



deNovo

The Practical Side of AI

Iowa Travel Industry Partners

8/3/23



Why Am I Here?



Ryan Shenefelt
(he/him)

Account Manager,
Innovation and
Education Lead

“Credentials”

- **de Novian 10 Years Strong**
 - ◆ 150+ Clients
- **Personalized Sessions**
 - ◆ Bankers
 - ◆ Realtors
 - ◆ Economic Development Orgs

Purpose, Passion, & Pride.



The Rundown

The Rundown

- History of AI
- Terminology
- Ethics of AI
- Tips & Resources
- Future of AI
- Questions

That's AI Generated!





Setting the Scene

Think Fresh.



History of AI

- A Quick Show of Hands...
- The FIRST Use of AI
 - ◆ Mostly for Chess...
 - ◆ 1955
 - ◆ Turing Test - 1950
- The INSTANT Rise
 - ◆ ChatGPT (Nov '22)
 - ◆ People Were READY



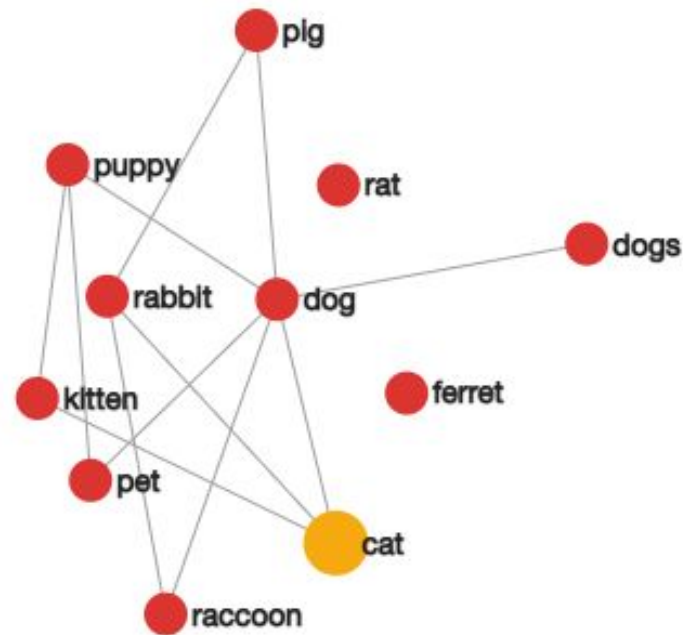
Terminology

- LLM
- AGI (Weak vs Strong)
- Generative AI
- GPT
- Prompting
- Hallucinations



Large Language Models

- Creating relationships behind existing material
- C-A-T
 - ◆ [0.0074, 0.0030, -0.0105, 0.0742, 0.0765, -0.0011, 0.0265, 0.0106, 0.0191, 0.0038, -0.0468, -0.0212, 0.0091, 0.0030, -0.0563, -0.0396, -0.0998, -0.0796, ..., 0.0002]
- Longitude & Latitude
- Layered Meanings
 - ◆ Polyphones & Homophones
- Training LLMs & Advancements



Something of Note...

- Information has Bias
 - ◆ Doctor - Man + Woman = ?
- Training Information
- Reallocating Employees
 - ◆ Calming nerves
- OVER Productivity



Chat GPT Evolution

Year	Iteration	Vectors	Layers	Parameters
2018	GPT 1	786	12	117 Million
2019	GPT 2	1600	48	1.5 Billion
2020	GPT 3	12,288	96	175 Billion
2022	GPT 4	???	???	1.7 Trillion

- Chat GPT 5
- “How Smart IS IT?”





Think Fresh.



ChatGPT

- “Act as if you are an X”
- Provide CONTEXT
 - ◆ 80,000 Words
- Ask for SPECIFICS
- Iterate, Iterate, Iterate
 - ◆ It's more than a Google Search
- “Type ‘Yes’ if...”

REMEMBER: ChatGPT has a September '21 Cutoff.

I need 5 creative headlines for a bicycle sale using alliteration

Sure, here are five creative headlines for a bicycle sale using alliteration:

1. "Bargain Bicycles: Beautifully Built for Budgets!"
2. "Cruise into our Cycling Clearance: Crazy Cost-Cutting on Colorful Cycles!"
3. "Pedal Power: Perfectly Priced Bikes for Professionals and Pupils!"
4. "Two-Wheeled Treats: Terrifically Timed Sale on Top-Tier Transport!"
5. "Cycle Savvy Shoppers: Celebrate our Sensational Summer Sale!"

Provide me with 3 more that have a maximum word count of 5 words.

Sure, here are three more alliterative headlines with a maximum of 5 words:

1. "Bikes at Bargain Prices!"
2. "Cycle Sale: Crazy Discounts!"
3. "Pedal Perfect: Priceless Promotions!"

ChatGPT, Continued

- “Summarize the following information”
- “Supply me with 100 X in a bulleted list”
- “Proofread the following paragraph and provide a list of changes.”
- “Explain X to me like I am 5”



Resources

MidJourney

- Prompt Libraries & Styles
 - ◆ Midlibrary.io
- Prompt Designers
 - ◆ NoonShot.com
- Remove.BG
- Insight Face App



Resources

MidJourney

→ Insight Face App



Resources

Newsletters & Helpful Options

- AI Databases
 - ◆ [ToolsForHumans.AI](#)
 - ◆ [TheresAnAIForThat.com](#)
- Newsletters
 - ◆ [JoinSuperHuman.AI](#)
 - ◆ [FutureToolsWeekly](#)





AI Use Cases

Think Fresh.



Example Uses

Examples

- ➔ Healthcare
- ➔ Customer Service
- ➔ Computer Programming
- ➔ Operations
- ➔ Marketing & Creative



Practical Uses

Practical Uses of AI

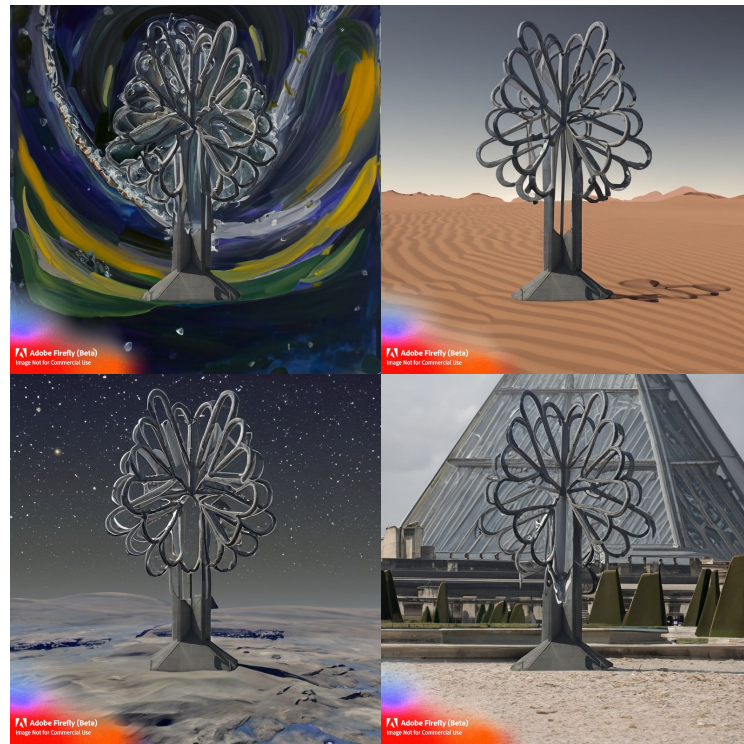
- Taking Meeting Notes
 - ◆ Fireflies.ai
- Text to Audio Opportunities
 - ◆ ElevenLabs
- “The Crappy First Draft”
 - ◆ ChatGPT
 - ◆ Bard by Google
- Time-Intensive Edits
 - ◆ Photoshop AI/Adobe Firefly



Practical Uses

Practical Uses of AI, Continued

- Image Upscaling
 - ◆ Photoshop AI
- Meeting Scheduling & Productivity
 - ◆ Reclaim.AI/Motion
- Writing & Focus
 - ◆ Notion AI



Practical Uses of AI, Continued

- Analyzing Large PDFs
 - ◆ Monica
 - ◆ BrainyPDF.com
- Data Collection & Management
 - ◆ Browse.AI
- Grantwriting & Learning
 - ◆ Grantable



Practical Uses - Monica.IM

Monica ChatWithPDF

Free

Auto fit 1 /43

*deNovo**

YOUR HANDY DANDY *Employee Handbook*

Doc Summary

This document is an employee handbook created by de Novo Marketing and HR Consultants, which covers various employment policies and guidelines, including equal employment opportunity, authorization to work in the United States, compensation, time off, insurance benefits, and more. The handbook also outlines the company's expectations for employee conduct and performance, as well as the consequences of violating company policies.

Questions you may be interested in:

- What are some of the key policies and guidelines covered in the employee handbook?
- How does the handbook address issues related to employment classification and changing classification status?
- What are the consequences of violating company policies outlined in the handbook?

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What is de Novo's Time Off Policy?

According to the employee handbook, de Novo's official paid time off policy is called PYT (Pick Your Time). It allows each full-time employee to take the time they need for vacations, sick days, mental health days, and other personal reasons. PYT does not have a cap on the number of days an employee can request off. However, there are rules and guidelines that employees need to understand and abide by, such as requesting time off through their direct supervisor and providing two weeks' advance notice for

+ New Chat



Ask me anything...



Practical Uses - Browse.AI

	A	B	C	D	E	F	G	H
1	Origin URL							
2	https://thinkdenovo.com/our_team/jen-neumann/							
3	https://thinkdenovo.com/our_team/jill-mast/							
4	https://thinkdenovo.com/our_team/sara-engelhart/							
5	https://thinkdenovo.com/our_team/lydia-sax/							
6	https://thinkdenovo.com/our_team/ryan-shenefelt/							
7	https://thinkdenovo.com/our_team/alicia-anderson/							
8	https://thinkdenovo.com/our_team/jennifer-shaddox/							
9	https://thinkdenovo.com/our_team/ashley-neighbor/							
10	https://thinkdenovo.com/our_team/kassie-hensel/							
11	https://thinkdenovo.com/our_team/chad-cooper/							
12	https://thinkdenovo.com/our_team/chris-moore/							
13	https://thinkdenovo.com/our_team/becca-skalsky/							
14	https://thinkdenovo.com/our_team/julian-klepach/							
15	https://thinkdenovo.com/our_team/ally-machala/							
16	https://thinkdenovo.com/our_team/annie-sexton-stewart/							
17	https://thinkdenovo.com/our_team/andrew-ravera/							
18	https://thinkdenovo.com/our_team/javier-ducker/							
19	https://thinkdenovo.com/our_team/brooke-ruckdaschel/							
20	https://thinkdenovo.com/our_team/liz-sanders/							
21								
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Chad Cooper

COPYWRITER & CONTENT STRATEGIST

With de Novo since 2023

With a copy of David Foster Wallace's essay "Authority and American Usage" and David Ogilvy's book *Confessions of an Advertising Man* on his desk, Chad crafts messaging that's concise, compelling, and human. Language is power, and Chad's always thinking about how to wield that energy. Discerning what distinguishes your brand keeps his wheels turning.

When he's not rocking feverishly in his chair—brainstorming his next big idea—you can find him scouring vintage stores for a one-of-a-kind find, planning his next big trip, and polishing his jewelry; gold is this guy's best friend.

Skillz

COPYWRITING

95%

MESSAGING STRATEGY

92%

TYPING WITH HOME ROW KEYS

CURSIVE HANDWRITING

100%

Extra Credit

FAVORITE QUOTE:

"Don't copy. You'll water your wine."

FAVORITE MOVIE:

Wildlife

ONGOING OBSESSION:

Hoarding sneakers

Have you met everyone?

MEET THE REST OF OUR TEAM



Practical Uses - Browse.AI

	A	B	C	D	E	F	G	H	I	J	K
1						SKILLZ				E	
2	Origin URL	Employee Name	Business Title	Length of Employment	Bio	Skill 1	Skill 2	Skill 3	Skill 4	EC 1	EC2
3	https://thinkdeno	Jen Neumann	OWNER/CEO	2008	Jen's experience in marketing, communications At de Novo, Jen serves dual roles as a leader in Jen will proudly embrace any label you throw at If there's one person at the office who can keep	CRAZY IDEAS 99%	STRATEGY 98%	TECH WRANGLING 65%	CAT WRANGLING 0%	FAVORITE BIRD: Pileated Woodpecker	FAVORITE FOOD: Potluck
4	https://thinkdeno	Lydia Sax	DIRECTOR OF OPERATIONS	2013	As our Director of Operations, Lydia runs the day Whenever she has a break from work (and email)	PROJECT MANAGEMENT 99.9%	BUDGETING 95%	SPEAKING FRENCH 75%	SAYING "NO" TO MY DOGS 15%	FAVORITE BAND: Radiohead	FAVORITE DESSERT: Tiramisu
5	https://thinkdeno	Jill Mast	VICE PRESIDENT, DIRECTOR OF CLIENT SERVICES	2016	For nearly 20 years, Jill has worked with clients Jill is a proud Iowan, wife and mother (in no part)	RELATIONSHI P BUILDING 99%	ASKING QUESTIONS 90%	COMMUNICAT ING IN EMOJIS 99%	MATH 15%	FAVORITE DRINK: Black coffee	FAVORITE SHOW: Schitt's Creek
6	https://thinkdeno	Sara Engelhart	BUSINESS DEVELOPMENT MANAGER	2023	Talk about the perfect fit. Sara helps de Novo's c As a multi-passionate with an insatiable curiosity She's the poster kid for middle child syndrome Outside of the office, this Drake U grad is likely e	BIG PICTURE STRATEGY 97%	BUILDING MEANINGFUL RELATIONSHI PS 99%	DECORATING CAKES 93%	SAYING "NO" TO CHOCOLATE 5%	FAVORITE HOBBY: Starting new expensive hobbies	FAVORITE CRYSTAL: Angel aura quartz
7	https://thinkdeno	Ryan Shenefelt	ACCOUNT MANAGER/INNOVATI ON & EDUCATION LEAD	2013	Ryan leads the charge in creating comprehensive Outside the office, Ryan spends his time listening	CONTENT MARKETING 95%	DIGITAL MEDIA BUYING 90%	ONLINE IMPULSE SHOPPING 100%	KEEPING LINKEDIN PROFILE UPDATED 0%	FAVORITE WEBSITE: www.emergencycmplim ent.com	FAVORITE MOVIE: The Secret of Nimh
8	https://thinkdeno	Alicia Anderson	SENIOR ACCOUNT MANAGER	2018	Alicia brings more than 10 years of marketing ex When she's not conjuring up marketing magic at	CAMPAIGN MANAGEMENT 90%	MARKETING STRATEGY 95%	DOG MOMMING 85%	SWEET DANCE MOVES 100%	FAVORITE HOLIDAY: Halloween	FAVORITE SONG: "In the Aeroplane Over the Sea" – Neutral Milk Hotel

What's Next?

- Regulation
- Advanced Technologies
- Autonomous Vehicles
- AND MORE





Thank you!

THINKDENOVO.COM