

Practical AI in Retail & Hospitality - Webinar #1

Prompting Exercise

This exercise is designed to help you build confidence using AI Tools, such as ChatGPT.

Step 1: Choose a Task

Pick one of the following writing tasks, or suggest your own:

- **Summarise a document:** Upload a Word or PDF, ie and ask AI for a summary.
- **Write a blog post:** Ask AI to write a blog post on a topic of your choice.
- **Explain a document in an email:** Upload a Word or PDF and have AI write an email to a team member explaining what's in the file.

Step 2: Write Your First Prompt

Use the simple 4-part prompt framework below:

- **Role** - Who should the AI act as?
- **Task** - What do you want it to do?
- **Context** - What should it know? (e.g. files, background, etc)
- **Output** - What kind of response do you want? (e.g. tone, structure)

Step 3: Run the Prompt

Use your AI to generate a response. Then review the output:

- What worked well?
- What felt unclear or off-target?
- What would improve it?

Step 4: Refine Your Prompt

Now rework your prompt to be more specific or targeted. Run it again in a new chat and compare the outputs. Here are ideas for refining your prompt:

- Include adjectives in the role (e.g. expert, fun, professional, etc)
- Specify the audience (e.g. casual diner, day tripper, loyal customer).
- Limit the word count (e.g. under 150 words, 3 bullet points, or a short paragraph).
- Ask for a specific tone (e.g. friendly, persuasive, formal, conversational).
- Request a format (e.g. email, checklist, slide outline, summary table).