

Summer Camp 2024

Hands-on ChatGPT workshop



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**Presented as part of The Academy Summer Camp for the
Marketing and Communication Community and organized by
the Enterprise Brand Strategy and Management**

Agenda



Introduction

AI Poll

UI Overview

Prompting Tips

ChatGPT Visualizations

Custom GPTs

**Other ways to interact with
ChatGPT**

Q&A

Introductions

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Creative and Emerging Technologies

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AI Acceleration

Enterprise Technology



Slido poll

Join at

slido.com

Event Code

#SUMCMP

Before we get started...



ChatGPT License Types

Main Differences

- Security/Privacy
- Cost
- Access to models
- Limited vs. Advanced Features
- Rate Limits

The screenshot displays the OpenAI ChatGPT pricing page with four license options:

- Free**: For individuals just getting started with ChatGPT. Features include assistance with writing, problem solving, access to GPT-4o mini, limited access to GPT-4o, and limited access to data analysis, file uploads, vision, web browsing, and custom GPTs. Price: \$0 / month. Button: Start now.
- Plus**: For individuals looking to amplify their productivity. Features include early access to new features, access to GPT-4, GPT-4o, GPT-4o mini, up to 5x more messages for GPT-4o, access to data analysis, file uploads, vision, and web browsing, DALL·E image generation, and the ability to create and use custom GPTs. Price: \$20 / month. Buttons: Start now, Limits apply >
- Team**: For fast-moving teams and organizations ready to supercharge work. Features include everything included in Plus, unlimited access to GPT-4o mini and higher message limits on GPT-4, GPT-4o, and tools like DALL·E, web browsing, data analysis, and more, the ability to create and share GPTs with your workspace, an admin console for workspace management, and team data excluded from training by default. Price: \$25 per user / month billed annually, \$30 per user / month billed monthly. Button: Start now.
- Enterprise**: For global companies looking to enable their workforce with AI. Features include everything included in Team, unlimited, high speed access to GPT-4, GPT-4o, GPT-4o mini, and tools like DALL·E, web browsing, data analysis, and more, an expanded context window for longer inputs, enterprise data excluded from training by default and custom data retention windows, admin controls, domain verification, and analytics, and priority support & ongoing account management. Button: Contact sales.

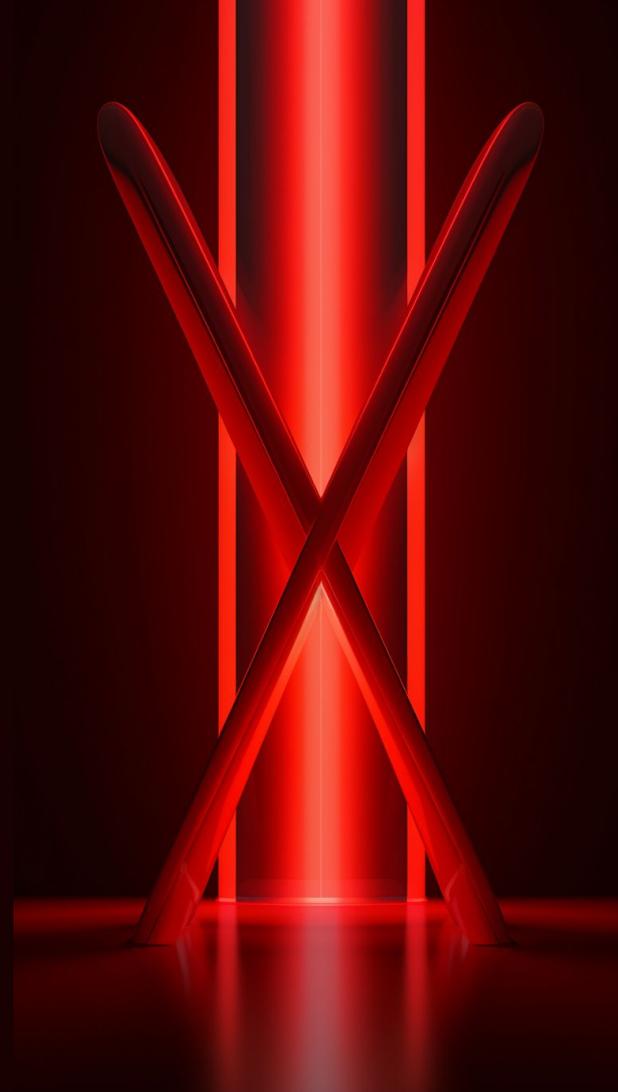
**Not shown is the Education offering*

AI no-no

Do not enter any private ASU information or PII into a chatbot service.



If you can't find the information you want to use in an AI tool on a public ASU website, think twice before putting it in a chatbot.



Prompting Tips



What is prompting?

The practice of giving a prompt or a set of instructions to an artificial intelligence (AI) system, which then generates a response based on that prompt.



Prompt engineering tips

- Use the basic template
- Iterate!
- Go beyond a conversation



Basic prompt template

[Role] + [Task] + [Context] + [Format] + [Tone] + [Examples]

Basic prompt template

[Task]

[Context]

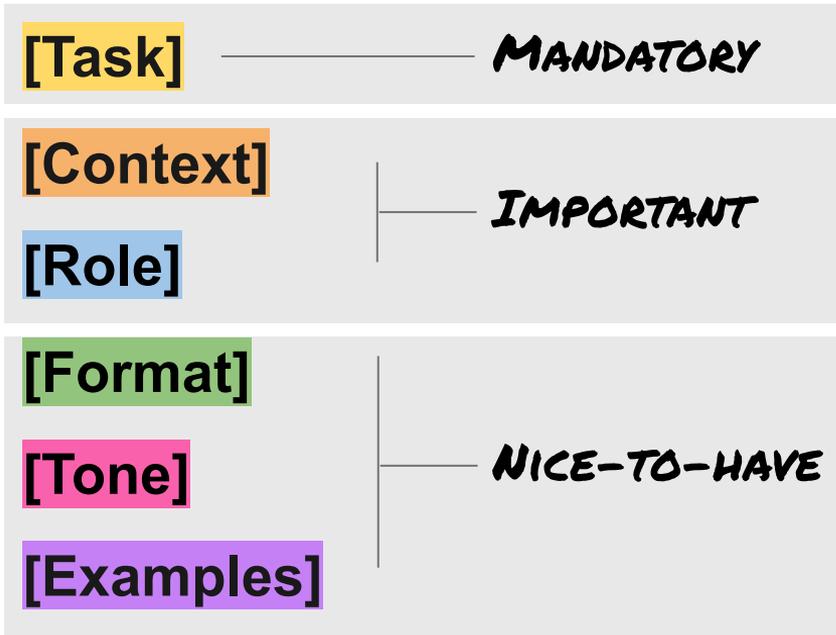
[Role]

[Format]

[Tone]

[Examples]

Basic prompt template





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