

Beyond The Hype:

# Is **Generative AI** the Future of Business?

Presented by Ali Shahid



**I'm not a robot  
I promise!**

# FUTURE HOSPITALITY SUMMIT



...RE  
TALITY  
UMMIT



# Today's agenda:

1. **Intro to the world of Generative AI**
2. **Tome.app**
3. **Chat GPT & prompts**
4. **Gemini**
5. **GPT 4 Store**
6. **Exercise, Q&A**

# What I can **NOT** help you with today

1. **Data protection implications**
2. **Intellectual property**
3. **Misinformation & politics**
4. **Security risks**

**You're about  
to meet my AI  
avatar...**







# Meet HeyGen

One-Stop AI Video Generation Platform



طيبة للاستثمار  
TAIBA INVESTMENTS



Hello, everyone!



طيبة للاستثمار  
TAIBA INVESTMENTS



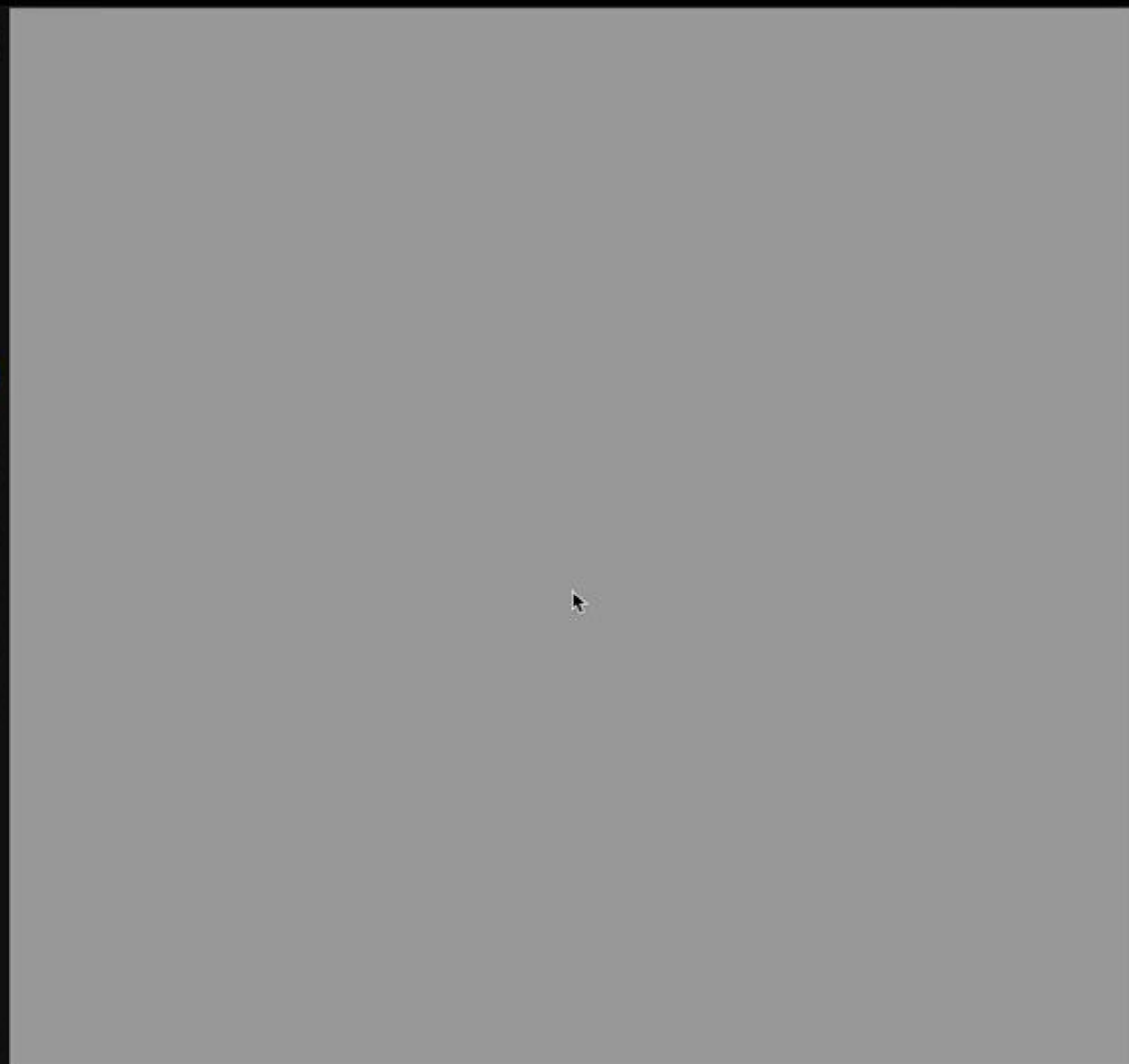


طيبة للاستثمار  
TAIBA INVESTMENTS









KREA.AI

No Style



Cinematic



Illustration



Bloom



Product



top view of a girl lying in a field of red poppy flowers, dreamy and whimsical, green grass



A dark, futuristic city street scene. In the foreground, a robot with a glowing head and mechanical body stands on a sidewalk. The street is lined with tall, modern buildings and a few cars are visible in the distance. The overall atmosphere is mysterious and high-tech.

**The videos you are about to watch are not real.**





**So... how do  
you REALLY  
feel about AI?**



# Alan Turing

Born 1912, London, died June 7, 1954, Wilmslow, Cheshire

**1935:**  
**the beginning**  
**of AI**

# AI Applications





Welcome to ChatGPT  
your OpenAI account

Log in

Sign up

SE

Hi



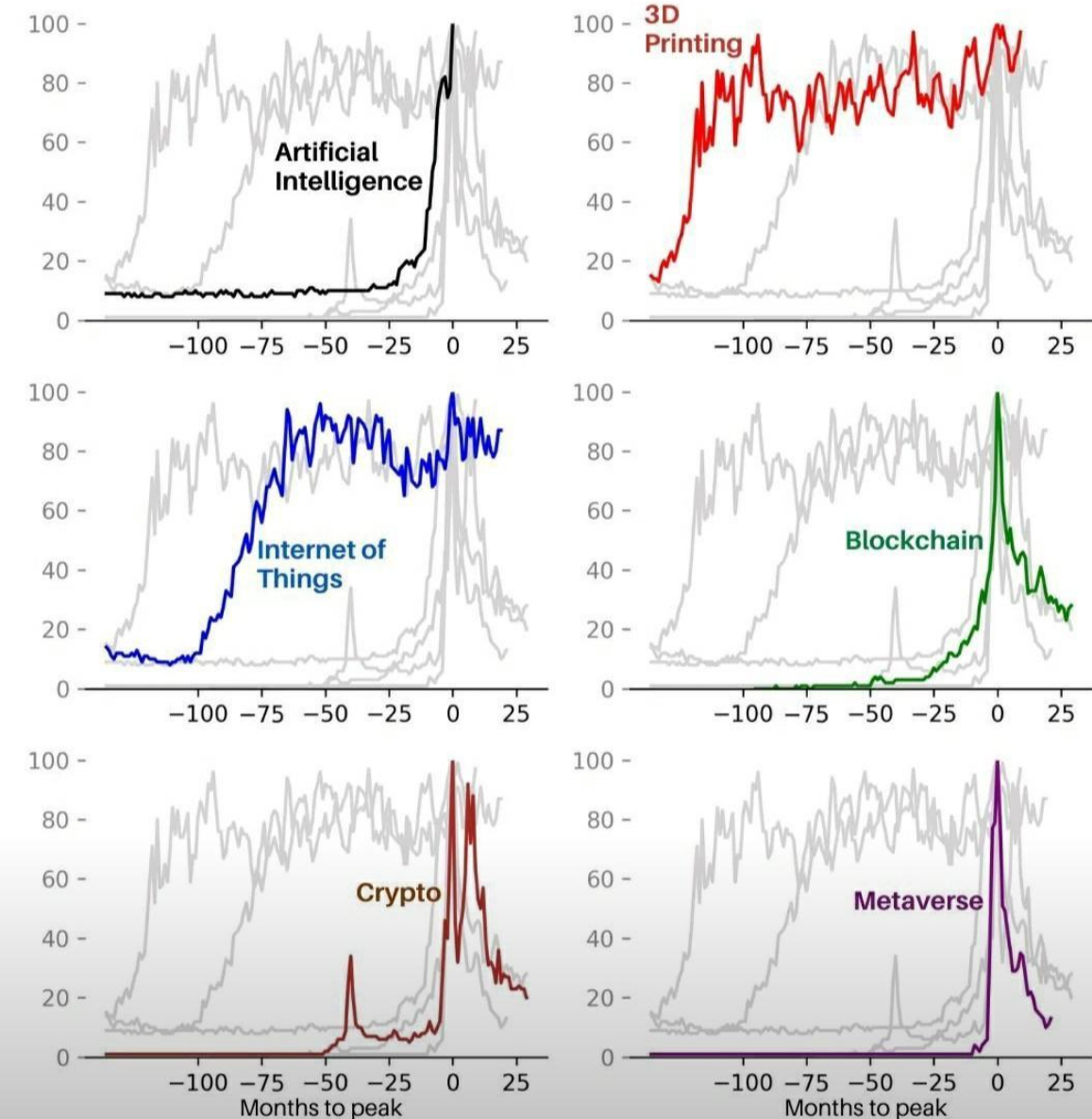
Hello! How can I help you today? Is there something you need help with or would like to learn more about? I'm here to assist you with any questions you may have.

# ChatGPT Shoots Past One Million User Mark In 5 Days



# How do the hype cycles of emerging technologies compare?

Relative Google search interest of some of the most hyped up technologies



Why it feels like another **hype** cycle...

## **McKinsey:**

- **Generative AI can potentially boost productivity by saving up to 70% of workers' time**
- **Half of all work will be automated between 2030 and 2060**

**This monumental impact on productivity could add the equivalent of \$2.6 trillion to \$4.4 trillion annually to the global economy.**



Level of ChatGPT Awareness	Age			
	18 to 29	30 to 44	45 to 64	65+
I've used it myself to generate text	15%	17%	9%	5%
I've seen text generated for someone else, but haven't used it myself	48%	46%	27%	30%
I've never used or never seen anyone else use it	20%	31%	55%	59%
Not sure	17%	6%	8%	6%

What is **Generative AI**?

# What is **Generative AI**?

**AI that learns from existing data  
and mimics human intelligence to  
perform tasks**

**Let's try**

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**Avoidance is no longer  
an option.**

**Understand AI's  
uncertain evolution.**

How do we  
nurture **trust** in  
the world of AI?

# **FIVE STEPS TO CONSIDER**

- 1. Step up data quality initiatives**
- 2. Create governance**
- 3. Get everyone involved**
- 4. Encourage teamwork**
- 5. Build a sense of purpose**

**“Just as the internet has drastically lowered the cost of information transmission, AI will lower the cost of cognition.”**

**Karim Lakhani, Harvard Business School Professor**

**Chat.Openai.com**

## **Exercise: Applying What You've Learned in Real-World Scenarios**

- 1. Resolving a customer complaint**
- 2. Developing a marketing campaign**
- 3. Training exercise for a new SOP**
- 4. Cost-reduction strategy**

# **Exercise: Applying What You've Learned in Real-World Scenarios**

**15 mins:**

- **Group work and ChatGPT brainstorm. Develop strategic solutions using the information gathered.**
- **Prepare Presentation: Create a short presentation that outlines the problem, the ChatGPT interaction (including prompts and responses), and your proposed solutions.**

**10 mins: Presentations**