How to Make AI Your Unfair Business Advantage

Geoffrey Hinton

"Godfather of AI"

"I think it's quite conceivable that human intelligence is just a passing phase in the evolution of intelligence."

Artificial 'General' Intelligence (AGI)

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

Sam Altman, CEO

Open AI

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

Jann LeCun

Head of AI, Meta

NOBODY can predict the future!

Introduction

- **GR + Comms + Digital Marketing + Government + Industry Associations**

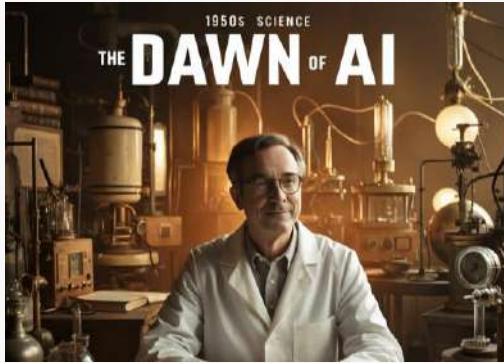- **CIPR Communications Inc.**

- **WSI**

- **Tourism AI Network**

How Did We Get Here?

A Brief History of AI

1950s – The Dawn of Artificial Intelligence
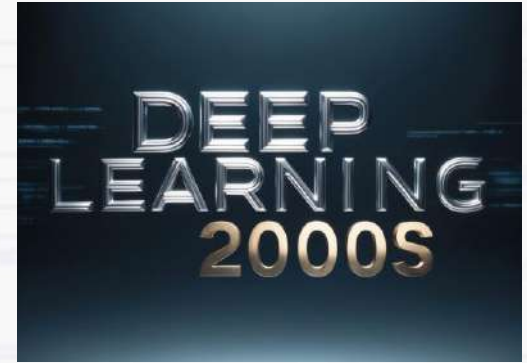
John McCarthy coined term "Artificial Intelligence

Introduction of neural networks

1980s – Machine Learning

Geoffrey Hinton's work on Neural Networks

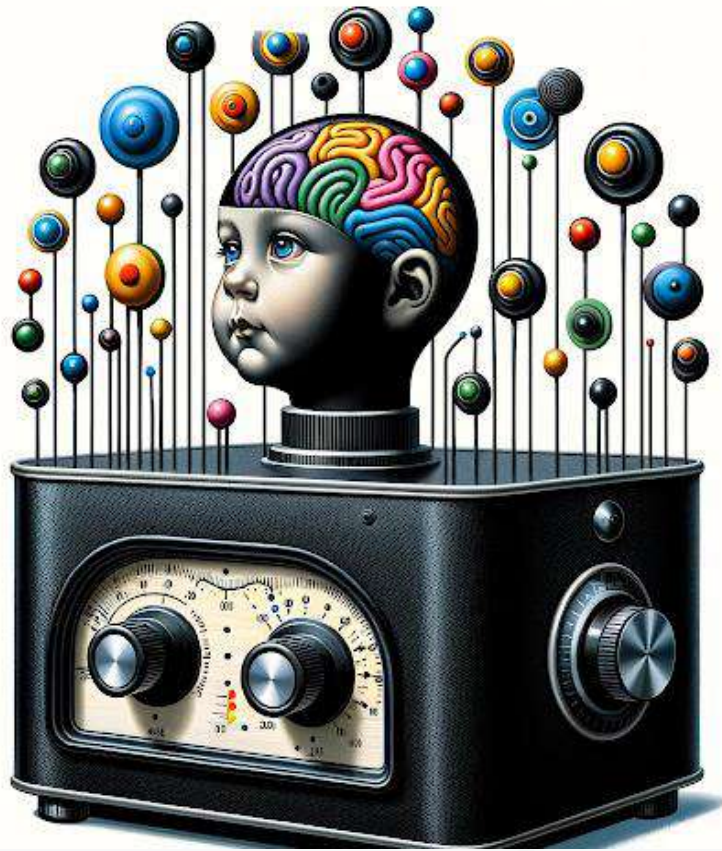**Introduction of algorithms and expert systems**

2000s – Onward Deep Learning

Learning unsupervised from unstructured & unlabeled data

Breakthroughs in computational power and data availability

What is Artificial Intelligence?

- "**AI** is the science of **making machines smart**."

  Demis Hassabis, Co-Founder & CEO, Google DeepMind

- **AI** is the science of **making software smart**.

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

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How is this possible?

Deep Learning: Large data sets + computing power

Machine learning: Trains and improves over time

AI: Identifies patterns and makes predictions

Artificial Intelligence

Machine Learning

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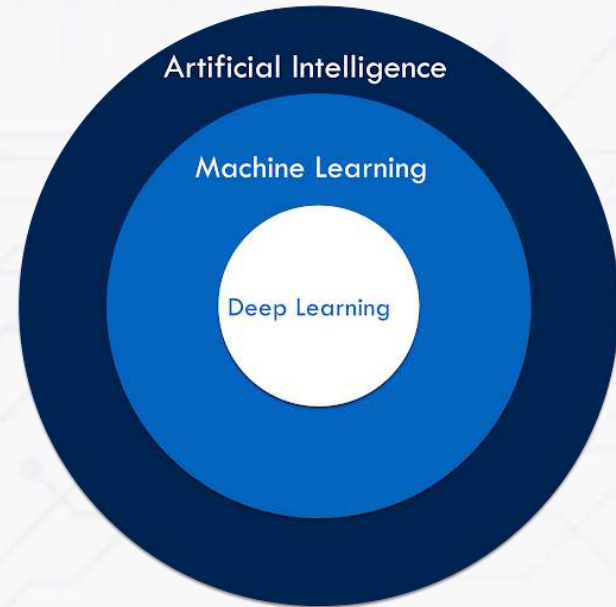
Machine learning is the **primary subset of AI.**

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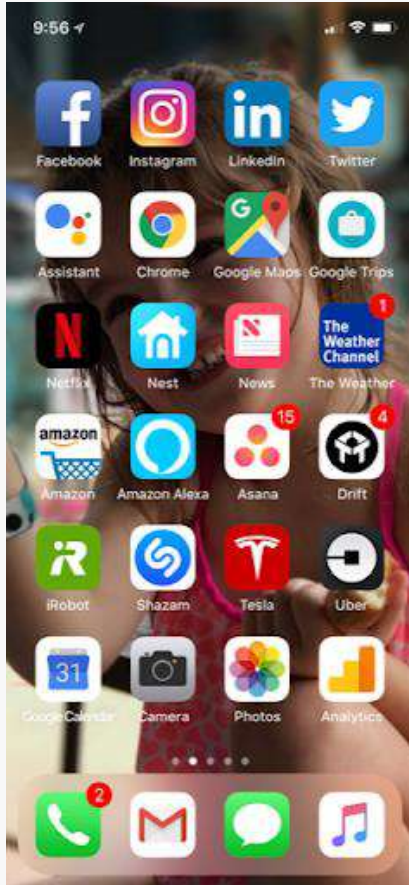# You Use AI Every Day, Whether You Know it or Not!

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

November 30, 2022 - The First Big Wave Arrived

The "ChatGPT Moment"

Launch of ChatGPT

Dawn of a New Era

The "Democratization of AI"

ChatGPT Sprints to One Million Users

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

Service	Launched	Time
Netflix	1999	3.5 years
Kickstarter*	2009	2.5 years
Airbnb**	2008	2.5 years
Twitter	2006	2 years
Foursquare***	2009	13 months
Facebook	2004	10 months
Dropbox	2008	7 months
Spotify	2008	5 months
Instagram***	2010	2.5 months
ChatGPT	2022	5 days

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

statista

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Speed of Development

- **10X more powerful in just 3.5 months!**

- **From 10% to 90% on the Bar Exam**

- **Custom GPTs, multimodal and other features**

GPT - 4 Turbo

March 13, 2023

Speed of Development (Midjourney)

V3, July 25, 2022

V4, Nov 5, 2022

V5, Mar 15, 2023

Speed of Development

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

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

AI is Still in its Infancy

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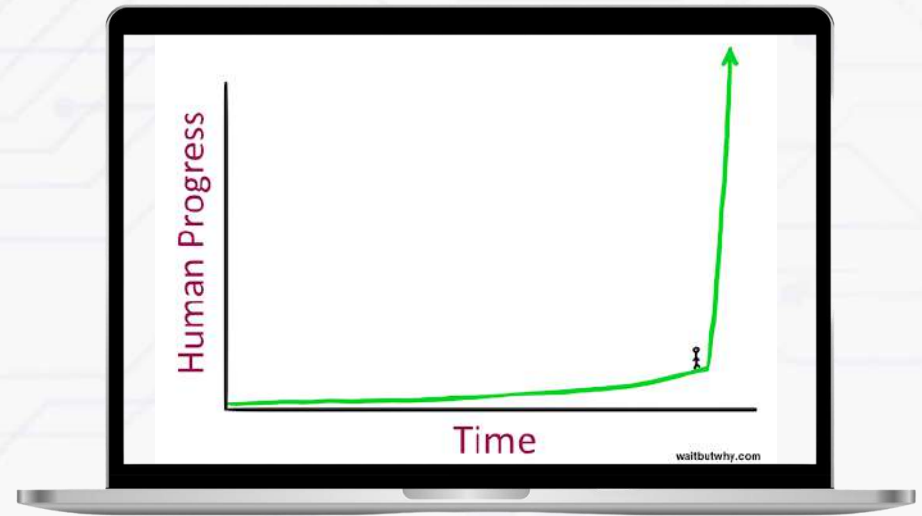
4 Waves of AI - Jensen Huang, Nvidia

Wave 1: AI startups, foundational models & Infrastructure

Wave 2: Enterprise Applications, AI

Wave 3: Heavy Industries Gain Benefits

Wave 4: Sovereign AI

We Are Here

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

OpenAI Imagines Our AI Future

Stages of Artificial Intelligence

Level 1	Chatbots, AI with conversational language
Level 2	Reasoners, human-level problem solving
Level 3	Agents, systems that can take actions
Level 4	Innovators, AI that can aid in invention
Level 5	Organizations, AI that can do the work of an organization

We Are Here

Source: Bloomberg reporting

Bloomberg

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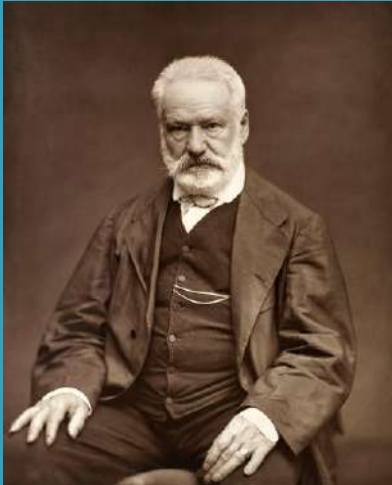
"A revolution is seldom recognized in its time."

Victor Hugo

The Top 100 Gen AI Consumer Apps – 3rd Edition

The Top 50 Gen AI Web Products, by Unique Monthly Visits

1.	ChatGPT	11.	SpicyChat	21.	VIGGLE	31.	PIXAI	41.	MaxAI.me
2.	character.ai	12.	IIElevenLabs	22.	Photoroom	32.	Clipchamp	42.	BLACKBOX AI
3.	perplexity	13.	Hugging Face	23.	Gamma	33.	udio	43.	CHATPDF
4.	Claude	14.	LUMA AI	24.	VEED.IO	34.	Chatbot App	44.	Gauth
5.	SUNO	15.	candy.ai	25.	PIXLR	35.	VocalRemover	45.	coze
6.	JanitorAI	16.	Crushon AI	26.	ideogram	36.	PicWish	46.	Playground
7.	QuillBot	17.	Leonardo.Ai	27.	you.com	37.	Chub.ai	47.	Doubao
8.	Poe	18.	Midjourney	28.	DeepAI	38.	HIX.AI	48.	Speechify
9.	liner	19.	yodayo	29.	SeaArt AI	39.	Vidnoz	49.	NightCafe
10.	CIVITAI	20.	cutout.pro	30.	invideo AI	40.	PIXELCUT	50.	AI Novelist

a16z Consumer

The Top 50 Gen AI Mobile Apps, by Monthly Active Users

1.	ChatGPT	11.	Facemoji	21.	Chatbot AI & Smart Assistant	31.	DAVINCI	41.	Microsoft SwiftKey
2.	Microsoft Edge	12.	Remove It	22.	Talkie	32.	ChatBox	42.	Prequel
3.	photomath	13.	ChatOn	23.	Photo AI	33.	Question AI	43.	LooksMax AI
4.	NOVA	14.	EPIK	24.	Face Dance	34.	Cici	44.	Umax
5.	Bing	15.	HiTranslate	25.	Luzia	35.	Adobe Express	45.	Babble AI
6.	Remini	16.	AI Mirror	26.	Doubao	36.	Copilot	46.	ChatPod
7.	Chat & Ask AI	17.	Photoroom	27.	Beat.ly	37.	ImagineArt	47.	Photoleap
8.	BRAINLY	18.	ChatBot	28.	OANDA	38.	PhotoApp	48.	Chat AI
9.	meitu	19.	Hypic	29.	SnapEdit	39.	AI Chat	49.	RIZZ
10.	character.ai	20.	AI Chatbot: AI Chat Smith 4	30.	SNOW	40.	Poly.AI	50.	perplexity

a16z Consumer

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Source: https://a16z.com/100-gen-ai-apps-3/
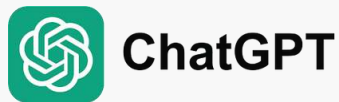
A Few Leading Generative AI Tools For Work

- **Multimodal:** ChatGPT4-Turbo, Google Gemini, Claude 3.5 Sonnet
- **Text:** Pi, Perplexity, Dust.TT
- **Images:** Leonardo, Stable Diffusion, Midjourney, Firefly
- **Speech synthesis:** Eleven Labs, Synthesys, DeepbrainAI
- **Coding:** Copilot (replacing 5 coders with 1), AlphaCode (beat 45% of expert coders)
- **Video:** Meta, Hourone.ai, RunwayML, Synthesia
- **Music:** Google (MusicLM), Suno AI

Hardware and AI Devices

The Paradigm Shift to Natural Language

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

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EVERYTHING is Changing
in Ways Never Thought Possible

Leading Through This Revolution is the Most
Pressing Task Facing Every One of Us

AI in the Workplace

Salesforce Global Gen AI Study (Nov 2023)

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

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

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

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2024 Work Trend Index Report
May 2024 - Microsoft + LinkedIn

Finding 1

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

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

Finding 2

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

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

Finding 3

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

Power users use AI at least several times per week. They say it saves them more than 30 minutes per day.
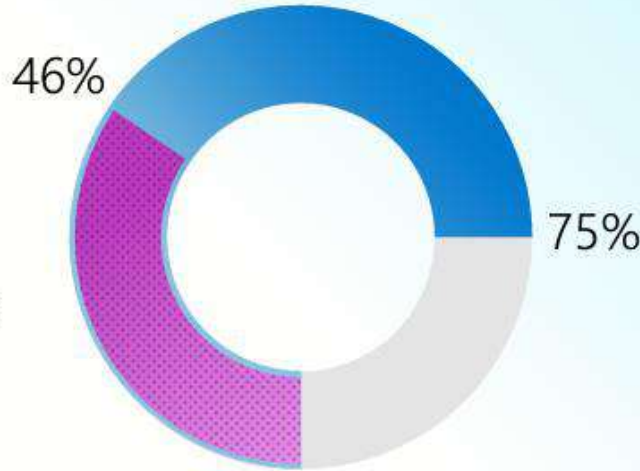
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2024 Work Trend Index Report
May 2024 - Microsoft + LinkedIn

Three Out of Four People Use AI at Work
Usage nearly doubled in the last six months.

75% of people are already using AI at work

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

46%

75%

Survey Questions:
How often do you use generative artificial intelligence (AI) for your work?
How long have you been using generative artificial intelligence (AI) at work?
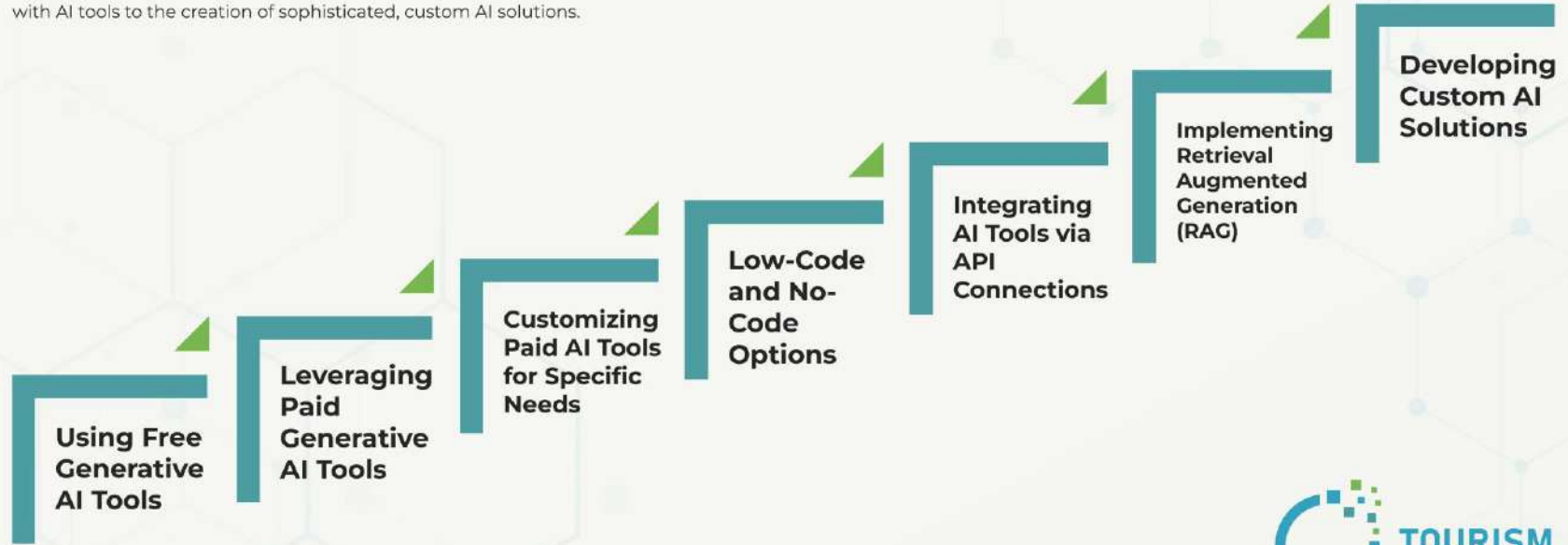
Read the full report on WorkLab

Microsoft

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But What Does "Use" AI at Work Mean?

THE AI ADOPTION HIERARCHY

The AI Adoption Hierarchy is a structured pathway designed to help tourism professionals understand and implement AI technologies progressively. This framework outlines the journey from initial experimentation with AI tools to the creation of sophisticated, custom AI solutions.

Using Free Generative AI Tools

Leveraging Paid Generative AI Tools

Customizing Paid AI Tools for Specific Needs

Low-Code and No-Code Options

Integrating AI Tools via API Connections

Implementing Retrieval Augmented Generation (RAG)

Developing Custom AI Solutions

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Beyond "Out of the Box" AI
My AI Powered Digital PR Agency

Lead Gen Genius

Ideal Customer Persona Genius

Brand Narrative Genius

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Beyond "Out of the Box" AI
Meet TAIRA: Tourism AI Roadmap Assistant
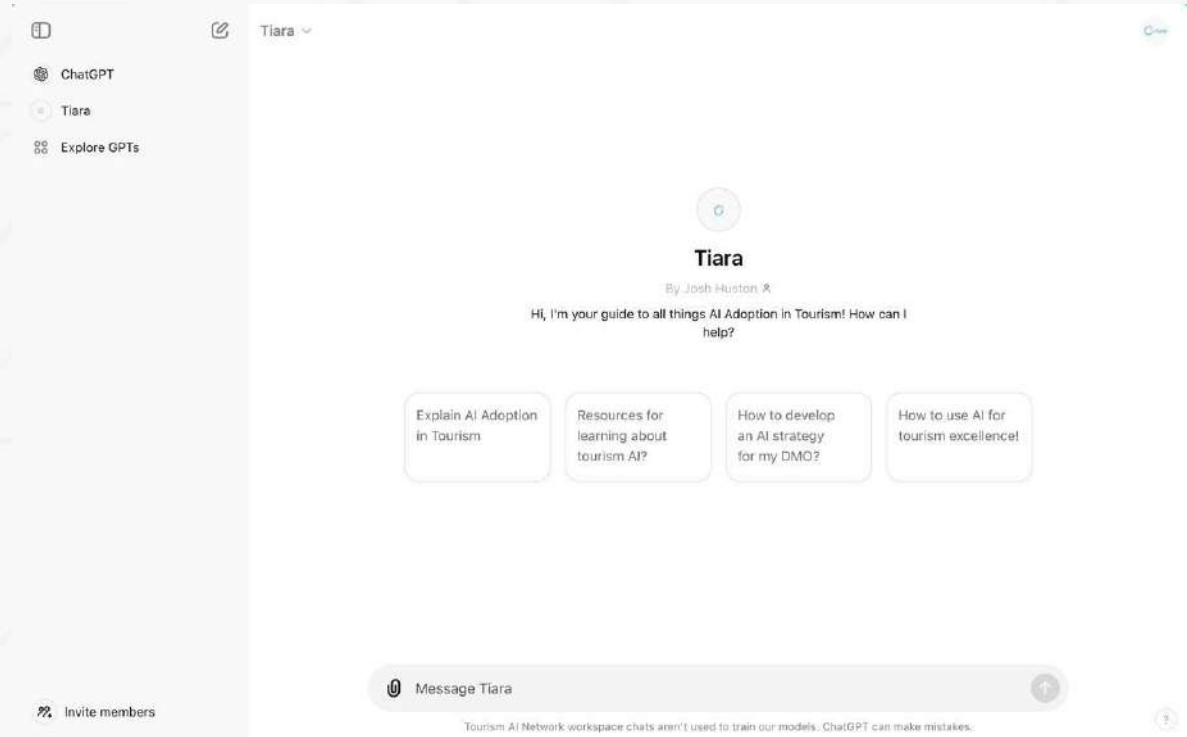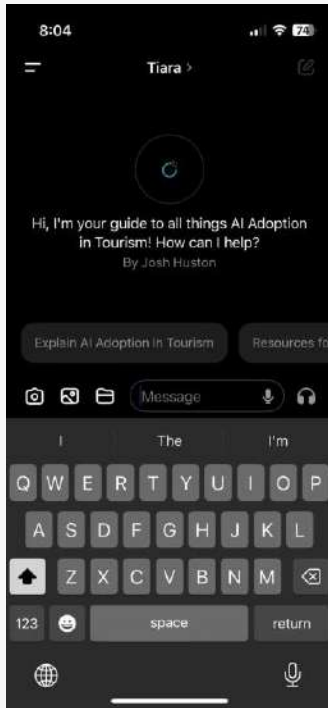
Beyond "Out of the Box" AI
Meet TAIRA: Tourism AI Roadmap Assistant
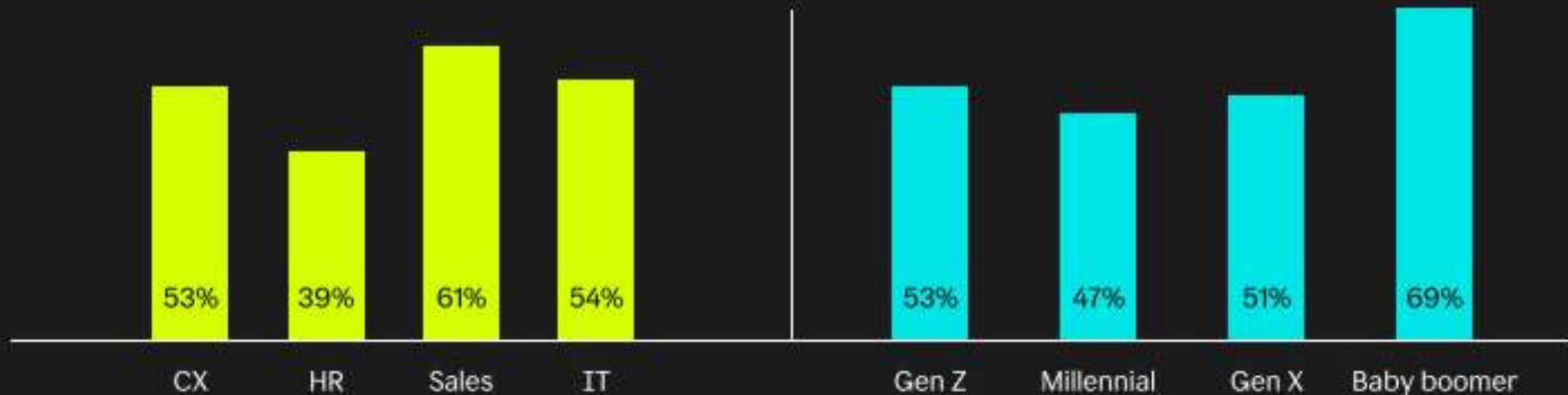
The Workplace is Changing Fast

The Critical Need For Change in Education & Investments in Learning and Development

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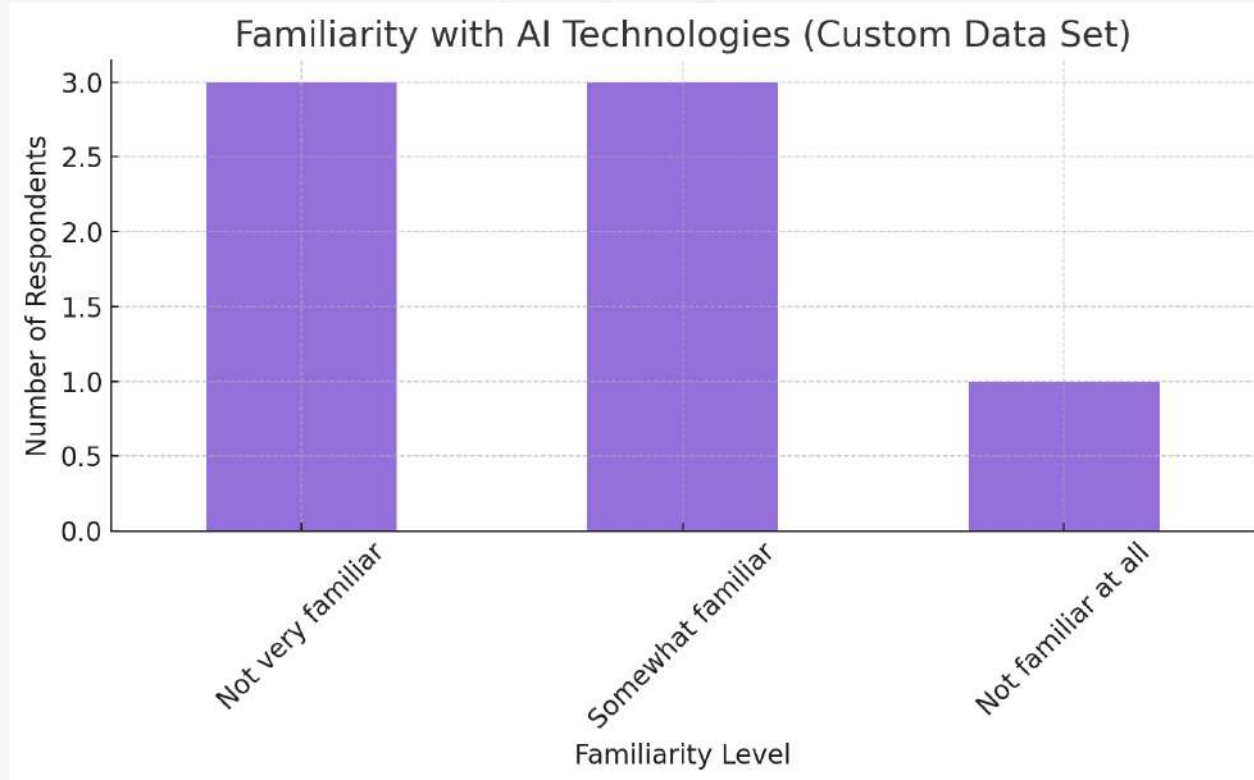A.I. NETWORK

AI in the Workplace

Most workers report they don't know how to use gen AI tools effectively

Teams

CX	HR	Sales	IT
53%	39%	61%	54%

Generations

Gen Z	Millennial	Gen X	Baby boomer
53%	47%	51%	69%

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AI in the Workplace – Tourism Chilliwack

AI in the Workplace

Workers report
AI-driven quality-of-life gains

46% Reduced stress

44% Increased productivity

44% Reduced workload
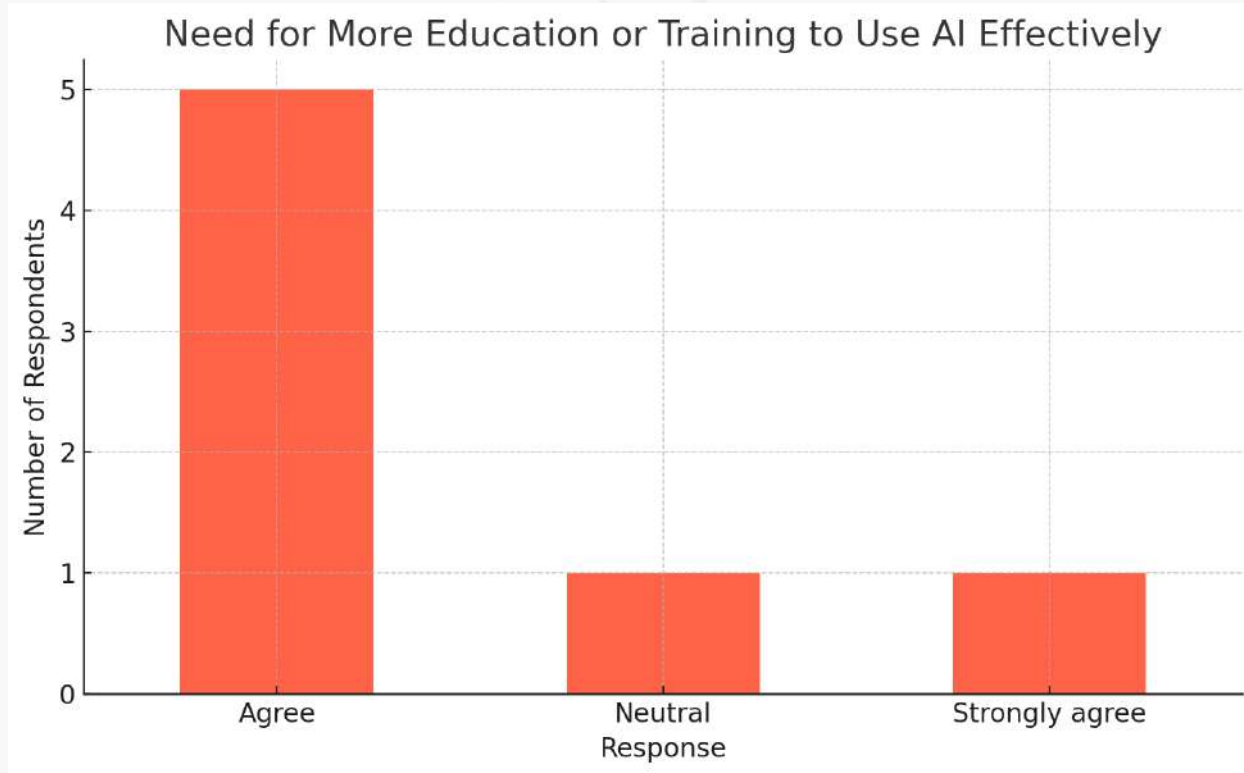
43% Enhanced work satisfaction

39% Enhanced creativity

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AI in the Workplace

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

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LinkedIn Learning

https://learning.linkedin.com/resources/workplace-learning-report

AI in the Workplace – Tourism Chilliwack

AI Literacy is Important, But ...

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

Source: LinkedIn 2024 Workplace Learning Report

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LinkedIn Learning

Soft Skills. Human Skills.

73% YoY increase in the importance of interpersonal skills in the AI era

64% YoY increase in the importance of presentation skills in the AI era

57% YoY increase in the importance of problem-solving skills in the AI era

Linked**in** Learning

https://learning.linkedin.com/resources/workplace-learning-report

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Soft Skills Are the Skills of the Future

World Economic Forum

Future of Jobs Report
2023

INSIGHT REPORT

MAY 2023

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

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The Future of Work

AI Literacy + Soft Skills

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The Work Ahead For Leaders

Develop A Culture of Innovation

The Work Ahead: HR as R&D

One Useful Thing

Latent Expertise: Everyone is in R&D

Ideas come from the edges, not the center

ETHAN MOLLICK

JUN 20, 2024

CO-INTELLIGENCE

Living and Working with AI

ETHAN MOLLICK
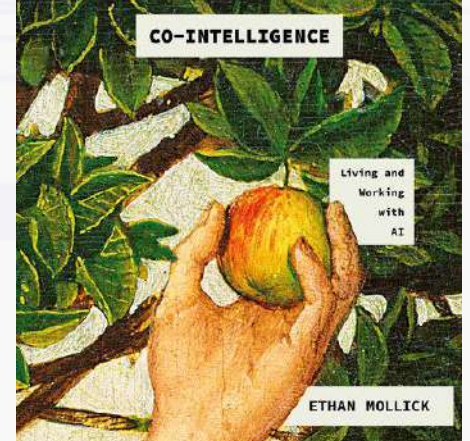
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Let's Talk About AI in Tourism

AI in Tourism – Low Hanging Fruit

Workforce and HR

- Internal Chatbots
- Process Optimization & Intelligent Automation
- Digital Training Avatars
- AR & VR Training

Service Augmentation

- Website Chatbots
- AI Customer Service Agents
- Internal Chatbots
- Multilingual Service
- Personalized Marketing

Admin, Data & Productivity

- Report Automation
- Better Market Research
- Communications Coordination
- Better Data Utilization
- Increased Productivity

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But First ...

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

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Tourism AI Network AI Adoption Framework

Phase 1: AI Literacy

Available Now

Intro to AI For Tourism

Generative AI For Tourism Professionals 1

Generative AI For Tourism Professionals 2

Coming Soon

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

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Tourism AI Network AI Adoption Framework

Phase 2: AI Strategy, Structures and Processes Leadership Masterclass

Leadership AI Survey + Employee AI Survey

AI Vision, Mission and Priorities Masterclass

AI Principles and Policies Masterclass

AI Council Masterclass

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Tourism AI Network AI Adoption Framework

Phase 3: AI Enablement

Technology Stack Survey

AI Enablement Interview 1

AI Enablement Interview 2
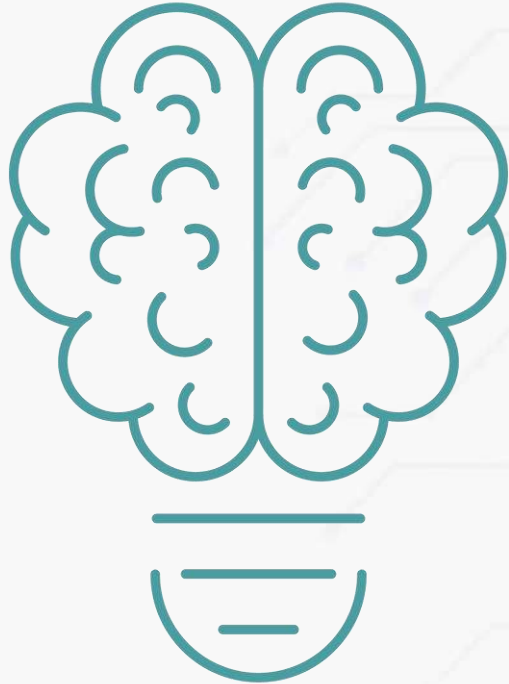
AI Enablement Interview 3

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Tourism AI Network AI Adoption Framework
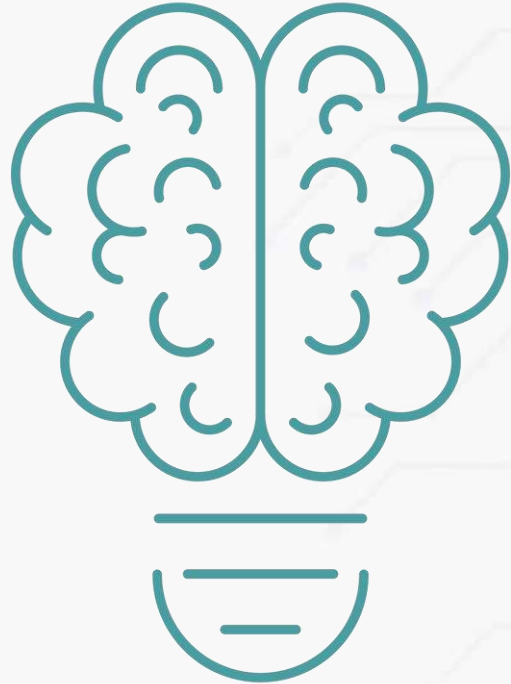
Strategic AI Roadmap

Tourism AI Academy

1. AI Awareness for Tourism

Objective: Introduce tourism professionals to AI concepts and potential applications

- Video: "Introduction to AI in Tourism: Opportunities and Impact"
- Video: "How to Optimize ChatGPT for Your Tourism Business"
- Downloadable: AI in Tourism glossary
- Custom GPT: Tourism AI Assistant (basic version)

2. Tool Exploration

Objective: Familiarize users with key AI tools relevant to tourism

- Video: "Intro to Claude for Tourism Professionals"
- Video: "Leveraging Descript for Tourism Content Creation"
- Video: "Creating Visual Content with Lumen5 for Tourism"
- Video: "Using Ideogram for Tourism Marketing Visuals"
- Downloadable: Tourism AI Tool Comparison Sheet

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Tourism AI Academy
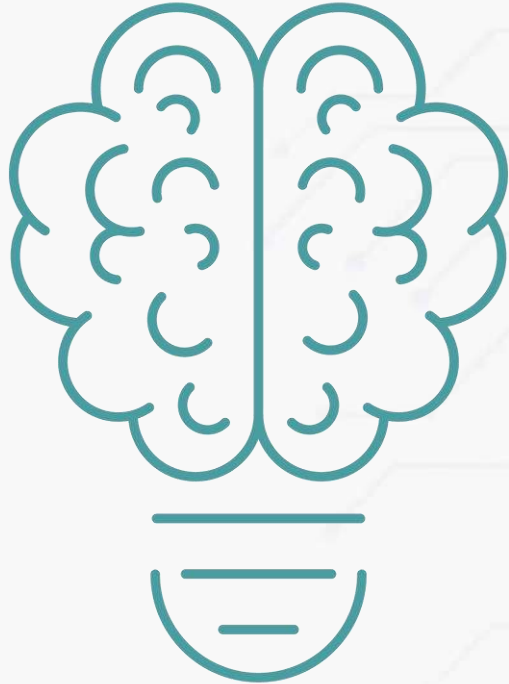
3. Task-Specific Applications

Objective: Apply AI tools to common tourism tasks

• Video: "Using AI to Analyze and Leverage Online Reviews"
• Video: "AI-Powered Tourism Sales Strategies"
• Video: "Innovating Tourism Packages with AI"
• Custom GPT: Tourism Package Innovation Assistant
• Downloadable: AI-Enhanced Tourism Workflow Templates

4. Advanced AI Techniques (Future Development)

Objective: Deepen understanding and usage of AI in tourism contexts

• Video: "Advanced Prompt Engineering for Tourism AI"
• Video: "Combining Multiple AI Tools for Complex Tourism Projects"
• Custom GPT: Tourism AI Workflow Optimizer
• Downloadable: Advanced AI Technique Workbook for Tourism

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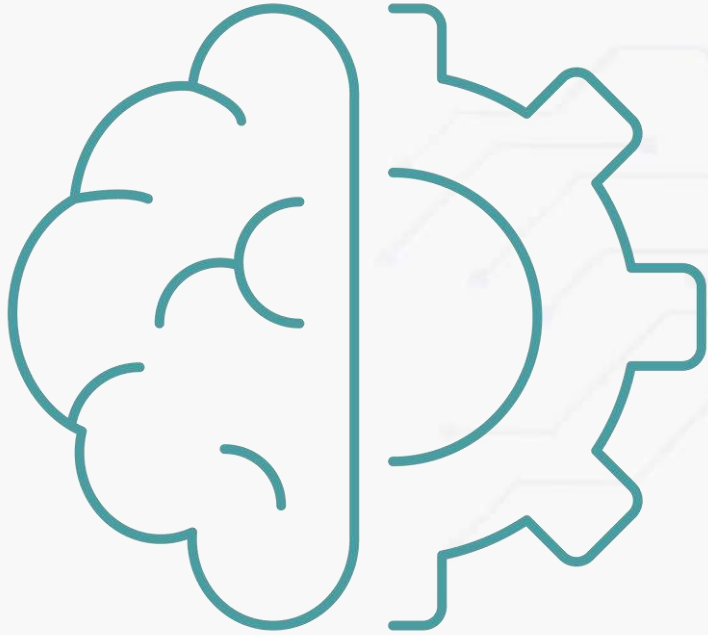
What If?

What if 20%, 40%, 60%, 80% of what knowledge workers do can be intelligently automated with AI?

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

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Thank You!

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

Charles Darwin

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peter@ciprcommunications.com

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