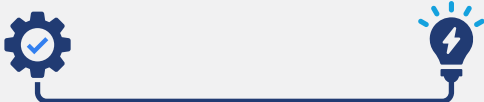


► **Select IRR Use Cases**

- ✓ **Brainstorming and Idea Generation:**
AI can provide suggestions on themes, activities, rewards, and other elements based on specific criteria.
- ✓ **Writing and Content Creation:**
Engaging content such as invitations, brochures, scripts, promotional materials, and program descriptions can be written with the help of generative AI.
- ✓ **Personalization and Tailoring:**
Generate tailored messages for different groups of event attendees or participants in an incentive program, ensuring that the communication is relevant and engaging.
- ✓ **Research and Information Gathering:**
AI is a valuable tool for quickly researching ideas, trends, and best practices. This can help in staying updated with the latest developments and in making informed decisions.
- ✓ **Feedback and Evaluation:**
Draft post-event or program surveys or feedback forms. AI can also help analyze responses to derive insights and suggestions for future improvements.
- ✓ **Problem-Solving and Troubleshooting:**
Find solutions or alternatives to unexpected challenges, such as changes in event logistics, participant engagement issues, or adapting to budget constraints.
- ✓ **Networking and Engagement:**
Facilitate networking by generating conversation starters, icebreaker activities, or even generating personalized introductions based on attendees' backgrounds and interests.
- ✓ **Automated Service:**
For large events or incentive programs, integrate AI into chatbots to provide automated responses to frequent questions, improving efficiency and response time.



► **Prompts Make a BIG Difference**

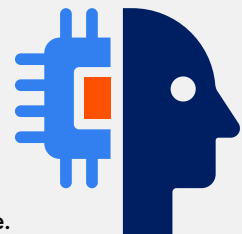


- | | |
|--|---|
| 1. Clear and Concise:
Avoid ambiguous language | 5. Open-Ended Questions:
Explore a range of possibilities |
| 2. Specific and Detailed:
Include specific details | 6. Include Examples/References |
| 3. Context and Background:
Provide relevant background info | 7. Set Tone and Style Specifications |
| 4. Purpose and Intention:
Helps the AI tailor its response accordingly | 8. Iterative Approach:
Refine your prompts iteratively |

► **Useful Tips & Practices**

✓ **Do's**

- ✓ **Take what the AI provides from your first prompt and work it into a second prompt.**
- ✓ **Carefully analyze generative AI outputs for bias and accuracy. Use your knowledge of the industry. Check facts using other sources. Edit AI outputs accordingly before use.**
- ✓ **Try Bard, Midjourney, or Dall-E to create original images for your program communications. Use detailed & specific prompts to get unique images.**



Don't ✗

Don't enter anything into open generative AI tools (e.g., ChatGPT, Bard) that you do not want to become public information. ✗