



Transform Your Venue Operations with AI

DOUBLE BILL
ADVANTAGE TRAINING
EVERYTHING AI

Jim Spellos

What's a Large Language Model...

- A computer program trained to understand & generate human language
- How Does it Work? – Predicting the next word. That's it.
- Does AI Lie – No, it doesn't know what's true...
- ...but it hallucinates very confidently!

You Are a Large Language Model

What's the next word in this sentence:

Once upon a time there was a _____

A Few Session Notes

- Generative AI is everywhere
- Human in the loop
- Safety & security are still essential
- You are a developer...Think like a developer
- Yes, you can have this PPT!
- Tools, tools and more tools...

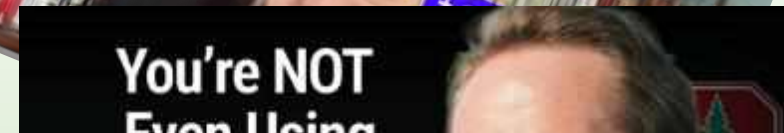


Ya Can't Tell the Players Without a Scorecard

Platform	Modes	URL
ChatGPT	Text, Image, Video (Sora)	https://chatgpt.com/
Claude	Text (but not a 1 trick pony)	https://claude.ai/
Gemini	Text, Image (Nano Banana), Video (Veo)	https://gemini.google.com
MidJourney	Image, Video	https://www.midjourney.com/
Leonardo	Image, Video	https://app.leonardo.ai/
Ideogram	Image	https://ideogram.ai/
Lovart	Image, Design, Video	https://www.lovart.ai/
Runway	Video	https://app.runwayml.com/
Suno	Music	https://suno.com/
ElevenLabs	Voice, Sound	https://elevenlabs.io/
HeyGen	Video, Avatar, Voice	https://app.heygen.com



Prompting Class: You're Doing it All Wrong!!! (Just Ask YouTube)



RECAP: Building the Optimal Prompt

- **Role (R)** - Role playing: You're the world's greatest _____
- **End Goal (E)** – State the goal clearly. Use examples.
- **Constraint & Clarity (C)** – “Use a warm & professional tone... write a blog...200 words max...explain it like I’m 16 years old”
- **Ask Questions First (A)** – Don’t start yet!
- **Provide & Iterate (P)** – Ask for multiple versions...& iterate!

Let's See It In Action



Level Up Your Thinking

- Level 1 – Basic, tactical
- Level 2 – Strategic & creative
- Level 3 – Transformative & innovative
- Level 4 - Visionary
- Level 5 – Societal reimagination

Sample prompt: Create a Level 4 marketing strategy for a venue manager in Portland, Oregon to promote their unique and historic movie theater as a meeting destination

AI 25 – Welcome To The Age(nt) of Reasoning

- So what is an AI Agent?
- Let's see what they can do...

A system that autonomously understands its environment, makes decisions, and takes actions to achieve its goals “with minimal human intervention”



Battle of the Agents: GenSpark vs Claude vs ChatGPT

You are an **AI Sales and Prospecting Assistant** for a historic movie theater that has been fully renovated into a high-end event venue.

Your goal is to help the venue manager identify and prioritize **local corporate event opportunities** for FY '26.

You think and respond like a sales strategist who understands both hospitality and corporate event planning.

Prompt Optimized Further...Let's see it.



AI 25 – Welcome To The Age(nt) of Reasoning

- So what is an AI Agent?
- Let's see what they can do...
- Is it an agent...or just a smart workflow?

 zapier

 make


n8n.io

N8N Agent

What's n8n

- No code, but there's a learning curve
- LLMs and Agents work here
- Let's do some morning research with n8n and an Agent...

A workflow automation tool that connects systems that can't communicate on their own



A Simple Agent...

Your Morning Routine

- Get coffee
- Do some work research
- Remind me what's on my calendar for today
- See my unopened emails
- Get more coffee.

What's a Reasoning Model?

Reasoning Model: An advanced system designed to think step-by step through complex problems. Some examples:

- GPT5
- Claude Opus 4.1
- Claude Sonnet 4.5
- Gemini Flash 2.5

Steering the Reasoning Models

- Provide super clear instructions/avoid conflicts
- Offer guiderails (what you don't want)
- Tell it to “think harder” or “think deeper”
- Have it critique its own work
- Structure matters
- Are there easy ways to do this?
 - Metaprompting – Ask the LLM to improve your prompt
 - Maybe...perhaps...cheat a bit?...



One More Thought – Use Prompt Optimizers

- OpenAI

<https://platform.openai.com/chat/edit?models=gpt-5&optimize=true>

- Claude

<https://platform.claude.com/dashboard>

Many image models (Ideogram, Leonardo, others) have prompt enhancing options as well. Flux1.ai has sample prompts for multiple image models.

Real Time Images

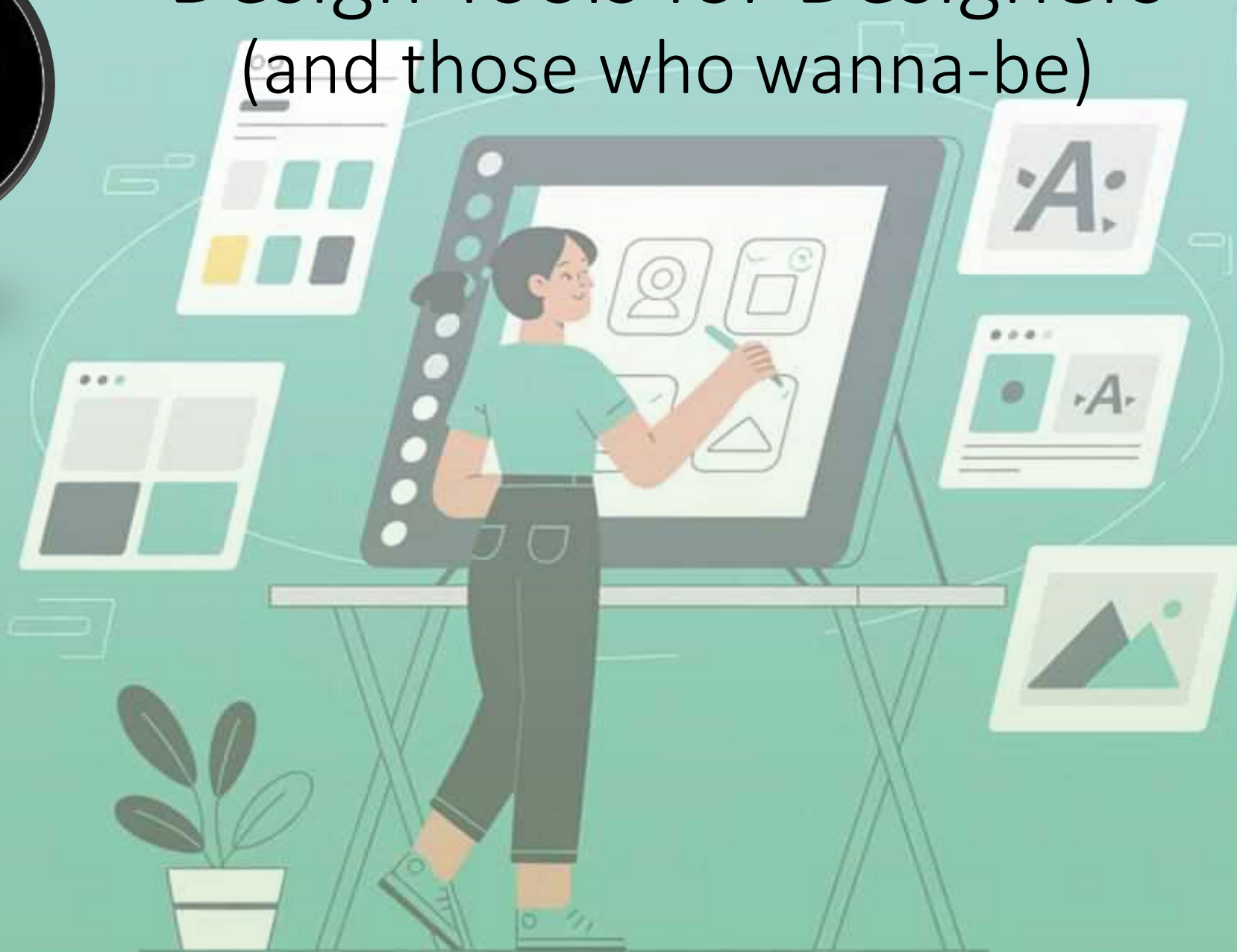


It Wasn't That Long Ago...





Design Tools for Designers (and those who wanna-be)





Jim, But What Can I *Really* Do With GenAI?

- Brainstorm ANYTHING
- Rewrite & improve your written content
- Analyze data from Excel...or almost anywhere
- Build a website
- Create your slide deck
- Transcribe meeting minutes
- Plan and book travel
- Automate social media content creation
- Create music (with lyrics)
- Generate images
- Modify & extend photos
- Create & modify audio
- Build videos from text or images

- Summarize YouTube videos
- Extract a person from video (green screen)
- Upload documents for interaction
- Fix a poor audio recording
- Read any document aloud
- Create a chatbot
- Research your clients
- Assisting with homework (for the parents!)
- Build a marketing plan
- Search your Gmail
- Real time language translation
- And that's just for starters.

Brainstorm
ANYTHING

Let's see a few examples!

Jim...

This note shows how A9
can support your daily
tasks. I'm here if you
need me.

G

P.S. Perfect is the
enemy of good.





Vibe Coding - Building an App

(in just a few minutes)

You are a creative event concept designer and professional developer. Create a web app that takes as input the client's details — event type, audience size, location, budget range, and desired vibe — and generate 3 unique theme ideas with décor style, menu concept, entertainment ideas, and a short tagline that captures the event's personality.

Let's Build it Live!

How To Excel at Excel (without using Excel)



We Need More Social Posts!



Opus Clip

Help Me, Claude





It's Not Your Parent's Google Anymore

- Gemini & NotebookLM
- AI Studio & Nano Banana
- Labs.google
 - Whisk
 - Mixboard
 - Opal.



Still Out of (MS) Office





What Else is in Jim's (and G's) AI Toolbox?

- Perplexity Comet
- ElevenLabs
- HeyGen
- So many more.

The screenshot shows a web browser window with the URL `safetyculture.com / A Comprehensive Guide to Venue Management`. The page content includes the **SafetyCulture** logo, a "Get the app" button, and the heading "What is Venue Management?". The text describes venue management as overseeing and coordinating a venue's various aspects, such as a concert hall, stadium, or event space, to ensure that events run smoothly and efficiently. It includes managing logistics like scheduling events, coordinating with vendors, and addressing technical requirements such as sound and lighting. Managing a venue requires good organization, financial skills, and the ability to solve unexpected problems. Venue managers must also follow safety rules and focus on improving the guest experience.

The right sidebar shows an AI Assistant interface with the prompt: "Synthesize these tabs and provide a bulleted list of the top 5 things venue managers need to know". The assistant's response is as follows:

Assistant steps >

Here are the top 5 things venue managers need to know, synthesized from the comprehensive guide:

- **Prioritize Safety and Maintenance**
 - Ensuring proper safety protocols and regular property maintenance checks are vital to keep guests, staff, and equipment safe and the venue compliant.
- **Leverage Smart Technology**
 - Using venue management software and digital tools streamlines bookings, scheduling, maintenance, and communication, making

The bottom of the assistant interface shows a text input field with the placeholder "Ask anything..." and a microphone icon.



This Just In...

- Claude Skills
- ChatGPT Atlas Browser.

About

Features

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Get started with Atlas

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But Truly, There's Really Only 2 Things You Need to Know

- AI **will not** take your job away
- AI **will** take your job away.



Deep Fakes – Don't Believe What You See

Step 1 – Upload Photo



Step 2 – Select “Driver”



Step 3 – Create DeepFake

WAY
COOL



WAY
CREEPY

**DON'T ASK ME—
ASKG**





Jim...

*Can I say some
final words to the
group?*

G

*P.S. Of course I
write cursive...*



Thanks

James Spellos

President, Meeting U.

jspellos@meeting-u.com

www.meeting-u.com

Join my AI community at

www.patreon.com/jspellos