

ChatGPT Frameworks for Event Managers

T – A – S – K

Prompt example

You are an event-brand strategist.
Create a 250-word LinkedIn post aimed at Gen-Z concert-goers across Mumbai, draw on the attached after-movie attendee comments, and optimise for a ticket-click-through rate $\geq 3\%$.

Define the (Task / Goal)	TASK
Name the (Audience)	AUDIENCE
Cite the (Source)	SOURCE
Set a (KPI)	KPI

P – L – A – N

Prompt example:

You are an operations consultant for a Delhi wedding-planning agency.
Cut baraat-to-reception turnaround time by 15 minutes, stay within a ₹4 lakh décor budget, use the venue-flow spreadsheet below, and deliver a one-slide action plan.

State the (Problem)	PROBLEM
List the (Limits)	LIMIT
Add the (Assets)	ASSETS
Note the (Needed Output)	NEEDED OUTPUT

C – O – D – E

Prompt example

You are an event-tech auditor.
Produce an OWASP-style report (Markdown) on the attached guest-check-in Progressive Web App, and flag any finding with a CVSS ≥ 7.0 .

Clarify the (Context)	CONTEXT
Specify the (Output Format)	OUTPUT FORMAT
Provide the (Data)	DATA
Establish an (Evaluation)	EVALUATION

G – A – I – N

Prompt example

You are a growth PM at an experiential-marketing agency.
Draft a one-pager for enterprise sponsors, draw on the last-quarter footfall analytics, and show how we can lift sponsorship renewal value by 25 %.

State the (Goal)	GOAL
Identify the (Audience)	AUDIENCE
Inject the (Input)	INPUT
Nail the (Numeric Target)	NUMERIC TARGET

R – E – S – T

Prompt example

You are an academic literature mapper for MSEED.
Summarise 15 peer-reviewed papers on festival sustainability in a bullet-friendly, desi-yet-technical tone, and cap the read-time at 4 minutes.

Assume the (Role)	ROLE
Compile the (Evidence)	EVIDENCE
Choose the (Style)	STYLE
Define the (Target Metric)	TARGET METRIC