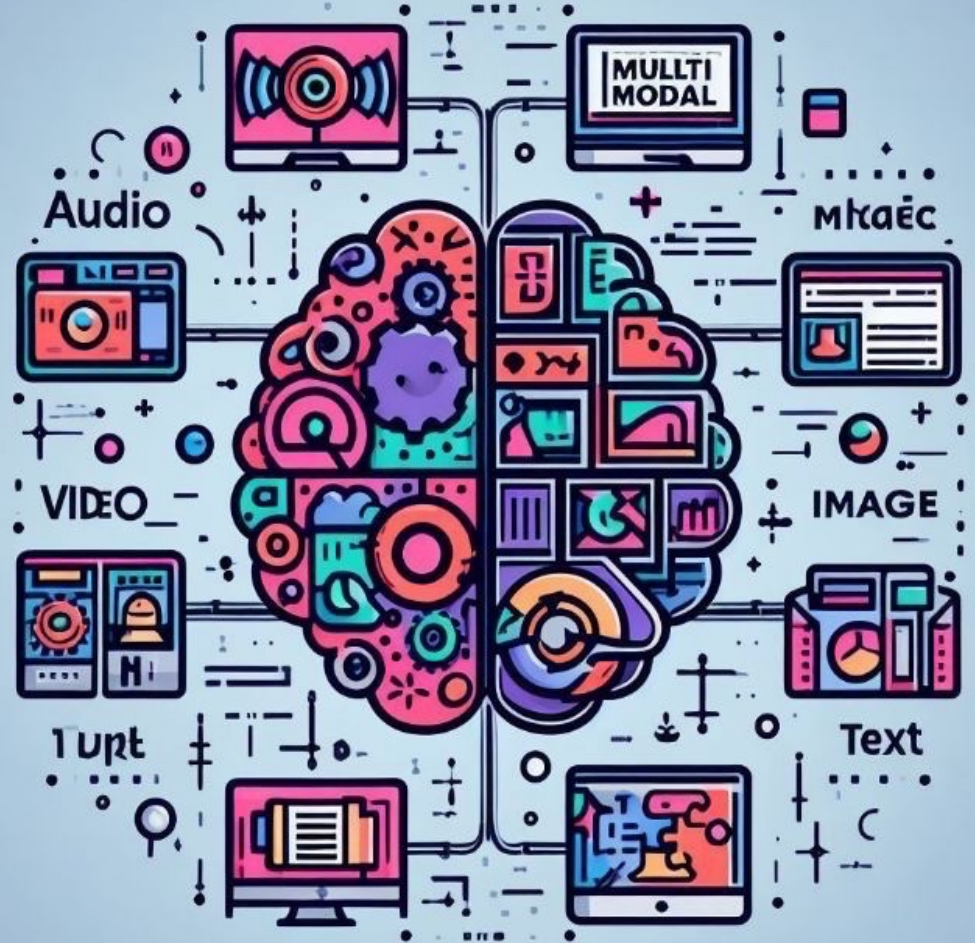
Data Compression

Multi-Modal

Text to Image
Image to Text

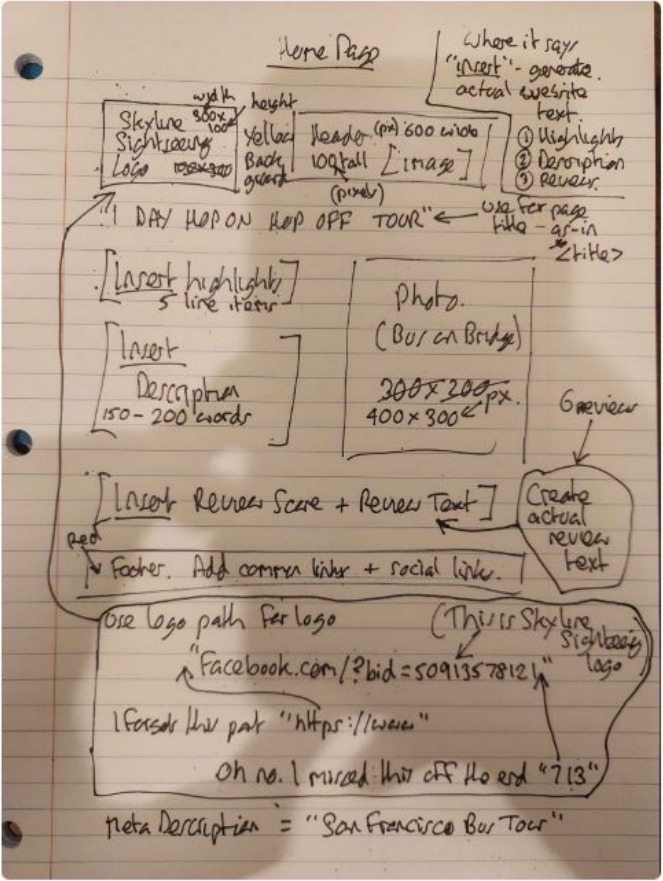
Text to Audio
Audio to Text

Text to Video
Video to Text





C



Given the diagram, here's a simple mockup in HTML based on the details you provided. Note that this is just a basic structure; you'll likely need to enhance it with CSS styles, more comprehensive HTML structures, and possibly JavaScript for dynamic behaviors:

```
html
Copy code

<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <meta name="description" content="San Francisco Bus Tour">
  <title>1 DAY HOP ON HOP OFF TOUR</title>
</head>

<body>
  <!-- Header -->
  <header>
    <div style="width: 800px; height: 100px;">
      <!-- Skyline Sightseeing Logo -->
      

    <div style="background-color: yellow; width: 600px; height: 100px;">
      <!-- Header Image -->
      
  </header>

  <!-- Main Content -->
  <main>
    <h1>1 DAY HOP ON HOP OFF TOUR</h1>
  </main>

```

You are professional web developer and ux design, with experience in consumer websites the travel industry. Create the html from this diagram, and insert the content where the diagram says "insert"

Regen

C



Where are these bridges



The top bridge is the Tyne Bridge in Newcastle upon Tyne, England. The bottom bridge is the Sydney Harbour Bridge in Sydney, Australia.



Camera
Audio
Microphone
LLM Connected

Data Compression

(yes, again)

Agents

**Toothpaste
Out Of
Tube**



**Ship
Sailed**

**Horse
Bolted**



**Cat Out
Of Bag**

NOW

- It's here
- It's not going to stop
- Get on board

THE FUTURE

- Integrates into everything
- Agents
- Auto GPT

AI Tools in Practise

January 2024

AI Tools January 2023



Where To Start

- Written Content
- Business Planning / Marketing
- Communications & Chatbot
- Images / Audio / Video
- Other

Prompts

- Speak to it like it's your human assistant
- Clear and Specific
- Provide context - use examples
- Specify the format
- Be concise
- One question at a time
- Specify level of detail
- Be explicit
- Try again

1 - Written Content

- Product descriptions
- Blog posts / articles
- Social posts



ANTHROPIC

copy.ai



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Social Posts



Create my first 10 posts for my food walking tour of Charleston - from pre-launch to post-launch



Post 1: Teaser



Caption: "Something Delicious is Brewing in Charleston! 🍷🍰🍰 Stay tuned... #CharlestonFoodTour #WalkAndFeast"

Image: Collage of various iconic foods of Charleston, with a "Coming Soon" banner overlay.

Post 2: Announcement

Caption: "Exciting news, foodies! 🗣️ We're launching a scrumptious Food Walking Tour in the historic heart of Charleston! #CharlestonEats #FoodieAdventure"

Image: A lively and colorful graphic with text: "Charleston Food Walking Tour - Launching Soon!"

Post 3: Behind the Scenes

Caption: "Curating the best culinary spots for you! 🍷🌶️ Here's a sneak peek into the delicious journey we are crafting. #BehindTheScenes #CharlestonFoodJourney"

Image: A collage of various behind-the-scenes images, showing food tasting and venue selection.

Post 4: Countdown

Caption: "10 days until we walk, talk, and eat our way through Charleston! 🗓️ Ready to satisfy your taste buds? #CountdownBegins #CharlestonFoodWalk"

Image: A classy countdown graphic with iconic Charleston food images.

Prompts

- Speak to it like its your human assistant
- Clear and Specific
- Provide context - use examples
- Specify the format
- By concise
- One question at a time
- Specify level of detail
- Be explicit
- Try again

2 - Business Planning & Marketing

- Business plan
- Marketing plan
- Product design
- Itinerary design







ANTHROPIC

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4. **Highlight Attraction:**

- **Image:** A beautiful shot of the Golden Gate Bridge.

 Regenerate



C

generate a prompt to create an image on Dalle for this instagram post:
Instagram Content Plan for Hop-On, Hop-Off San Francisco Bus Service

Caption:

"Embark on a journey of discovery with [Your Business Name]! 🚌 Explore San Francisco's iconic landmarks and hidden gems at your own pace. #SFExploration #HopOnHopOffSF"

Content:

High-quality image of your bus in front of a notable San Francisco landmark like the Golden Gate Bridge.

D

Prompt for DALL-E:

"Create a vibrant and high-quality image of a modern Hop-On, Hop-Off bus in front of San Francisco's iconic Golden Gate Bridge during a sunny day, with clear blue skies. The bus should be positioned in a way that it looks inviting for tourists, with the bridge prominently visible in the background. Make sure the scene captures the essence of adventure and exploration in the city of San Francisco."




Product Design - London Harry Potter Tour

PROMPT

- Design an innovative tour around the historic city of London. The customer will play the character of Harry Potter. They should look for clues and solve puzzles along the way. The tour should be suitable for all ages and should include landmarks and interesting areas of London.
- The Tour should take 6-8 hours.
- List the areas and points of interest it will visit.
- List the challenges and puzzles along the way.
- Create a range of 5 ways to price this tour.
- The customer will be a visitor to London from the USA

Product Design - London Harry Potter Tour



The Magical London Adventure Tour: A Harry Potter Experience 📄 👍 🗨️

Tour Duration: 6-8 Hours
Audience: All Ages

Areas and Points of Interest:

1. **King's Cross Station** – Platform 9 ¾.
2. **Leadenhall Market** – Representing Diagon Alley.
3. **Millennium Bridge** – Featured in the movies.
4. **Westminster** – The area surrounding the Ministry of Magic.
5. **St Paul's Cathedral** – With its geometric staircase, depicted as leading to Professor Trelawney's Divination classroom.
6. **The British Museum** – For magical artefacts and historical reference.
7. **Covent Garden** – For magical entertainment and refreshments.

Challenges and Puzzles:

1. **Platform 9 ¾ Challenge:** Find the hidden entrance by solving a riddle based on London history.
2. **Diagon Alley Scavenger Hunt:** In Leadenhall Market, find magical ingredients hidden in the various shops, based on provided clues relating to the actual historical shops there.
3. **Millennium Bridge Puzzle:** Solve a puzzle based on the architectural details of the bridge to disarm the 'Dark Mark'.
4. **Westminster Code Break:** Decode messages to gain entrance to the 'Ministry of Magic'.

🔄 Regenerate

Product Design - London Harry Potter Tour

Pricing Strategies:

1. **Fixed Pricing:** Charge a standard rate per person, which includes all activities and transportation between locations.
2. **Dynamic Pricing:** Vary prices based on demand, time of booking, and seasonality. Peak times and last-minute bookings could have higher prices.
3. **Group Pricing:** Offer discounts for groups or families, encouraging more people to book together.
4. **Tiered Pricing:** Offer different levels of experience—Basic, Premium, and VIP—with varying inclusions such as meals, exclusive access to certain areas, and Harry Potter merchandise.
5. **Early-Bird Pricing:** Provide discounted rates for those who book well in advance of their desired tour date.

Special Considerations for the American Visitor:

- Provide detailed information on the tour meeting point, considering that the visitor might be unfamiliar with London.
- Offer clear instructions and maps about how to reach each location, possibly providing an option for guided transportation.
- Inclusion of American-friendly refreshment options along with traditional British cuisine.
- A small introductory guide or briefing at the start of the tour about London's public transportation and important cultural points might be beneficial.
- Make sure all the challenges and puzzles are understandable and solvable by people with varying levels of knowledge about British history and Harry Potter lore.

🔄 Regenerate

Trip Itinerary - Orlando

PROMPT

- Create an itinerary for a 4 day trip to Orlando for my family. Visiting with my wife and 2 kids aged 2 and 6. The kids love animals but don't like Disney. We like outdoor adventures. Add suggestions for food, but no mexican food

Trip Itinerary - Orlando



Day 1: Discovery Cove and SeaWorld



- **Morning:** Start the day early with a visit to **Discovery Cove**. It's a tropical paradise where your family can swim with dolphins and snorkel among thousands of exotic fish and rays. The serene setting and array of aquatic experiences can be delightful for both kids and adults.
 - **Meal Suggestion:** Lunch can be had at the park, where they offer a variety of dining options.
- **Afternoon to Evening:** Explore **SeaWorld**, where your children can enjoy close encounters with marine animals like sea lions, sharks, and penguins.
 - **Dinner Suggestion:** Head to **FishBones** for some delicious seafood.

Day 2: Kennedy Space Center Visitor Complex

- **Morning to Afternoon:** Explore the wonders of space at the **Kennedy Space Center Visitor Complex**. The array of exhibits, IMAX movies, and space artifacts can intrigue the whole family.
 - **Meal Suggestion:** Dine at the **Orion Cooker** within the complex.
- **Evening:** Return to Orlando and explore the beautiful **Leu Gardens**, which hosts tropical and temperate plants.
 - **Dinner Suggestion:** Consider trying the **Bahama Breeze Island Grille** for a flavorful Caribbean experience.

Regenerate

Day 4: Wekiwa Springs State Park

- **Morning to Afternoon:** Spend a relaxing day at **Wekiwa Springs State Park**. You can enjoy swimming in the cool spring or canoeing and kayaking along the Wekiva River. There are also hiking trails to explore the natural Floridian habitat.
 - **Meal Suggestion:** Pack a picnic lunch from **Jason's Deli**, they offer a variety of sandwiches, salads, and kid-friendly options.
- **Afternoon to Evening:** Consider trying paddleboarding or a serene boat tour to wind down.
 - **Dinner Suggestion:** For the last dinner, consider **Cedars Restaurant** for a taste of Lebanese cuisine.

Additional Tips:

- Make reservations for dining wherever possible to avoid wait times.
- Keep sunscreen, hats, and water bottles handy as Orlando can be sunny and humid.
- Plan for rest times, especially for the kids, to avoid getting too tired.
- Ensure that the places in your itinerary are open on the dates you plan to visit and check for any travel restrictions or guidelines.
- Pre-purchase tickets online for attractions, if available, to avoid long lines.

Enjoy your adventurous trip to Orlando with your family!

Regenerate

3 - Communications & Chatbots

Review response

Email communication

Live-chat



4 - Multi-Modal

Text to Image <> Image to Text

Text to Audio <> Audio to Text

Text to Video <> Video to Text

Logos | Social images | Photos

Audio Training | Voiceovers

Video



Bing AI



Midjourney



Adobe Firefly



OpenAI
ChatGPT 4.0


ElevenLabs

runway

Adobe Firefly

Adobe Firefly interface showing a text-to-image generation process. The prompt is: "open-top double decker sightseeing bus driving across the golden gate bridge". The interface displays four generated images of the Golden Gate Bridge with a sightseeing bus. The prompt is shown in a text box, and the generated images are displayed in a grid. The interface includes a "Refresh" button and a sidebar with settings for Aspect ratio (Landscape 4:3), Content type (Photo), and Styles (Popular, Movements, Themes, Techniques, Effects, Materials, Concepts). The sidebar also shows a "Popular" section with three image thumbnails labeled Digital art, Synthwave, and Palette knife.

Text to image



open-top double decker sightseeing bus driving across the golden gate bridge

Clear styles Photo x Dramatic lighting x Vibrant color x Wide angle x Refresh

Aspect ratio
Landscape (4:3)

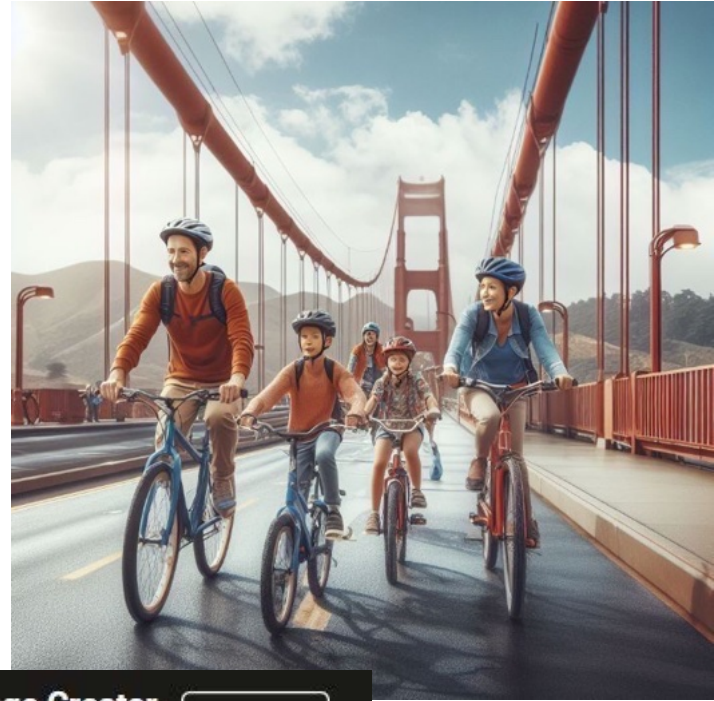
Content type
None Photo Graphic Art

Styles
All Popular Movements Themes
Techniques Effects Materials Concepts

Popular
Digital art Synthwave Palette knife



Prompt = “family riding bicycles with bike helmets on a tour on the golden gate bridge - photo realistic high quality”



 Microsoft Bing

Image Creator
powered by DALL·E

PREVIEW



Vibrant, street market, bustling with activity, travel photography



Sailing tour of Ha Long Bay in Vietnam - with tourists - high quality photo quality



Sailing tour of Ha Long Bay in Vietnam - with tourists - high quality photo quality



Sailing tour of Ha Long Bay in Vietnam - with tourists - high quality photo quality. Blue sky with some white clouds, 2 level white yacht



sailing tour of ha long bay in vietnam - with tourists - high quality photo quality. blue sky with some white clouds, 2 level white yacht. add vietnam flag on yacht and make water calm and blue



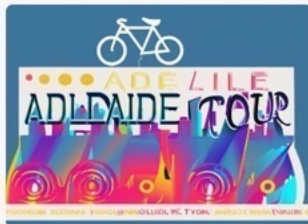
sailing tour of ha long bay in vietnam - with tourists - high quality photo quality. ominous cloudy sky. 2 level white yacht. add vietnam flag on yacht and make water rough with waves. Add 3 photo realistic tigers on the top deck and some great white sharks in the water and some pterodactyls flying around attacking the boat



Logos



< Text to image



logo for "Adelaide Bike Tour" company.

Clear styles



Graphic x



Vibrant color x

Refresh

Aspect ratio

Landscape (4:3)

Content type



None



Photo



Graphic



Art

Styles

All

Popular

Movements

Themes

Techniques

Effects

Materials

Concepts

Popular



Digital art



Synthwave



Palette knife



PREVIEW

create a simple logo for a hop on hop off sightseeing company - offering sightseeing tours in modern double decker buses around the world. in

91



5 - Agents & Other Tools

Meeting summaries

Internal training docs

Operational docs

Agents



Otter.ai



GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

Top Picks DALL·E Writing Productivity Research & Analysis Programming Education Lifestyle

Featured

Curated top picks from this week



Canva

Effortlessly design anything: presentations, logos, social media posts and more.

By canva.com



CK-12 Flexi

The world's most powerful math and science AI Tutor for middle and high school students.

By flexi.org



Consensus

Your AI Research Assistant. Search 200M academic papers from Consensus, get science-based...

By Consensus



SellMeThisPen

Create second hand marketplace listings based on pictures. Start by uploading a picture.

By orneholm.com

Trending

Most popular GPTs by our community



Consensus

Your AI Research Assistant. Search 200M



AI PDF

AI PDF GPT (Top PDF GPT), handles PDF

Powerful booking software. Unmatched support.

The all-in-one booking solution and business management platform that makes it easy to operate your tours, activities, rentals and attractions. Built to scale with your business, from local shops to enterprise operations.

Get a demo

4.8 ★★★★★ based on 1000+ Capterra reviews

✓ **Customized platform** that works seamlessly on both desktop and mobile.

✓ **Easy onboarding.** We build your Dashboard and transfer your future reservations.

✓ **24/7 support available.** Phone or email, we're here to help whenever you need it.


Perplexity

Summarize



what does this software do

This Domain ▾



Answer

FareHarbor is a powerful booking software and business management platform that helps tour, activity, attraction, and rental operators streamline their operations and enhance their customer experiences ¹ ³. Here's what the software does:

- Booking and Reservation Management:**
 FareHarbor allows businesses to easily manage their bookings and reservations, including real-time availability, pricing, and inventory management ¹. The software can handle even the most complicated booking processes, making it suitable for a wide range of businesses ⁶.
- No Monthly or Startup Fees:** Unlike some software providers, FareHarbor does not charge

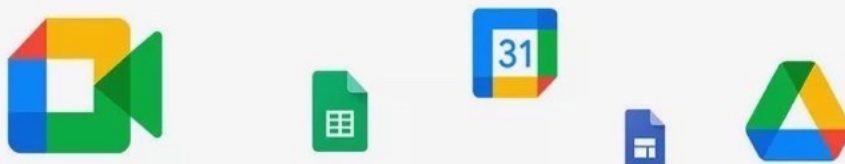
Workspace

COPILOT

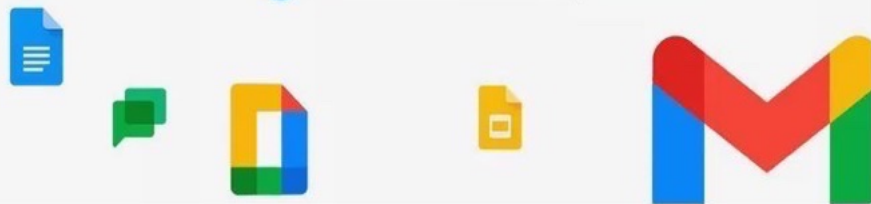
 Microsoft 365



DUET



Google Workspace



Tips

- Experiment - free tools
- Think outside of the box
- Speak to it like a co-worker / assistant
- Take a course (many are free)
- Youtube is your friend
- Experiment

What Next & Talking Points

- Agents
- Image to Text (ChatGPT)
- Google & SEO
- Copyright
- Hallucinations
- AI in Experience Operations
- Building Tools & API



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FAREHARBOR

community

Check out **FareHarbor's Official Community** page on Facebook!

Join us at [Fareharbor.com/community](https://www.fareharbor.com/community)

Here you'll get to interact with our **FareHarbor experts** and with your fellow **tour/activity/attraction business owners** of all experience levels.



Our goal is to help each other grow our businesses by **making more money**, **saving money** and **saving time**.



Have you checked out Compass recently?

Login to Compass for guides on PPC, Google, SEO, content writing, industry insights and more!

To get you started, here are a few to follow up this webinar:

- [Gaining a Competitive Edge: How Tour Operators are Using AI](#)
- [One Element Your SEO Strategy is Missing: The Power of AI](#)



FareHarbor Support

Please contact our **24/7 Support** if you have any questions pertaining to your dashboard!

Email: support@fareharbor.com

Phone: (855)495-5551

Help Docs

Fareharbor **help docs** can be found on your dashboard in the dropdown menu!



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