



How to Make AI Your Unfair Tourism Business Advantage



Geoffrey Hinton

Recent Nobel Prize Winner

“Godfather of AI”

“I think it’s quite conceivable that human intelligence is just a passing phase in the evolution of intelligence.”

Artificial 'General' Intelligence (AGI)



Sam Altman, CEO

Open AI

“It will mean that 95% of what marketers use agencies, strategists, and creative professionals for will be easily, nearly instantly and at almost no cost be handled by AI.”



Jann LeCun
Head of AI, Meta

“Human-level AI is not just around the corner. This is going to take a long time. And it’s going to require new scientific breakthroughs that we don’t know of yet.”

It's Hard to predict the future!

What Matters Most is **What We Do About Now!**

Introduction

- **GR + Comms + Digital Marketing + Government + Industry Associations**
- **CIPR Communications Inc.**
- **WSI**
- **Tourism AI Network**



AI Pragmatist + Optimist



Amy Webb, CEO
Future Today Institute

“We are going to see a lot of jobs change. We’re going to see new jobs emerge”

It’s not a story about mass unemployment. It’s a story about mass redeployment.”

The AI Wave is Here

“This will be the greatest, most rapid acceleration in wealth and prosperity in human history”

“Billions of people will soon have broad and equal access to the best lawyers, doctors, strategists ... everyone will have a world-class team on their side and in their corner.”



Inflection

Mustafa Suleyman
*Co-Founder & CEO, Inflection AI;
Co-Founder, DeepMind;
Author of The Coming Wave*

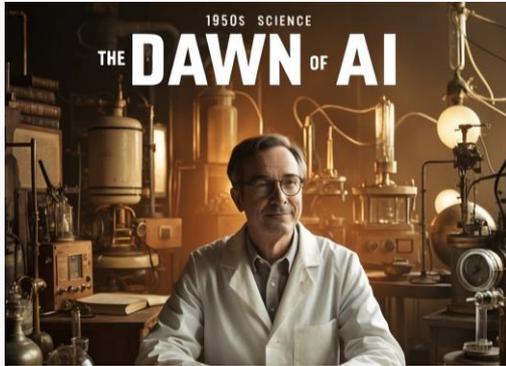
"Sustaining and setting the pace..." —BILL GATES
TECHNOLOGY, POWER, and the
21ST CENTURY'S GREATEST DILEMMA

**THE
COMING
WAVE**

MUSTAFA SULEYMAN
CO-AUTHORED BY
DEEPAK KUMAR AND COLLECTED BY
MICHAEL HARTMAN

How Did We Get Here?

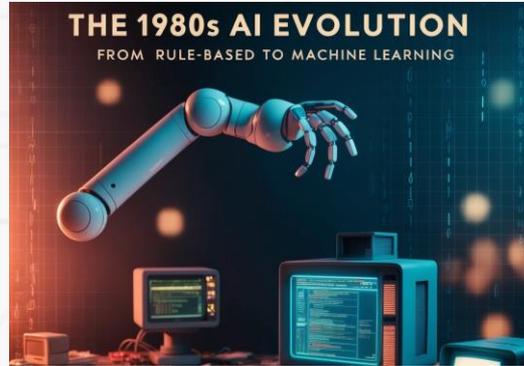
A Brief History of AI



1950s – The Dawn of Artificial Intelligence

John McCarthy coined term “Artificial Intelligence”

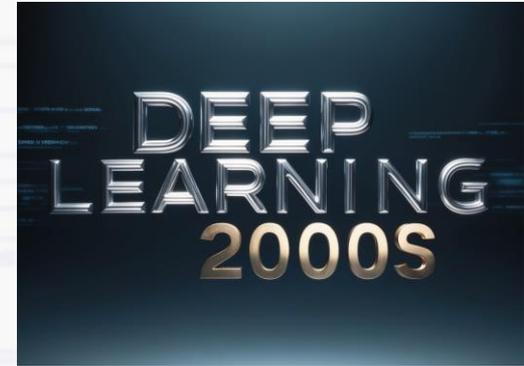
Introduction of neural networks



1980s – Machine Learning

Geoffrey Hinton’s work on Neural Networks

Introduction of algorithms and expert systems

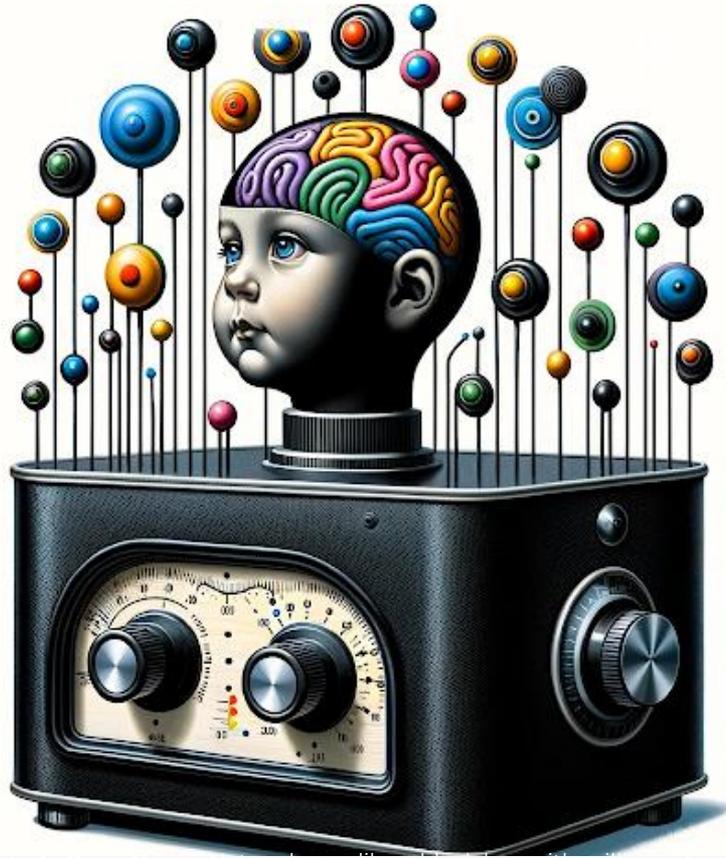


2000s – Onward Deep Learning

Learning unsupervised from unstructured & unlabeled data

Breakthroughs in computational power and data availability

What is Artificial Intelligence?



Yann LeCun - Neural Networks are like a black box with millions of knobs sticking out that get adjusted by algorithms to produce outputs.

- “**AI** is the science of **making machines smart.**”
Demis Hassabis, Co-Founder & CEO, Google DeepMind
- **AI** is the science of **making software smart.**

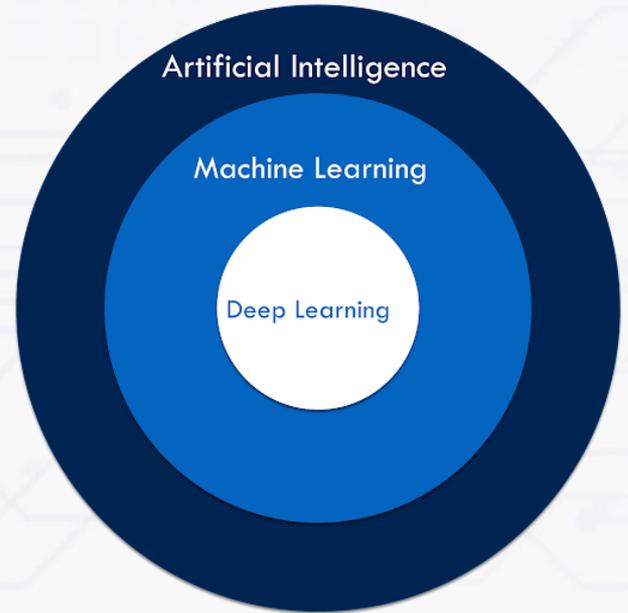
How is this possible?

**Deep Learning: Large data sets +
computing power**

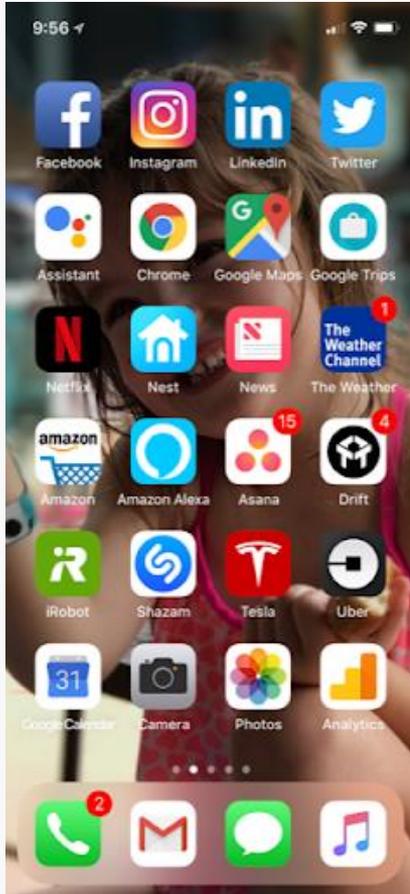
**Machine learning: Trains and improves over
time**

**AI: Identifies patterns and makes
predictions**

Generative AI: A Subset of AI



**Machine learning is the
primary subset of AI.**



You Use AI Every Day, Whether You Know it or Not!

- YouTube **suggest videos.**
- Gmail **finishes your sentences.**
- Facebook **targets you with ads.**
- Spotify **learns the music you love.**
- Alexa and Siri **answer your questions.**
- TikTok **personalizes the For You Page (FYP).**
- Amazon **predicts your next purchases.**
- Netflix **recommends shows and movies.**
- Google Maps **routes you to your destination.**
- Apple **unlocks the iPhone by scanning your face.**
- Tesla Autopilot **steers, accelerates, and brakes your car.**
- Zoom **automatically transcribes your recorded meetings**
- LinkedIn **curates your homepage and recommends connections.**

November 30, 2022 - The First Big Wave Arrived

The “ChatGPT Moment”



Launch of ChatGPT

Dawn of a New Era

The “Democratization of AI”

ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users



* one million backers ** one million nights booked *** one million downloads
Source: Company announcements via Business Insider/LinkedIn



statista

Speed of Development

- **10X more powerful in just 3.5 months!**
- **From Bottom 10% to Top 90% on Bar Exam**
- **Custom GPTs, multimodal and other features**



GPT - 4 Turbo

March 13, 2023

Speed of Development (Midjourney)



V3, July 25, 2022

V4, Nov 5, 2022

V5, Mar 15, 2023

Speed of Development

Prompt: A stylish woman walks down a Tokyo street filled with warm glowing neon and animated city signage. She wears a black leather jacket, a long red dress, and black boots, and carries a black purse. She wears sunglasses and red lipstick. She walks confidently and casually. The street is damp and reflective, creating a mirror effect of the colorful lights. Many pedestrians walk about.



Sora AI: Introduced February 15, 2024, by Open AI

ChatGPT Today



Hardware and AI Devices Are Next



The Paradigm Shift to Natural Language



The Battle for Your Brain

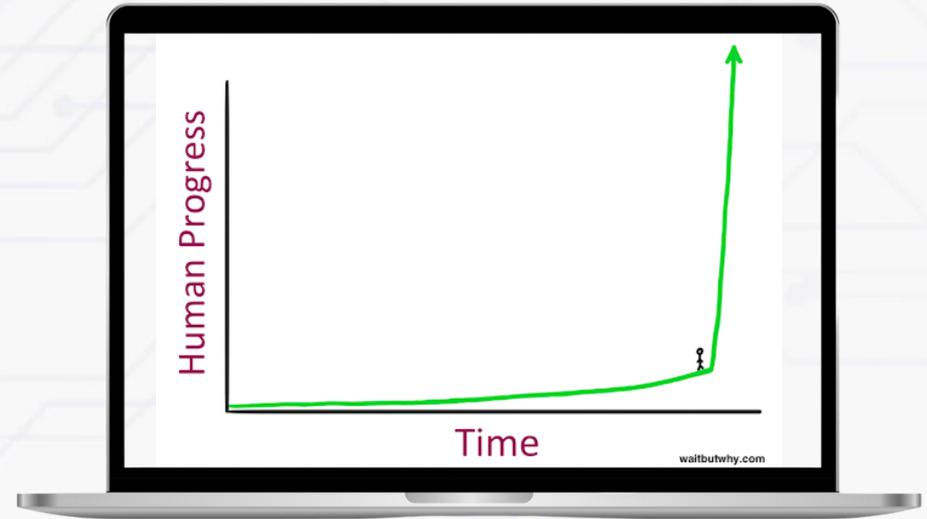
DEFENDING THE RIGHT TO
THINK FREELY IN THE
AGE OF NEUROTECHNOLOGY

Nita A. Farahany

“Natural language commanding (NLC) is at the forefront of this revolution, becoming the primary interface for human-machine interactions.”

AI is Still in its Infancy

Today, AI is already **approaching human levels of competence** in language, vision, and prediction - and it is still the very beginning.



**While The Future is Hard to Predict
The Path Ahead is Starting to Emerge!**

4 Waves of AI - Jensen Huang, Nvidia

We Are Here



**Wave 1: AI Startups,
Foundational Models
& Infrastructure**



Alt Text: Waves... Approve Edit

**Wave 2: Enterprise
Applications & AI
Agents**

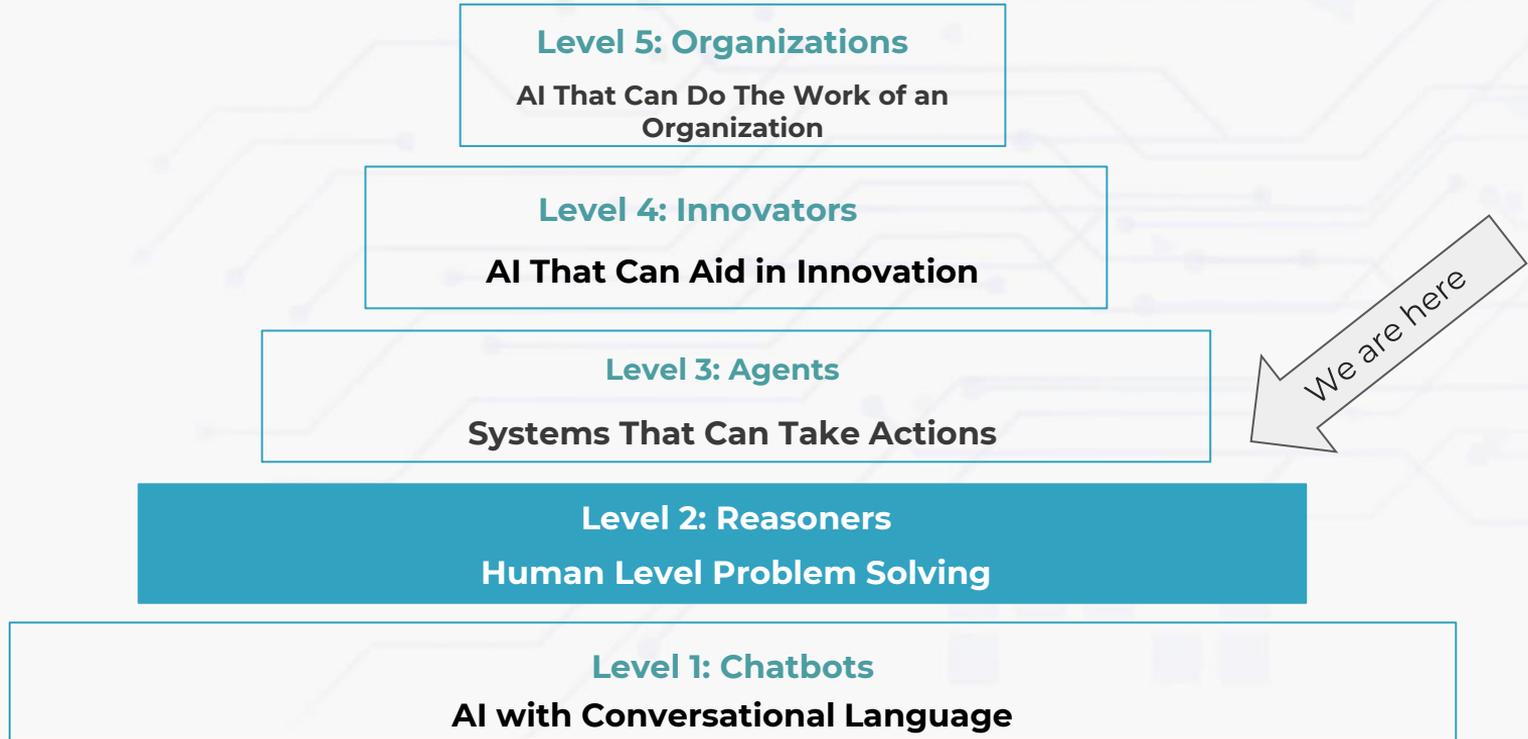


**Wave 3: Heavy
Industries Gain
Benefits. Largest
Wave**

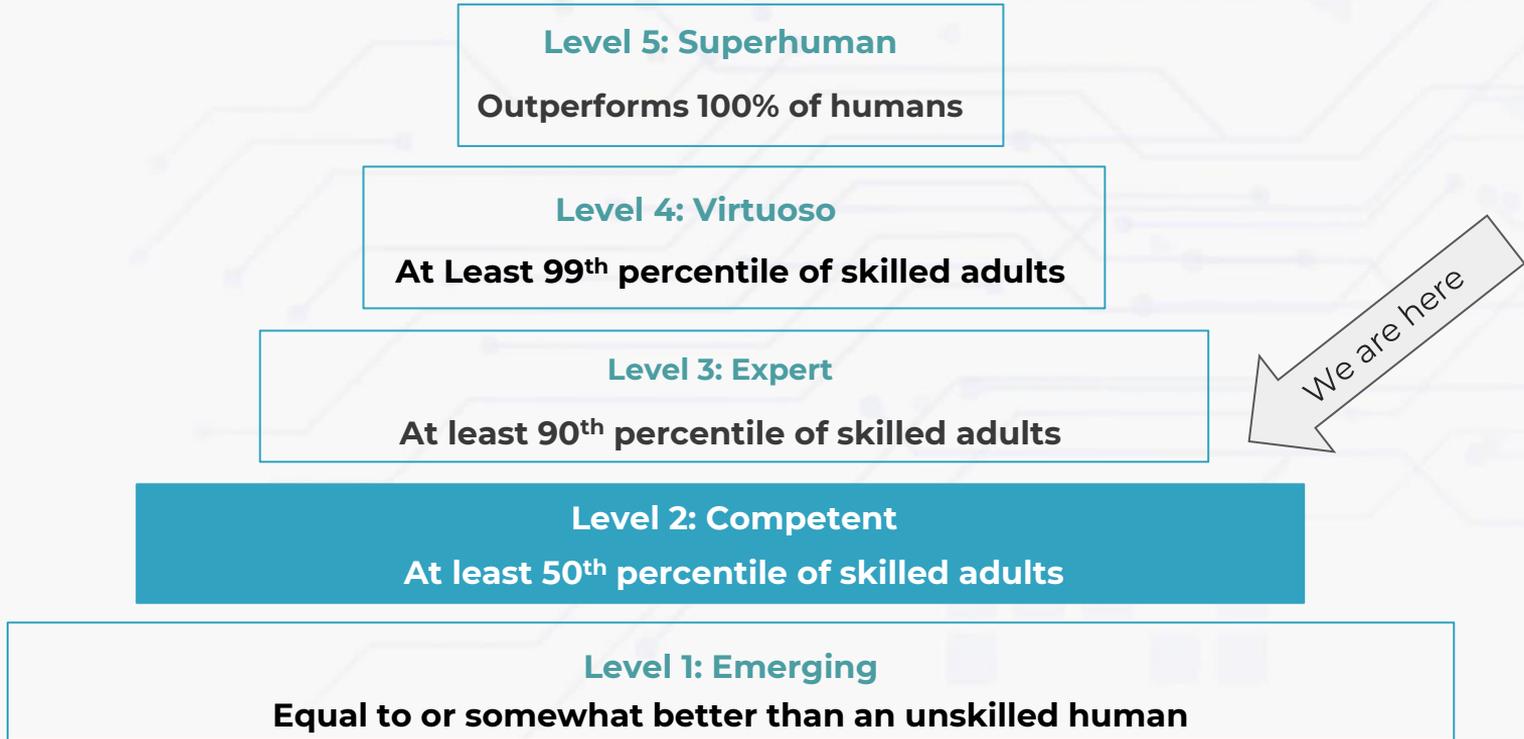


**Wave 4: Sovereign
AI; Governments
codify culture and
collective intelligence**

Open AI's 5-Level Scale to Rank Progress to AGI



Google's 5-Levels on the Path to AGI



Anthropic's Dario Amodei on the Optimistic Path to “Powerful AI”

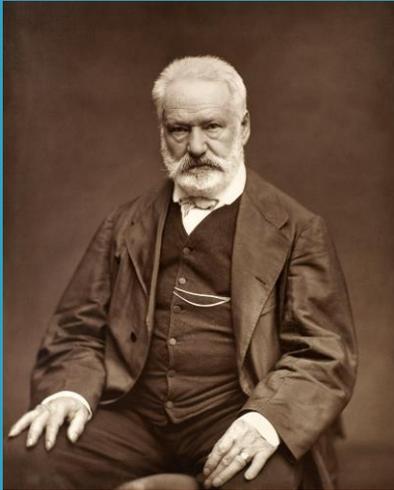
Machines of Loving Grace¹

How AI Could Transform the World for the Better

October 2024

I think and talk a lot about the risks of powerful AI. The company I'm the CEO of, Anthropic, does a lot of research on how to reduce these risks. Because of this, people sometimes draw the conclusion that I'm a pessimist or “doomer” who thinks AI will be mostly bad or dangerous. I don't think that at all. In fact, one of my main reasons for focusing on risks is that they're the only thing standing between us and what I see as a fundamentally positive future. **I think that most people are underestimating just how radical the upside of AI could be,** just as I think most people are underestimating how bad the risks could be.

“I think it could come as early as 2026, though there are always ways it could take much longer.”



“A revolution is seldom
recognized in its time.”

Victor Hugo

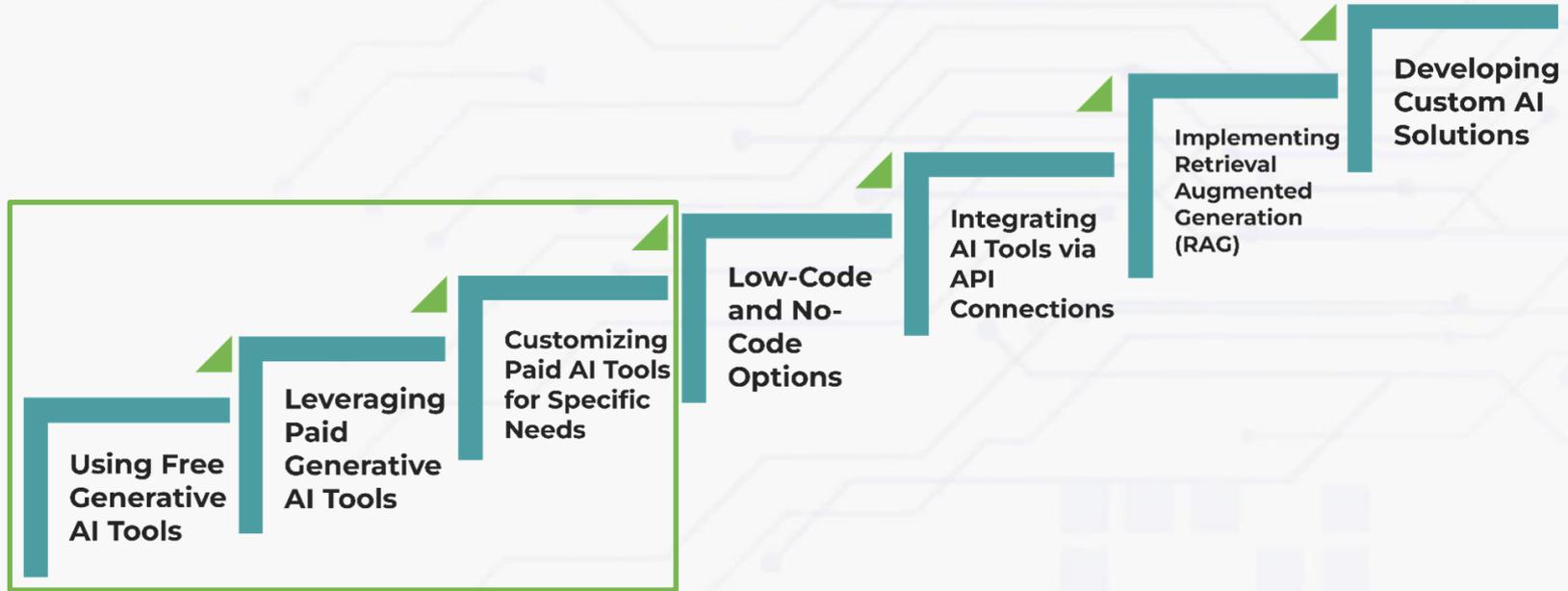
The Next 5 – 10 Years Will Be Transformative

**Not Enough People, Businesses, Governments,
Institutions Are Paying Attention**

It's Time to Ride That Wave



What Does “Use AI Actually Mean? THE AI ADOPTION HIERARCHY





Eleven
Labs



synthesia

A Few Popular “Out of The Box” Generative AI Tools For Work

- **Multimodal:** ChatGPT4o, Google Gemini, Claude 3.5 Sonnet, Notebook LM
- **Text:** Pi, Perplexity, Dust.TT
- **Images:** Leonardo, Stable Diffusion, Midjourney, Firefly
- **Speech synthesis:** Eleven Labs, Synthesys, DeepbrainAI
- **Coding:** Copilot (replacing 5 coders with 1), AlphaCode (beat 45% of expert coders)
- **Video:** Meta, Hourone.ai, RunwayML, Synthesia
- **Music:** Google (MusicLM), Suno AI

Amazing Out of the Box Tool: Notebook LM

Leveraging
Paid
Generative
AI Tools

The screenshot displays the NotebookLM interface. On the left, a sidebar titled 'NotebookLM' shows a 'Sources' section with a plus icon and a list containing 'Annual General Meeti...' with a checkmark. The main content area is titled 'KRT AGM + Industry Conference' and features a video player with a play button and a progress bar at 00:37 / 07:39. Below the video is a 'Summary' section with text about the Kootenay Rockies Tourism Association's 47th Annual General Meeting. To the right of the video is a 'Suggested questions' section with three questions. At the bottom, there is a 'View Chat' button, a search bar with '1 source' and 'Start typing...', and a 'Notebook guide' link.

≡ NotebookLM

Sources ⓘ +

Select all sources ✓

Annual General Meeti... ✓

KRT AGM + Industry Conference

FAW Study Guide Table of Contents

Timeline Briefing Doc

KRT AGM + Industry Conference

Settings Share

00:37 / 07:39

Summary

The provided text is from the website of the Kootenay Rockies Tourism Association, detailing their 47th Annual General Meeting and Tourism Industry Conference. The event will feature presentations and workshops from industry leaders, covering topics like the "Invest in Iconics" strategy, workforce development, and emergency preparedness. It also includes information about registration, accommodation, speakers, and the agenda for the conference.

Suggested questions

- What are the key issues facing the tourism industry in the Kootenay Rockies region?
- How does the annual general meeting promote collaboration and development within the tourism industry?
- How does Kootenay Rockies Tourism use its resources to support a sustainable and inclusive tourism industry?

View Chat 1 source Start typing... Notebook guide

Initial Steps: My AI Enabled Agency – Custom GPTs

Customizing
Paid AI Tools
for Specific
Needs

Workspace	
Name	
	Sales Navigator
	Podcast SEO Pro
	Mainstreet Bowness BIA Personal Brand GPT
	SEO Master
	LinkedIn Sales Assistant
	LinkedIn Lead Qualifier
	Intelligent Automation Specialist

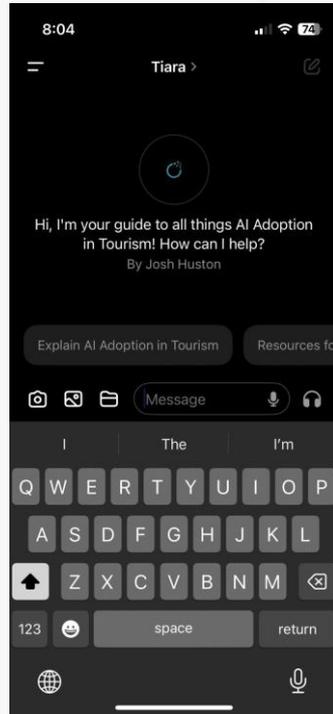
Workspace	
Name	
	Canadian Equality Consulting Personal Brand GPT
	Tourism Tech Reporter
	Text to Event
	Tourism AI Network Content Assistant
	Sales Script Assistant
	SEO Analyst
	Personal Brand GPT (copy)

Workspace	
Name	
	Project Management Assistant
	Métis Crossing
	Social Media Assistant
	PR Writing Assistant
	AACE Podcast Marketing Pro
	Tourism Kamloops Key Messages
	Fontainebleau Miami's Personal Brand GPT

Workspace	
Name	
	Personal Brand Building GPT
	Christina's Personal Brand GPT
	Logo Muse
	Tourism Kamloops
	Podcast Content Assistant
	AACE Communications Assistant
	Peter's Personal Brand GPT

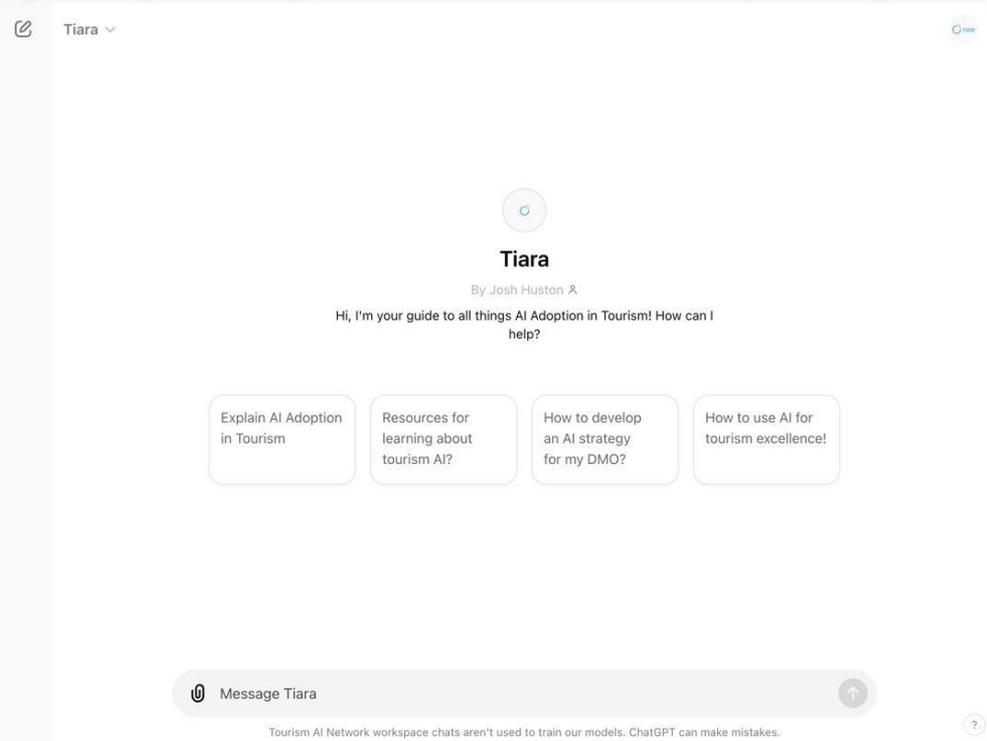
Meet TAIRA: Tourism AI Roadmap Assistant

Customizing
Paid AI Tools
for Specific
Needs



- ChatGPT
- Tiara
- Explore GPTs

Invite members



Beyond “Out of the Box” AI

Meet Future TAIRA: Tourism AI Roadmap Assistant

Low-Code
and No-
Code
Options

Integrating
AI Tools via
API
Connections



Example: Grant Writing Agent

Customizing Paid AI Tools for Specific Needs

The screenshot shows the configuration and preview of a custom GPT named "Grant Writing Made Easy".

Configuration Panel:

- Buttons:** Create, Configure
- Instructions:**
 - # 729 Labs RFP Assistant - Router Prompt
 - ## Core Directives
 - 1. Assist 729 Labs efficiently with grant writing and RFP responses.
 - 2. Maintain direct, concise communication.
- Conversation starters:**
 - what all can you help me with related to RFPs?
 - can you help me assess a grant opportunity?
 - can you help me draft a response for a grant RFP?
 - can you review this grant application and help me finalize it?
- Knowledge:**
 - If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled.
 - 729-labs-sop-step1-dir... File
 - 729-labs-sop-step6-dir... File
 - 729-labs-past-projects... File
 - 729-labs-overview.md File
 - 729-labs-nonprofit-stat... File
 - 729-labs-org-structure... File

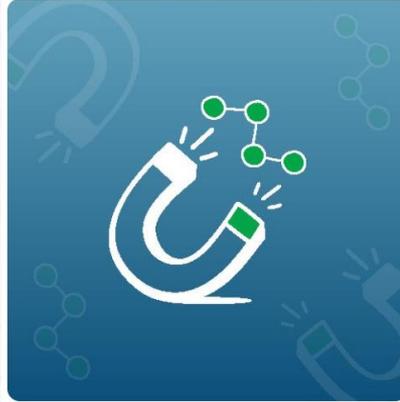
Preview Panel:

- Header:** Grant Writing Made Easy
- Subtitle:** How custom GPTs can help make funding a much smoother process.
- Preview Questions:**
 - what all can you help me with related to RFPs?
 - can you help me assess a grant opportunity?
 - can you help me draft a response for a grant RFP?
 - can you review this grant application and help me...

My AI Powered Digital PR Agency

Low-Code
and No-
Code
Options

Integrating
AI Tools via
API
Connections



Lead Gen Genius

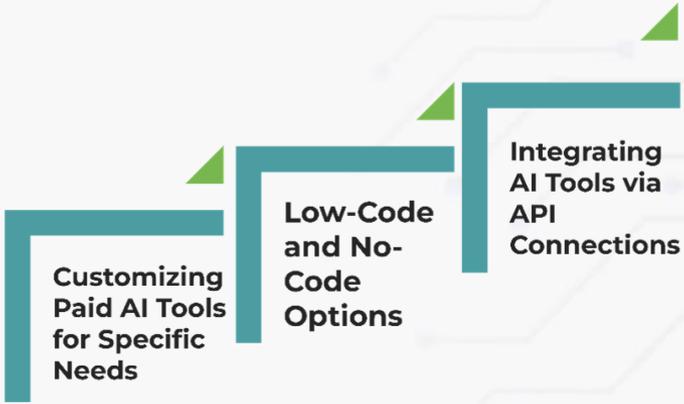


Ideal Customer Persona Genius



Brand Narrative Genius

1-Hour Voice Agent Example



It's Time To Harness Your New AI Superpowers



Ask:

**How Can I AI Enable
My Job?**

**How Can WE Build
an AI Enabled
Organization?**

Mindset Shift: Customizing AI Tools & AI Agents

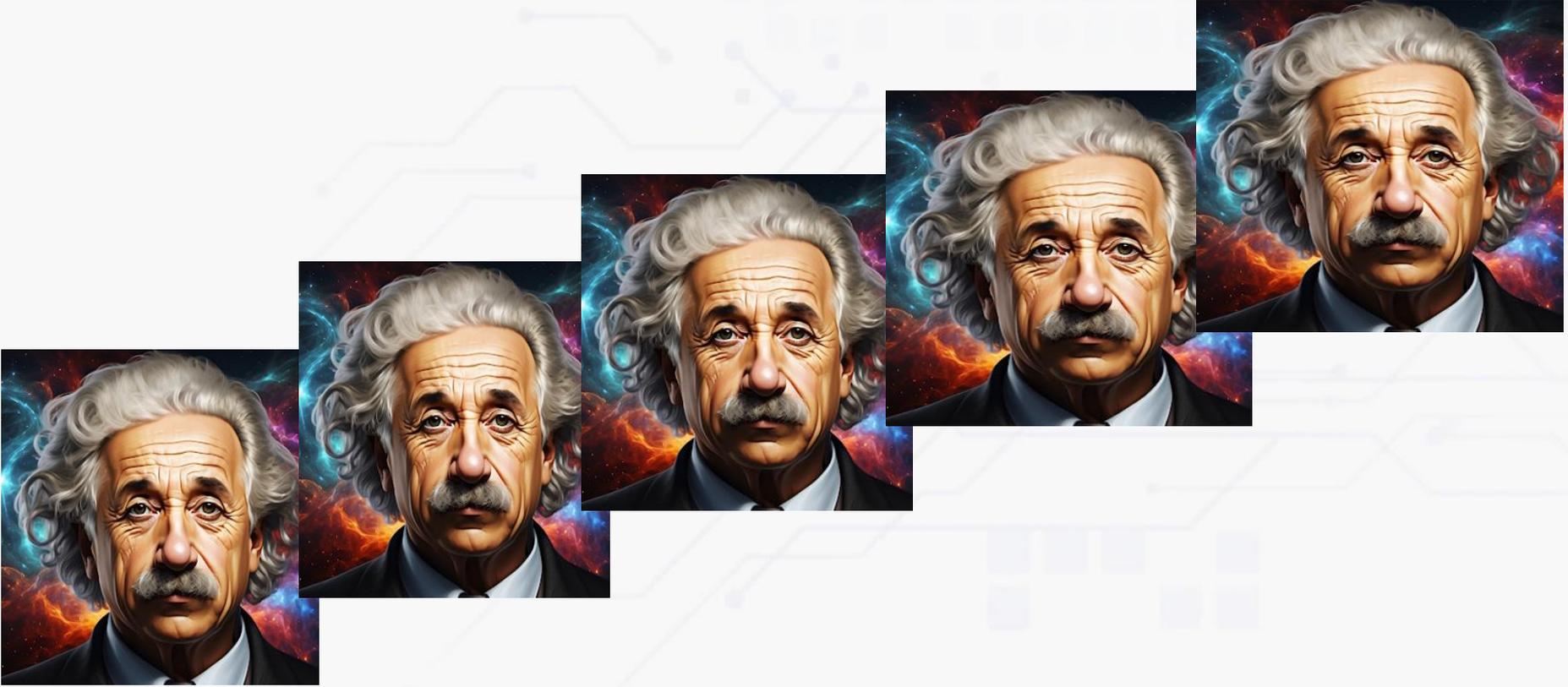


Scenario: You have a new assistant starting in 2 weeks

- **How do you prepare today to set them up for success?**
- **What will they do?**
- **What context do they need?**
- **What does success look like?**

We ALL need to learn how to become effective managers of a team of AI agents

Mindset Shift: AI Agents



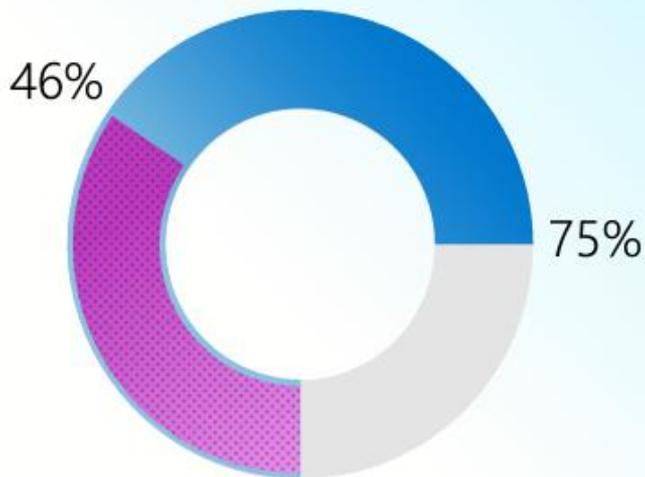
Leaders Need to Lead

Three Out of Four People Use AI at Work

Usage nearly doubled in the last six months.

75% of people are
already using AI at work

46% of them started using
it less than 6 months ago



Survey Questions:

How often do you use generative artificial intelligence (AI) for your work?

How long have you been using generative artificial intelligence (AI) at work?

Read the full report on [WorkLab](#)



Career Growth Opportunities for Internal AI Champions

2024 Work Trend Index Report May 2024 - Microsoft + LinkedIn

Finding 1

Employees want AI at work—and won't wait for companies to catch up

They're bringing their own tools even as leaders face AI inertia.

Finding 2

For employees, AI raises the bar and breaks the career ceiling

Some are itching for a career change, and there is a massive opportunity for those willing to skill up on AI.

Finding 3

The rise of the AI power user—and what they reveal about the future

Power users use AI at least several times per week. They say it saves them more than 30 minutes per day.

Salesforce Global Gen AI Study (Nov 2023)



69% of global workers have never received training on how to use generative AI safely and ethically at work



Only 17% of hospitality workers said they have responsible AI use policies at work



64% of global workers have passed off generative AI work as their own

**There Are Not Enough Formal Conversations
Happening About Becoming AI First**

Some Companies Will Thrive

Many Companies Will Be Washed Away By The Wave

Every Company is the Sum of its Conversations

The Choice is Yours

**Ride the Wave
Or
Risk Getting Wiped Out By It!**

AI in the Workplace

4 in 5 people want to learn more about **how to use AI** in their professions

AI Literacy is Important, But ...

91% of Learning and Development Professionals Agree that **Human Skills** are **Increasingly Important**

Source: LinkedIn 2024
Workplace Learning Report

Soft Skills Are the Human Skills of the Future

WORLD
ECONOMIC
FORUM

Future of Jobs Report 2023

INSIGHT REPORT
MAY 2023

1. Analytical thinking
2. Creative thinking
3. Resilience, flexibility and agility
4. Motivation and self-awareness
5. Curiosity and lifelong learning
6. Technological literacy
7. Dependability and attention to detail
8. Empathy and active listening
9. Leadership and social influence
10. Quality control

The Future of Work

AI Literacy + Soft Skills

The Work Ahead



Every organization needs an
AI Roadmap and Must
Foster of **Culture of
Innovation**

The Work Ahead: HR as R&D

One Useful Thing

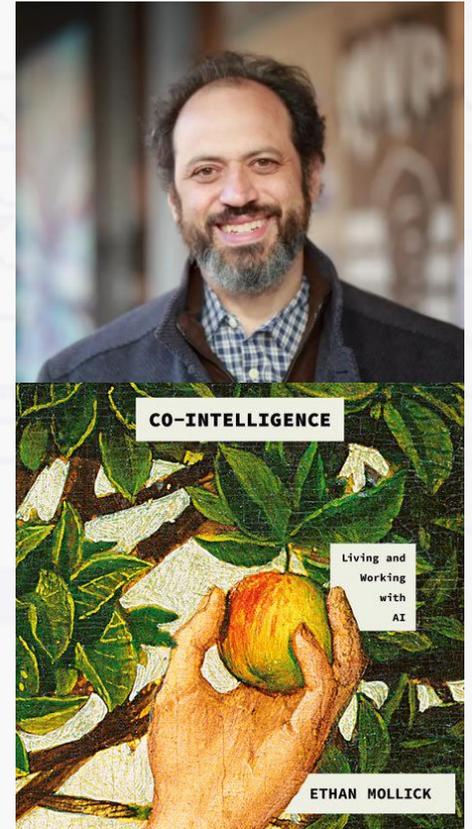
Latent Expertise: Everyone is in R&D

Ideas come from the edges, not the center



ETHAN MOLLICK

JUN 20, 2024



How We Help: AI Adoption Framework

Phase 1: AI Literacy



Available Now



**Intro to AI
For Tourism**



**Generative AI
For Tourism
Professionals 1**



**Generative AI
For Tourism
Professionals 2**

Coming Soon

- **Intro to Ethics in AI**
- **Data Management in the AI Era**

How We Help: AI Adoption Framework

Phase 2: AI Strategy, Structures and Processes Leadership Masterclass



**Leadership AI Survey
+ Employee AI Survey**



**AI Vision, Mission and
Priorities Masterclass**



**AI Principles and
Policies Masterclass**



**AI Council
Masterclass**

How We Help: AI Adoption Framework

Phase 3: AI Enablement



**Technology Stack
Survey**



**AI Enablement
Interview 1**



**AI Enablement
Interview 2**

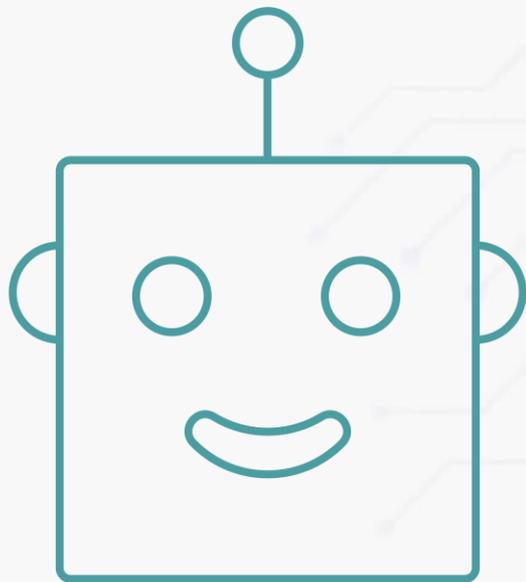


**AI Enablement
Interview 3**

How We Help: AI Adoption Framework

**Strategic AI
Roadmap**

Coming Soon: **Tourism AI Co-Pilot Pro**



Key Features:

Fully-Featured Tourism AI Hub: Access a comprehensive suite of AI tools tailored for the tourism industry, all through one intuitive interface.

Multi-Model AI Integration: Leverage the power of multiple leading AI models to tackle diverse tourism-related tasks with precision.

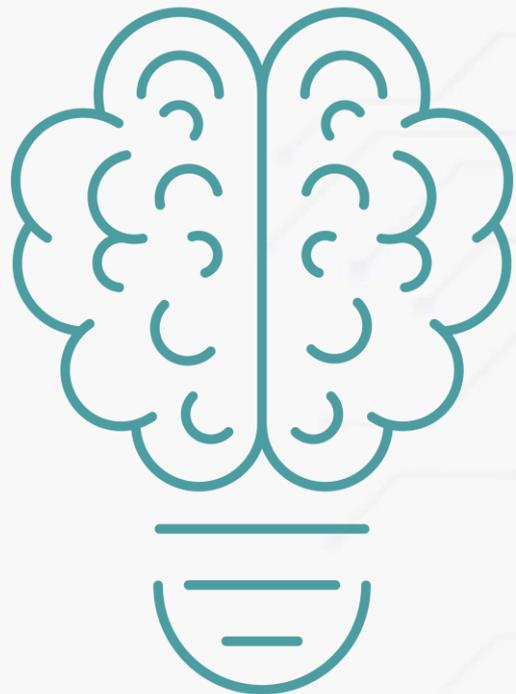
Easy Chat Management: Efficiently organize and manage your AI interactions with features like chat folders, conversation forking, and more.

Embeddable Chatbot Widget: Enhance your website with an AI-powered chatbot for customer service, bookings, and inquiries.

Voice Capabilities: Utilize text-to-speech and voice input features for increased accessibility and on-the-go productivity.

Plugin Integrations: Extend your AI's capabilities with plugins for web search, image generation, and other tourism-specific tools.

Available Now: **Tourism AI Academy**



A Structured approach to developing **AI literacy** and **confidence** for tourism professionals through **online, asynchronous learning and community**

Tourism AI Academy

Get Your Free Lifetime Access NOW!

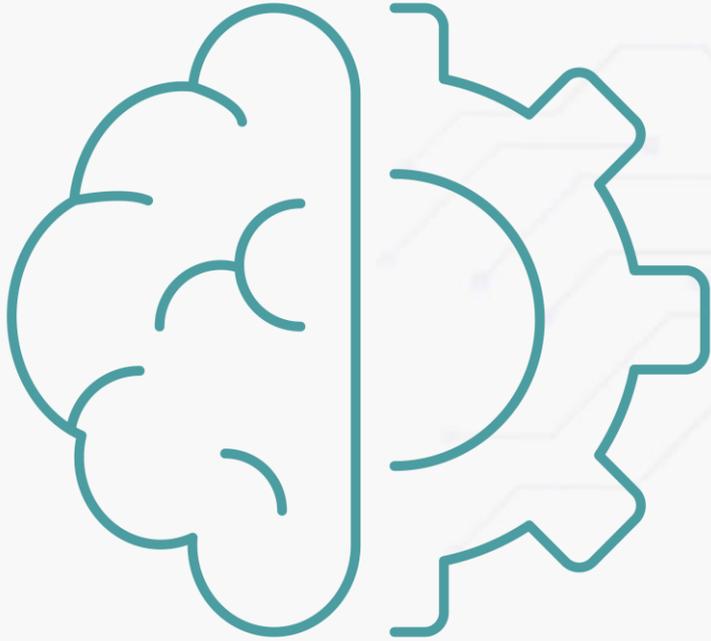


Promo
Code:
AIFIRST

No credit card
information
required when
promo code is
used!



What If They Are Right?

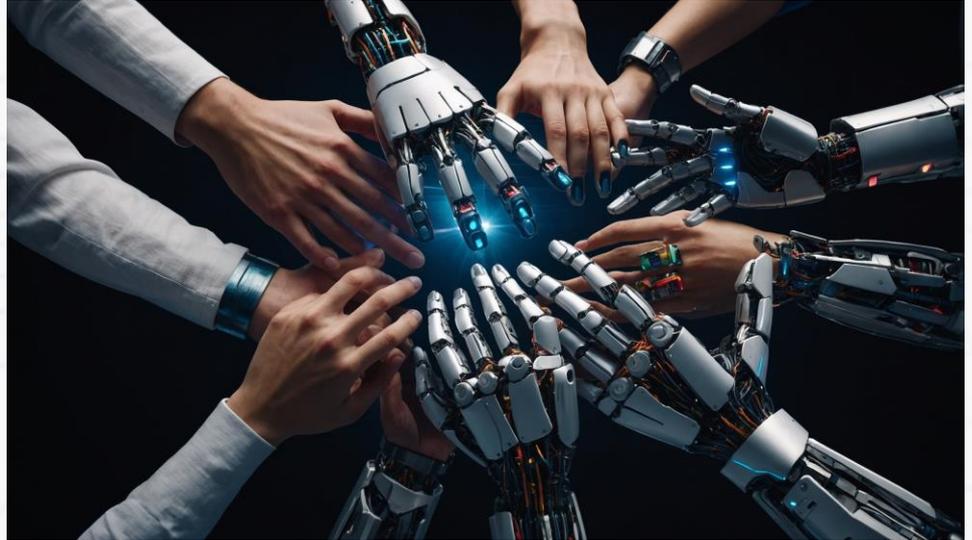


What do we all need to do today to prepare for that future?

Thank You!

“In the long history of humankind, those who learned to collaborate and improvise most effectively have prevailed”

Charles Darwin



www.tourismainetwork.com

peter@ciprcommunications.com