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Mastering ChatGPT –o4 for Events, Experiences & Entertainment

A cheat sheet reimagined for modern event professionals





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Learn the Lingo

- **Model = Your AI event assistant**
- **Prompt = Your creative brief**
- **Input = "Design a red carpet layout..."**
- **Output = Suggestions + layouts**
- **Max Tokens = Good for run sheets & scripts**





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Master These Commands

- **List – “List 10 on-ground engagement ideas”**
- **Act As – “Act as a showcaller...”**
- **Summarize – “Summarize this contract...”**
- **Pros & Cons – “Evaluate LED vs projection mapping”**

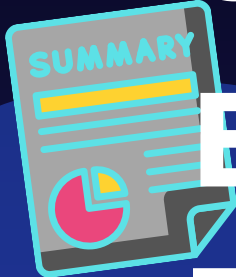




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Summarize for Efficiency : Examples



- “Summarize this 5-page tech rider for a music festival.”
- “Summarize this event proposal into a 2-para executive summary for CXOs.”
- “Summarize the key clauses from this 12-page artist agreement.”
- “Summarize key talking points from the keynote speaker’s transcript.”
- “Summarize this entire wedding checklist into a task email for the decor team.”
- “Summarize this press release for Instagram, Twitter, and LinkedIn posts.”
- “Summarize a WhatsApp group conversation to key actionables for the team.”
- “Summarize the 8-minute client testimonial video into a 4-line pull quote.”
- “Summarize this multi-city roadshow calendar into a visual snapshot with dates, cities, and deliverables”





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Rewrite, Rephrase & Repurpose : Examples

- **"Rephrase my proposal for a Gen Z audience."**
- **"Rewrite this anchor script to sound more inspiring."**
- **"Rephrase this client pitch to suit an HNI wedding planner."**
- **"Reword this technical rider into simple terms for the venue ops team."**
- **"Rewrite this RSVP email in a more playful, festival tone."**
- **"Rephrase this sponsorship deck intro to sound more energetic and brand-aligned."**
- **"Reword a testimonial script to sound more emotional for a wedding aftermovie."**
- **"Rewrite the emcee script intro for a corporate awards night in a lighthearted tone."**
- **"Repurpose this influencer brief for a family-friendly product launch."**
- **"Rewrite this voiceover copy in Hinglish for Instagram Reels."**





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Repurpose with Tone :

Use the right tone for the job – because how you say it is just as important as what you say.

Tone	Use Case
Professional	SOPs, vendor briefs, RFPs, sponsorship decks
Friendly	RSVP emails, volunteer invites, crew onboarding
Enthusiastic	teaser campaigns, opening announcements
Empathetic	Crisis comm, refund notices, audience alerts
High-Energy	intros, aftermovies, award show scripts





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TREE Prompt Structure

Use TREE to brief ChatGPT like a creative agency. Especially helpful for moodboards, concepts, scripts, and itineraries.

T = Task

“Design a wedding reception experience.”

R = Requirements

“For a 400-pax Punjabi wedding, at an outdoor lawn in Jaipur, with a luxe-meets-boho theme. Include couple entry idea, photo op zones, and food court layout.”

E = Example

“Think like Wedniksha or Devika Narain style. Use floral drapes, organic textures, and musical elements.”

E = Execution Format

“Present it as a 5-point creative brief in bullet format, suitable for a pitch deck.”

Quick Plug-and-Play Prompt:

“Design a wedding reception experience (**Task**) for a 400-pax Punjabi wedding in Jaipur with a luxe-boho theme (**Requirements**), inspired by designers like Devika Narain (**Example**), in a 5-point bullet brief (**Execution**).”





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PEER Prompt Format

Structure your prompts for scalable campaigns, sponsorships, and content decks.

P = Persona

"You are an event marketing strategist creating a pitch deck for sponsors."

E = Examples

"Use past case studies of Sunburn, NH7 Weekender, and Supersonic to reference brand activations."

E = Expectations

"Keep it visually punchy, include ROI highlights, brand placement zones, and audience stats."

R = Result Format

"Output a 7-slide outline with headings, content direction, and brand integration points."

Quick Plug-and-Play Prompt:

"Act as an event marketing strategist (**Persona**), using examples from Sunburn & NH7 (**Examples**). Prepare a concert sponsorship pitch (**Expectations**) in a 7-slide outline format (**Result**)."





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ASCEND Prompt Format

Perfect for storytelling and pitch decks in conference & conclave event scenarios.

A = Ask

"Create a narrative-led creative concept for a premium CXO Conclave."

S = Show

"Show thematic references like TEDx, Adobe MAX, or SAP Sapphire with immersive staging and storytelling zones."

C = Convert

"Convert the business theme 'Future Forward' into interactive moments and keynote journeys."

E = Elevate

"Elevate the brand by integrating kinetic lighting, live data visualizations, and innovation pods."

N = Network

"Include networking formats like reverse panels, innovation lounges, and founder firesides."

D = Detail

"Deliver the concept in a 7-slide creative deck outline with a theme name, visual references, and signature moments."

Quick Plug-and-Play Prompt:

"Build a conference pitch using the **ASCEND** format. **Ask** for a CXO conclave concept, **Show** inspiration from global summits, **Convert** business goals into engagement ideas, **Elevate** brand presence with tech, **Network** via creative formats, and **Detail** this in a 6-slide deck."





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AI

Zero / Few / Multi-shot Prompting

What it Means (Event Style):

Zero-shot = Give a command with no example – “Write a keynote speaker introduction for a tech CEO.”

Few-shot = Give 1–2 examples for tone or style – “Here are two past speaker intros. Now write one for the next keynote.”

Multi-shot = Feed multiple samples or sections – “Here are 5 past pitch decks. Create a new one for our gaming client.”





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AI ... Zero / Few / Multi-shot Prompting

Use Cases in Events & Experiential Marketing:

Speaker Intros

Few-shot: "Here are 2 MC scripts from past events. Write one in the same tone."

Guest Experience Flows

Multi-shot: "These are entry-to-exit journeys for 3 past events. Create a new flow for a museum-style exhibition."

Email Campaigns

Few-shot: "Based on these past invites, write one for an investor gala dinner."

Client Decks

Multi-shot: "Using our past 4 experiential pitch decks, write one for a Gen Z travel brand launch."

Scripting Aftermovies or Recaps

Zero-shot: "Write a 60-second emotional script for an awards night highlight reel."

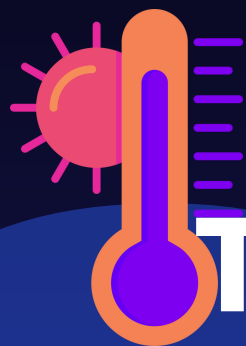




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Temperature

0 = Safe, factual

1 = Creative, out-of-the-box

“Set to **1** for wild ideas like drone shows + holograms.”

How It Works (Event Perspective):

Temperature = 0 – Safe, structured, fact-driven

Great for: SOPs, timelines, safety briefings, client-facing docs

Prompt Example:

“Write a safety guideline for firework usage at a public concert.”

Temperature = 1 – Imaginative, free-flowing, experimental

Great for: Brainstorms, creative zones, audience interaction concepts

Prompt Example:

“Ideate 5 futuristic brand experience zones using AI, AR, or holograms.”





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Temperature

When to Use It in Event Context

Use Case	Suggested Temp
Run sheets & show flows	0.2 – 0.4
Creative ideation sessions	0.8 – 1.0
Moodboard theme generation	0.7 – 1.0
Sponsorship deliverables list	0.3 – 0.5
Brand experience campaigns	0.9 – 1.0
MC/Anchor script punchlines	0.6 – 0.9

Real Prompt Examples:
“List 10 standard health & safety SOPs for backstage crew.” (Temp 0)
“Give me 5 wild grand finale entry ideas for a tech awards show.” (Temp 1)





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Frequency Penalty

Controls repetition in AI-generated content. Keep content fresh, avoid echo. A higher frequency penalty discourages the model from repeating the same words or phrases.

Great when writing long content like FAQs, brochures, emcee scripts, or social posts.

Event Industry Use Cases:

FAQs for Event Guests : "Write an FAQ for an international concert with a frequency_penalty of 1.2 to avoid repeated terms."

Emcee or Anchor Scripts: "Generate opening and closing lines without repeating 'Welcome', 'Excited', or 'Amazing'."

Social Media Captions (for series) : "Write 5 Instagram posts promoting different zones of a lifestyle expo — without repeating 'experience' or 'explore'."

Booth Descriptions or Sponsor Shoutouts : "Describe 6 exhibitor booths in unique ways using a frequency_penalty of 1."

Email Follow-ups: "Create 3 follow-up emails for corporate RSVPs, ensuring unique phrasing in each."





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Frequency Penalty Scale

Level	Effect
0	No penalty – AI may repeat itself
0.5	Moderate variation
1.0+	High variation & creativity

Pro Tip:
Pair frequency_penalty with temperature for maximum originality – especially when writing multiple versions of the same asset.





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