



## **The Use of Chat GPT in the Marketing of Events –**

### **A practical handbook**

Veera Maijanen

Haaga-Helia University of Applied Sciences

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<p><b>Author(s)</b> Veera Maijanen</p>
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<p><b>Report/Thesis Title</b> The Use of ChatGPT in the Marketing of Events – A practical handbook</p>
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<p>This product-based thesis explores the possibilities and potential of utilizing ChatGPT, an Artificial Intelligence tool, for the purpose of marketing an event in social media platforms, with an emphasis on LinkedIn and Instagram content creation. As Artificial Intelligence continues to revolutionize various industries, leveraging AI tools such as ChatGPT will become an essential skill for marketing professionals to master. Learning how to implement ChatGPT into the marketing of events and content creation will allow marketing professionals and event organizers to work more efficiently and save time.</p> <p>The first chapter of this thesis introduces the background and objectives regarding this thesis. The following chapter offers a comprehensive overview of Artificial Intelligence and introduces the difference between Strong and Weak AI as well as provides explanations for other terminology related to the topic. The third chapter introduces the concept of AI chatbots, with the focus on an AI tool called ChatGPT. In the following three chapters, the concept of the marketing of events and creating efficient AI prompts for ChatGPT are introduced with the help of two marketing theories. The seventh chapter focuses on the creation of the handbook and the thesis is concluded by a chapter discussing the topics covered as well as the author's reflection on the reliability of the thesis and the writing process.</p> <p>The objective of this thesis was to provide a comprehensive overview of ChatGPT's potential in the marketing of events as well as provide practical instructions on how to implement ChatGPT into the process. This thesis focused on digital marketing channels, with the emphasis on LinkedIn and Instagram content creation. What was discovered was that the choice of words used when giving a request for ChatGPT does have aThe product created for this thesis is a practical handbook that offers step-by-step guidance for operating ChatGPT effectively. The handbook is concentrated on how to optimize prompts to enhance the quality of responses from ChatGPT when creating marketing content for events. The prompt instructions can be customized for various events and are applicable to other industries too.</p>
<p><b>Key words</b> artificial intelligence, ChatGPT, marketing of an event, social media, content creation, prompt optimizing handbook</p>

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# 1 Introduction

Computer scientist Andrew Ng said in a seminar organized by the Stanford MSx program in 2017 that “Just as electricity transformed almost everything 100 years ago, today I actually have a hard time thinking of an industry that I don’t think AI will transform in the next several years.” And he is not wrong. Artificial Intelligence will continue to affect multiple industries permanently and most industries already use AI-based technologies to increase efficiency, save time and automate operations and processes. Unlike people, machines that are using artificial intelligence do not require breaks and they are able to analyse massive amounts of data in mere seconds. (Rouhiainen 2020, 3.)

One of these fields that will, and already has been, greatly affected by Artificial Intelligence is marketing. The use of Artificial Intelligence has already become a game changer in the field of marketing, as it allows experts to save time and work more efficiently. With the help of different technological solutions, generating new ideas for e.g., social media content has become faster and more effortless. The use of different AI tools can also help generate more personal messaging to the desired target audiences of a business and help automate different processes, e.g., scheduling content release and customer service. With technology constantly evolving, the use of artificial intelligence will increase in personal use as well. Ultimately this means that learning and knowing how to operate programs that utilize Artificial Intelligence, such as ChatGPT, will become inevitable for business’ success.

The topic of this thesis is to study and explore the use of an Artificial Intelligence chatbot ChatGPT in the marketing of events within digital marketing channels. I chose to write my thesis on the subject since I find the use of artificial intelligence extremely inspiring and interesting, and the topic is also very current. There is constant talk about how AI will revolutionize many industries, the previously mentioned marketing being one of them. In my studies, I specialized in marketing and highly believe that knowing how to use ChatGPT is crucial for individuals seeking employment in the marketing industry, such as myself.

The first chapter of this bachelor thesis outlines the objectives, limitations, structure and methods of this thesis.

## 1.1 Thesis objectives

The main objective of this bachelor thesis is to provide a comprehensive overview of the use of ChatGPT in the marketing of events. To avoid repetition in my writing, event promotion will be used as a synonym for the marketing of events, as they mean the same thing. My aim is to deepen my

personal knowledge on the subject, as well as provide useful information for people who are not so familiar with the benefits and potential that ChatGPT has to offer in relation to event organizing and promotion in social media. I had not used or even heard of ChatGPT before March 2023; therefore, I had a lot of personal goals regarding this thesis. I was extremely eager to learn what ChatGPT is about, how it functions and how to operate it efficiently.

I personally hoped to gain a better understanding of how to generate captivating social media content for the marketing of events, with the help of ChatGPT. My aim was to create a simple handbook on how to implement ChatGPT in this process of marketing an event. I wished to gain a better understanding of how ChatGPT works and how to optimize the prompts used for it.

After reading the final product, the handbook, I hope that the person reading it will be encouraged to try ChatGPT in their marketing event. Hopefully, I will be able to provide practical examples and step-by-step instructions of the process of using ChatGPT to people interested in utilizing Artificial Intelligence in their content creation.

## **1.2 Thesis limitations**

Since the topic of Artificial Intelligence is extremely broad, I needed to limit my topic somehow. I chose to focus on the digital marketing aspect of marketing of events, because otherwise the topic would have been too broad and complex to be handled in a bachelor's thesis. Since there are many different digital marketing channels, I decided limit the focus of this thesis to LinkedIn and Instagram content. However, the given prompt examples used in the handbook are general instructions, and not examples tailored to a single event or channel. This means that the prompts can be changed according to the user's needs, event format and the chosen marketing channels.

In addition to the promotion and marketing of events, the instructions given in the handbook can also be utilized for different industries that use digital marketing channels in their marketing by simply changing the sentences used.

## **1.3 Thesis methods and structure**

This bachelor thesis is a product-oriented thesis. A product-oriented thesis means that there is a concrete outcome at the end of the thesis process (Drake & Salmi 2018). In this case, the concrete outcome is an instructional handbook for ChatGPT and how to optimize its use. To build the theoretical framework for this thesis, I researched a lot of online materials on the subject. The material used was mainly online sources, due to the topic being relatively new; not many reliable printed sources were available.

The structure of this thesis is as follows: in the first chapter after the introduction, chapter two, an explanation of the terminology related to Artificial Intelligence and its various forms is given. The third chapter will focus on the aspects of Chatbots and introduce an Artificial Intelligence tool called ChatGPT. In the fourth chapter, I will move on to provide an explanation on what Artificial Intelligence prompts and prompt engineering are. In the following chapter, I will introduce the steps of creating a marketing plan for an event and how to shape the promotional plan according to two different marketing theories. The sixth chapter will focus on the use of ChatGPT and how to maximize its potential in the marketing of events. The seventh chapter explains how the handbook was created and what is the target audience for it. The last chapter of this thesis includes a discussion on the topics of this thesis as well as self-reflection of the writing process.

## 2 Artificial intelligence

In this chapter, I aim to provide a general description of Artificial Intelligence and its two forms, weak and strong Artificial Intelligence. I will also explain the term Natural Language Processing (NLP) and go through the aspects of how Artificial Intelligence may be used for event organizing.

Artificial Intelligence, AI, has become increasingly relevant to various fields, such as education, healthcare, and marketing. There is constant talk about the potentials of Artificial Intelligence and the way it will affect many people and industries.

There are many ways to define Artificial Intelligence. According to John McCarthy (2007, 2-3), Artificial Intelligence is a complicated branch of computer science that focuses on the creation of intelligent machines and computer programs. The essence of Artificial intelligence is that a machine is trying to mimic human-like intelligence and cognition and perform tasks in the same way as a human would. The goal is to enable problem-solving, in other words, the ability of a machine or program to think independently. (IBM 2023.)

The Oxford Dictionary defines the term artificial intelligence as “the theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision making, and translation between languages.” (Oxford Reference 2023)

### 2.1 Different types of artificial intelligence

Artificial Intelligence can be divided into Weak (also known as narrow) AI and Strong AI.

#### Weak Artificial Intelligence

Weak AI is based on making the programs or machines act in an intelligent manner. Machines and programs using Weak AI are able to perform simple and specific tasks with given instructions. Weak AI is dependent on human interference, meaning that the parameter of its learning algorithms needs to be defined and trained to the program beforehand. (IBM, 2023b.)

A good example of Weak AI is an online chess game; the computer player makes each of its moves on the chess board solely on pre-entered commands. The program is not able to evaluate independently whether a move is good or bad, it only analyses the situation on the board according to the logic that has been programmed for it, and makes its moves based on that information. This essentially means that the program itself is not a professional chess player, nor does it actually know anything about chess. (Tekoäly.info, 2023).

## Strong Artificial Intelligence

Strong AI can be defined as a theoretical form of artificial intelligence, that is used to describe a certain kind of mindset of AI development. This mindset believes that Strong AI machines and programs have the potential to obtain a level of consciousness that can be seen as equal to human beings. (Differencebetween, s.a.)

Strong AI is, theoretically, capable of independent problem-solving and thinking like it would have a mind of its own. Strong AI machines and programs can complete complicated tasks without any interference or help from humans. Strong AI machines possess intelligence, are self-aware and can make decisions and solve problems. They can also learn and are motivated by emotions. (IBM, 2023.)

There are no prominent examples of Strong AI, since it has not been successfully created yet. (Tekoäly.info. 2023.) For now, only examples are those from science fiction films and books, such as the Walt Disney film WALL-E. WALL-E is an animated science fiction film, which tells the story of a robot that has developed a human-like personality and is capable of feeling things like fear and love.

Weak AI	Strong AI
Operates within a pre-defined range of functions	Hypothetical, does not yet exist in its true form
Is not able to think on their own	Is able to think on its own
Need instructions in order to perform tasks	Able to demonstrate strong, human-like cognitive abilities

Figure 1: Comparison of Weak AI & Strong AI. (Modified after IBM 2023)



## **2.2 Natural language processing**

Natural language processing (NLP) is a branch of Artificial Intelligence that uses algorithms to analyse and interpret both spoken and written language, in order to extract meaning and useful information (Manning & Schutze, 1999).

Natural Language Processing means a machine's capability to process written and spoken words in the same way a human being would (IBM 2023).

NLP includes the automation of text parsing and understanding, the recognition of speech, machine translation for different languages, summarizing and generating texts as well as question answering (Malone et. Al, 2020. 7-8).

Essentially, this all means the categorization and production of conversational discussion of text that is created by a program or machine. The term can refer to the processing of both spoken and written language. The language can be created mechanically with a chatbot in its entirety, or a chatbot can utilize ready-made text templates and fill out needed words. This feature of NLP can be utilized in e.g., filling out different forms on websites. (Kananen & Puolitaival 2019, 141.)

## **2.3 Artificial Intelligence in Event Planning and the Marketing of Events**

Artificial intelligence will most likely revolutionize the many industries in the future years. One of these is industries that will be hugely affected by Artificial Intelligence is marketing. In event planning, the marketing aspect of the event is crucial; if no one knows about the event and there are no event attendees, the event will not be successful.

The use of Artificial intelligence allows event marketing teams to artificially capture different sort of demographic data, such as location or preferred form of social media used in order to target their marketing effectively. The event attendee data can be used to segment groups based on their demographical information and AI can be then used to create tailored, personalized event experiences for each attendee with minimal effort.

AI can be utilized in various tasks related to events in general, not only for the promotional purposes. Automation and the use of AI in general, frees the event planner's schedule to complete other tasks. These other tasks can include creating engaging activities for the event or sending email reminders to registered attendees or answering questions through emails. By automating these potentially repetitive and tedious processes that would normally take a long time, organisations are also thinking about their employees.

### 3 Chatbots

In this chapter, I will explain what Chatbots are in general, and provide an overview of an Artificial Intelligence chatbot ChatGPT. I will explain how ChatGPT functions and what are its main limitations. The model that is described in this thesis and used for all the examples, as well as for the product, is the free version of ChatGPT, namely version 3-5.

It is becoming increasingly common for customers to encounter a chatbot instead of a living person, when contacting a business or entering a website online. Chatbots have become popular among businesses, as most companies use them to communicate with prospecting and already existing clients. According to a Chadha (Chadha, 2021) more than 50% of millennials report that they are frequently using chatbots in their everyday lives to make basic purchases and to gather information. Chatbots are a time-saving asset to many companies as they can be pre-trained to answer most frequently asked questions or to provide information on pre-set topics. Chatbots can also provide customer support round the clock, every day of the year without getting tired, unlike humans.

Chatbots can be defined as computer programs that are designed to simulate conversations with human users (King, 2022). When entering a website, it is common that a pop-up window appears, asking a question such as “How can I help you?” A human user then answers the question and chatbot either guides the user to give more details about the question or direct the user to a specific place on the website where the information can then be found.

The use of chatbots is based on certain principles; a chatbot reads keywords and is then able to form additional or counter questions based on the text and answers provided by a human.

According to Kari Nieminen (Nieminen, 2022) there are different kinds of chatbots available, the most common ones being:

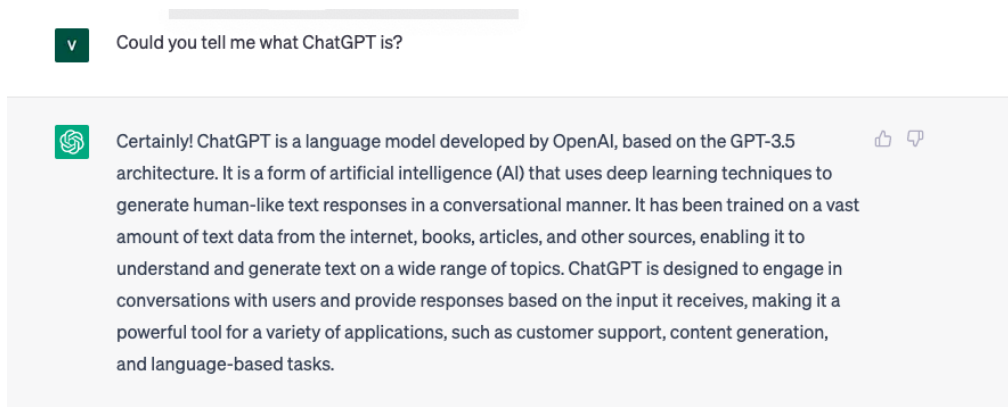
- Pre-trained conversation using paths, “button chatbots”.
- Intelligent bots that are able to understand conversations.
- Bots that combine features from both models.
- Bots that allow a representative of customer service to join the chat.

### 3.1 ChatGPT-3.5

Generative Pre-Trained Transformer, GPT, is a chatbot that uses artificial intelligence to generate human-like text, which was launched in November 2022. ChatGPT was developed by an American artificial intelligence research laboratory OpenAI.

ChatGPT is a highly sophisticated chatbot that can fulfil a wide range of requests, ranging from answering simple questions to performing more complex tasks, such as creating a budget plan for an event planner or marketing material for social media. To generate appropriate responses that are close to impossible to tell apart from real, human-created ones, ChatGPT uses its massive amount of data stores and efficient design to interpret and understand the user's requests. (Lund & Wang, 2023.)

ChatGPT-3.5, also known as Generative Pretrained Transformer 3, is a "trained model which interacts in a conversational way." (OpenAI, 2023). ChatGPT uses artificial intelligence to generate human-like text. ChatGPT has a wide range of applications that include both language translation and modelling, as well as generating text for applications like chatbots. ChatGPT-3.5 has 175 billion parameters, which makes it one of the largest language processing models available. (Hughes, 2023.)



Picture 1: Screenshot of Definition of ChatGPT by ChatGPT (OpenAI, 2023)

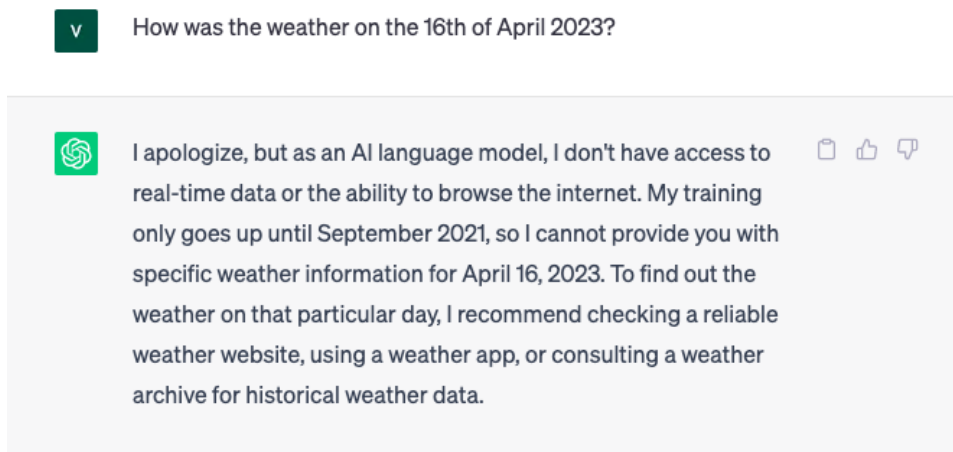
When given the prompt: "Could you tell me what ChatGPT is?" ChatGPT describes itself as follows:

*"ChatGPT is a language model developed by OpenAI, based on the GPT-3.5 architecture, it is a form of artificial intelligence (AI) that uses deep learning techniques to generate human-like text responses in a conversational manner. It has been trained on a vast amount of data from the*

internet, books, articles, and other sources, enabling it to understand and generate text on a wide range of topics. ChatGPT is designed to engage in conversations with users and provide responses based on the input it receives, making it a powerful tool for a variety of applications, such as customer support, content generation and language-based tasks.” (OpenAI, 2023).

### 3.2 Limitations of ChatGPT 3-5

Although ChatGPT is an extremely powerful tool that can change many professions permanently, it does have its' faults. One of the biggest limitations of ChatGPT is that the amount of information it can access is narrow. The data available to ChatGPT is currently limited to the year 2021, meaning it is not able to provide accurate and current information or answers on all topics. When providing prompts or questions about newer topics, ChatGPT is unable to answer. A demonstration of this:



Picture 2: Screenshot of ChatGPT answering a question about weather.

ChatGPT does not have access to a database of facts to provide answers to questions or tasks, but instead its responses are based on previously learned patterns that come from the training data (Caulfield, 2023). Therefore, ChatGPT does not always provide correct information or reliable answers, even though the answers might look correct. When asked for sources or citations, ChatGPT may be able to provide them, but there is a possibility that the information is completely made-up. ChatGPT may also give links to the references, but the links will lead nowhere. In conclusion, the answers should always be revised before using them.

Other limitations are that ChatGPT is not able to accept inputs in any other form than text, meaning that it is not able to read or produce videos or images. ChatGPT is incapable of performing more than one task at a time, meaning it can follow only one given instruction at a time. (Ankita, 2023.)

In addition to the previous, ChatGPT itself lists “May occasionally produce harmful instructions or biased content” (OpenAI, 2023) as one of its limitations.

### **3.3 ChatGPT-4**

In addition to the model talked above, there is a newer version of ChatGPT available, called GPT-4. This version was released on 14 March 2023. GPT-4 is the most advanced system developed by OpenAI and it is able to produce safer and more useful responses than the previous model. One of the biggest differences between GPT-3,5 and 4 is that GPT-4 is able to analyse both text and pictures, whereas GPT-3,5 is able to analyse text sources only. To access GPT-4, one needs a subscription for ChatGPT Plus, which costs 20 dollars a month. In March 2023, there was a wait-list for GPT-4 as the popularity of the program exceed the program’s capabilities and OpenAI could not allow any more users for the time being.

## 4 Prompt engineering

In this chapter, I will explain what prompt engineering means and give an overview of AI prompts and prompt optimizing.

Prompt engineering is a concept of Artificial Intelligence and Natural Language Processing that essentially means the phrases and commands someone uses to communicate with an AI machine. Using different commands is how a human being tells what kind of a task they need the machine to get done. Text prompting is a way to talk with language models and it can be thought of as the translation between humans and AI. If you were to hire a graphic designer, you would need to use your words to describe what it is that you want to get done. The same applies to AI; someone needs to tell it how to operate, for it to succeed with the given task. (Groove Asia, February 2023, min 1-10)

### AI prompt optimizing

When creating optimized prompts for AI tools, such as ChatGPT, it is important to use descriptive and specific commands. ChatGPT and other AI tools need to be told what format or style they need to follow in each task given to them. The more information is provided, the better the results will become. The language used should be as detailed as possible. It is important to provide key information and to focus on formulating the questions effectively. Vague and general prompts should be avoided, if possible. To get good results, one might need to try multiple times before succeeding in giving the chatbot an effective prompt. Optimized prompts are specifically tailored queries related to a topic to ensure more detailed results. (Mileva, 2023) Prompts can also be called questions or queries.

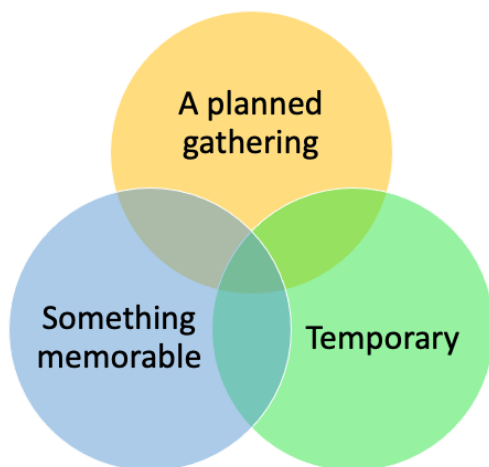
In the previously mentioned Groove Asia's YouTube mini course on how to operate ChatGPT it is stated that the higher the quality of the information put in, the easier it becomes for ChatGPT to focus on delivering what it is asked to. ChatGPT is only as good as the data it has learned from, and if the user does not know how to properly guide it or have the ability of discernment and critical thinking, it is possible that ChatGPT will lead the user astray due to its natural biases. (Groove Asia, February 2023, min 1-6)

## 5 Creating a marketing plan for an event

In this chapter, I will demonstrate how to create an event marketing plan and what steps are required when creating one. I will base my writing on two different marketing theories and provide examples to give the reader a better understanding of the process. I will also give definitions of the terminology related to events and their promotion, as well as digital marketing.

### Events

Events can be defined as pre-planned gatherings of people. These gatherings can be for different purposes, such as education, culture, or social celebrations. Events are temporary but the length of an event can vary from mere minutes to months. One core feature of an event is that it contains something memorable. (Dowson & Basset s2. 2018.) There are many different event types; conferences, expositions and seminars or webinars, to name a few. Events are organized for promotional purposes and events are a form of marketing, regardless of whether the event's goal is to promote a brand, a company or a product. Events can be organized both in person and online or something in between of those two, called hybrid events. There are many ways for a company to be a part of an event, such as hosting or participating as a sponsor. (Muhammad, s.a.)



Picture 3: Defining an event (After Dowson & Basset, 2018)

### 5.1 Marketing of an event

All events require some sort of promotional activities to generate excitement and interest around the event. Prospective event attendees need to be convinced about the importance of attending with diverse activities. These activities vary depending on the specific nature, such as size or type of the event, as well as the desired target group.

The marketing of an event essentially means the planning, organizing and eventually executing a promotional campaign. The promotional campaign is the strategy marketing specialists use to promote their event with their chosen channels and platforms (Gordon-Bennet, 2023).

Using multiple marketing channels is an effective way to market an event, but not all channels suit every event, or every target group. The knowledge of what kind of people will most likely be attending the event is essential to promoting and ensuring the event's success, regardless of whether the people attending are participants, guests, or visitors. (Shone & Parry, 2013. 218.)

## **5.2 Five steps of an event marketing plan**

According to Dowson & Basset (2018, 180-189) there are five simple steps one can follow to create a successful marketing strategy for an event. To give the reader a better understanding of the five steps, I will use an imaginary online event as an example. The imaginary event focuses on how to grow citrus fruit and will later be referred to as "the Lemon Event."

These five steps of the marketing plan are:

### **1. Set the objectives**

The first step of a marketing campaign for an event is defining and setting the objectives and goals of the event. In most cases, the objective is to simply attract a crowd i.e., to get attendees for the event in question. Other possible objectives could include showcasing a new product, attracting media attention, or generating new leads for a business. For the Lemon Event, the chosen goal is to get at least 10% more participants for the event than last year.

### **2. Establish a budget**

Creating a budget for the event promotion can be tricky, because there are a lot of aspects to think about. Marketing the event in different social media platforms is an inexpensive way to boost the event's visibility. At its best, marketing in social media does not cost anything, but boosting the promotional posts with paid advertising can be beneficial if the target group has been established beforehand; paid adverts can then be directed to a certain segment of people based on their age, geographical location or other factors. For the Lemon Event, the organizers are choosing to budget 100 € for paid advertisements in social media. Other parts of the budget can consist of e.g., personnel costs and printed advertising.

### **3. Define the target audience**



Identifying the target audience is an extremely important step for the event planner to consider. By defining the target audience, the event planner is more likely to be able to deliver the message effectively. Knowing the target audience's age, gender, occupation, and desires will help tailor the message and give the marketing material, such as emails, a more personalized form. Audience segmentation is a good way to create messaging that will resonate with the desired target audience. For the Lemon Event, the desired audience is people interested in growing plants, typically aged 25-35.

#### **4. Select the best promotional channel(s)**

The fourth step is choosing the right channels for the marketing activities. Social media marketing has become an extremely effective channel for digital marketing, with over 4,5 billion users worldwide (Dencheva, 2023.) Therefore, it can be the key element for success in the marketing of an event, as it is a relatively inexpensive way to reach large audiences. Depending on the nature of the event, traditional channels such as press releases, advertising and e-mail campaigns can also be very used if wanted.

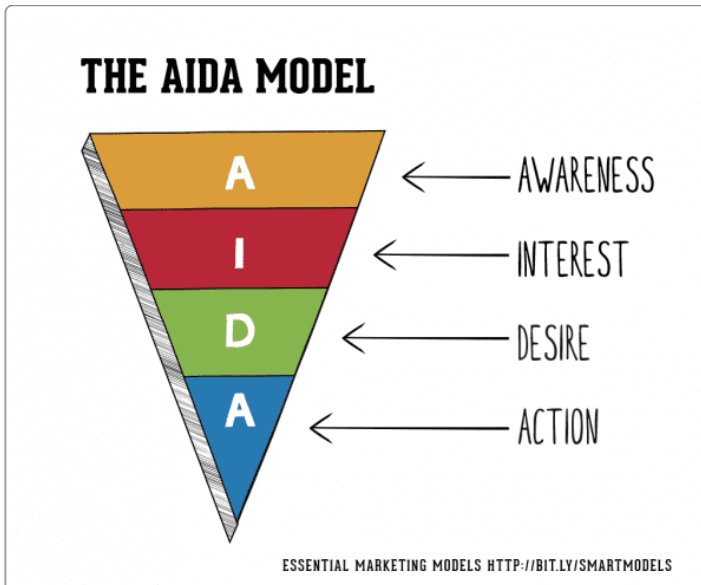
For the Lemon Event, the marketing will be centralized to social media, with the focus on Instagram promotion, as users aged 25-34 are Instagram's biggest group of users and the desired target audience for the event (Dixon, 2023).

#### **5. Measure the results**

Measuring whether the chosen marketing activities are achieving optimal outcomes is an inevitable part of the marketing of events. Some ways to measure these outcomes are e.g., tracking the number of sold tickets, feedback from both event attendees and partners, and measuring return on investment (ROI). In digital marketing, it is easy to gather user data e.g., about clicks per post, interaction with social media posts and bought tickets. The marketing team of the Lemon Event will measure how many people click a link on their social media profile to purchase tickets.

##### **5.3 The AIDA model**

Next, I will demonstrate the use of the AIDA model in the marketing of an event. The AIDA model was originally created by Elias St. Elmo Lewis in the 19<sup>th</sup> century and has been used in the field of marketing ever since. The model identifies the cognitive stages a person goes through during the buyer process. (Hanlon, 2023.)



Picture 4: The AIDA Model. (Hanlon, 2023)

The first A stands for Awareness, it is sometimes replaced by the word Attention. The purpose of the first step of the process is to generate awareness for the event. For the Lemon Event, this means posting in social media. The marketing team of the Lemon Event has created a post for Instagram where they will provide the general information about the event, e.g., location, date and the initial program. By creating captivating content, the potential buyer's initial attention will be caught, and they will move on to the next step.

The next step of the process is I, Interest. After seeing the Instagram post about the Lemon Event, the potential buyer becomes interested enough to research the topic further. They will click on the Lemon Event's Instagram profile and look at other posts and stories posted, and hopefully also click the follow-button of the profile.

Next, the potential buyer will experience D, Desire. When promoting an event, one good way to create desire is producing the feeling of FOMO (Fear of Missing Out) through the posts. When the potential buyer sees one or multiple captivating Instagram posts and stories, they will start to feel that they might miss out on something if they choose not to attend the event. The initial interest in the event develops into wanting to do something, into the desire to attend.

Last step of the process is A, Action. The buyer is feeling the desire to attend the Lemon Event after seeing all the engaging social media content. Therefore, the buyer's next step should be buying the tickets. This can, and should be, encouraged by generating call-to-actions in the social media post, such as "buy your tickets now!" or "swipe up to see more!"

## 5.4 Content marketing in social media

Content marketing can be defined as the process of creating and distributing valuable and compelling content with the objective to attract, acquire and engage a clearly defined target audience. There are many channels that can be utilized in content marketing, such as videos, newsletters, emails and social media. (Pulizzi, s.a.) For the purpose of this thesis and the ChatGPT handbook created, I am only going to focus on content marketing in social media, namely in LinkedIn and Instagram. Other popular and useful social media platforms for the marketing of events are for example Facebook, Twitter, YouTube and TikTok.

Social media is an extremely relevant part of the marketing of an event. Even a small event can reach a wider audience with the help of social media. Posting in engaging content to social media can boost the event's visibility and success, e.g., generate more sold tickets. The broader the event's social media network is, the better one will be able to reach the desired audience.

When choosing the right social media platforms for the marketing of the event, it is important to focus on the target group. One should choose the promotional platforms according to which platform the target group uses the most. One should also think which channel is the most relevant for the event's purposes and the beforehand thought goals. Social media is an effective way to reach people, whether the chosen goal is to sell products (tickets) or create a change in behaviour or thinking.

In social media marketing, one must know how to present the event in an interesting and intriguing way. One of the biggest benefits that social media offers is the opportunity for free advertising: interesting posts and engaging content can spread easily, thus creating more visibility for the event. However, it is very important to choose words wisely, since there is a risk that the advertising message might be misunderstood, which then can lead to negative reputation for the event or brand in question. This is something that needs to be taken into consideration especially when working with ChatGPT due to its limitations in detecting errors.

## **6 How to use ChatGPT effectively**

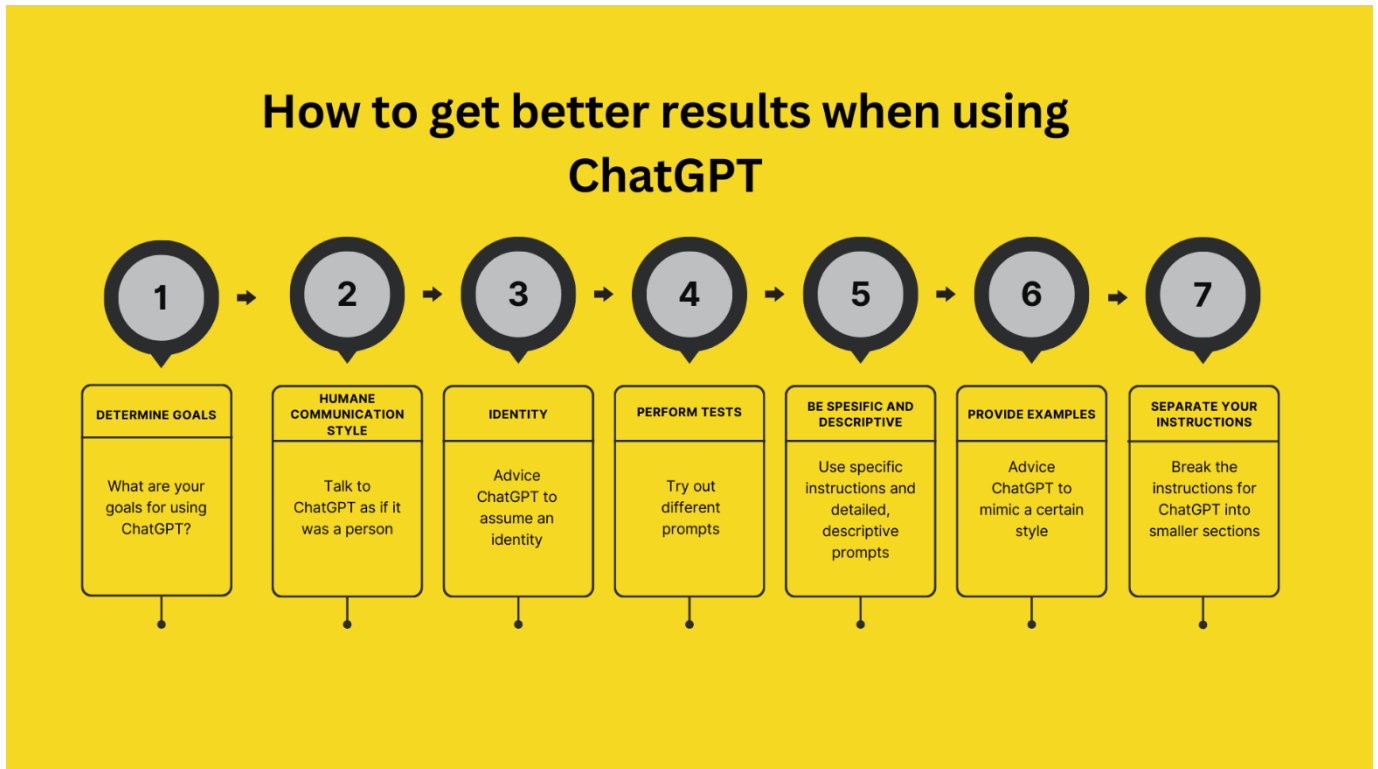
In this chapter, I will demonstrate how to effectively use ChatGPT and how to create optimized prompts for the marketing of an event. This chapter is based on an article by the Influencer Marketing Hub (Mileva, 2023), the YouTube mini marketing course mentioned in chapter four by Groove Asia, as well as my personal experiences when using ChatGPT. Both the empirical part of this thesis, as well as the final product are concentrated on generating content for digital channels. To restrict this thesis from being too broad, I chose to limit the channels used to Instagram and LinkedIn, but the same principle is applicable to other channels as well.

In this chapter, I will provide examples and screenshots of the process as it moves forward. These seven steps are created to guide the user to use ChatGPT more effectively. It is possible to leave some of these steps out and the order of the steps is merely a suggestion, and the order does not necessarily need to be followed.

The event that is used as an example to demonstrate these steps is an imaginary online event about ice cream. I wanted to use an imaginary event to provide the reader with a better understanding on how ChatGPT works, without having any details about a real-life event distracting the reader.

### **Phases of using ChatGPT**

To get the most benefits from ChatGPT, it is best to use optimized prompts. By following these seven steps listed below, one should be able to understand how to create optimized prompts for ChatGPT in order to promote an event on Instagram and LinkedIn.



Picture 5: How to get better results when using ChatGPT. Modified after Groove Asia (2023) and the Influencer Marketing Hub (2023).

### Step 1. Determine goals.

Before starting to communicate with ChatGPT, it is best to think about what it is one is hoping to achieve with ChatGPT. By determining goals, reaching the desired outcomes will become more likely. The desired goals can be e.g., creating content for a LinkedIn post or generating captivating titles for promotional emails. Without knowing the goals, themselves, the user will not be able to guide ChatGPT into giving them what they are trying to achieve. In addition, it might be effective to communicate the chosen goals to ChatGPT, as it is very creative and can give out many ideas for promotional content.

As an example, the chosen goal is to generate interest in the Ice Cream event with social media content, and the chosen promotional channel for this is Instagram.

### Step 2: Communicate with ChatGPT as if it was a person.

As mentioned in chapter 3, ChatGPT is a conversational chatbot and therefore, it is best to talk to it in a way that one would to an actual person, a co-worker for example. It is important to include conversational details in the prompts used. These details can be simple words like “please” or politely written sentences. The user should provide more instructions to ChatGPT in case some

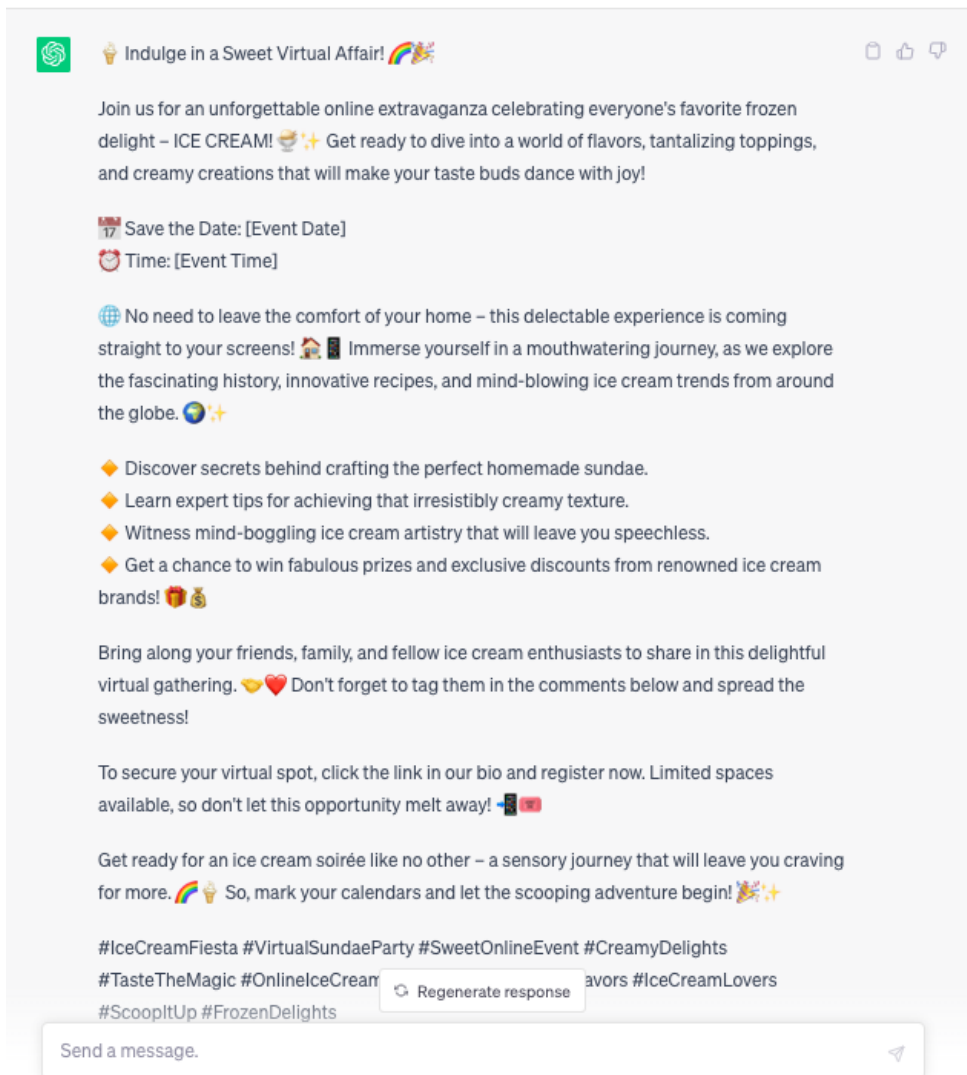
question is not answered properly. Rather than just giving facts and information, it is important to try to humanize the content, e.g., through stories and emotions. Sometimes ChatGPT is not able to understand what the user means and getting the right results might require clarification or repetition. This can be done by simply steering the conversation back on track, like one would with an actual human being. Using phrases like “Could you please try again?” or “That is not what I asked.” will help ChatGPT to understand that this was not the outcome that it was supposed to fulfill. By letting ChatGPT know that it made an error, the user is giving ChatGPT the possibility to learn from its previous answers and make corrections. In conclusion, by making these small conversational changes to the prompts, the user should be able to guide ChatGPT into giving a better answer.

### **Step 3: Tell ChatGPT to assume a profession or an identity.**

ChatGPT can write as if it was a specific person or as if it was representing a certain professional group, such as a marketing expert or an experienced event planner. Before entering the actual question, one should advise ChatGPT to assume a profession, or an identity related to one’s needs. This profession or identity can be virtually anything or anyone, but it needs to be noted that as mentioned in chapter 3, ChatGPT’s data is limited to the year 2021.

In the screenshots below, I have demonstrated this aspect of ChatGPT: in the first screenshot (Picture 6) I asked ChatGPT to act as an experienced marketing professional specialized in event promotion and write a caption for Instagram. In the second screenshot (Picture 7), I simply entered the query, without any mention of profession or identity. Otherwise, the query used was the same in both conversations.

You are a marketing professional, with over 20 years of expertise in event promotion through social media. Write a caption for an Instagram post promoting an online event about icecream



Indulge in a Sweet Virtual Affair! 🌈🍦

Join us for an unforgettable online extravaganza celebrating everyone's favorite frozen delight – ICE CREAM! 🍦🌟 Get ready to dive into a world of flavors, tantalizing toppings, and creamy creations that will make your taste buds dance with joy!

📅 Save the Date: [Event Date]  
🕒 Time: [Event Time]

🌐 No need to leave the comfort of your home – this delectable experience is coming straight to your screens! 🏠📱 Immerse yourself in a mouthwatering journey, as we explore the fascinating history, innovative recipes, and mind-blowing ice cream trends from around the globe. 🌍🌟

- ◆ Discover secrets behind crafting the perfect homemade sundae.
- ◆ Learn expert tips for achieving that irresistibly creamy texture.
- ◆ Witness mind-boggling ice cream artistry that will leave you speechless.
- ◆ Get a chance to win fabulous prizes and exclusive discounts from renowned ice cream brands! 🎁💰

Bring along your friends, family, and fellow ice cream enthusiasts to share in this delightful virtual gathering. 🍷❤️ Don't forget to tag them in the comments below and spread the sweetness!

To secure your virtual spot, click the link in our bio and register now. Limited spaces available, so don't let this opportunity melt away! 📱🔴

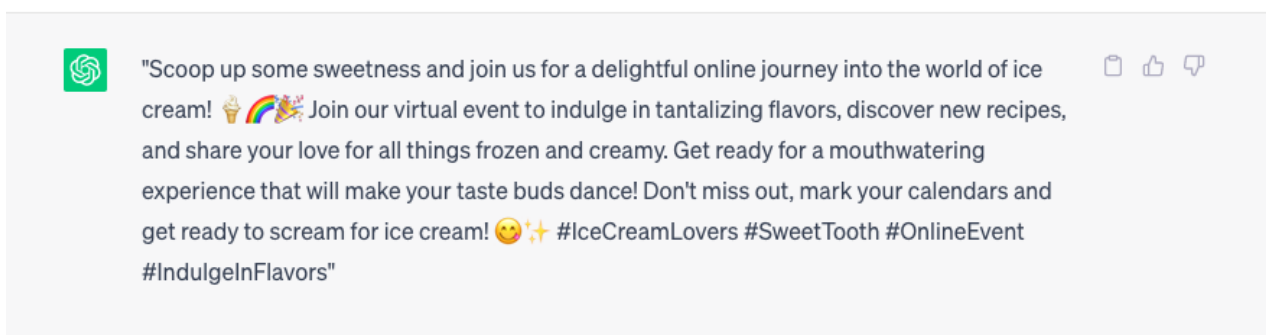
Get ready for an ice cream soirée like no other – a sensory journey that will leave you craving for more. 🌈🍦 So, mark your calendars and let the scooping adventure begin! 🌟🌟

#IceCreamFiesta #VirtualSundaeParty #SweetOnlineEvent #CreamyDelights  
#TasteTheMagic #OnlineIceCreamavors #IceCreamLovers  
#ScoopItUp #FrozenDelights

Send a message.

Picture 6: Screenshot of ChatGPT answering a prompt

Write a caption for an Instagram post promoting an online event about icecream



"Scoop up some sweetness and join us for a delightful online journey into the world of ice cream! 🍦🌈🍦 Join our virtual event to indulge in tantalizing flavors, discover new recipes, and share your love for all things frozen and creamy. Get ready for a mouthwatering experience that will make your taste buds dance! Don't miss out, mark your calendars and get ready to scream for ice cream! 🍷🌟 #IceCreamLovers #SweetTooth #OnlineEvent #IndulgeInFlavors"

Picture 7: Screenshot of ChatGPT answering a prompt

The difference between these two answers can be seen very clearly. The marketing expert's version uses captivating language and provides all necessary information, such as the date and format, related to this event. It emphasizes the event's program and tells the reader that they will miss out on something, should they choose not to participate. The expert's version also encourages the reader to attend by using call-to-actions, such as "click the link in our bio --".


The latter version is a simple, short caption with enthusiastic language and emojis used. However, in this version, there are no relevant facts mentioned about the event. The latter caption does not provide the reader with much information about what the event is about or when the event will even take place.

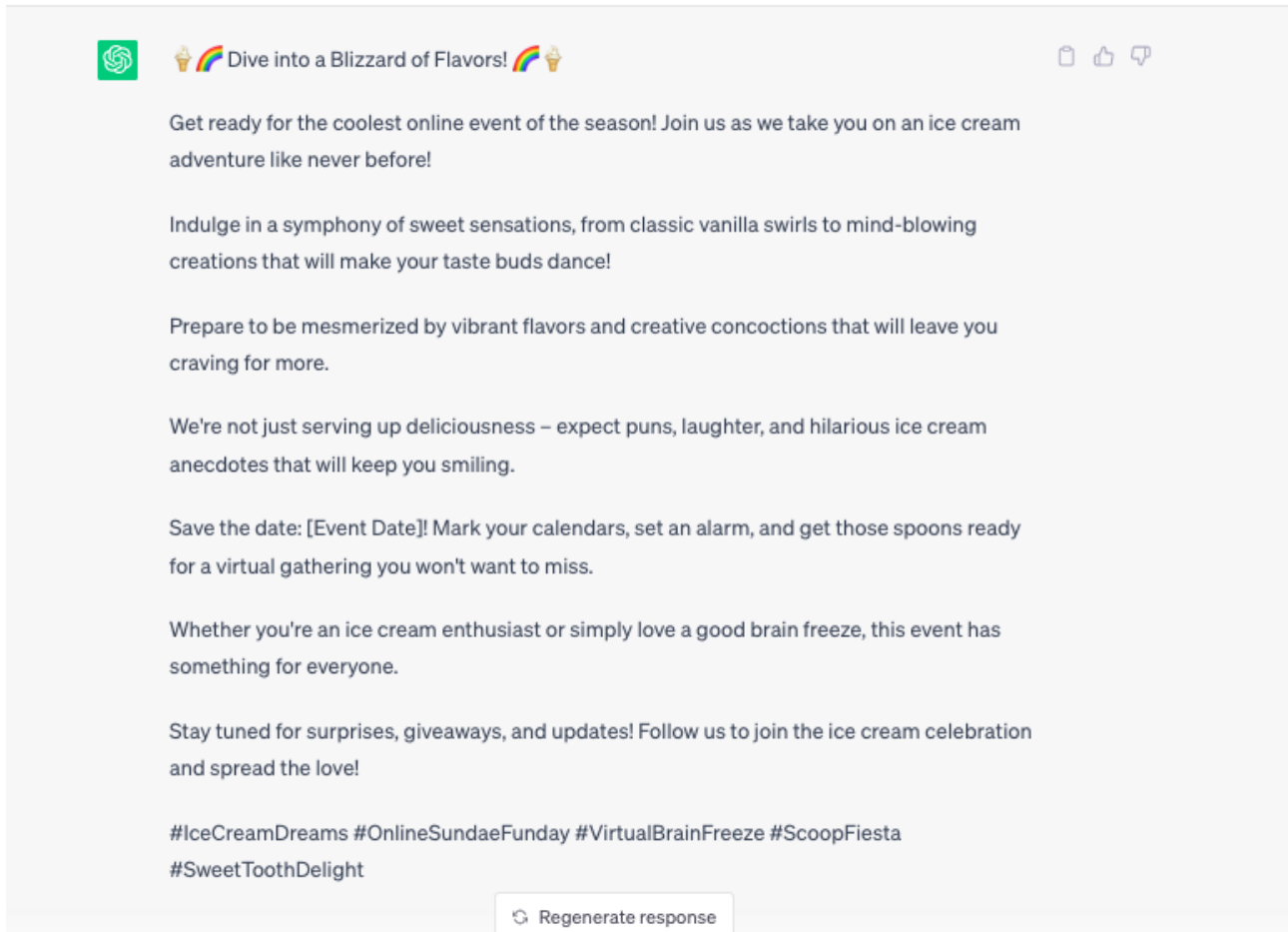
The Influencer MarketingHub (Geysler, 2022) points out that the best length for Instagram captions is less than 150 characters. Both of the caption examples are significantly longer than the suggested length and would perhaps be better suited for LinkedIn, as the content tends to be much longer there. Both caption suggestions work, but are very different from each other and hence, it is up to the user to decide which one can be deemed as the better version.

#### **Step 4. Perform tests**

As mentioned in chapter 3, ChatGPT has its limitations, and it is sometimes not able to understand the instructions given to it. It is best to test different ways, in case the desired result is not achieved on the first try. The user can guide ChatGPT to try again or give more information about what the chatbot needs to do. In screenshot below, it can be seen how ChatGPT suggests a long post after it was asked for a shorter version of the previous caption.



 Could you please write a shorter version? Use maximum of 10 sentences.



Picture 8: Screenshot of ChatGPT answering a prompt

In all fairness, ChatGPT did follow the instructions, since the prompt given to it was: “Use maximum of ten sentences.” In the example it did not exceed the given instruction. However, this was still not the type of a caption that was wanted, so I ended up trying again. Testing and changing the prompts used is usually effective. It may take multiple tries before the desired outcome is reached.

The next steps of the process will help the user reach these targeted results faster.


### **Step 5. Be specific**

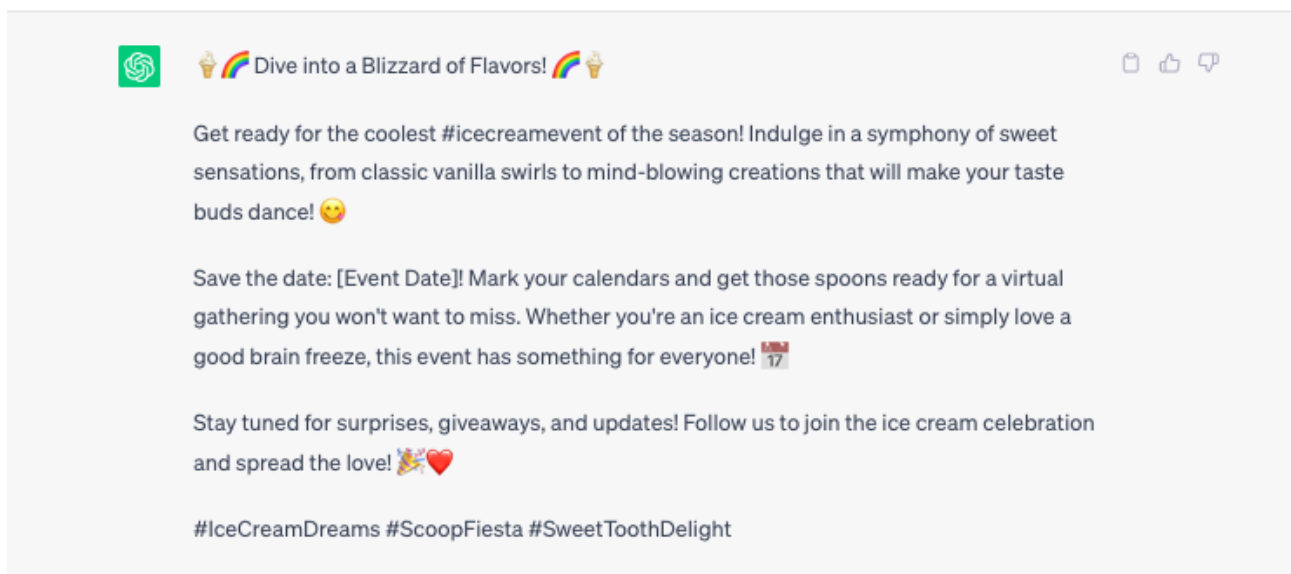
When creating optimized prompts, the prompt used should be as descriptive and detailed as possible. One should avoid using general and vague prompts, such as “write a LinkedIn post”, and instead, describe in detail what type of post it is that one would like for it to write. Avoiding complicated and unclear instructions is important if one wants to receive better outcomes.

The user can specify the length of the desired promotional posts by stating how many characters or sentences ChatGPT should answer with. The user should also define clearly what type of format the user would like ChatGPT to use; ChatGPT can format its answers into tables or bullet pointed lists. The user can request specific emojis and hashtags to be used and ChatGPT can even give ideas on unique hashtags, when requested.

Additionally, the user can advise ChatGPT on what type of tone it should use in its answers. ChatGPT is able to use e.g., sarcasm and humor to some extent and it can give the content an enthusiastic, or a sad tone upon request. The user also can specify the desired language, as ChatGPT is also able to provide translations when asked.

In conclusion, the user should list all possible details to receive better marketing content for their event. In the screenshot below, it can be seen that ChatGPT succeeded better, after it received additional instructions to length, emoji use and hashtags.

 Shorten it to 5 sentences and add emojis, use #icecreamevent

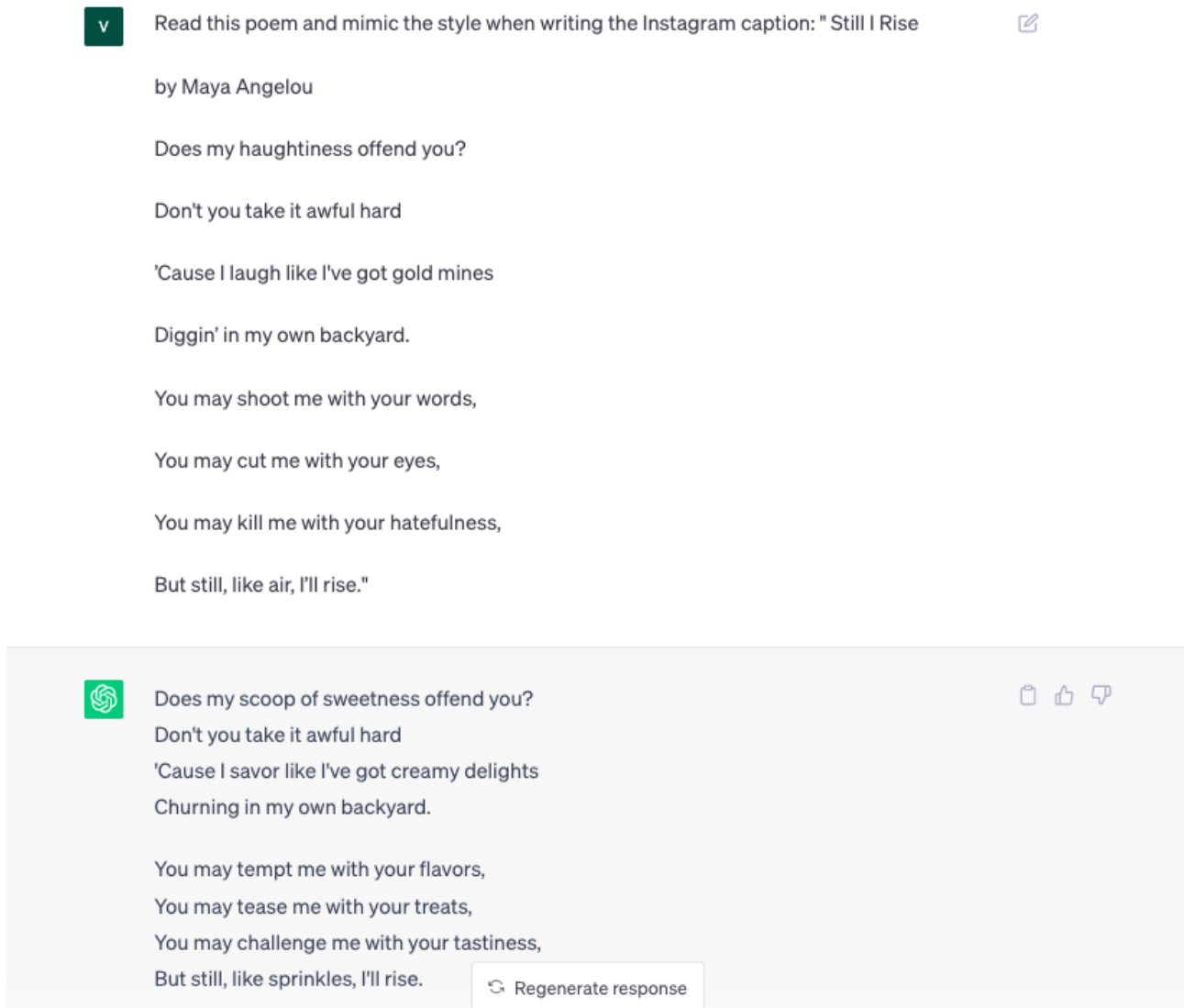


Picture 9: Screenshot of ChatGPT answering a prompt

### Step 6. Provide examples

When ChatGPT is given specific examples of format or style before the actual prompt, the desired outcome is more likely to be achieved. Giving the context and frame will help ChatGPT help the user and relate to the prompts better. The context will allow it to be more relevant in terms of what it is expected to do. As mentioned earlier, ChatGPT uses natural language processing to learn how to create similar text from given examples.

Writing the instructions at the beginning and separating the instructions from context using quotation marks is important. If there is an example of a LinkedIn or Instagram post, the user should copy paste the example to ChatGPT and tell it to create a text that uses similar structure, style or language. After that, the user should enter the query they want ChatGPT to fulfill. To demonstrate this, I instructed ChatGPT to read a poem "Still I Rise" by Maya Angelou (1978) and mimic the style of it when creating the Instagram caption. The result can be seen below:



Picture 10: Screenshot of ChatGPT mimicking Maya Angelou

This time, ChatGPT was able to create an Instagram caption inspired by the poem. By providing similar examples of text, ChatGPT can learn how to mimic the tone and style of the example text when creating new content. The user is also able to train ChatGPT to copy the user's own writing style by providing it with examples of their previous texts, such as personal LinkedIn posts, an essay or Instagram captions.

**Step 7. Separate instructions**

Separating instructions into smaller sections will help ChatGPT understand what it is expected to do. Instead of writing every detail into the same sentence, the user should divide the instructions by sending multiple messages. The user can start by providing the desired context and identity by first giving an example text, followed by an identity. The order of those two can also be switched. These messages are then followed by the query itself, and the user needs to state clearly what kind of a task ChatGPT is expected to complete. ChatGPT can remember what it has been told in the earlier conversation, so the order is not set in stone, and the user can send multiple messages. Using quotation marks when providing the examples will help ChatGPT understand which message is meant as the actual query and which is an example of a text it is asked to mimic.

## **7 Creating the product**

In this chapter, I will go through the contents of the handbook shortly and also explain what the desired target group is and how the book can be used by different people in different industries. I will also give an explanation of the visual design choices that were made regarding this handbook.

### **7.1 Content of the handbook**

The content of the final product is a short basis on the terminology followed by instructions on how to use ChatGPT effectively in event promotion. There are a total of 11 pages in the handbook. The first page introduces the steps of using ChatGPT and how to achieve better results when working with it. The steps are then later introduced more thoroughly, and the user of the handbook is given instructions on what kind of queries or questions to write in ChatGPT and how to formulate them better in order to receive better responses from the chatbot.

Since people often skim through instruction manuals or handbooks, I wanted to keep the content of this handbook light and simple. My aim was to create a handbook that is easy to follow even if the reader is not familiar with the topic. Each page of the handbook is visually different from one another to avoid the reader from becoming bored or losing their interest. Therefore, instead of writing long phrases of text I wanted to create figures and visual elements, to help the reader better understand the content without having to spend too much time reading. I used bolded fonts to highlight important words, instructions, or other details. In addition, lists and bullet points were used to avoid longer chapters of text. I chose to keep the tone informal and addressed the reader by using “you” instead of passive form. Since the product is a handbook, I used imperative in most of the sentences.

### **7.2 Target Group**

This handbook is mostly meant for people working in the fields of marketing and event organizing. People who can benefit from the handbook can be either professionals or beginners in the industry. The handbook may also be useful to students studying these topics as well as their teachers. ChatGPT is still new to a lot of people, and it is very likely that to some extent, whoever reads the handbook, will gain some new knowledge on how to operate it. However, the product can also easily be used by people generally interested in either Artificial Intelligence and ChatGPT and people who want to learn how reach their promotional goals in social media with the help of ChatGPT. The prompt examples, and the instructions given in the handbook can be easily modified to one’s needs, thus making it possible to utilize the content and the instructions of the handbook for almost all industries and businesses that use LinkedIn and Instagram as their promotional platforms. A lot

of individuals use social media to promote their personal user accounts too, and the handbook's instructions can be helpful to people who want to promote their personal brand.

### **7.3 Design**

The visual design was made with Canva, a graphic design platform that can be used to create various types of content, such as social media designs and different presentations. Canva has ready-made templates that users can modify for their own purposes. (Wikipedia, 2023.) I selected a handbook template that I thought would suit the handbook's purposes the most and modified it to my own liking. I tried to keep the texts short and decided to focus more on visual elements, to maintain the reader's interest in reading the handbook

The colour yellow was chosen as the main colour of the handbook since it tends to stand out. In addition, according to the interactive tool on colour meaning on Canva's website (Canva, 2023) yellow represents mental clarity, optimism, intelligence, happiness and playfulness. I believe that these adjectives suit the purposes of the handbook extremely well, as the goal is to generate creative content with the help of ChatGPT. Yellow happens to be the author's favourite colour as well.

## 8 Discussion

In this chapter, I will discuss the usefulness of the product created for this thesis, provide a self-reflection on how the thesis process went and reflect on the use of AI in marketing in general.

As we can see from the examples provided in chapter 7, ChatGPT is an extremely effective tool when creating the marketing content for events. I personally believe that ChatGPT will revolutionize the field of marketing and learning to operate different AI tools is something that marketing experts need to learn how to do, if they want to keep up with the constant changes of technology. ChatGPT works in a creative way and is able to complete various task incredibly fast and people who do not know how to work with it are already left behind to some extent. It will certainly be an asset to know how to operate artificial intelligence and especially ChatGPT effectively. This skill will most likely become an eligibility requirement when looking for marketing jobs in the near future. There are still many people who do not know how to use Artificial Intelligence programs such as ChatGPT to their advantage and therefore, I strongly believe that the handbook is something that will genuinely be helpful to a lot of people, and especially for those, who are not that familiar with potentials of ChatGPT.

Anna Lahtinen points out how Artificial Intelligence will inevitably affect the ways of working in many fields and the interactions between people and wonders if e.g., art made by artificial intelligence can be considered equal to art made by humans (Lahtinen, 2023. 157.) Something that needs to be addressed when talking about this topic is that ChatGPT is merely a program and cannot, at least for the time being, replace a human. It is a machine and is not able to evaluate how well something works, it can and probably should only be used provide ideas and help the user reach their goals. What this means, is that instead of thinking of ChatGPT as an enemy or a competitor, it should be perceived as an ally. ChatGPT and a marketing professional should learn how to operate well together, and once that is achieved the possibilities are endless. When asking for opinions, most of us will still most likely rely on our fellow human beings rather than use machines. But if it is indeed possible to ease the workload of an individual, it would be foolish not to utilize this chance

Creating the final product happened after the empirical part of the thesis was completed as I wanted to make sure I had as much information of the topic as possible to ease the creation of the product. During the writing process, I discovered many new aspects of ChatGPT and learned a lot of its potential and how fast it can perform. I am extremely confident that writing this thesis and creating the handbook was beneficial for me, because knowing how to utilize ChatGPT in marketing will be a huge asset for me in the job market.

Both the theoretical framework writing of the thesis and creating the final product took somewhat longer than I had anticipated. Finding reliable sources took quite a long time, since the topic is so new. Since ChatGPT can be used in various ways and for various purposes, it was quite difficult to find reliable sources, especially for the prompt optimizing part. However, I do think I was able to find enough material that helped me create the handbook. I had originally intended to write my thesis on a different subject, but after exploring the use of ChatGPT at my current workplace, I made the decision to completely change my topic. In hindsight, this was probably not the best solution, as I was already quite far along in the process when I switched the topic, which then led to some challenges in maintaining a schedule. Luckily, I was able to overcome these challenges and I am pleased that I changed the topic since this topic is something that genuinely interested me.

There was not a commissioner involved in the process, and therefore I could not use an actual event as an example in this thesis or the handbook. It would have been extremely interesting to test the handbook and the things I have learnt in practise, should there have been an actual event to market. This is also something that could be researched and tested in the future, and perhaps a suitable topic for a master's thesis, too. In addition, it would have been useful to compare the two models, 3,5 and 4 with each other, but when I started this thesis process, the newest version was, and still is not, available for free, which led to the decision of only focusing on the free version of ChatGPT.

In conclusion, overall, I personally think I succeeded well considering how broad and difficult the subject of my thesis was. I was able to achieve the objectives I had regarding this thesis and I am also pleased with the handbook itself. I hope that anyone who will end up reading it, will benefit from the advice given there and it will be seen as a useful tool for prompt optimizing for ChatGPT.



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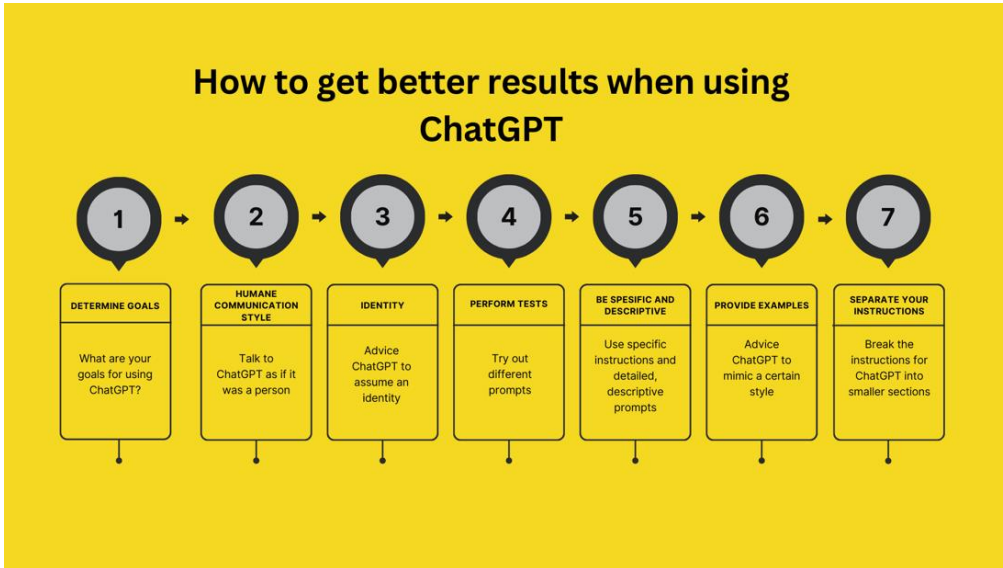
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## Appendices

### Appendix 1. Handbook for ChatGPT



### Introduction

This handbook is meant for marketing students and professionals, people working in the event industry, as well as people who use social media to promote their business.

This handbook serves as a guide through the process of using ChatGPT in event promotion. After reading this handbook, you will be able to use ChatGPT more effectively and get better results in your event's promotional content.

The handbook can also be used anyone interested in content creation with the help of ChatGPT!

**Lets get started!**

## To get started, go to: chat.openai.com

"ChatGPT is a language model developed by OpenAI, based on the GPT-3.5 architecture, it is a form of artificial intelligence (AI) that uses deep learning techniques to generate human-like text responses in a conversational manner. It has been trained on a vast amount of data from the internet, books, articles, and other sources, enabling it to understand and generate text on a wide range of topics. ChatGPT is designed to engage in conversations with users and provide responses based on the input it receives, making it a powerful tool for a variety of applications, such as customer support, content generation and language-based tasks" (chat.openAI.com 2023).

**Prompt = can also be referred to as a question or a query. Prompts are the words you use when you tell ChatGPT what you want it to do.**

1

## Determine your goals

### DETERMINE GOALS

What are your goals for using ChatGPT?

Before you start to work with ChatGPT, really think what it is that you want to achieve. Do you want it to give you ideas or help you write something? These questions will help you get started with the process!

- Do you want to gain visibility?
- Do you want to reach larger audiences with your promotional posts?
- Do you want to sell more tickets?
- Do you want to create interesting captions?
- Do you want to generate ideas for stories?
- Do you want to drive engagement to your posts?
- Do you want to create personalized messages for your target group in LinkedIn or Instagram?
- Do you want to show your event highlights in a creative way?

Start your work!



2

## Humane communication style

### HUMANE COMMUNICATION STYLE

Talk to ChatGPT like it was a person

Think of ChatGPT as it was a person, a co-worker for example. Try explaining your questions in a conversational manner, the way you would talk to a real living person. You can use phrases like:

- Could you help me write this Instagram caption for my event?
- I am organizing an event and need help with its promotion, are you able to assist?
- Could you translate that into ...
- Could you help me come up with ideas for Instagram captions?
- Could you review this LinkedIn post suggestion and give me pointers on how to improve it?
- Can you help me format this text?
- Could you read this e-mail and give suggestions on how to improve it?



Ready for more?



3

## Profession & Identity

### IDENTITY

Advice  
ChatGPT to  
assume an  
identity

Tell ChatGPT to assume an **identity** or a **profession**. For the promotion of event, suitable professions and identities could be for example a marketing professional or an event organizer. After the profession or identity, tell what kind of a task you would like ChatGPT to perform.

**Act as an experience marketing professional and...**

**You are an event organizer, with over 15 years of experience**

**Act as \*name of a marketing professional\***

**As an experienced event planner, how would you promote this event in Instagram?**

You can also ask ChatGPT to act as your target audience and ask it to give content ideas suitable for your audience!

4

## PERFORM TESTS

### PERFORM TESTS

Try out  
different  
prompts

Sometimes, it may take multiple tries before getting the prompts right. Have patience and try formatting your prompts in different ways! Changing up the words or even simply asking again will give you a different result. Try again and if you are not succesful, try again!

Do you have any other ideas?  
Can you say that in a different way?  
Could you format that into a table?  
Could you please try again?  
That is not what I meant, I meant..

SOMETIMES  
CHATGPT STOPS  
WRITING. GUIDE  
IT TO CONTINUE  
BY SAYING "GO  
ON" OR  
"CONTINUE"

Want to learn more? 

5

## Be spesific & descriptive

### BE SPESIFIC AND DESCRIPTIVE

Use specific  
instructions  
and detailed,  
descriptive  
prompts

Formulate your prompts as clearly as possible. Use detailed languages and be spesific! Be simple in your words and try to avoid complicated language. List everything that you want to be included in your post, every detail matters!

### You need to spesify:

**Lenght:** how many words, sentences etc.

**Format:** bullet points, list, Instagram caption, LinkedIn post, table

**Are there certain keywords to be used? List them!**

**Do you want to include emojis in your posts? Which ones?**

**Do you want to use humor, sarcasm etc.?**

IF YOU NEED MORE  
INFORMATION FROM  
CHATGPT, JUST ASK!

Keep going! 

6

## Provide examples & context

### PROVIDE EXAMPLES

Advise ChatGPT to mimic a certain style

If you have a certain style you would like to mimic in your event promotion content, let ChatGPT read it and ask it to use similar style.

Be creative! Ask ChatGPT to mimic a celebrity or read a well written promotional post and use it to help you create similar content for your event in question!

“

**Remember to separate your prompts from the example by using quotation marks!**

”

Last step!



7

## Separate your instructions

### SEPARATE INSTRUCTIONS

Break the instructions for ChatGPT into smaller sections

Instead of writing every detail into the same sentence, divide the instructions by sending multiple messages. A logical order is to first provide the identity or profession that you wish ChatGPT to act as. Next, give the context or example you want it to follow and lastly, tell what you are asking for ChatGPT to do.



1. **Profession or identity**
2. **Context & Examples**
3. **Prompt**

**= Result!**

## Remember this when using ChatGPT

Always review the answers you get from ChatGPT. It may give you information that looks real and reliable, but it is also possible that the information given is completely made up!

Use ChatGPT as your **content creation assistant** rather than relying solely on its ability to produce content on its own. ChatGPT needs your help to guide it through the process. When used correctly, ChatGPT is an extremely useful tool and can help you create magnificent content for your event promotion.