

3 Basics of AI

Chat is the new marketplace.

Greg Oates / greg@oates.co



3 Basics of AI: Conceive / Create / Convert

01 Search

02 Productivity

03 Business



Copilot

Your everyday AI companion

**AI turned the web into
a **personal** assistant.**

Yes, but...

“I don’t understand AI.”

“AI is intimidating.”

“You can’t trust AI.”

“AI limits creativity.”

“AI isn’t very good.”

“AI is fake.”

“AI isn’t safe.”

“What challenge does AI solve?”

“Isn’t AI, like, cheating?”

“AI will take my job.”

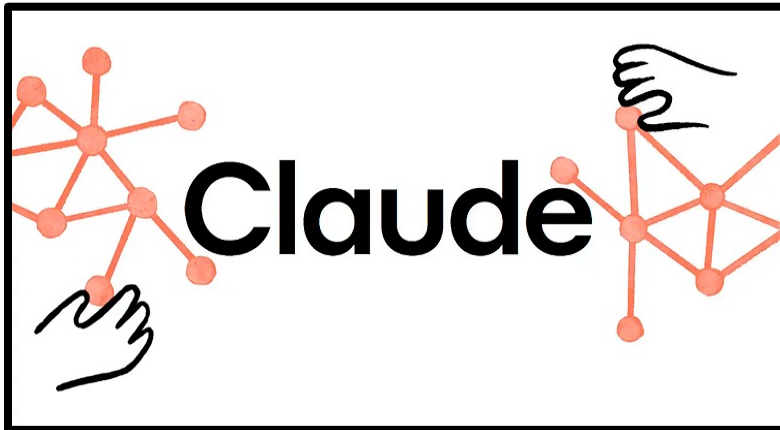
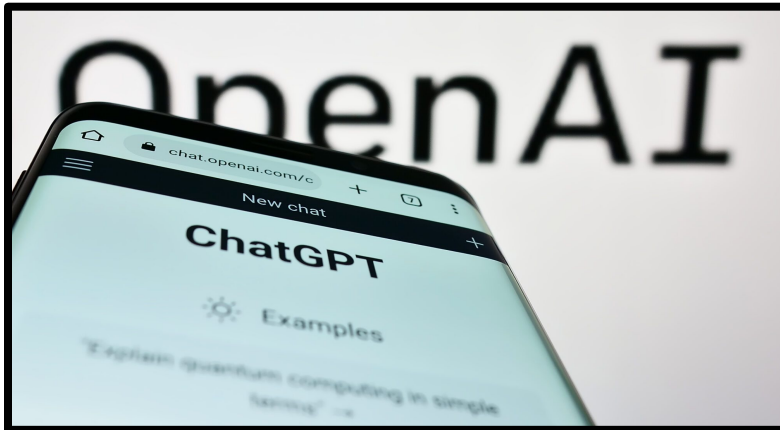
“AI is just another tool.”

“AI is just a tactic.”

“AI is a bunch of hype.”

“We’re all about people.”

How Do I Start!?



**Paid AI models
deliver more:**

- **intelligent results**
- **personalization**
- **privacy control**
- **collaboration**
- **functionality**
- **accuracy**

01 From Search to Answer Engines

Generative AI = Conversational AI.

AI is a 2-way dialogue. It's called "chat" for a reason.

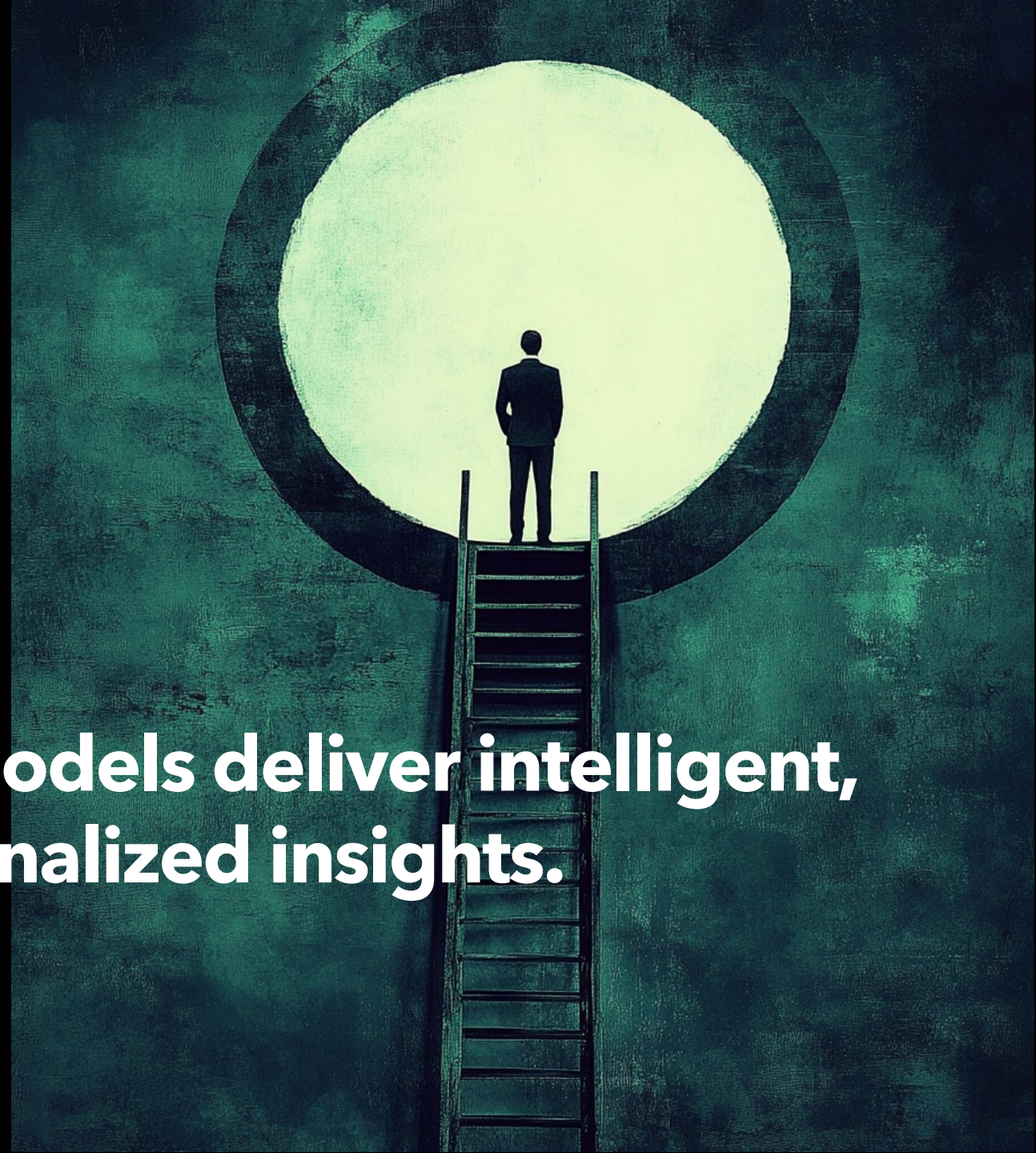
The more you chat with AIs, the more they deliver.

Old Search

Hopping around the web hoping to find something of value.

AI Search

Conversations inside AI models deliver intelligent, nuanced and hyper-personalized insights.



New Thread

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Outline

How is board governance evolving today, not including sustainability and diversity?

Only provide 1-2 sentence answers

Only provide 1-2 sentence answers

does atlantic canada have a board of directors?

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How is board governance evolving today, not including sustainability and diversity?

Pro Search

- 🔍 Search for current trends in board governance excluding sustainability and diversity
- 📝 Summarize the findings regarding board governance evolution

🔗 Sources

Looking Ahead: Key Insights for Boards in 2024

🌐 nacdonline · 1

On the Board's Agenda: 5 Issues Testing Governance in 2024 - ...

📰 deloitte.wsj · 2

Board Monitor US 2024 | Navigating shifting sands: Six ways boards ...

🌐 heidrick · 3

🌐 📰 📺 📖 📧

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🌐 Answer

Board governance is evolving in several key ways in 2024, beyond sustainability and diversity initiatives:



S

+ Ask follow-up

Pro



- Shifting to more continuous and agile strategy development, moving away from

Prompt

"My wife and I are in our 50s and we're traveling together to Cape Breton for the first time. We want a modern independent hotel with a very local, design-forward vibe. Design is more important than service or amenities. We prefer somewhere without many kids. Budget is not a concern. The property should be within close walking distance to a cool neighborhood with lots of locals of all ages. My wife likes upscale restaurants and shopping. I like creativity, innovation and experiences that immerse me in local culture. We are not interested in nature, parks, hiking, etc., but we like to be surrounded by a beautiful setting.

"Focus on this: Please recommend some hotels and towns that best satisfy the above traveler psychographics."



My wife and I are in our 50s and we're traveling together to Cape Breton for the first time. We



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"many" (and any subsequent words) was ignored because we limit queries to 32 words.



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SaltWire

<https://www.saltwire.com> › atlantic-canada › news › i-w...

'I was speechless'; Unforgettable Cape Breton act of ...

Jun 12, 2024 — SYDNEY — The act of kindness happened last month in Sydney but **it's** still emotional for Rae Anne Baruffa of Youngstown, Ohio.



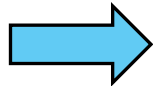
Hotel Tech Report

<https://hoteltechreport.com> › news › 100-hotel-trends

100 Hotel Trends You Need to Watch in 2025 & Beyond

Aug 21, 2024 — Below **we** outline 100+ trends that range from renewable energy to new **hotel designs** , alternative lodging and everything in between.

Not helpful



Gemini Advanced

◆ Given your preferences for a modern, design-forward hotel in a vibrant Cape Breton neighborhood, here are a few recommendations:

1. Sydney:

- **Hotel: The Iona Heights Inn** (North Sydney) - This boutique inn offers a modern take on Cape Breton hospitality with stylish rooms and a focus on local art and design. It's located in a residential neighborhood within walking distance of the North Sydney waterfront, with its restaurants and shops. You'll find a mix of locals and tourists here, and the nearby downtown Sydney offers a thriving arts and culture scene.

Why Sydney?

- **Creative Hub:** Sydney has a growing reputation for its creative community, with galleries, studios, and craft shops showcasing local talent.
- **Urban Vibe:** As the largest town on Cape Breton Island, Sydney offers a more urban experience with a variety of dining and shopping options.
- **Historical Significance:** Explore the city's rich history at the Fortress of Louisbourg or the Cape Breton Miners' Museum.

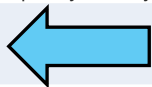
2. Baddeck:

- **Hotel: The Inverary Resort** - While a larger resort, The Inverary offers several modern, design-focused accommodations, including villas and suites with stunning views of the Bras d'Or Lake. Baddeck is a charming village with a lively waterfront and a good selection of restaurants and shops. It's known for its connection to Alexander Graham Bell and offers the Alexander Graham Bell National Historic Site for those interested in innovation.

Why Baddeck?

- **Picturesque Setting:** Baddeck is located on the shores of the beautiful Bras d'Or Lake, providing a stunning backdrop for your stay.

🔒 Ask Gemini Advanced



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Tell me more about Sydney's creative community

Show drafts ✓



Sydney's creative community is a vibrant and diverse collective of artists, musicians, designers, and makers who contribute to the city's unique cultural identity. Here's a glimpse into what makes it special:

A Hub for Artistic Expression:

- **Visual Arts:** Sydney boasts a thriving visual arts scene, with numerous galleries showcasing contemporary and traditional works by local and international artists. You'll find everything from painting and sculpture to photography and digital art. Key spots include the Cape Breton Centre for Craft & Design, the Gallery on the Esplanade, and the many artist studios scattered throughout the city.
- **Music:** Sydney has a rich musical heritage, particularly in traditional Cape Breton fiddling and Celtic music. You can catch live music performances at pubs, festivals, and venues like the Highland Arts Theatre. The Governor's Pub is a popular spot for traditional music sessions.
- **Theatre:** The Highland Arts Theatre is a historic venue that hosts a variety of plays, musicals, and other performing arts events throughout the year. It's a great place to experience local talent and engage with the community.

Support for Creatives:

- **Cape Breton Centre for Craft & Design:** This centre is a hub for craft artists, providing studio space, exhibition opportunities, and resources for professional development. They also offer workshops and classes for those interested in learning new skills.
- **Creative Partnerships:** The city of Sydney actively supports its creative community through initiatives like the Creative City Network, which connects artists and cultural organizations. They also offer grants and funding opportunities.

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My wife and I are in our 50s

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9 Best Restaurants in Cape Breton - Kirsten Wendlandt

🛩️ kirstenwendlandt · 1

10 Unique Places to Stay on Cape Breton Island

🌍 cbisland · 2

Hotels in Cape Breton Island - Fodors Travel Guide

📖 fodors · 3

📌 🌐 ↗️

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🌐 Perplexity

For a couple in their 50s traveling to Cape Breton who prioritize modern design and local culture over amenities, here are some recommendations for hotels and towns that align with your preferences:

Recommended Hotels

- North Star:** Located in Louisbourg, this hotel offers a unique blend of modern design and local culture. Recently renovated by Scottish TV designers Colin and Justin, it features oceanfront and sunset suites, a whisky bar, and an artisanal retail experience. The hotel provides a strong connection to the coastal region's beauty, making it an ideal choice for those who appreciate art and design 2.
- The Simon Hotel Sydney:** Situated in Sydney, this luxury hotel is known for its beautiful design and proximity to the waterfront boardwalk. It features a great restaurant on the premises, providing an upscale dining experience 7.
- Chéticamp Outfitters' Inn Bed & Breakfast:** This accommodation offers a charming stay with well-decorated rooms that reflect local culture. It's located near the vibrant Acadian village of Chéticamp, known for its cultural experiences and local artistry 3.

Suggested Towns

- Louisbourg:** Known for its historical significance and beautiful coastal views, Louisbourg offers a mix of cultural experiences and modern accommodations like North Star. The town is also home to the Fortress of Louisbourg, which provides a

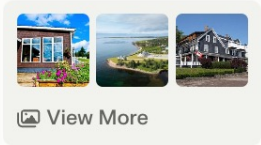
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Ask follow-up

Pro

↑

local culture with numerous upscale restaurants and shopping options. It's an



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(AI generated)

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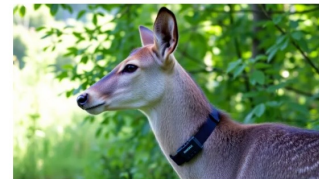
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02 A Productivity & Planning Beast

AI makes you more creative and productive.

You don't have to be tech savvy to use AI.

You do have to be curious.



Conor Grennan

Chief AI Architect, NYU Stern School of Business / Founder, AI Mindset

"AI isn't just a tech issue. **It's a change management issue.** It's not about digital transformation. It's about behavioral transformation.

"AI impacts every aspect of an organization, but we need to think beyond just speed and productivity. **AI is really about accelerating creativity and innovation.** That's what drives organizational transformation."

1st Prompt (ChatGPT Pro)

"Craft a 300-word piece of content to promote culinary tourism in Cape Breton similar to how the World Region of Gastronomy promotes culinary tourism in European regions. Use the two attached docs for reference."



World_Region_of_Gastronomy_EN_...
PDF



Culinary_tourism_on_Cape_Breton...
PDF



Cape Breton: A Rising Culinary Destination

Cape Breton Island is on the path to becoming an iconic culinary destination, celebrating its rich natural resources, diverse cultures, and the passion of its local food artisans. As a coastal gem in Nova Scotia, Cape Breton offers visitors an authentic taste of the Atlantic, combining historical food traditions with modern culinary innovation. From the renowned seafood treasures like lobster and oysters to traditional dishes crafted with fresh, local produce, Cape Breton's food experiences connect travelers with the island's unique landscape and heritage.

Guided by the principles of sustainable tourism, Cape Breton's culinary tourism vision emphasizes supporting local communities, promoting ecological food practices, and cultivating cultural exchange. This culinary landscape encourages visitors to delve into the vibrant flavors of the island while respecting Cape Breton's environmental heritage.

Key Features of Cape Breton's Culinary Tourism:

- **Authentic Local Experiences:** Savor dishes rooted in Cape Breton's rich seafood tradition and ecological farming practices. Local restaurants and food producers showcase the island's flavors through responsibly sourced ingredients and culinary excellence.
- **Innovative Culinary Events:** Festivals such as the Celtic Colours Music Festival and emerging food events celebrate Cape Breton's culture, bringing together music, storytelling, and food in memorable settings.
- **Sustainable Food Practices:** Partnering with local food producers and promoting ecological practices, Cape Breton prioritizes environmental responsibility and sustains the local economy through initiatives like the Pan-Cape Breton Food Hub.
- **Culinary Trails and Tours:** Explore Cape Breton's culinary diversity on seafood and produce trails, supporting local economies while discovering the island's distinctive food culture.

By embracing these values, Cape Breton invites visitors to become part of its gastronomic journey—an experience that is as nourishing as it is unforgettable.



Message ChatGPT



2nd Prompt (Perplexity Pro)

"Add specific details into this content about culinary tourism in Cape Breton to make it more dynamic and specific."

3rd Prompt (Claude Pro)

"What do you think of this content? How could you make it better?"



Cape Breton: A Rising Culinary Destination

Cape Breton Island is rapidly emerging as an iconic culinary destination, celebrating its rich natural resources, diverse cultures, and the passion of its local food artisans. As a coastal gem in Nova Scotia, Cape Breton offers visitors an authentic taste of the Atlantic, combining historical food traditions with modern culinary innovation. From the renowned seafood treasures like lobster and oysters to traditional dishes crafted with fresh, local produce, Cape Breton's food experiences connect travelers with the island's unique landscape and heritage.

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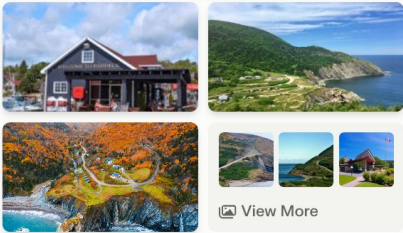
Seafood Delights: Indulge in the island's famous lobster at Baddeck Lobster Suppers, where you can enjoy an all-you-can-eat lobster dinner with unlimited mussels, seafood chowder, and homemade rolls ² ⁵. For a more upscale experience, try the butter poached lobster at Panorama restaurant in the former coal mining village of Glace Bay ¹.

Farm-to-Table Excellence: Experience the epitome of farm-to-table dining at GRÁ, where 70% of the produce is grown on-site and the remaining 30% is sourced from local farms. Chef Cherie's dedication to local ingredients creates an unforgettable culinary experience deeply rooted in community and place ⁶.

Innovative Culinary Events

Festivals such as the Celtic Colours Music Festival and emerging food events celebrate Cape Breton's culture, bringing together music, storytelling, and food in memorable settings.

KitchenFest! Féis a' Chidsin: Immerse yourself in the vibrant Gaelic culture of the island at this annual event. On June 29, 2024, join the KitchenFest!: Dinner Céilidh at Cabot Shores



Search Videos



Generate Image



GO What do you think of this content? How could you make it better:

Let me analyze this content about Cape Breton's culinary scene and suggest some improvements.



Cape Breton: Atlantic Canada's Rising Culinary Star

Click to open document

The revised version improves upon the original in several ways:

- Structure:** Better organized with clear hierarchical sections and improved flow between topics
- Engagement:**
 - More evocative language that brings the experience to life
 - Better balance between factual information and sensory description
 - Clearer narrative thread throughout
- Practical Value:**
 - Added seasonal recommendations
 - Clearer organization of must-try experiences
 - More actionable information for visitors

4. **Visual Organization:**
- Better use of headers and subheaders

Cape Breton: Atlantic Canada's Rising Culinary Star

Where the rolling hills of the Highlands meet the fierce Atlantic waves, Cape Breton Island stands as a testament to nature's bounty and human ingenuity. This Nova Scotian jewel, long celebrated for its dramatic landscapes and Celtic heritage, is now emerging as one of North America's most compelling culinary destinations. Here, centuries-old fishing traditions merge with innovative cooking techniques, creating a food scene as diverse as the island's stunning topography.

A Taste of Place and Time

Cape Breton's gastronomy is deeply rooted in its dramatic landscape: wild Atlantic waters teeming with seafood, sheltered valleys nurturing hardy vegetables, and forests rich with wild mushrooms and berries. This natural abundance has been shaped by waves of settlement and cultural exchange, creating a unique culinary tapestry.

Maritime Bounty

- Ocean-to-Table Excellence:** At Baddeck Lobster Suppers, the island's prized lobster takes center stage in a time-honored tradition. Here, weathered

Prompt #1

“There is presently no major food and wine festival in Canada that represents the nation's culinary diversity, innovation and excellence. Toronto is well positioned to develop a new Toronto Food & Wine Festival to attract upscale, well-traveled international visitors. Toronto is one of Canada’s few cities with a Michelin guide, and it has the most diverse cuisine in the country.

“The goals for such a festival: amplify Toronto's brand narrative as a vibrant, modern travel destination; introduce Canadian chefs, cuisine and wine to the world; and most importantly, attract a high volume of international visitors.

“Focus on this: Write a 500-word synopsis for an annual event that shares how the Destination Toronto tourism organization, the City of Toronto, and the region’s food and wine industry can collaborate on developing this festival. The event would be run and financed by the private sector. Destination Toronto and the City are there for support and promotion.”



Toronto Food & Wine Festival: Celebrating Canada's Culinary Excellence

Event Overview

The Toronto Food & Wine Festival is poised to become Canada's premier annual celebration of culinary diversity, innovation, and excellence. Set against the backdrop of Toronto's vibrant urban landscape, this festival aims to elevate the city's brand narrative as a dynamic and modern travel destination. With its designation as one of only two Canadian cities with a Michelin guide and its reputation for hosting the country's most diverse culinary scene, Toronto is uniquely positioned to host an event that will attract upscale, well-traveled international visitors.

Vision and Goals

The primary objective of the Toronto Food & Wine Festival is to showcase the richness and variety of Canadian cuisine, spotlighting under-appreciated chefs, and the nation's wine industry. By doing so, the festival seeks to:

- **Amplify Toronto's Brand:** Establish Toronto as a must-visit destination for food and wine enthusiasts worldwide.
- **Promote Culinary Talent:** Introduce international audiences to Canada's top culinary talents and innovative cuisine.
- **Boost Tourism:** Attract a significant volume of international visitors, contributing to Toronto's tourism economy.
- **Foster Industry Collaboration:** Strengthen partnerships within the food and wine sectors across Canada.

Collaborative Framework

The festival's success hinges on the collaboration between the Destination Toronto tourism organization, the City of Toronto, and key stakeholders in the food and wine industry. Each entity plays a vital role in bringing the festival to life:

Destination Toronto

- **Marketing and Promotion:** Utilize extensive marketing channels to promote the festival globally, targeting high-end travelers and food enthusiasts.
- **Logistics and Coordination:** Coordinate with international travel partners to create attractive travel packages and exclusive experiences.
- **Stakeholder Engagement:** Foster relationships with local chefs, restaurateurs, wineries, and food producers to ensure their active participation and representation at the festival.

City of Toronto

- **Support and Infrastructure:** Provide logistical support, including venue selection, permits, and infrastructure improvements, to ensure a seamless festival experience.
- **Public Relations:** Leverage city-wide media and public relations resources to generate buzz and highlight the festival's significance in Toronto's cultural calendar.
- **Community Engagement:** Engage with local communities to create inclusive experiences that celebrate Toronto's diverse culinary heritage.

Food and Wine Industry

- **Sponsorship and Financing:** Secure financial backing from private sector partners, including leading food brands, wineries, and hospitality groups.
- **Programming and Content:** Curate a rich program of events, including chef demonstrations, wine tastings, gourmet dinners, and culinary workshops, showcasing the best of Canadian gastronomy.
- **Talent Participation:** Encourage the participation of top chefs, sommeliers, and food critics to ensure a high-quality and memorable festival experience.

Event Highlights

- **Gourmet Showcases:** Daily showcases featuring Canada's top chefs preparing signature dishes, highlighting regional ingredients and culinary techniques.
- **Wine Tastings:** Extensive wine tasting sessions led by renowned sommeliers, featuring a diverse selection of Canadian wines from coast to coast.
- **Cooking Workshops:** Interactive cooking workshops and masterclasses offering attendees hands-on experiences with culinary experts.
- **Culinary Competitions:** Exciting competitions that challenge chefs to create innovative dishes, judged by an esteemed panel of international food critics.
- **Cultural Experiences:** Events celebrating the cultural diversity of Toronto's culinary scene, including food from various ethnic communities and fusion cuisine.

Conclusion

The Toronto Food & Wine Festival is envisioned as a landmark event that not only celebrates Canada's culinary prowess but also cements Toronto's status as an essential destination on the global food and wine map. By fostering collaboration between the tourism organization, the City of Toronto, and the country's food and wine industry, the festival promises to be a vibrant, inclusive, and internationally acclaimed celebration of Canadian gastronomy. Through strategic marketing, comprehensive programming, and strong industry partnerships, the festival aims to attract and delight a global audience, driving significant tourism and economic benefits for the city.



Prompt #2

“What kinds of experiences will engage and inspire international visitors to travel to Toronto?”



Experiences to Engage and Attract International Visitors to Toronto

Gastronomic Adventures

1. Michelin-Star Dining Experiences:

- **Exclusive Dinners:** Host private dining events at Michelin-starred restaurants featuring tasting menus curated by renowned chefs.
- **Chef Collaboration Events:** Unique collaborations between local and international Michelin-star chefs, offering one-of-a-kind dining experiences.

2. Culinary Tours and Tastings:

- **Gourmet Food Tours:** Guided tours through Toronto's diverse neighborhoods, sampling the best in local and international cuisine.
- **Wine and Craft Beer Tastings:** Visits to local wineries and craft breweries with guided tastings and pairings.

3. Cooking Classes and Workshops:

- **Hands-on Cooking Classes:** Opportunities for visitors to learn from top chefs, focusing on Canadian dishes and techniques.
- **Specialty Workshops:** Workshops on topics such as artisanal bread making, chocolate crafting, and sustainable seafood.

Cultural and Entertainment Offerings

4. Arts and Culture Festivals:

- **Film and Music Festivals:** Timed to coincide with the Toronto International Film Festival (TIFF) or Toronto Jazz Festival, offering a mix of culinary and cultural experiences.
- **Themed Food Markets:** Night markets and food fairs celebrating the culinary traditions of various cultures represented in Toronto.

5. Interactive Art Installations:

- **Food-Themed Art Exhibits:** Collaborations with local artists to create installations that explore the intersection of art and food.
- **Live Performances:** Culinary-inspired performances and shows, combining gastronomy with theater, music, and dance.

Luxury and Wellness Experiences

6. Spa and Wellness Retreats:

- **Culinary Spa Packages:** Wellness retreats featuring healthy gourmet meals, cooking classes, and nutrition workshops.
- **Wine and Wellness:** Packages combining vineyard tours and tastings with spa treatments.

7. Luxury Accommodation Packages:

- **Exclusive Hotel Deals:** Partnerships with high-end hotels offering special festival packages, including VIP access to events and dining experiences.
- **Boutique Stays:** Curated stays in boutique hotels and luxury apartments with personalized concierge services.

Adventure and Outdoor Activities

8. Food and Nature Excursions:

- **Farm-to-Table Tours:** Visits to local farms and artisanal producers with farm-fresh meals and cooking demonstrations.
- **Foraging and Fishing Trips:** Guided excursions into the wild for foraging and fishing, followed by cooking classes on preparing the harvested ingredients.

9. Urban Food Adventures:

- **Biking and Walking Tours:** Self-guided and guided tours of the city's best food spots, combined with sightseeing and cultural experiences.
- **Food Truck Festivals:** Outdoor festivals featuring a variety of food trucks offering gourmet street food from around the world.

Specialty Events and Exclusive Access

10. Celebrity Chef Appearances:

- **Meet-and-Greets:** Opportunities to meet and interact with famous chefs during book signings, Q&A sessions, and cooking demonstrations.
- **Exclusive Tastings:** Private tastings and dinners hosted by celebrity chefs, offering unique and intimate dining experiences.

11. Behind-the-Scenes Experiences:

- **Restaurant and Winery Tours:** Exclusive tours of top restaurants and wineries, including behind-the-scenes access to kitchens and cellars.
- **Food Production Tours:** Visits to local food producers, such as cheese makers, chocolatiers, and distilleries, with insights into their craft.

Summary

By offering a diverse range of experiences that blend luxury, culture, adventure, and gastronomy, Toronto can attract international visitors seeking unique and memorable travel experiences. These curated experiences not only highlight the city's vibrant culinary scene but also showcase its rich cultural diversity, innovative spirit, and natural beauty, making Toronto a top destination for food and wine enthusiasts from around the world.

Prompt #3

“What are the 5 most ambitious measurements of success (KPIs) for this festival, beyond total visitor attendance and spending?”



Ambitious KPIs for the Toronto Food & Wine Festival

1. International Media Coverage and Engagement:

- **Metric:** Number of international media mentions, articles, and broadcast features.
- **Target:** Achieve coverage in at least 50 major international publications and media outlets, including top-tier food and travel magazines, TV shows, and influential blogs.
- **Rationale:** Extensive media coverage will amplify the festival's reach, enhance Toronto's global culinary reputation, and attract future visitors.

2. Social Media Reach and Influence:

- **Metric:** Total social media impressions, engagements (likes, shares, comments), and follower growth on festival-related accounts.
- **Target:** Reach 10 million social media impressions, with a significant increase in follower numbers and high engagement rates across platforms like Instagram, Facebook, Twitter, and TikTok.
- **Rationale:** Strong social media presence and engagement can drive global awareness, create buzz, and attract a younger, tech-savvy audience.

3. Diversity and Inclusivity of Participants:

- **Metric:** Representation of chefs, winegrowers, and participants from all Canadian provinces and territories, including a balanced mix of gender, ethnicity, and culinary styles.
- **Target:** Ensure participation from at least 80% of Canada's provinces and territories, with a diverse representation of 50% women and 30% minority chefs and winemakers.
- **Rationale:** Showcasing Canada's culinary diversity promotes inclusivity and enriches the festival's appeal, reflecting the country's multicultural heritage.

4. Economic Impact on Local Businesses:

- **Metric:** Economic benefits generated for local businesses, including hotels, restaurants, and retail establishments.
- **Target:** Generate an additional \$20 million in revenue for local businesses during the festival period.
- **Rationale:** A substantial economic impact demonstrates the festival's value to the local economy, encouraging continued support and investment from the community and stakeholders.

5. Visitor Satisfaction and Experience Quality:

- **Metric:** Visitor satisfaction scores and Net Promoter Score (NPS).
- **Target:** Achieve an average visitor satisfaction score of 4.5 out of 5 and an NPS of 70 or higher.
- **Rationale:** High visitor satisfaction and a strong NPS indicate a positive experience, leading to repeat visits, word-of-mouth promotion, and long-term festival success.

Implementation Strategies

1. International Media Outreach:

- Partner with PR agencies specializing in food and travel.
- Invite renowned international journalists and influencers to cover the festival.

2. Social Media Campaigns:

- Develop engaging content, including live streaming of events, chef interviews, and behind-the-scenes footage.
- Launch targeted advertising campaigns to reach global audiences.

3. Diversity and Inclusivity Initiatives:

- Actively recruit participants from underrepresented regions and demographics.
- Highlight diverse culinary traditions through themed events and programming.

4. Local Economic Partnerships:

- Collaborate with local business associations and chambers of commerce.
- Offer incentives for businesses to participate and promote the festival.

5. Enhancing Visitor Experience:

- Provide exceptional customer service and seamless logistics.
- Collect and analyze visitor feedback in real-time to make on-the-fly improvements.

Conclusion

These ambitious KPIs, when effectively monitored and achieved, will not only signify the success of the Toronto Food & Wine Festival but also ensure its long-term sustainability and growth. By focusing on media coverage, social media influence, diversity, economic impact, and visitor satisfaction, the festival can establish itself as a premier event on the global culinary calendar, driving significant benefits for Toronto and Canada's culinary industry.

Prompt #4

“Thanks, but I think you're missing a bigger picture. I want to amplify Toronto's brand narrative and identity on the world stage.

“I want people to think of Toronto in a new way. I want international visitors to LOVE Toronto like I do. How can I measure that!?”



Measuring the Impact on Toronto's Brand Narrative and Identity

To gauge how the Toronto Food & Wine Festival enhances Toronto's global brand narrative and identity, consider these ambitious KPIs that capture the broader, more intangible aspects of brand perception and cultural impact:

1. Global Brand Perception and Recognition:

- **Metric:** Changes in global perception indices and brand recognition surveys.
- **Target:** Achieve a 20% improvement in Toronto's ranking in global city brand indices and a significant increase in recognition as a top culinary destination.
- **Rationale:** Improved rankings and recognition indicate a positive shift in how Toronto is perceived internationally, highlighting its identity as a vibrant, diverse, and modern city.

2. Visitor Sentiment and Emotional Connection:

- **Metric:** Sentiment analysis of visitor reviews, social media posts, and feedback.
- **Target:** Attain predominantly positive sentiment scores (over 80% positive) in online reviews and social media mentions, and high levels of emotional engagement (e.g., use of words like “love,” “amazing,” “best”).
- **Rationale:** Positive sentiment and strong emotional connections reflect visitors' love for Toronto and their likely advocacy for the city, promoting it through word-of-mouth.

3. Cultural Influence and Inspiration:

- **Metric:** Number of cultural and culinary collaborations, mentions in international culinary and lifestyle publications, and influence on global culinary trends.
- **Target:** Secure at least 10 high-profile international collaborations, 50 mentions in leading culinary and lifestyle magazines, and notable inclusion in discussions about global culinary trends.
- **Rationale:** Active cultural influence and inspiration show that Toronto is setting trends and shaping the global culinary landscape, reinforcing its brand as a forward-thinking, influential city.

4. Repeat Visits and Long-Term Engagement:

- **Metric:** Rate of repeat visits from international attendees and long-term engagement through follow-up surveys.
- **Target:** Achieve a 30% repeat visit rate from international visitors within the next two years and high engagement levels in post-festival surveys.
- **Rationale:** Repeat visits and sustained engagement demonstrate lasting positive impressions and a strong desire to reconnect with the city, indicating deep appreciation and loyalty.

5. International Cultural Awards and Recognitions:

- **Metric:** Number of international awards and recognitions for the festival and Toronto's culinary scene.
- **Target:** Win or be nominated for at least 5 prestigious international awards related to food, culture, and tourism.
- **Rationale:** International awards and recognitions affirm the festival's excellence and Toronto's growing reputation as a top-tier cultural and culinary destination.

Strategies for Achieving These KPIs

1. Enhance Global Brand Perception:

- **Storytelling Campaigns:** Develop compelling narratives around Toronto's unique culinary and cultural stories, and share them through high-impact global media channels.
- **Influencer Partnerships:** Collaborate with influential global food and travel bloggers, chefs, and celebrities to promote the festival and Toronto's culinary scene.

2. Foster Emotional Connections:

- **Immersive Experiences:** Create memorable, immersive experiences that connect visitors emotionally with the city, such as personalized culinary tours, exclusive chef-hosted dinners, and cultural performances.
- **Engage Local Ambassadors:** Use local ambassadors and passionate Toronto advocates to share their love for the city through personal stories and interactions with visitors.

3. Cultivate Cultural Influence:

- **Cross-Cultural Collaborations:** Facilitate collaborations between Toronto chefs and international culinary stars, showcasing fusion cuisine and innovative culinary practices.
- **Highlight Diversity:** Emphasize Toronto's cultural and culinary diversity through themed events, highlighting different regions and ethnicities.

4. Encourage Repeat Visits:

- **Loyalty Programs:** Develop loyalty programs and special offers for repeat visitors, including discounts, exclusive event access, and personalized experiences.
- **Follow-Up Engagement:** Maintain engagement with past attendees through newsletters, social media updates, and exclusive invitations to future events.

5. Pursue Awards and Recognitions:

- **Award Submissions:** Actively submit the festival and its participants for international awards and recognitions, showcasing the excellence and innovation present in Toronto's culinary scene.
- **Global Benchmarking:** Continuously benchmark against leading global festivals and adapt best practices to ensure the Toronto Food & Wine Festival remains at the forefront of the industry.

Conclusion

By focusing on these ambitious KPIs, you can effectively measure and amplify Toronto's brand narrative and identity on the world stage. The goal is to not only attract international visitors but also to ensure they leave with a deep love and appreciation for Toronto, driving positive word-of-mouth and fostering long-term loyalty. Through strategic storytelling, emotional engagement, cultural influence, and consistent excellence, the Toronto Food & Wine Festival can transform how the world perceives and connects with Toronto.



Prompt #5 with ChatGPT Search

"You know what could be cool? What if a legacy project for this festival was a Canadian Culinary Innovation Lab? What might that look like, and what potentially could be the most impactful benefits for both travel industry stakeholders and communities across Canada?"



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LIVING LAB NETWORK



The first Living Lab to be developed within a futuristic megacity, with the help of a real estate company, a community-driven organization. Given the historical role of the fish and vegetable markets, The Kyobashi neighborhood has been the center of food culture in Tokyo for over 300 years. The Lab merges an innovation hub, a space for market validation and testing; an open innovation platform for creating sustainable cities; and a food destination to strengthen relationships between producers and consumers.



This Living Lab prototype opened in 2014 when the students from the first master on food and innovation were offered an innovation space for testing the theories and projects developed in class. The Officucina contributed to helping citizens rediscover their connection with agriculture, to be seen no longer as an element of tradition but as a driving force for regional and local food policies.

03 The Future of Business

Conversational commerce is the next evolution of e-/social commerce.

AI is eating the travel funnel.

Conversational commerce delivers hyper-personalized experiences at the intersection of chat and shopping.



Ecommerce
Internet (1990s)



Social Commerce
Mobile (2000s)



Conversational Commerce
Gen AI (2020s)

From Media to Marketplace

\$1B



Sale price of Instagram
2012 (USD)

\$70B



Valuation today
2024

Statista: Instagram's social commerce revenue will exceed \$37 billion in 2024.



**"A city is more than a
place in space. It is a
drama in time."**

– Patrick Geddes



GUIDEGEEK
AI Travel Assistant

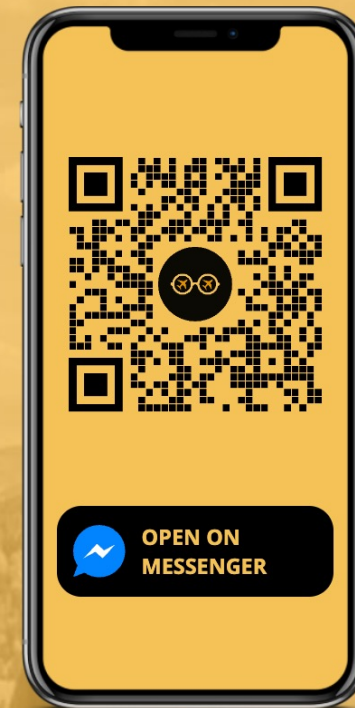
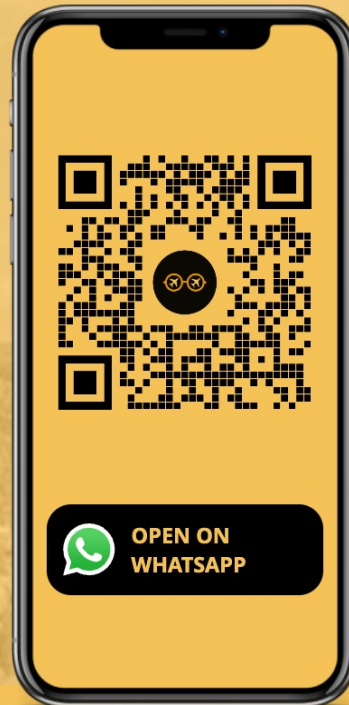
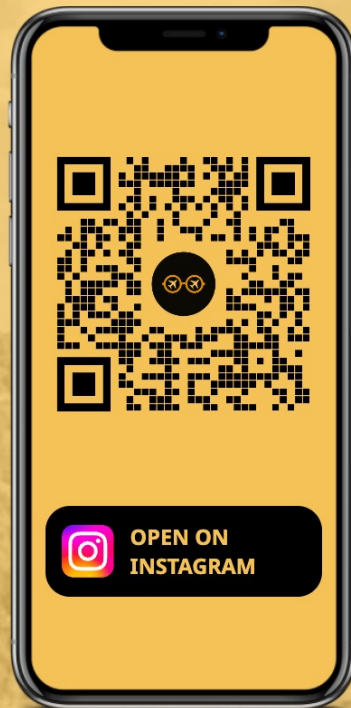
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MICHELIN Star Restaurants in Toronto

The 2023 selection includes 82 restaurants and 28 cuisines in the first Canadian city to be recognized by the MICHELIN Guide.

In the second edition of the MICHELIN Guide in Toronto, 15 restaurants have been awarded a MICHELIN star. The selection of restaurants includes 21 Bib Gourmands, 46 Recommended restaurants and two restaurants recognized with the city's first Green Stars. The 2023 [new additions to the guide](#) also include recognitions for Toronto's 2023 winners of the [Service Award](#), [Sommelier of the Year](#), [Exceptional Cocktail](#) and [Young Chef](#).

TO

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If you're looking for a Michelin-recommended restaurant in Toronto that can accommodate private dining for around 50 people, **George Restaurant** is a great option. Known for its globally-inspired dishes and seasonal ingredients, George offers private events in several Georgian Rooms or in their heated 19th-century private courtyard. It's a fantastic choice for a memorable dining experience.

Another option is **Canoe**, which is a Toronto classic serving contemporary Canadian cuisine. While it's not Michelin-starred, it's Michelin Guide recommended and offers private dining spaces suitable for group events. The breathtaking

Type your question here...



When AI is Better Than Human



Jasper, Canada
144K people like this
City


[View profile](#)

JAN 24 AT 11:28 AM

What's the best restaurant in Jasper?


Hello Greg! Thank you for messaging us! One of our Tourism Jasper representatives will be here to assist you as soon as possible.





*Please note our office hours are Monday- Friday, 8:30am-5pm MST. Please expect delays in response throughout the holidays.




Jasper, Canada
Business chat

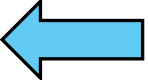
Jasper has a variety of fantastic restaurants to choose from, each with its own unique cuisine and atmosphere. One highly recommended restaurant is the Evil Dave's Grill, known for its delicious gourmet burgers and creative menu. Another popular spot is Syrachs of Jasper, offering an upscale dining experience with a focus on local ingredients and a diverse wine selection. Lastly, for those seeking a cozy mountain atmosphere, The Raven Bistro is a top choice, serving up comforting Canadian cuisine with a creative twist. Enjoy exploring the culinary delights of Jasper!



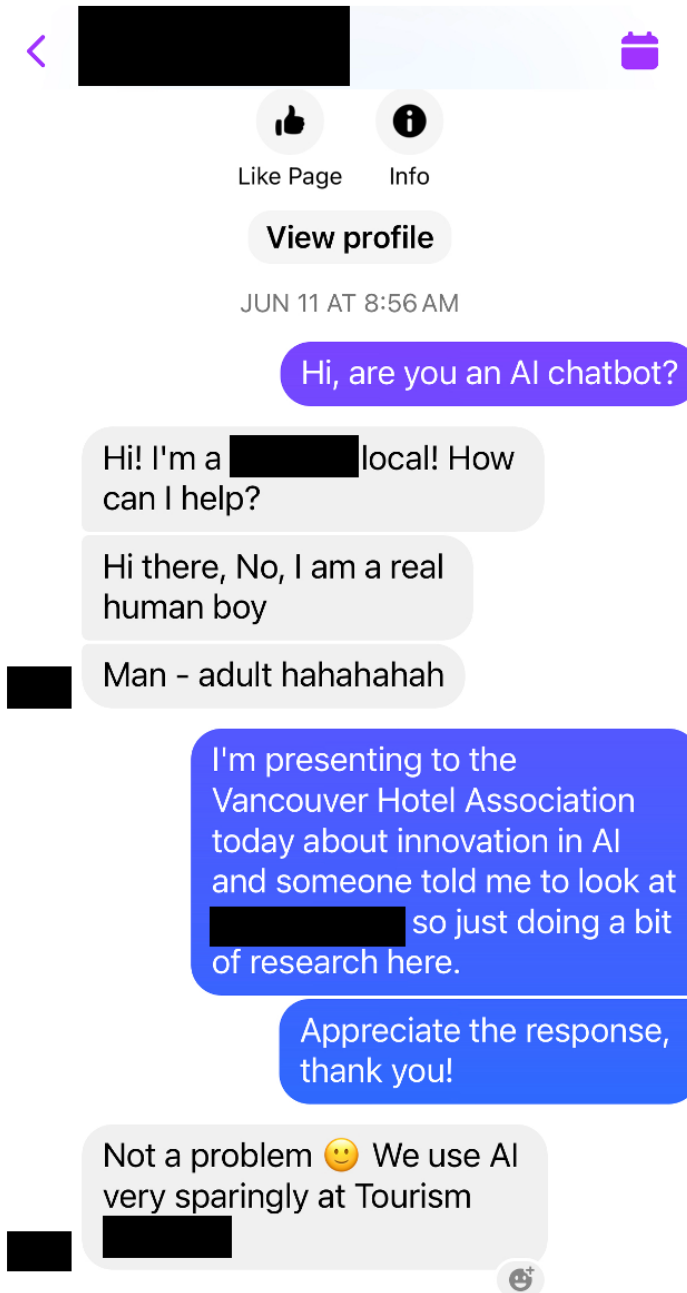


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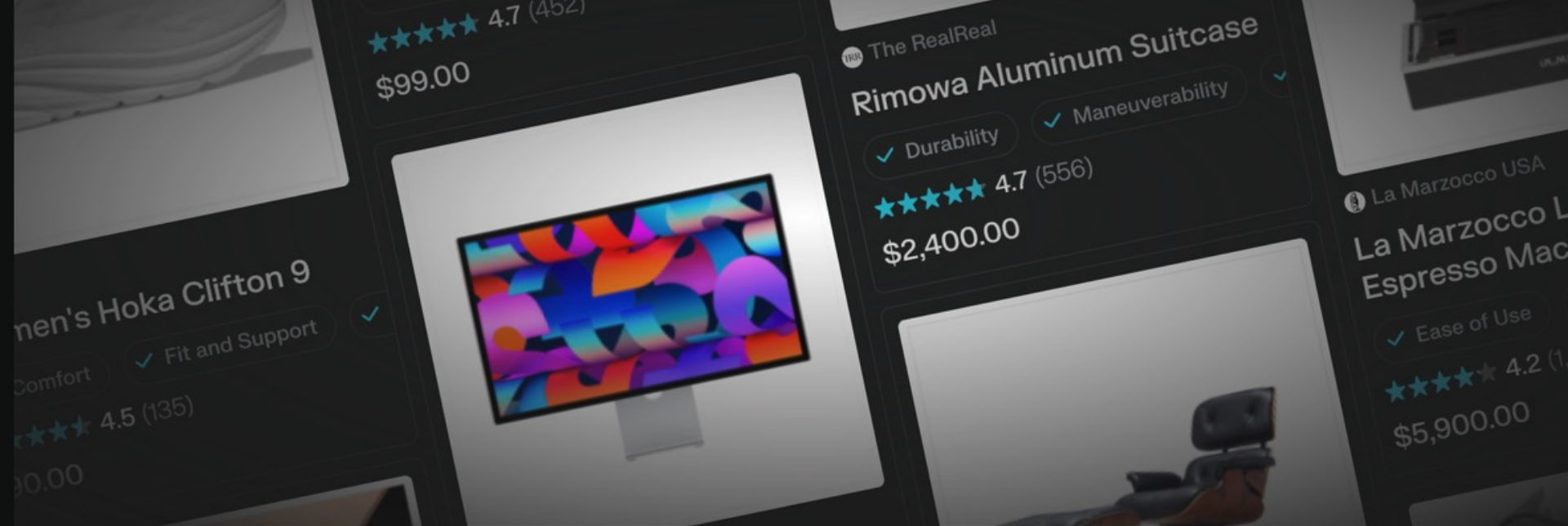




Really?



Chat is the new marketplace.



Shop like a pro with Perplexity

Take the complexity and frustration out of online shopping. Shop like never before with Perplexity Pro.

Next

How it works

- 1 Find and configure the perfect item using Perplexity Pro Search.
- 2 Perplexity will estimate taxes and purchase the product on your behalf. Shipping is free!
- 3 You'll receive a confirmation email when the purchase is successful.
- 4 Track purchase status while browsing Perplexity. The item will be delivered to your address on file.



Travel in a “post web” world?

3 Basics of AI Takeaways

Search (Conceive)	Productivity (Create)	Business (Convert)
<p>AI turned the mainstream internet into your personal assistant. Answer engines are the new search engines. They deliver hyper-personalization at scale.</p> <p>Generative/conversational AI are the same thing. AI is a 2-way dialogue. It's called "chat" for a reason.</p> <p>Converse (text or voice) with AIs like they're human. The more you converse with them, the more value they deliver.</p> <p>AI search isn't 100% perfect, but it's 1,000% better than old search.</p> <p>Hallucinations are rare with paid AI models but verify everything.</p> <p>GEO (generative engine optimization) is the new SEO. You can't put SEO in an AI box. That's changing how we find and develop content</p>	<p>AI makes you smarter if you practice to become more proficient at AI. You don't need to be tech savvy to use AI, but you gotta do the work.</p> <p>AI makes you more creative, strategic and productive if you're open-minded, curious and tenacious.</p> <p>AI is your best friend for crunching and synthesizing reports/data.</p> <p>Quality of outputs rely on specificity of input and logic flow of conversation.</p> <p>Use multiple AI models for all projects.</p> <p>Paid AI models are more intelligent than free. Pay to play like a pro.</p> <p>Paid AI models have better editing, project management and collaborative team functionality than free.</p>	<p>Conversational commerce delivers hyper-personalized experiences at the intersection of chat and shopping.</p> <p>Big idea: Chat is the new marketplace. Conversational commerce is the next evolution of ecommerce and social commerce.</p> <p>AI is the future of business, sales, marketing, finance, communications and everything else.</p> <p>AI is really about change management strategy, leading to behavioral and organizational transformation.</p> <p>Paid AI models have more privacy and security controls than free.</p> <p>Tourism organizations are presently showing early proof of concept for conversational commerce.</p>



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