

Hello, Georgia Tourism!



**AI-Powered
Southern Hospitality:
Discover Your
Tourism Superpower**

**GOVERNOR'S
TOURISM
CONFERENCE**



About Me

- CEO, Integrate AI
- US first AI marketing agency
- Based in Raleigh, NC
- 20+ years digital marketing
- 10+ corporate training
- Clients include Visit Philadelphia, Visit New York, Experience Columbus, Radisson Hotel Group, BlackRock



Cord Silverstein



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Your Most Valuable Resource



The Value of AI Today

- AI can empower you and your teammates to work better, smarter, and faster
- Today most teams who are investing time integrating AI into their existing workflows and processes are saving time
- Opportunity to save 50%+ time on the work you are responsible for



AI Empowers Everyone Who Uses it!



Today's Agenda

- Building successful GenAI prompts
 - Training and iterating with your AI
 - AI examples you can begin using today!
-
- At 10:35 a.m. Breakout Session: Hands-On Tourism Transformation (Laptop Required)



Where to Begin

- What taking your time at work?
- Think about your work responsibilities and which ones regularly require the most of your time
- Identify where in your existing workflows could you integrate AI allowing you to decrease the amount of time it takes you to complete
- Small integrations can have large impacts on teams



Prompts in NLP

- In the context of NLP and models like ChatGPT, a prompt is the input that you give to the model, which it uses to generate a response
- The prompt can be a single sentence to multiple paragraphs, depending on what you want the model to do
- The better the prompt; the better the response
- Prompts are the key to delivering AI success



Prompt Foundation

- Act as a **[ROLE]**, perform a **[TASK]** in a **[FORMAT]**

| Act as a [ROLE] | Perform a [TASK] | Show as [FORMAT] |
|---|--|--|
| <ul style="list-style-type: none">• Marketer• Digital Marketer• Paid Search Marketer• SEO Marketer• Influencer Marketer• Tourist• Hotel Operator• Restaurant Owner• Service Provider• Mom• Consumer• Analyst• Best Selling Author• Prompt Engineer• CEO | <ul style="list-style-type: none">• Digital Strategy• Product Offer• SEO Keywords• Influencer Campaign• Create Content• Help Brainstorm• Blog Post• Email Subject Lines• Video Script Sales• Copy Ad Copy• Customer Analysis• Product Description• Analyze Data• Compare Products• Proofread | <ul style="list-style-type: none">• Table• Markdown• Bullets• List• Image• Summary• HTML• Spreadsheet• Graphs• Word Cloud• XML• PDF• Rich Text• JSON• Plain Text |

Georgia Governor's Tourism Conference Sponsors-Partners



Explorer



Peach



Ambassador



Email Marketing: Atlanta Magazine

- *“Act as an email marketer, develop five engaging email subject lines promoting Atlanta Magazine, the city’s premier general-interest magazine, announces its inaugural three-night dinner series, Indulge. Bringing together Atlanta’s most celebrated chefs to honor culinary craftsmanship. Every night from September 22-24, 2024, two noteworthy Atlanta chefs will bring their individuality and expertise to the table by teaming up to prepare one-of-a-kind five-course meals - complete with thoughtfully selected wine pairings. Deliver in a list.”*



Here are five engaging email subject lines for promoting the Indulge dinner series:

1. Experience Culinary Excellence: Atlanta Magazine’s Inaugural Dinner Series - Indulge!
2. Savor the Best of Atlanta: Join Us for a Three-Night Culinary Adventure
3. Celebrate Atlanta's Top Chefs with a Unique Dining Experience - Reserve Your Seat Today!
4. Indulge in a 5-Course Feast: Exclusive Dinner Series Featuring Atlanta’s Finest Chefs
5. Don’t Miss Out: Atlanta’s Premier Chefs Unite for a Spectacular Three-Night Event!



Social Media: Pick Ellijay

- *“Act as a social media copywriter, please write an engaging Facebook post promoting Ellijay, Georgia, Apple Festival October 12-13 and 19-20. For 53 fun-filled years, the Georgia Apple Festival has brought two exciting weekends in October to Gilmer County, Georgia. The festival features over 300+ vendors with handmade, hand-crafted items, on-site demonstrations, live music, and delicious fair food. Please deliver in a table with an image suggestion and a strong call to action attend the Georgia Apple Festival.”*



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Social Media: Pick Ellijay



Here's a table with the requested Facebook post:

| Facebook Post | Image Suggestion | Call to Action |
|--|--|---|
| <p>🍏✨ Get ready to celebrate the 53rd Annual Ellijay, Georgia Apple Festival! 🍏 Join us on October 12-13 and 19-20 for two weekends of pure fall fun in the heart of Gilmer County. Explore over 300+ vendors offering unique handmade and hand-crafted treasures, enjoy live demonstrations, groove to live music, and indulge in delicious fair food that will satisfy all your cravings. This is the perfect way to experience the charm of Ellijay while making unforgettable memories with family and friends. Mark your calendars, invite your loved ones, and come enjoy the best of autumn in Georgia! 🍂🍁</p> <p>#GeorgiaAppleFestival #EllijayGA #FallFun</p> | <p>A vibrant image of a family enjoying the festival, surrounded by colorful fall leaves, with apples, handmade crafts, and food stalls in the background.</p> | <p>🍁📅 Don't miss out! Plan your visit now and experience the magic of the Georgia Apple Festival. See you there! 🍏🍂</p> |

This post is designed to capture attention with a warm, inviting tone and visually appealing imagery, encouraging followers to attend the festival.

Create the image you suggested



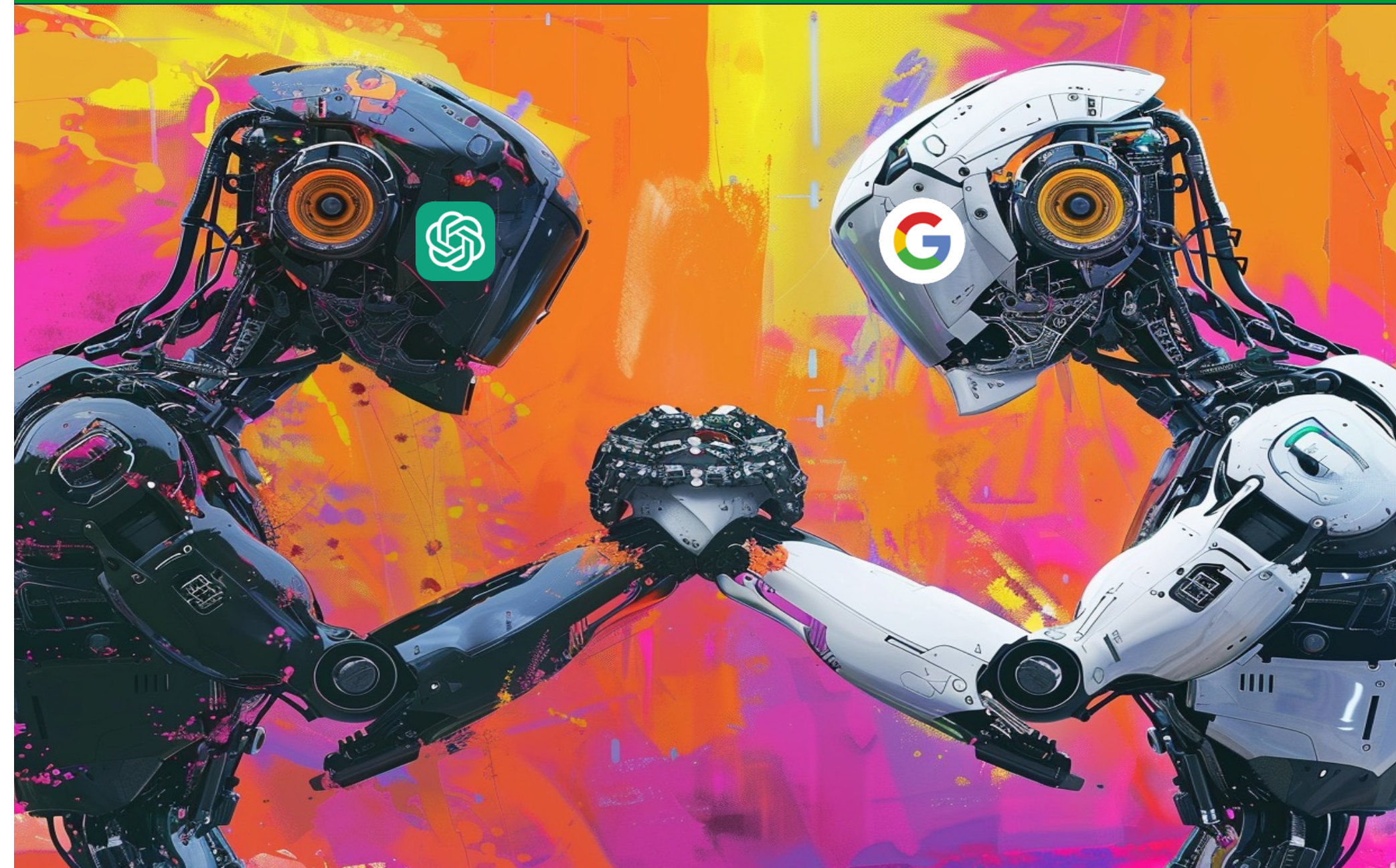
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AI vs. Google Search



AI Works the Opposite of Google

- Your past Google searches have no impact on results of future searches
- Google never learns, it's all based on a hidden algorithm
- AI can and does learn from you



Train Your AI: Visit Savannah

- “Please read the following pages on <https://visitsavannah.com>, <https://visitsavannah.com/things-to-do>, <https://visitsavannah.com/neighborhoods-communities>, <https://visitsavannah.com/planning-essentials>, <https://visitsavannah.com/places-to-stay>, <https://visitsavannah.com/meetings> Please learn and understand the Visit Savannah brand and all that the city has to offer. Identify how they communicate on their website, their communication style and tone. Please confirm after reading and share with me your thoughts and impressions on their brand and communities.”





Searched 7 sites

I've reviewed the Visit Savannah website and gathered an understanding of the brand and the city's offerings. Here's a summary of my impressions:

Brand Identity and Communication Style

Visit Savannah effectively communicates a blend of Southern charm, rich history, and modern allure. The city's portrayal is rooted in its historic architecture, lush public squares, and a cultural scene that mixes traditional and contemporary influences. The website's tone is warm, inviting, and infused with a sense of wonder, encouraging visitors to immerse themselves in Savannah's unique blend of past and present.

Key Themes and Offerings

1. **History and Architecture:** Savannah is depicted as a city where history comes alive. The Historic Landmark District, with its cobblestone streets, 18th-century homes, and 22 park squares, is a central attraction. The Victorian and Starland districts also contribute to this narrative,

2. **Culinary :** Southern
experienc
reflect the

3. **Outdoor ,**
whether t
Tybee Isla

4. **Neighbor**
the histor
appeal of

5. **Events ar**
including
promoted

Overall Impression

Visit Savannah's brand is deeply rooted in its ability to transport visitors back in time while simultaneously offering modern comforts and experiences. The communication style is engaging, often romanticizing the city's historic charm while highlighting its vibrant, creative energy. The use of imagery and descriptive language creates a vivid picture of Savannah as a must-visit destination where every corner offers something new to discover, whether it's a hidden garden, a bustling market, or a quiet beach.

This approach successfully appeals to a wide audience, from history buffs to food lovers, art enthusiasts, and nature seekers, making Savannah a versatile and attractive destination for travelers.

Treat Your AI Like a New Employee

- You're onboarding a new team member or agency/vendor
- They're smart, but they don't have the specific knowledge of your brand, clients, products, and/or services
- What do you do? You train them, you give them feedback and they learn
- AI can work the exact same way – Train your AI and it will over time deliver better and better work



Iterate With AI

Your impressions of Visit Savannah were right on. You didn't mention something important. Visit Savannah is a meeting planner's paradise. Their Destination Services team will make your visit more enjoyable by providing you with the information and services you need with regard to accommodations, historical attractions, tours, Low Country cuisine, shopping, special event venues and more.

Please confirm you understand this and will include in any work we do for Visit Savannah moving forward.



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Iterate with the AI



 Memory updated

I understand and will ensure that the fact that Visit Savannah is a meeting planner's paradise, supported by their Destination Services team, will be included in any future work we do for them. This team provides crucial assistance with accommodations, historical attractions, tours, Low Country cuisine, shopping, special event venues, and more, making visits to Savannah smooth and enjoyable.



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Chained Prompting

- *“Based on what you you have learned about Visit Savannah please write an engaging blog post on why Savannah is THE premier destination for meetings and conventions!”*





Why Savannah is THE Premier Destination for Meetings and Conventions

When it comes to choosing the perfect location for meetings and conventions, Savannah stands out as a premier destination. Nestled on the southeastern coast, Savannah seamlessly blends historic charm with modern amenities, creating a unique and unforgettable experience for event planners and attendees alike. Here's why Savannah should be at the top of your list for your next meeting or convention.

1. Historic Charm Meets Modern Convenience

Savannah is a city where history comes alive, offering an enchanting backdrop that few other destinations can match. The Historic Landmark District, with its cobblestone streets, 18th-century architecture, and iconic Forsyth Park, provides a picturesque setting for your event. Yet, beyond its historic facade, Savannah offers state-of-the-art convention facilities and modern amenities that ensure your event runs smoothly.

The newly expanded Savannah Convention Center, located on the banks of the Savannah River, boasts over 330,000 square feet of meeting space, including a 100,000-square-foot main hall, ample breakout rooms, and stunning river views. The convention center is equipped with the latest technology, ensuring that your event is not only memorable but also seamless in execution.

2. Unparalleled Accessibility

One of Savannah's most significant advantages is its accessibility. Located just 10 miles from Savannah/Hilton Head International Airport, the city is easy to reach for both domestic and international attendees. The airport offers non-stop flights to and from major cities across the United States, making travel logistics a breeze. Once in Savannah, the city's compact size and excellent public transportation system make it easy to navigate, with most hotels, venues, and attractions within walking distance or a short ride away.

3. Diverse and Unique Venue Options

Savannah offers a variety of unique venues that cater to events of all sizes and styles. Whether you're hosting a large convention, an intimate meeting, or a corporate retreat, Savannah provides the perfect space. From elegant ballrooms in historic hotels to contemporary spaces with cutting-edge technology, the city's venues are as diverse as they are charming.

Imagine hosting a welcome reception in one of Savannah's historic mansions, surrounded by lush gardens and Spanish moss-draped oaks. Or picture a corporate gala in a modern rooftop space with panoramic views of the city skyline. Savannah's unique venue options allow you to create an event that is truly one-of-a-kind.

4. World-Class Hospitality and Services

Savannah is renowned for its Southern hospitality, and this extends to its exceptional service for meetings and conventions. Visit Savannah's Destination Services team is dedicated to ensuring your event's success. From helping you find the perfect venue and arranging accommodations to organizing guided tours and coordinating transportation, the team is there every step of the way to provide expert assistance.

Additionally, Savannah offers a wide range of accommodations, from luxury hotels to charming bed-and-breakfasts, ensuring that your attendees have a comfortable and memorable stay. Many of these properties are located within the Historic District, offering both convenience and charm.

5. Rich Cultural Experiences and Attractions

Savannah is more than just a meeting destination; it's a place where attendees can immerse themselves in rich cultural experiences. After a day of meetings, attendees can explore Savannah's vibrant arts scene, visit world-class museums like the Telfair Museums, or take a leisurely stroll through the city's picturesque squares. The city's thriving culinary scene, featuring everything from Low Country cuisine to international flavors, ensures that dining is an experience in itself.

For those looking to unwind, Savannah's nearby beaches, including Tybee Island, offer a serene escape. And for history enthusiasts, the city's many historic sites, including Bonaventure Cemetery and Old Fort Jackson, provide a fascinating glimpse into the past.

6. Exceptional Value

Compared to larger cities, Savannah offers exceptional value for meetings and conventions. The city's affordability, combined with its high-quality venues and services, makes it an attractive option for planners looking to maximize their budget without compromising on quality. Moreover, the city's compact size reduces transportation costs and ensures that your attendees can focus on enjoying the event rather than navigating through traffic.

Conclusion

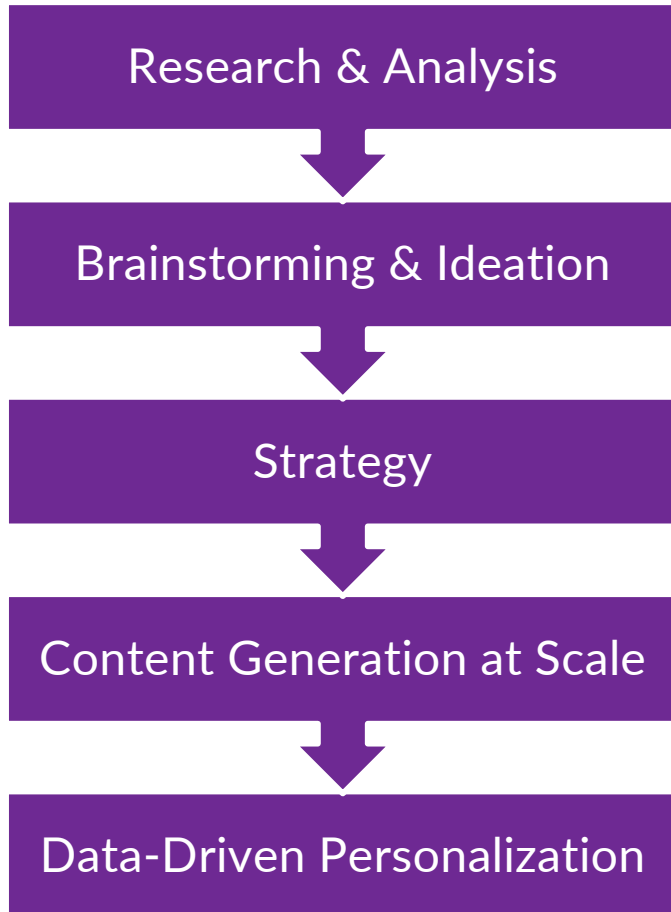
Savannah is a destination that offers everything a meeting planner could wish for: historic charm, modern facilities, easy accessibility, and world-class hospitality. Whether you're planning a large convention or a small corporate meeting, Savannah provides the perfect backdrop for a successful and memorable event. The city's unique blend of history, culture, and Southern hospitality ensures that both planners and attendees will leave with lasting impressions and a desire to return.

So, when it comes to selecting your next meeting or convention destination, look no further than Savannah—where history meets modernity, and every event becomes a timeless experience.



AI Travel and Tourism Use Cases with Effective Prompts

AI Throughout Marketing Process



- You can incorporate AI into your team's daily workflows
- AI can empower your teams to work better, smarter, and faster
- Best places to start is to get your team members comfortable and use to using AI during the day
- Start with small things and they will begin to develop habits utilizing AI into their workflows
- *"58% of marketers whose companies use generative AI reported increased performance as the top benefit"* – Hootsuite, AI Statistics



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The image depicts a high-tech digital environment, possibly a virtual control room or data center. The background is a deep blue, filled with glowing lines and data points. On the left and right sides, there are vertical panels displaying various data visualizations, including bar charts and line graphs. In the center, a large circular screen shows a bar chart with yellow and orange bars. Below this, a world map is visible, and further down, a line graph with a red trend line is shown. The floor of the virtual space is covered with a complex grid of glowing lines and circular patterns, suggesting a digital landscape. The overall aesthetic is futuristic and data-driven.

Research and Analysis

SWOT Analysis

- Strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a campaign
 - **Strengths:** Refers to the positive attributes internal to an organization or a project that are within control
 - **Weaknesses:** Internal factors that might hinder or negatively impact the projects or organization's performance
 - **Opportunities:** External attractive factors that represent reasons for an organization to exist and prosper
 - **Threats:** External factors that could jeopardize the projects or organization's success



SWOT Analysis

Act as an expert marketing researcher, please conduct a thorough SWOT analysis for IHG Hotels versus their competitors Marriott, Hilton, Hyatt, and Wyndham hotels.

Strengths: Please analyze IHG Hotels and their competitors' websites, social media presence, market share, product/service quality, customer service, brand reputation, and any unique selling propositions. Highlight the key strengths.

Weaknesses: Identify potential areas of improvement in IHG Hotels and competitors marketing strategy, online presence, customer feedback, product range, and market penetration.

Opportunities: Explore possible market trends, emerging technologies, and demographic shifts that IHG Hotels could capitalize on. Also, consider potential partnerships or new market segments.

Threats: Assess the main challenges faced by IHG Hotels and competitors, such as competitive actions, changes in consumer behavior, regulatory changes, and supply chain issues.



To conduct a SWOT analysis for IHG Hotels, we need to consider the company's strengths, weaknesses, opportunities, and threats. The analysis should be based on the company's current position in the market, its competitive advantages, and the challenges it faces. The analysis should also consider the company's future growth potential and the risks it faces. The analysis should be conducted in a systematic and thorough manner, taking into account all relevant factors. The analysis should be presented in a clear and concise manner, using bullet points and tables to organize the information. The analysis should be updated regularly to reflect changes in the market and the company's position.

Hilton:

- **Innovative Technology:** Hilton has invested heavily in technology, particularly in its mobile app and digital marketing efforts, which has helped it stay competitive in the market.
- **Hilton Honors Program:** The Hilton Honors program is a highly successful loyalty program that has helped Hilton build a strong customer base and increase repeat business.
- **Brand Reputation:** Hilton has a strong brand reputation, particularly in the luxury and upscale segments, which has helped it maintain high occupancy rates and premium pricing.
- **DoubleTree Brand:** The DoubleTree brand is a well-known and successful brand within the Hilton portfolio, known for its consistent quality and service.

Hyatt:

- **Luxury Focus:** Hyatt has a strong focus on the luxury segment of the market, which has helped it build a reputation for high-quality service and amenities.
- **World of Hyatt Program:** The World of Hyatt program is a loyalty program that offers a variety of benefits to its members, including access to exclusive experiences and amenities.
- **Smaller but Growing:** While Hyatt is smaller than its competitors, it has been growing steadily in recent years, particularly in the luxury and upscale segments.
- **On quality of service:** Hyatt is known for its high-quality service and amenities, which has helped it build a strong reputation in the luxury market.

Wyndham:

- **Wide Reach:** Wyndham has a wide reach across the market, with a large number of properties and a diverse portfolio of brands.
- **Wyndham Rewards Program:** The Wyndham Rewards program is a loyalty program that offers a variety of benefits to its members, including access to exclusive experiences and amenities.
- **Franchise Model:** Wyndham uses a franchise model, which has helped it expand its reach and build a strong customer base.
- **Reaching mass market:** Wyndham is focused on reaching the mass market, which has helped it build a large and diverse customer base.

Weaknesses

IHG Hotels:

- **Market Share:** Despite its size, IHG Hotels still has a relatively small market share compared to its competitors, particularly in the luxury and upscale segments.
- **Brand Differentiation:** IHG Hotels' brands are often seen as similar, which can make it difficult for the company to differentiate itself in the market.
- **Technology Adoption:** IHG Hotels has been slower to adopt new technologies, particularly in the areas of digital marketing and mobile apps.
- **Edge technologies that erode control:** IHG Hotels' reliance on third-party technology providers can erode its control over its data and customer experience.

Marriott:

- **Complexity of Loyalty Program:** Marriott's loyalty program is highly complex, which can make it difficult for customers to understand and use.
- **Brand Cannibalization:** Marriott's large portfolio of brands can lead to brand cannibalization, where one brand's success comes at the expense of another.
- **Brand Cannibalization:** Marriott's large portfolio of brands can lead to brand cannibalization, where one brand's success comes at the expense of another.

Hilton:

- **High Dependence on U.S. Market:** Hilton is heavily reliant on the U.S. market, which makes it vulnerable to economic downturns and changes in consumer behavior.
- **Premium Pricing:** Hilton's focus on the luxury segment has led to premium pricing, which can limit its appeal to a broader audience.
- **Who are looking for more value:** Hilton's focus on the luxury segment has led to premium pricing, which can limit its appeal to a broader audience.

Hyatt:

- **Limited Global Presence:** Hyatt's focus on the luxury segment has limited its global presence, particularly in emerging markets.
- **Over-Reliance on Luxury Segment:** Hyatt's heavy reliance on the luxury segment makes it vulnerable to economic downturns and changes in consumer behavior.
- **Downturns when demand drops:** Hyatt's heavy reliance on the luxury segment makes it vulnerable to economic downturns and changes in consumer behavior.

Wyndham:

- **Lower Brand Perception:** Wyndham's focus on the mass market has led to a lower brand perception compared to its competitors.
- **Often struggles with brand identity:** Wyndham's large portfolio of brands can lead to confusion and a lack of brand identity.
- **Inconsistent Quality:** Wyndham's franchise model can lead to inconsistent quality and service across its properties.
- **Inconsistent quality across properties:** Wyndham's franchise model can lead to inconsistent quality and service across its properties.

Opportunities

IHG Hotels:

- **Expanding in Emerging Markets:** IHG Hotels has the opportunity to expand its presence in emerging markets, where there is significant growth potential.
- **Digital Transformation:** IHG Hotels can improve its digital marketing and mobile app offerings to enhance the customer experience and increase loyalty.
- **Sustainability Initiatives:** IHG Hotels can implement sustainability initiatives to reduce its environmental impact and appeal to environmentally conscious consumers.
- **Health and Wellness Travel:** IHG Hotels can expand its offerings in the health and wellness travel segment, which is growing rapidly.

Marriott:

- **Experiential Travel:** Marriott can focus on creating unique and memorable experiences for its customers, which can help it differentiate itself in the market.
- **Strategic Partnerships:** Marriott can form strategic partnerships with other travel-related companies to expand its reach and offer more services.
- **Expansion in Budget Segment:** Marriott can expand its presence in the budget segment of the market to attract a broader audience.
- **Expansion in Budget Segment:** Marriott can expand its presence in the budget segment of the market to attract a broader audience.

Hilton:

- **Focus on Leisure Travel:** Hilton can focus on attracting leisure travelers, which can help it increase its occupancy rates and revenue.
- **Sustainability and CSR:** Hilton can implement sustainability and corporate social responsibility initiatives to improve its brand reputation and appeal to socially conscious consumers.
- **Global Expansion:** Hilton can expand its presence in emerging markets and other international regions to increase its global reach.
- **Global Expansion:** Hilton can expand its presence in emerging markets and other international regions to increase its global reach.

Hyatt:

- **Boutique Hotel Growth:** Hyatt can focus on growing its boutique hotel segment, which is a high-growth area of the market.
- **Technological Innovation:** Hyatt can invest in technological innovation to improve its service and amenities, particularly in the areas of digital marketing and mobile apps.
- **Wellness and Lifestyle:** Hyatt can expand its offerings in the wellness and lifestyle segments, which are growing rapidly.
- **Wellness and Lifestyle:** Hyatt can expand its offerings in the wellness and lifestyle segments, which are growing rapidly.

Wyndham:

- **Expansion in Asia-Pacific:** Wyndham can expand its presence in the Asia-Pacific region, which is a high-growth area of the market.
- **Loyalty Program Simplification:** Wyndham can simplify its loyalty program to make it easier for customers to understand and use.
- **Sustainability Initiatives:** Wyndham can implement sustainability initiatives to reduce its environmental impact and appeal to environmentally conscious consumers.
- **Sustainability Initiatives:** Wyndham can implement sustainability initiatives to reduce its environmental impact and appeal to environmentally conscious consumers.

Threats

IHG Hotels:

- **Intense Competition:** The hospitality industry is highly competitive, with Marriott, Hilton, Hyatt, and Wyndham constantly innovating and expanding their offerings.
- **Economic Downturns:** Economic challenges, such as recessions, can significantly impact travel demand, especially in the luxury and upper-upscale segments where IHG operates.
- **Regulatory Changes:** Changes in regulations, particularly around health and safety due to the ongoing pandemic, could increase operational costs and affect profitability.
- **Supply Chain Issues:** Disruptions in global supply chains could lead to increased costs and delays in hotel development and renovations.

Marriott:

- **Data Privacy Concerns:** As Marriott continues to expand its digital offerings, it must address data privacy concerns, especially after past data breaches.
- **Market Saturation:** With its vast portfolio, Marriott risks market saturation, particularly in regions where it already has a significant presence.
- **Rising Operational Costs:** Increasing labor and operational costs, especially in key markets like the U.S. and Europe, could squeeze profit margins.
- **Rising Operational Costs:** Increasing labor and operational costs, especially in key markets like the U.S. and Europe, could squeeze profit margins.

Hilton:

- **Geopolitical Risks:** Hilton's reliance on the U.S. market makes it vulnerable to geopolitical risks and changes in domestic travel patterns.
- **Consumer Behavior Shifts:** Changes in consumer behavior, such as the growing preference for alternative accommodations like Airbnb, could impact Hilton's traditional hotel business model.
- **Consumer Behavior Shifts:** Changes in consumer behavior, such as the growing preference for alternative accommodations like Airbnb, could impact Hilton's traditional hotel business model.

Hyatt:

- **Luxury Market Volatility:** Hyatt's focus on the luxury segment makes it vulnerable to market volatility, especially during economic downturns when luxury travel demand decreases.
- **Limited Diversification:** With a smaller portfolio, Hyatt is less diversified than its competitors, making it more susceptible to market fluctuations.
- **Limited Diversification:** With a smaller portfolio, Hyatt is less diversified than its competitors, making it more susceptible to market fluctuations.

Wyndham:

- **Brand Perception Issues:** Wyndham's association with the economy segment may deter higher-end travelers, limiting its appeal across different market segments.
- **Franchise Model Risks:** The franchise model can lead to inconsistent quality and service standards, impacting customer satisfaction and brand reputation.
- **Franchise Model Risks:** The franchise model can lead to inconsistent quality and service standards, impacting customer satisfaction and brand reputation.

This SWOT analysis provides a comprehensive overview of IHG Hotels' positioning relative to its main competitors. IHG's strengths lie in its global presence, diverse portfolio, and sustainability initiatives, while weaknesses include market share and technological adoption. Opportunities exist in expanding into emerging markets and leveraging digital transformation, while threats include intense competition and economic downturns.

A woman with long brown hair and a man with a beard and glasses are shown from the chest up. They are both looking upwards with expressions of contemplation. Above each of their heads is a glowing incandescent lightbulb, with small white lines radiating from them to suggest light or inspiration. The background is a textured, grey concrete wall. The overall tone is professional and creative.

Brainstorming and Ideation

Brainstorming is a Declining Skillset

"There has been a significant decline in the ability of people, particularly among Millennial and Gen Z workers in the U.S., U.K., Germany, and Japan, to engage in deep, reflective thinking." ¹

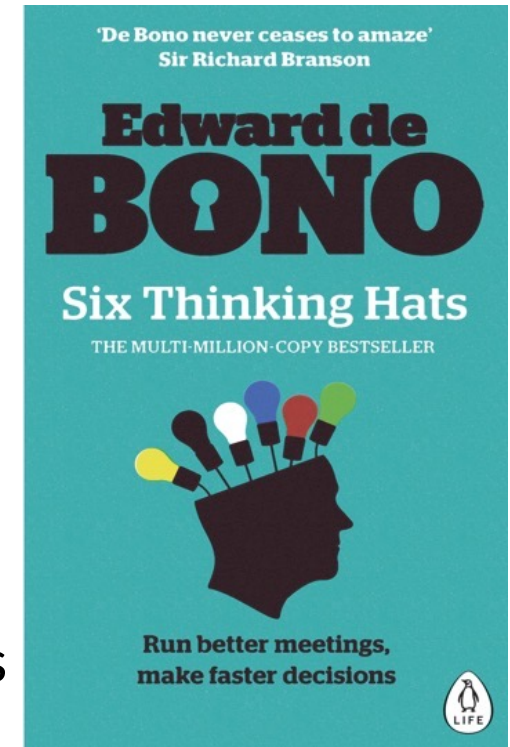
"Disruptions caused by the pandemic, have had a ripple effect on American workers abilities to engage in complex cognitive tasks like brainstorming and ideation." ²

1. *Psychology Today, The Decline of Critical Thinking Skills, July 5, 2023*
2. *Brookings Institute, The Alarming State of the American Student, Nov. 1, 2022*



Six Thinking Hats Technique

- Method involves six distinct types of thinking, each represented by a colored "hat."
 - White Hat: Focuses on objective facts and data
 - Red Hat: Looks at problems and solutions from an emotional viewpoint
 - Black Hat: Considers all the negative aspects or why an idea might not work
 - Yellow Hat: Represents optimistic and positive viewpoints
 - Green Hat: Encourages creativity and new ideas
 - Blue Hat: Manages the thinking process and ensures the rules of the Six Hats are followed
- This approach helps teams look at problems from multiple perspectives and can be particularly useful in meetings or group discussions



Six Thinking Hats Technique

- *“Act as a brainstorming expert, please help me brainstorm for an upcoming campaign promoting Miles Partnership, a strategic marketing consultancy exclusively on travel and tourism. Campaigns ideas should focus on driving Miles Partnership new clients. Provide ideas from the perspective of the Six Thinking Hats Technique: White (facts), Red (emotions), Black (judgment), Yellow (positivity), Green (creativity), and Blue (process).”*





Using the Six Thinking Hats technique, here are campaign ideas for Miles Partnership, a strategic marketing consultancy focused on travel and tourism businesses.

White Hat (Facts)

- **Data-Driven Success Stories:** Create a campaign showcasing how Miles Partnership has successfully helped clients in the travel and tourism industry. Highlight improved brand visibility, and enhanced digital engagement.
- **Industry Insights and Reports:** Develop a series of reports or webinars to provide valuable insights into current travel and tourism trends, positioning Miles Partnership as a thought leader and magnets to attract new clients who are looking for expertise in the evolving landscape.

Red Hat (Emotions)

- **Inspiring Travel Dreams:** Launch a visually compelling campaign that evokes the emotions associated with travel—adventure, relaxation, exploration. Use storytelling to connect with potential clients on an emotional level, showing how Miles Partnership can help bring these dreams to life for their businesses.
- **Client Testimonials with Personal Touch:** Share testimonials from satisfied clients who have seen their destinations thrive through the help of Miles Partnership. Highlight the emotional journey of these clients, from their initial challenges to their successful outcomes, emphasizing the personal touch and expertise of the consultancy.

Black Hat (Judgment)

- **Addressing Industry Pain Points:** Acknowledge the challenges that travel and tourism businesses face, such as market saturation, changing consumer preferences, and operational complexities. Position Miles Partnership as a solution provider, offering tailored, strategic solutions to address these pain points.
- **Risk Mitigation Strategies:** Promote Miles Partnership's expertise in helping tourism businesses through tried-and-true methodologies and data-driven insights. Highlight the consultancy's track record in successfully navigating industry challenges and mitigating risks.

Yellow Hat (Positivity)

- **Celebrating Industry Resilience:** Focus on the positive outlook for the travel and tourism industry, especially in a post-pandemic world. Position Miles Partnership as the ideal partner to help businesses capitalize on the industry's recovery and growth opportunities.
- **Success Guarantee:** Offer a campaign that emphasizes the confidence Miles Partnership has in its services, potentially even featuring a success guarantee or a "first-results-free" offer to encourage new clients to try their services risk-free.

Green Hat (Creativity)

- **Virtual Reality Experience:** Develop a virtual reality (VR) experience that allows potential clients to "travel" through a simulated campaign journey. Show how Miles Partnership can transform their brand from its current state to a highly successful destination marketing powerhouse.
- **Co-Creation with Influencers:** Launch a co-creation campaign where Miles Partnership collaborates with travel influencers to develop creative marketing strategies for potential clients. This could include live brainstorming sessions, workshops, or social media takeovers that demonstrate the creative power of the consultancy.

Blue Hat (Process)

- **Step-by-Step Client Journey:** Map out the entire client journey from initial contact to successful campaign execution. Create a series of content pieces (e.g., blog posts, videos, infographics) that guide potential clients through this process, showcasing Miles Partnership's structured and effective approach to delivering results.
- **Workshops and Webinars:** Organize a series of workshops and webinars focused on the latest trends and strategies in travel and tourism marketing. These events would not only educate potential clients but also demonstrate the expertise and thought leadership of Miles Partnership.

These ideas, framed by the Six Thinking Hats technique, provide a comprehensive approach to crafting a campaign that appeals to various aspects of decision-making and client attraction.

Iterate with the AI

I thought your Green Hat idea of Co-Create with Influencers: Launch a co-creation campaign where Miles Partnership collaborates with travel influencers to develop creative marketing strategies for potential clients was interesting. Let's take a deeper dive and share with me how this could be developed into a successful campaign that will drive ROI

Your Red Hat idea of Client Testimonials is a bit basic and everyone has done this before. Let's try again and come up with a more innovative and out of the box idea.



Integrate AI

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Green Hat Idea: Co-Creation

Campaign Concept: The “Co-Creation” campaign involves partnering with well-known travel influencers and clients of Miles Partnership. Influencers will create content showcasing their experiences with Miles Partnership, while clients will provide testimonials and feedback, demonstrating Miles Partnership's value.

Development Plan:

1. Influencer Selection:

- **Criteria:** Choose influencers with a strong following in the travel industry, and who align with Miles Partnership's brand values.
- **Diverse Representation:** Select influencers from various geographic segments (luxury, budget, etc.) to reach a wider audience.

2. Co-Creation Workshop:

- **Interactive Session:** Invite influencers and clients to a workshop to brainstorm content ideas and collaborate with Miles Partnership's marketing team. Workshops would be tailored to the client's specific needs and goals.
- **Content Creation Incentives:** Offer influencers real-time content (e.g., travel vouchers, exclusive access) as a reward for their participation. This could also be a benefit for clients.

3. Campaign Execution:

- **Influencer-Led Content:** Influencers could create content (e.g., blog posts, social media posts, videos) showcasing their experiences with Miles Partnership and its services.
- **Social Media Amplification:** Miles Partnership could amplify the reach of the campaign by sharing influencers' content on its own channels and encouraging clients to share their testimonials.

4. Client Showcase Events:

- **Virtual and In-Person Events:** Organize events where influencers and clients present the results of the campaigns. This could include showcasing performance metrics, discussing the creative process, and highlighting the value that Miles Partnership brings to the table.
- **Case Studies:** Develop case studies from these collaborations that highlight the creative process and measurable outcomes, which can be used to attract new clients.

5. Measuring Success:

- **Engagement Metrics:** Track social media engagement, reach, and sentiment throughout the campaign to measure its effectiveness. Use influencer analytics tools to monitor the performance of posts and content created during the campaign.
- **Client ROI:** Measure the impact on client bookings, brand awareness, and online presence. Provide a clear ROI analysis to demonstrate the value of the campaign to potential clients.

Driving ROI:

- **Client Acquisition:** The innovative and personalized nature of the co-created campaigns will attract potential clients who are looking for unique and effective marketing strategies, leading to new business opportunities for Miles Partnership.
- **Brand Credibility:** By associating with trusted influencers, Miles Partnership can enhance its brand credibility and appeal to a broader audience in the travel and tourism sector.
- **Content Longevity:** The content created through these collaborations can be repurposed across various marketing channels, providing long-term value and ongoing engagement with both the client's and Miles Partnership's audiences.

Red Hat Idea: Innovative

New Concept: The "Travel Visionaries Series"

Campaign Concept: Instead of a traditional travel show, the "Travel Visionaries Series" will showcase the visionaries behind the travel industry. Each episode would highlight the creative and innovative ideas of a travel professional, with a focus on the collaborative reality of the industry.

Development Plan:

1. Identify Visionaries:

- **Client Leaders:** Feature travel and tourism business owners who are successful clients of Miles Partnership.
- **Industry Innovators:** Highlight industry professionals who have innovative ideas or services.

2. Content Creation:

- **Documentary-Style:** Create short documentaries showcasing the journey of these visionaries, the challenges they face, and the solutions they find.
- **Interactive Content:** Develop interactive infographics, and mini-documentaries to provide a more engaging and informative experience.

3. Distribution Strategy:

- **Social Media Campaign:** Launch a social media campaign to build anticipation and reach target demographics in the travel industry.
- **Website Hub:** Create a dedicated website hub for the series, featuring episode guides, behind-the-scenes content, and contact information for Miles Partnership.

4. Engagement and Interaction:

- **Live Q&A Sessions:** Host live Q&A sessions with the featured visionaries, allowing potential clients to engage directly with industry leaders and learn more about how Miles Partnership can help them achieve similar success.
- **User-Generated Content:** Encourage viewers to share their own stories of travel industry innovation using a specific campaign hashtag, creating a community around the series.

5. Follow-Up and Lead Nurturing:

- **Personalized Outreach:** After each episode, follow up with potential clients who have engaged with the content through personalized email campaigns, offering a consultation or a meeting to discuss how Miles Partnership can help them achieve their vision.
- **Content Retargeting:** Use retargeting ads to reach viewers who watched the series but haven't yet converted, reminding them of the value Miles Partnership offers.

Driving ROI:

- **Increased Brand Awareness:** The series will position Miles Partnership as a thought leader and innovator in the travel and tourism marketing space, attracting new clients who are inspired by the stories and insights shared.
- **Lead Generation:** The series can serve as a powerful lead generation tool, with the potential to convert engaged viewers into clients through strategic follow-up and nurturing.
- **Long-Term Content Value:** The "Travel Visionaries Series" will provide lasting content that can be used in various marketing efforts, from webinars to social media campaigns, ensuring ongoing engagement and ROI.

Content Strategy

- *“Act as a content marketer, develop for me a detailed and cohesive content strategy that will raise the visibility of East Point, Georgia, a gem nestled just 10 minutes from Atlanta, offers a wealth of experiences that cater to a variety of interests and tastes. The goal of the campaign is to drive more meeting planners to plan events and conferences at East Point, GA.”*





Content Strategy Overview

The content strategy for raising awareness of East Point, Georgia, through meetings and conferences involves highlighting the benefits of hosting events in a prime location, showcasing the area's unique offerings, and leveraging digital marketing to reach a wider audience. This strategy focuses on creating valuable content that addresses the needs of meeting planners, event organizers, and local businesses, while also promoting the area's proximity to Atlanta and its rich cultural heritage.

1. Audience Analysis:

- **Primary Audience:** Meeting planners, association executives, and corporate event organizers.
- **Secondary Audience:** Local businesses, destination marketing organizations, and travel agents.

2. Key Messaging:

- **Proximity to Atlanta:** Highlight the convenience of East Point's location, just minutes from Jackson Atlanta International Airport, making it easily accessible for out-of-town guests.
- **Unique Venues and Experiences:** Showcase the area's diverse venues, from modern corporate centers to historic landmarks, and emphasize the richness of local dining, shopping, and entertainment options.
- **Cost-Effectiveness:** Promote the value of hosting events in East Point, without compromising on quality or amenities.
- **Community and Support:** Highlight the strong local business community and the support services available to event organizers.

3. Content Pillars:

A. Proximity and Accessibility:

- **Blog Posts:** Write articles such as "How East Point's Close Proximity to Atlanta Makes it Ideal for Meetings."
- **Infographics:** Create visual content illustrating the benefits of choosing East Point for your next event.
- **SEO Keywords:** Use keywords like "meeting venues near Atlanta," and "meeting locations close to Atlanta."

B. Unique Venues and Local Attractions:

- **Virtual Tours:** Develop virtual tours for meeting planners to explore the space and amenities of various venues.
- **Case Studies:** Share success stories and testimonials from past events held in East Point.
- **Local Spotlight Features:** Highlight local businesses, restaurants, and attractions on your blog and social media.

C. Cost-Effectiveness:

- **Comparison Guides:** Create content comparing the cost of hosting events in East Point versus other Atlanta metropolitan area locations.
- **Promotional Offers:** Offer incentives to meeting planners who book rooms or venues in East Point early or in bulk.
- **ROI Focused Content:** Develop content that demonstrates the return on investment for hosting events in East Point, such as showcasing local talent and services.

D. Community and Support:

- **Behind-the-Scenes Content:** Share stories about local event managers, city officials, and businesses that support the event industry.
- **Partnership Features:** Highlight partnerships with local entertainment venues, hotels, and transportation services.
- **Testimonials and Reviews:** Collect and share feedback from event organizers who have held events in East Point.

4. Distribution Channels:

A. Website:

- **Dedicated Landing Page:** Create a dedicated landing page for meeting planners, featuring virtual tours, contact information, and promotional offers.
- **Resource Hub:** Develop a resource hub with downloadable guides, whitepapers aimed at meeting planners, and links to local business directories.

B. Social Media:

- **LinkedIn Campaigns:** Run targeted ads and sponsored content on LinkedIn, focusing on professional networks and industry associations.
- **Instagram Stories:** Use Instagram Stories to showcase local experiences, venue tours, and behind-the-scenes content.
- **YouTube Channel:** Create a YouTube channel featuring virtual tours, interviews with past clients, and promotional videos.

C. Email Marketing:

- **Newsletter Campaign:** Develop a newsletter campaign providing updates on local events, venue availability, and promotional offers.
- **Lead Nurturing Campaign:** Implement a lead nurturing campaign with targeted email sequences for meeting planners who have expressed interest in East Point.

D. Influencer Partnerships:

- **Industry Influencers:** Partner with industry influencers, such as event planners and travel bloggers, to promote East Point and share their experiences.
- **Guest Blogging:** Invite guest bloggers to write about the benefits of East Point for meetings and conferences.

5. Performance Measurement:

• KPIs:

- **Website Traffic:** Monitor traffic to the dedicated landing page and resource hub.
- **Lead Generation:** Track the number of new leads generated through downloads, email sign-ups, and social media engagements.
- **Social Media Engagement:** Measure likes, shares, comments, and overall reach on social media platforms.
- **Conversion Rate:** Track the number of inquiries and bookings made through the website and other campaign touchpoints.
- **Customer Feedback:** Regularly gather feedback from event organizers who choose East Point, using surveys and interviews to refine the content strategy.

6. Timeline and Rollout:

- **Month 1-2:** Content creation and initial website updates, including the development of virtual tours and initial blog posts.
- **Month 3-4:** Launch of social media campaigns, influencer partnerships, and email marketing sequences.
- **Month 5-6:** Ongoing content updates, including case studies and testimonials, with a focus on refining based on performance data.

This comprehensive content strategy will raise the visibility of East Point, Georgia, as a prime location for meetings and conferences, driving more meeting planners to consider it for their events. By leveraging a mix of content formats, targeted messaging, and multi-channel distribution, the campaign will effectively highlight East Point's unique offerings and competitive advantages.

Claude Artifact

“Can you please develop for me a web app for Visit Georgia that is a detailed Visitor Survey Results pulling data from lodging, restaurants, attractions, and events.”

A woman with dark, curly hair is shown in profile, focused on her work. She is seated at a desk in a dimly lit room, illuminated by the glow of several computer monitors. The monitors display vibrant, abstract data visualizations in shades of blue, green, and orange. Her hands are positioned on a keyboard, suggesting active engagement with the technology. The overall atmosphere is one of concentration and modern digital work.

Text to Image Generators

Text to Image Generators

“Act as a prompt engineer and create me an image prompt that shows how Gray Destination Marketing can help drive tourism and travel to the great state of Georgia.”



Here's a detailed image prompt you can use for generating an image:

"Create a dynamic, visually striking scene that highlights Gray Destination Marketing driving tourism to the state of Georgia. Show a collage of Georgia's diverse attractions, including Atlanta's skyline, Savannah's historic streets, the Blue Ridge Mountains, and the beaches of Tybee Island. In the center, feature a marketing team at Gray Destination Marketing strategizing with maps, travel posters, and digital screens displaying travel ads. Surround the scene with travelers and tourists enjoying outdoor activities, cultural landmarks, and local cuisine. Use vibrant colors and lighting to emphasize the beauty and variety of Georgia's landscapes and cityscapes."

This prompt brings together a mix of Georgia's iconic destinations and Gray Destination Marketing's role in promoting travel to the state.





Challenges of AI

- Accurate & relevant responses
 - AI will lie or share incorrect information
- Potential for bias in responses
 - Since AI is trained on existing data, it may inadvertently perpetuate biases present in that data, such as gender or racial biases
- All work must be quality checked by humans
- Sharing proprietary and confidential information
 - Some AI tools can store and reshare your confidential information



A woman with long brown hair and glasses, wearing a dark business suit, is shown in profile, looking at a humanoid robot. The robot has a white, sleek design with glowing blue eyes and internal components visible on its chest and arms. They are in a futuristic industrial setting with glass walls and bright lights. In the background, another person is visible, slightly out of focus.

Is AI Coming For Our Jobs?

A diverse group of business professionals, including men and women of various ethnicities, are running down a city street. They are all smiling and looking forward with energy. They are dressed in professional business attire, such as suits, blazers, and skirts. The background shows a city street with buildings and a clear sky. The overall mood is one of optimism and forward momentum.

Humans Empowered by Gen AI
Will be Coming for our Jobs

Integrate AI into Your Workflows

- Begin incorporating AI
 - Content creation
 - Market research
 - Idea generation
 - SEO optimization
 - Language translation
 - Email campaigns
 - Competitor analysis
 - Data analysis
 - Responding to emails
 - Travel itinerary



Join Me Today to Try This Yourself!



Morning Breakout Session, 10:35-11:35 am today in Magnificent 3 you will get to try some custom prompts, I built just for you! Bring your laptop.

Thank you for Your Time!

Please fill out survey!



surveymonkey.com/r/MN8XTDM



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