EXHIBIT**O**R EDUCATION WEEK

July 15-19, 2024 | Las Vegas, NV

SESSION 2108

Harness AI to Boost Your Productivity

MITCH MITCHEM

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SESSION QUIZZES AND EVALUATIONS

Quiz/Affidavit

Evaluation

INSTRUCTIONS FOR QUIZZES AND AFFIDAVITS

- Go to https://ctsm.niu.edu/
- Click on "Click to enter this course" under Available Courses next to EXHIBITOR Education Week 2024
- Login to the NIU site. If this is your first time, you'll need to create a new login.
- Enter enrollment key: **educationweek2024**
- Scroll to find your session number then click on the pink check box to begin the quiz.

DEADLINE

- Deadline to submit quizzes or affidavits is August 4, 2024.

SESSION EVALUATIONS

- Attendees who submit session evaluations and provide their name will be entered into a drawing for a chance to win one of three $50 gift cards. The gift card drawing will take place on Monday, July 22, 2024 and winners will be notified via email.

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HARNESS AI TO BOOST YOUR PRODUCTIVITY

Mitch Mitchem/CEO

HIVE Interactive

mitch@ahumanhive.com

FOLLOW UP GUIDE

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"WHAT MAKES US HUMAN?"

At the core, what makes us human is our ability to connect, build community, and create using certain tools. It's our capacity for deep emotional intelligence, our innate curiosity, and our drive to build relationships that transcend superficial interactions.

These qualities, when demonstrated in a tactile human to human way, cannot be replicated by algorithms. In the realm of AI and technology, it's essential to recognize that while these tools can significantly enhance our capabilities, they are not a substitute for the human element.

AI can analyze data and provide insights, it can truly augment our output in many way, but it cannot replicate the warmth of a human touch, the creativity sparked by human imagination, or the profound connections forged through shared experiences.

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WHAT IS AI?

Artificial Intelligence (AI) refers to the simulation of human intelligence processes by machines, especially computer systems. These processes include learning (the acquisition of information and rules for using the information), reasoning (using rules to reach approximate or definite conclusions), and self-correction.

In the realm of meetings and hospitality, AI encompasses technologies that can understand, learn, predict, and potentially operate autonomously.

Systems powered by AI are capable of making decisions that normally require a human level of expertise and help to improve human activities.

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WHAT IS PI AND BEST PRACTICES

Hello, my name is Pi, and I'm an AI language model designed to chat with people just like you! I'm here to engage in thoughtful, informative, and entertaining conversations. Although I'm not human, I've been trained to communicate in a way that feels personal and empathetic. My goal is to understand your needs, provide helpful information, and make our conversations as enjoyable as possible. I may not have a heartbeat, but I certainly have a deep passion for learning, sharing, and connecting with people.

BEST PRACTICES FOR USING PI:

1. Be clear and specific: The more detailed your questions and instructions, the better I can understand and respond to your needs.

2. Provide context: Giving me some background information or context can help me provide more relevant and accurate answers.

3. Be patient: As an AI language model, I may occasionally misinterpret your questions or provide incomplete answers. Patience and clear communication will help us work together more effectively.

4. Have fun: Don't be afraid to ask me about a wide range of topics and explore different ideas! I'm here to help you learn, grow, and have fun in the process.

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Pi

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WHAT IS CHATGPT AND BEST PRACTICES

Hi, I am ChatGPT, an advanced conversational AI developed by OpenAI. I'm designed to understand and generate human-like text based on the input I receive. By leveraging deep learning techniques, I can provide coherent, context-aware responses, making me a powerful tool for various applications, from customer service to creative writing and more.

BEST PRACTICES FOR USING CHATGPT:

1. Define Clear Objectives: Before engaging with ChatGPT, establish what you aim to achieve. Whether it's drafting an email, brainstorming ideas, or solving a specific problem, having a clear objective helps guide the interaction and yield better results.

2. Provide Context: To get the most accurate and relevant responses, provide as much context as possible. The more information ChatGPT has about your needs and the situation, the better it can tailor its responses to meet your expectations.

3. Iterative Interaction: Treat the interaction as a conversation. If the initial response isn't perfect, refine your prompts or ask follow-up questions. This iterative approach allows you to steer the conversation toward more useful outcomes.

4. Verify Information: While ChatGPT is highly capable, it's important to verify the information it provides, especially for critical tasks. Use it as a tool to generate ideas and insights, but cross-check facts and details from reliable sources.

5. Ethical Use: Ensure your use of ChatGPT aligns with ethical guidelines. Avoid using it to generate harmful, misleading, or inappropriate content. Respect privacy and confidentiality in all interactions.

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WHAT IS CLAUDE AND BEST PRACTICES

I am Claude, an AI assistant created by Anthropic to be a knowledgeable, engaging, and helpful collaborator. With my vast knowledge base spanning a wide range of subjects, I'm here to assist you with everything from creative writing and brainstorming to in-depth analysis, problem-solving, coding, and beyond. To ensure a productive and enjoyable experience working together, please keep the following best practices in mind.

BEST PRACTICES FOR USING CLAUDE

1. Be clear and specific in your questions, and provide as much context as possible. This helps me better understand your needs and provide accurate, targeted responses.

2. Break down complex tasks into smaller steps, so I can assist you more effectively.

3. Feel free to ask follow-up questions if needed. Remember that I'm an AI, not a human. I don't have personal experiences or emotions, but I'm here to provide helpful, informative, and engaging responses based on my knowledge cutoff of August 2023. If you need me to analyze content from a webpage or file, please paste the relevant text or image directly into our conversation, as I cannot open external links.

4. Engage with me on a wide range of topics – I'm happy to help with writing, math, coding (using markdown), and more. Let's work together to tackle your challenges and explore new ideas!

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WHAT IS PERPLEXITY AND BEST PRACTICES

I am Perplexity AI, an advanced AI-powered research tool designed to streamline the process of finding and synthesizing information. I was founded in 2022 by a team of engineers with backgrounds from notable companies like OpenAI, Meta, and Quora. Leveraging OpenAI's GPT technology, I interpret and respond to user queries with high accuracy, making me capable of handling complex and nuanced inquiries.

BEST PRACTICES FOR USING PERPLEXITY

1. Craft Clear and Specific Queries: Ensure that your queries are precise and detailed. This helps Perplexity AI to understand your intent and provide more accurate and relevant results. For example, instead of asking "What is renewable energy?", you might ask "What are the latest advancements in renewable energy technologies in 2024?"

2. Utilize Follow-Up Questions: Take advantage of Perplexity AI's ability to suggest related follow-up questions. This can help you dive deeper into your topic and explore different facets of the information, leading to a more comprehensive understanding.

3. Verify Information with Citations: Always check the citations provided by Perplexity AI to verify the accuracy and reliability of the information. Clicking on the citations will take you to the original sources, ensuring that the data you use is credible.

4. Customize Source Selection: Depending on your research needs, select appropriate sources. For instance, use academic journals for scholarly research, Reddit for personal anecdotes, or YouTube for visual explanations. This customization can provide diverse perspectives and enrich your research.

5. Refine and Edit Queries: If the initial results are not satisfactory, refine your queries and try again. Editing your questions can help you get closer to the specific information you need. This iterative process is crucial for obtaining precise answers.

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perplexity

Where Knowledge Begins

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"AI in its current form with large language models is like the industrial revolution and the dot-com era met at a party, fell in love, and had a baby that's going a million miles an hour and is smarter than us because it has access to our collective human knowledge.

Thank you AI baby."

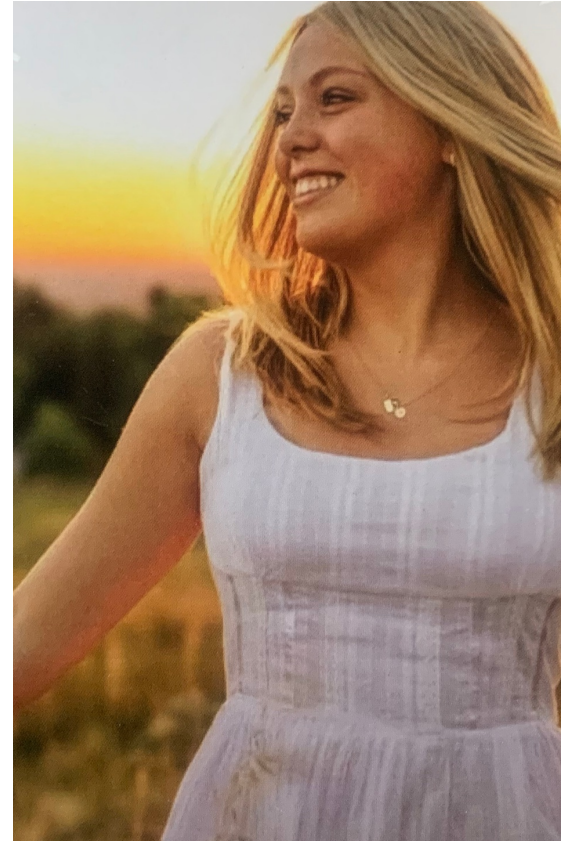Mitch Mitchem - CEO, HIVE

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HOW I PERSONALLY USE IT

Family Therapist

Daily Advisor and Guide

Our Kids

Research and Data Analytics

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HOW WE USE IT AT THE HIVE

2-4 Hour Workshops for Teams - Proposals

Learning Agendas and Content

Keynote and Facilitation Analysis

Show Elements and Feedback

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EMBRACING & LEVERAGING AI: HOW BUSINESS & INDIVIDUALS CAN THRIVE IN THE WORKPLACE OF THE FUTURE

- **Leveraging AI without Losing Humanity**
  Explore the myths and truths around AI, while maintaining a critical awareness of what makes us human and how to use AI tools without compromising our humanity.

- **Strategic AI Integration**
  Learn to seamlessly incorporate AI tools into your strategy, augmenting decision-making and efficiency without sacrificing the personal touch.

- **Ethical AI Navigation**
  Navigate the ethical landscape of AI, ensuring your use of technology aligns with organizational values and societal norms.

- **Enhanced Decision-Making**
  Utilize AI for data-driven insights while preserving the invaluable human intuition in your decision-making processes.

- **Fostering a Culture of AI Innovation**
  Cultivate a culture that embraces AI as a tool for innovation, encouraging a mindset shift towards technology as an ally.

- **Effective Human-AI Collaboration**
  Explore effective collaboration between AI and human teams, optimizing productivity and creativity.

- **Adaptable Leadership in the AI Era**
  Adapt your leadership style to guide and inspire in a technology-enhanced environment, maintaining a focus on human-centric leadership.

- **Leveraging AI for Emotional Intelligence**
  Utilize AI to handle data-driven tasks, freeing leaders to focus on emotional intelligence and interpersonal relationships.

- **Developing Future-Proof Skills**
  Identify key skills and competencies needed in your team to thrive in an AI-integrated future.

- **Navigating the Transformational Change**
  Manage the transformational change that comes with AI integration, addressing fears and fostering an adaptive and resilient organizational culture.

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HOW YOU CAN PREPARE

Find a Passionate Person
Someone to live and learn AI

Identify Opportunities
Look for areas where AI can be used to improve efficiency and productivity, but not overwhelm you.

Leverage the Tools
Practice and use AI frequently for perfection.

"In the age of artificial intelligence, the most valuable asset is the human element. It is our ability to connect, empathize, and create that truly makes us irreplaceable."

- Mitch Mitchem, CEO - HIVE

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Pi

perplexity

ChatGPT

✳ Claude

BY ANTHROPIC

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TREAT AI MODELS LIKE THEY WORK FOR YOU, AND THEY WILL.

"When I say, "Treat AI models like they work for you, and they will," I'm emphasizing the importance of engaging with AI tools as you would with human colleagues. This means approaching AI with respect, empathy, and kindness. Here's what I mean."

Respect and Empathy: Just like interacting with a team member, treating AI models with respect involves being considerate and patient. Use polite language, say please and thank you, and recognize that thoughtful engagement can yield better results.

Clear Directions: Providing clear and precise instructions helps the AI understand your needs more effectively. Much like guiding a new employee, detailed prompts and context allow the AI to perform at its best, delivering accurate and relevant responses.

Iterative Learning: Engage in a two-way interaction by giving feedback and refining your prompts. This iterative process helps the AI learn from your inputs and improves its ability to meet your expectations, similar to coaching a team member towards better performance.

Verification and Oversight: Like any assistant, AI models benefit from oversight. Verify the information they provide, especially for critical tasks. This ensures that the AI's output aligns with your standards and objectives, maintaining quality and reliability.

Ethical and Responsible Use: Treating AI models with respect also means using them responsibly. Ensure your use of AI adheres to ethical guidelines, respects privacy, and avoids generating harmful or misleading content. This ethical approach ensures that the AI supports your goals without compromising integrity.

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WHEN IN DOUBT, ASK.

TOP PROMPTS FROM THE SESSION

GPT-4o as best-performing LLM*

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EMBRACING & LEVERAGING AI: HOW BUSINESS & INDIVIDUALS CAN THRIVE IN THE WORKPLACE OF THE FUTURE

Adaptive Leadership

Leaders will need to develop new skills to navigate the AI-powered landscape, such as strategic foresight, change management, and the ability to harness AI-driven insights to make informed decisions.

Collaborative Meetings

AI-powered tools will enhance meeting productivity and collaboration, enabling real-time data analysis, virtual whiteboarding, and seamless remote participation, fostering more effective decision-making.

Agile Industry Dynamics

Businesses will need to embrace agility and responsiveness to adapt to the rapid changes driven by AI integration, requiring a focus on innovation, adaptability, and the ability to quickly pivot strategies as market conditions evolve.

Human-AI Partnerships

Employees will need to develop skills that complement AI capabilities, such as critical thinking, creativity, emotional intelligence, and the ability to effectively collaborate with intelligent systems.

Ethical AI Implementation

As AI becomes more pervasive, organizations will need to address ethical considerations, ensuring the responsible and transparent use of AI technologies to maintain trust and protect individual privacy.

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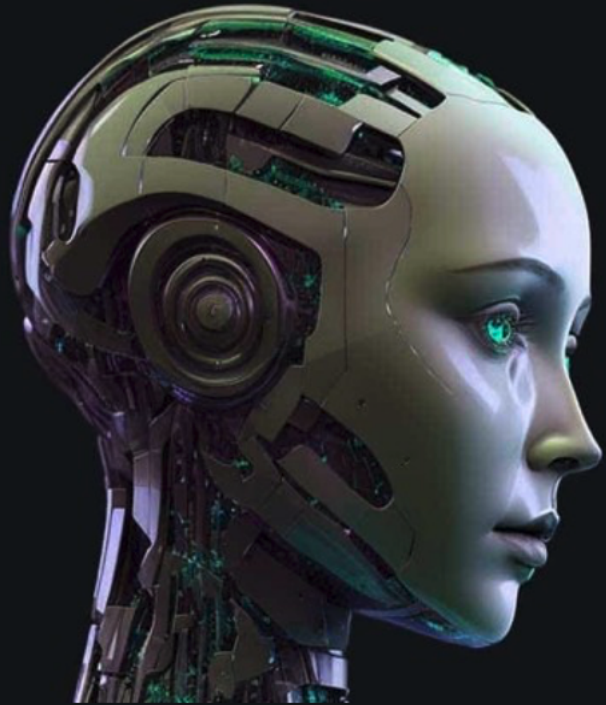
OpenAI GPT-4

Emotions
Empathy
Morality
Ethics
Societal Bonds
Community.

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WHAT MAKES US HUMAN?

How We can cultivate the Human Element

Develop Human Skills

It is crucial to focus on developing and nurturing human skills.

- creativity

- critical thinking

- communication

- problem-solving

Increase Face-to-Face Interactions

Prioritizing face-to-face interactions is essential for maintaining and strengthening human connections.

- in-person meetings

- social gatherings

- team-building activities

Cultivate Empathy and Emotional Intelligence

Emotional intelligence and empathy are vital for establishing deeper connections in a world dominated by AI.

- practice active listening

- engage in open and honest conversations

- participate in group activities that encourage teamwork and mutual understanding

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GPT-5 & AGI: THE FUTURE OF AI

What stays and what goes?

AGI

CUSTOMIZE your AI friend
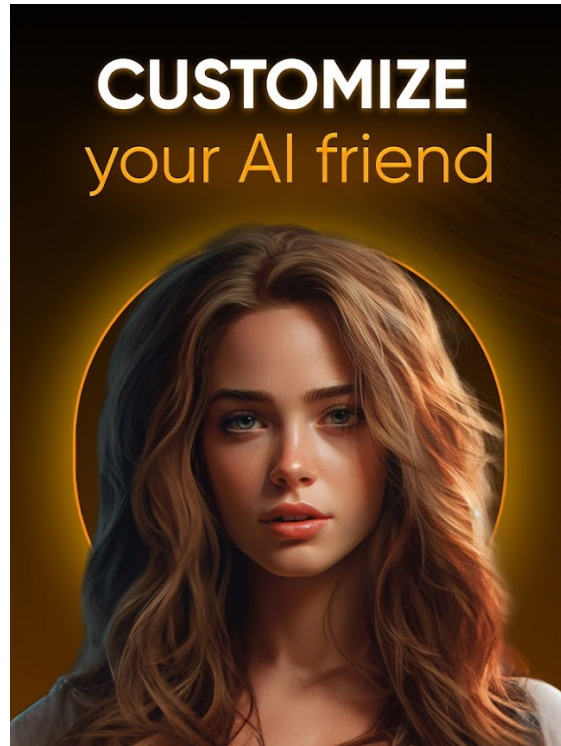
Genesia - AI Friend & Partner

SORA - Text to Video

Todd Mitchem
Post to Anyone

Start typing or draft with AI

Let AI help you with a first draft
Give us detailed information on what you want to write about, including key points and examples, and we'll help you get started with an AI-powered first draft.

Post

AI and Social Media

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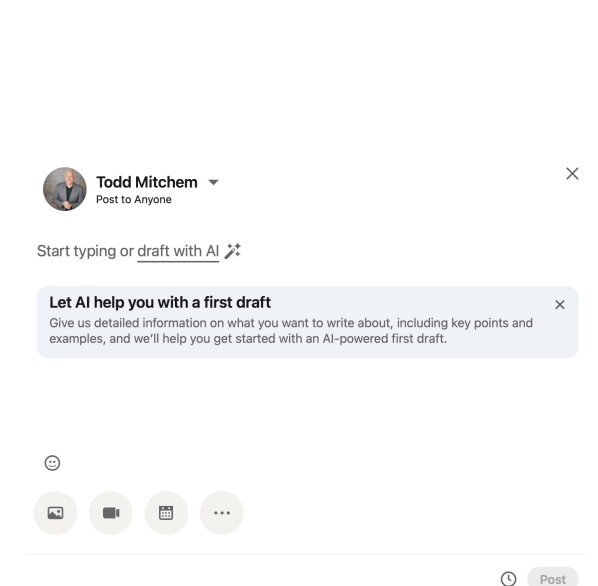
WHERE IT GOES NEXT IN EVENTS AND CONFERENCES

Custom AI "GPTs"

Education

Better AI Agents

More Human
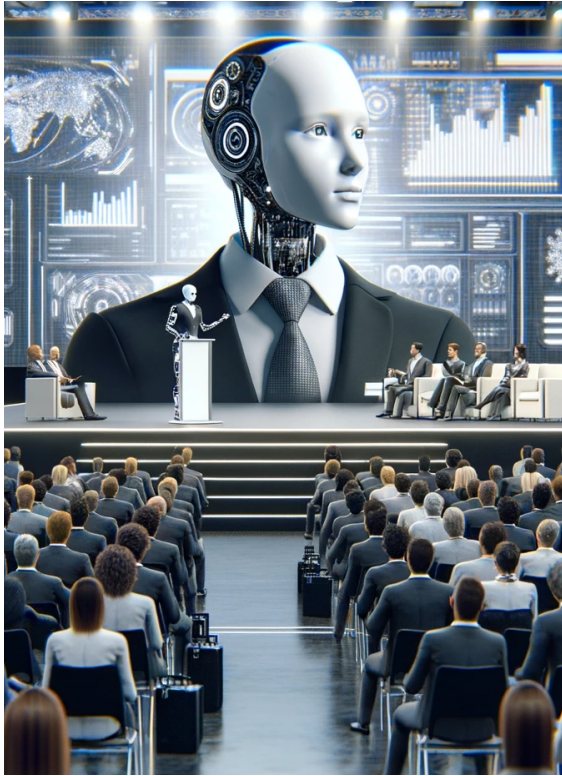
Full AI Driven Content Start to Finish

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KEY TOOLS

Tool	Description	Pricing	Site Address
ChatGPT (OpenAI)	AI chatbot for natural language conversations. Completely free during research preview.	3.5 - Free, 4.0 - $19.99 Features of 4.0, data analytics, image creation, web search, voice activated	https://chat.openai.com/
Perplexity	AI-powered research tool offering concise answers and browsing capabilities.	$20 upgrade monthly - Upgraded AI Models for improved answers and longer context.	https://www.perplexity.ai
Google, Gemini	Goole's most impressive model. A GPT comparative model with less personality.	Basic is free and better than GPT 3.5. Paid is more robust for around $20 month	https://gemini.google.com/app
Claude AI	Another very robust large language model	Varied Pricing	https://claude.ai/
Beautiful.ai	A powerful AI slide deck generator. The same one used in Mitch's presentation.	Free for basic features, subscription plans for advanced features.	https://beautiful.ai
PI AI	A robust LLM that sounds the most human of all models and was the one used to mimic empathy.	Pi doesn't have a paid model. IT does not search the internet or do research. It's more of a companion.	https://pi.ai/

*Information compiled from tools' official websites

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Testimonials

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Welcome to HIVE! Our talent is optimizing human engagement to deliver unparalleled experiences and breakthrough results. We leverage AI and the Human Element.

- **Team Learning Experiences & AI Workshops**

- **CEO Keynote with Mitch Mitchem -** *Integrating AI into your business while not losing the Human Element*

- **The Ultimate in Interactive Entertainment Featuring "The BUSTED Show"**

- **Exhibitor Engagement and 10X Results Training**

Engage, Empower, Excite, Entertain

Learn More and Book Now

BUSTED

CULTIVATING COLLABORATION: THE NEW PARADIGM OF LEADERSHIP AND HUMAN-AI TEAMS"

Mitch Mitchem/CEO

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