

Me, Myself and AI

INTERACTIVE
MASTERCLASS

With Pascal Fintoni



Funded by
UK Government



NORTH
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COUNCIL

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THE PLAN FOR TODAY



The
2025
Mindsets



AI
Live
Demos



Open
Q&A
+ Apps

imagination

PART 1

The 2025 Mindsets



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A graphic of a glowing purple and blue AI chip with the letters 'AI' in the center, surrounded by circuitry and data points. The chip is set against a dark blue background with a white arrow shape pointing to the right.

AI

MINDSET #1

Stop using the term 'AI'

> **Digital Assistant**

> **Virtual Agent**



ChatGPT



Claude



perplexity

Gemini



Meta AI



Copilot



GoPro
Be a HERO. 



CapCut

A graphic of a glowing purple and blue AI chip with the letters 'AI' in the center, surrounded by circuitry and data lines. The chip is set against a dark blue background with a white arrow shape pointing to the right.

AI

MINDSET #2

Appoint the right 'Assistant'

- > Novice Assistant**
- > Expert Assistant**

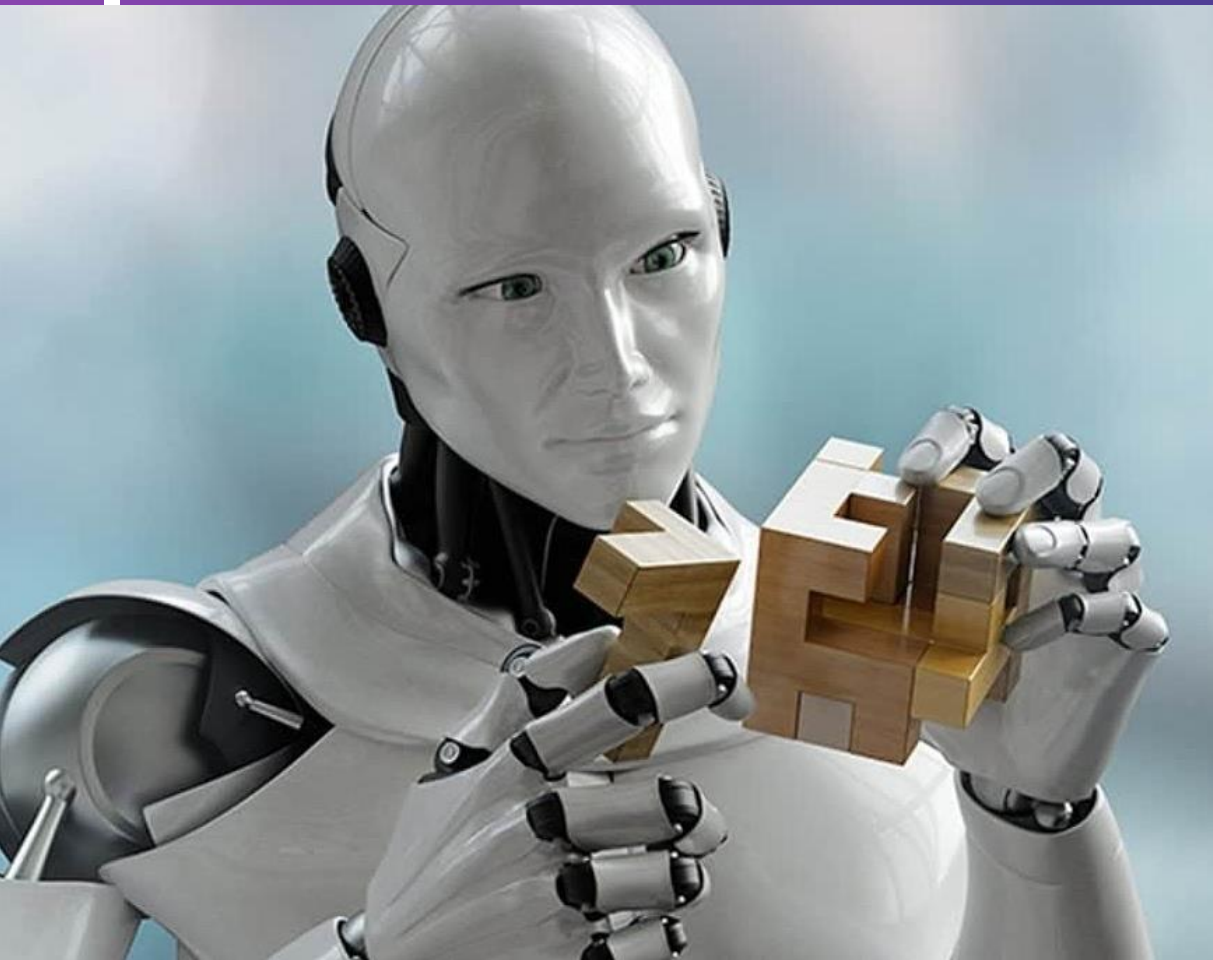
Novice Assistant Aka 'The Rookie'



Roles and Scope of Work:

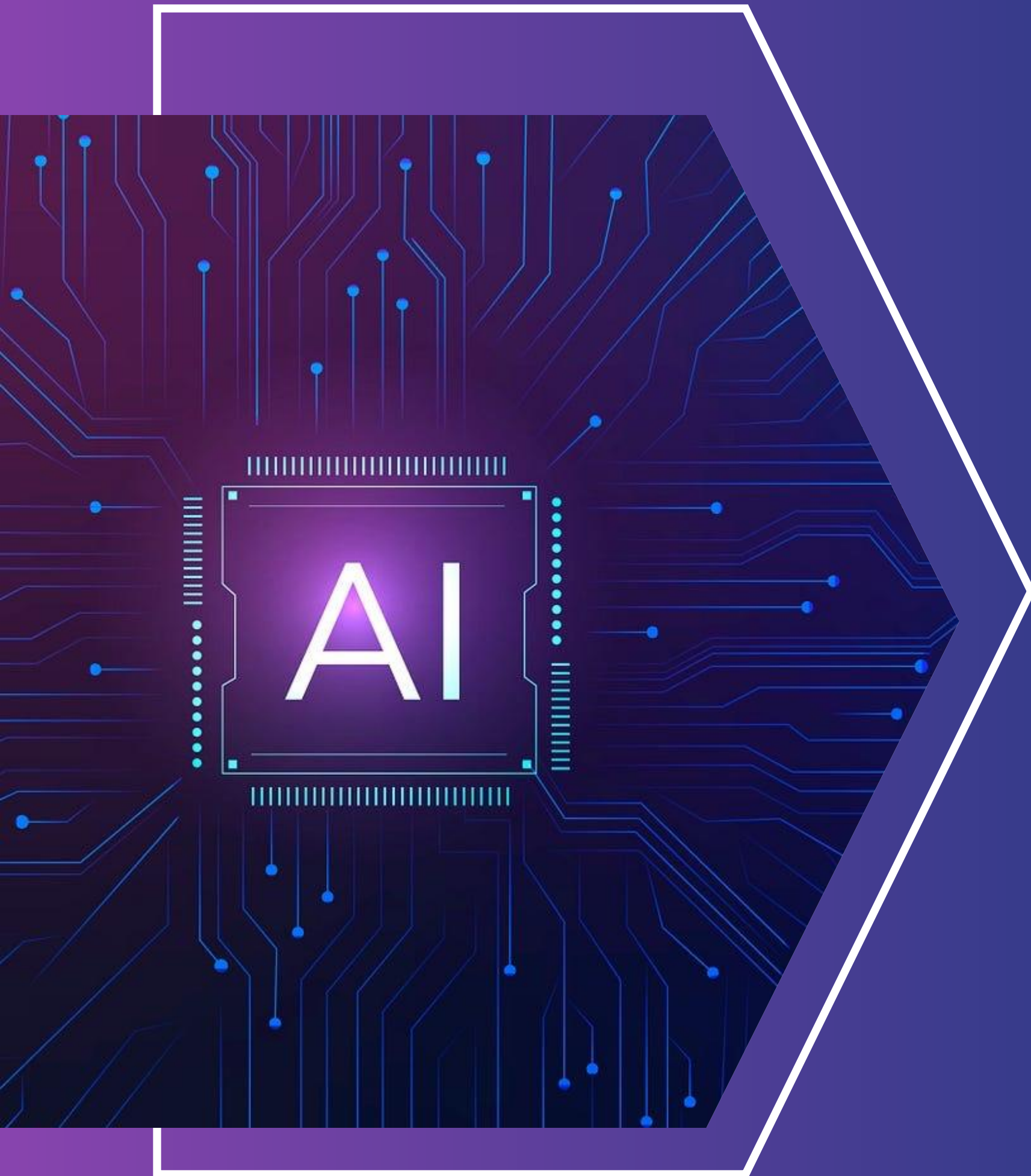
- > **RESEARCH**
- > **REWRITE**
- > **REPURPOSE**

Expert Assistant Aka 'The Consultant'



Roles and Scope of Work:

- > ***CRITIQUE***
- > ***COACH***
- > ***CREATE***

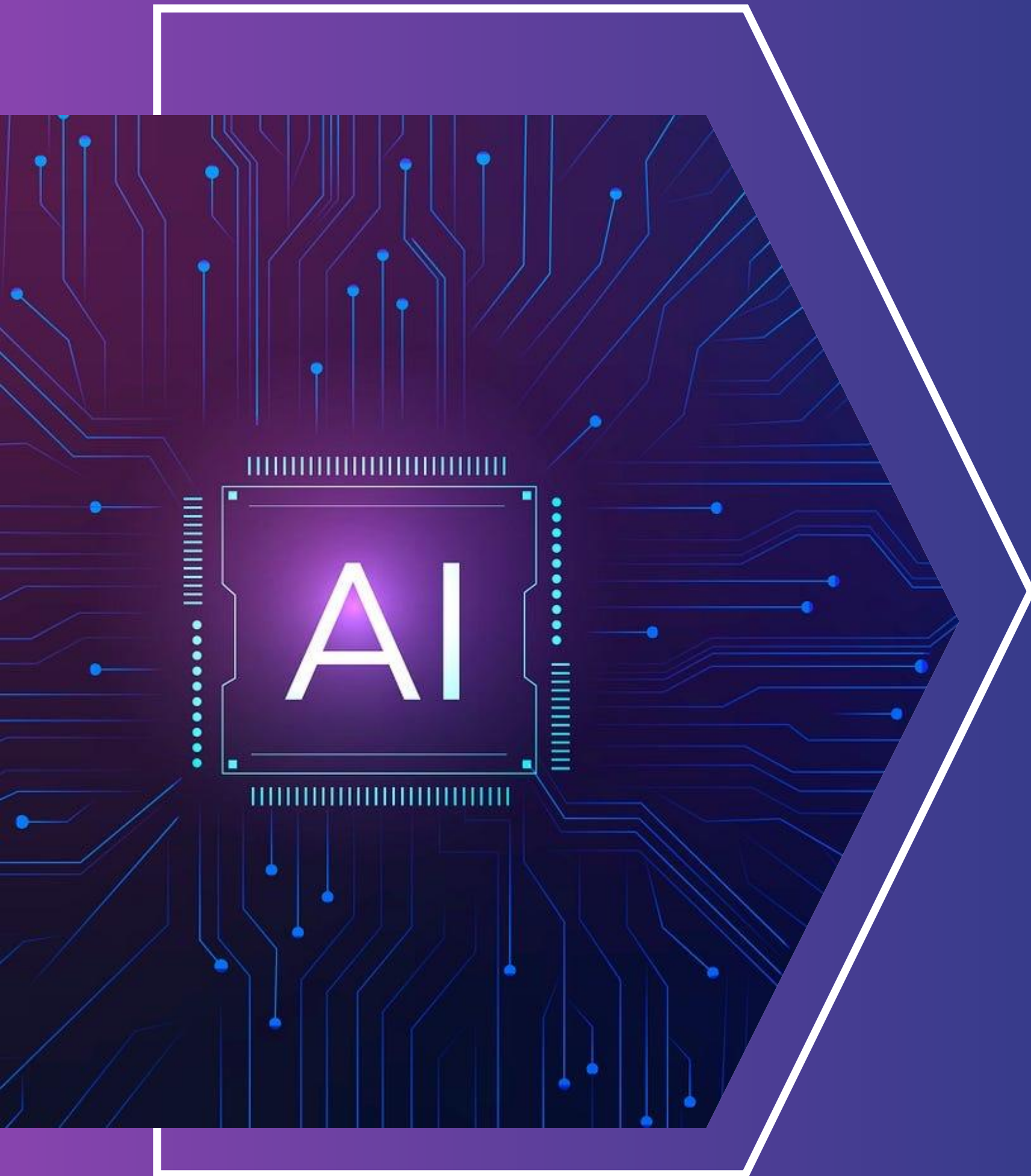


MINDSET #3

Stop using the term 'Prompt'

> **Detailed Brief**

> **Consultation Request**



MINDSET #4

Don't rush things!

- > Make an appointment**
- > Always check and edit**

PART 2

LIVE DEMOS



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ChatGPT



Claude



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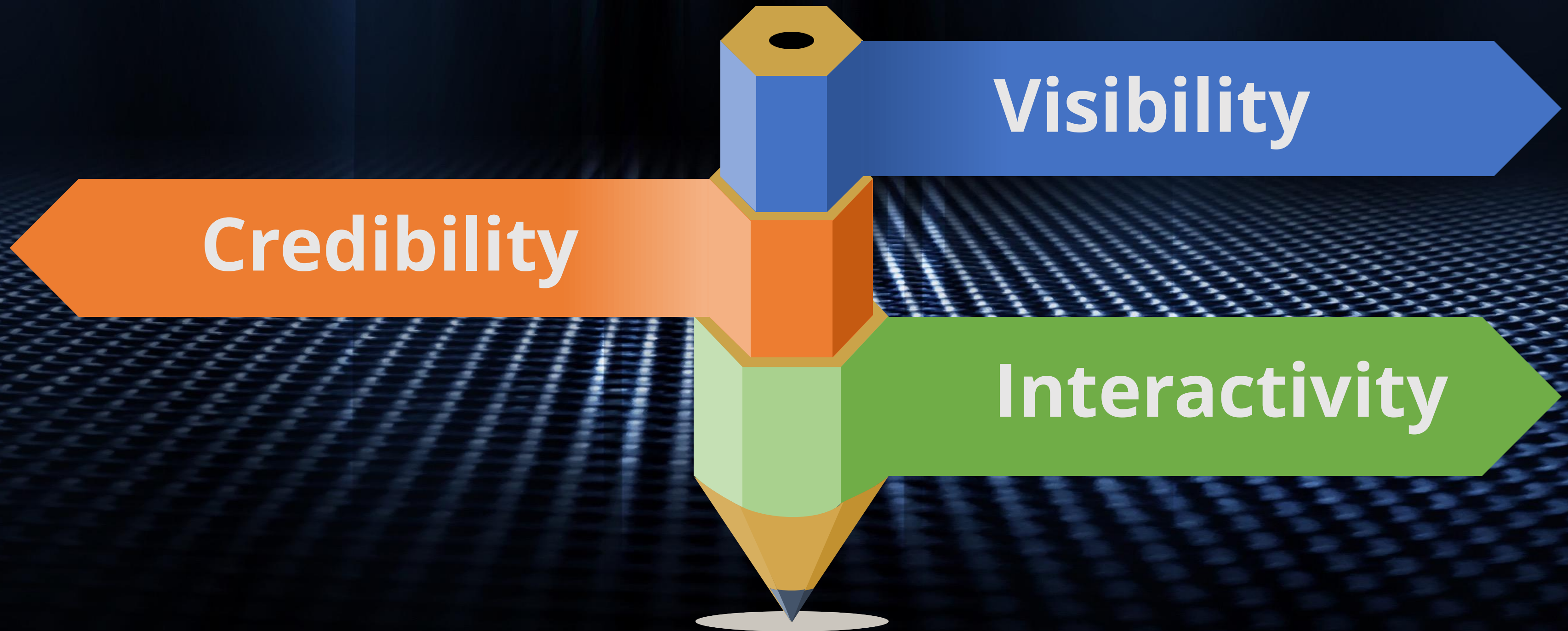


Meta AI



Copilot

DIGITAL EXPERIENCE - 3 STAGES





SPOTLIGHT: PRESS RELEASE



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Step 1:

I need your help to write a press release announcing the launch of a new product/service/programme (delete as appropriate) in 2025.

Acting as my marketing and pr research assistant can you please provide me a breakdown of the structure and key elements of a successful press release.

We will call this the 'Official PR Template'.

Step 2:

I would like to continue learning and preparing my press release brief.

Acting as my marketing and pr research assistant, can you please provide me with a list of most common objections and reasons for my press release to be rejected by editors, the media and my audience.

We will call this the 'PR Pitfalls'.

Step 3:

I need your help to write a press release announcing the launch of ...

My business is called ...and our services/products are... My name is ...

The new product/service/programme is called ...

The intended audience and target customer group for this new product/service/programme is ...

The benefits of the product/service/programme are ...

Acting as my expert Copywriter and Journalist with extensive experience in editorial content, and using the 'Official PR Template' you provided, can you please write a press release that I can send to the media, tv, radio and press in the following sectors: (enter details here)

The tone of voice needs to be ...

The content should be ...

Now please write the press release as instructed using all information provided and avoiding the 'PR Pitfalls' you highlighted.

Step 4:

Thank you very much, that is a great first version of the press release from my new product/service/programme.

Your role is to be my Public Relations and Marketing expert advisor,

I have two follow-up questions for you:

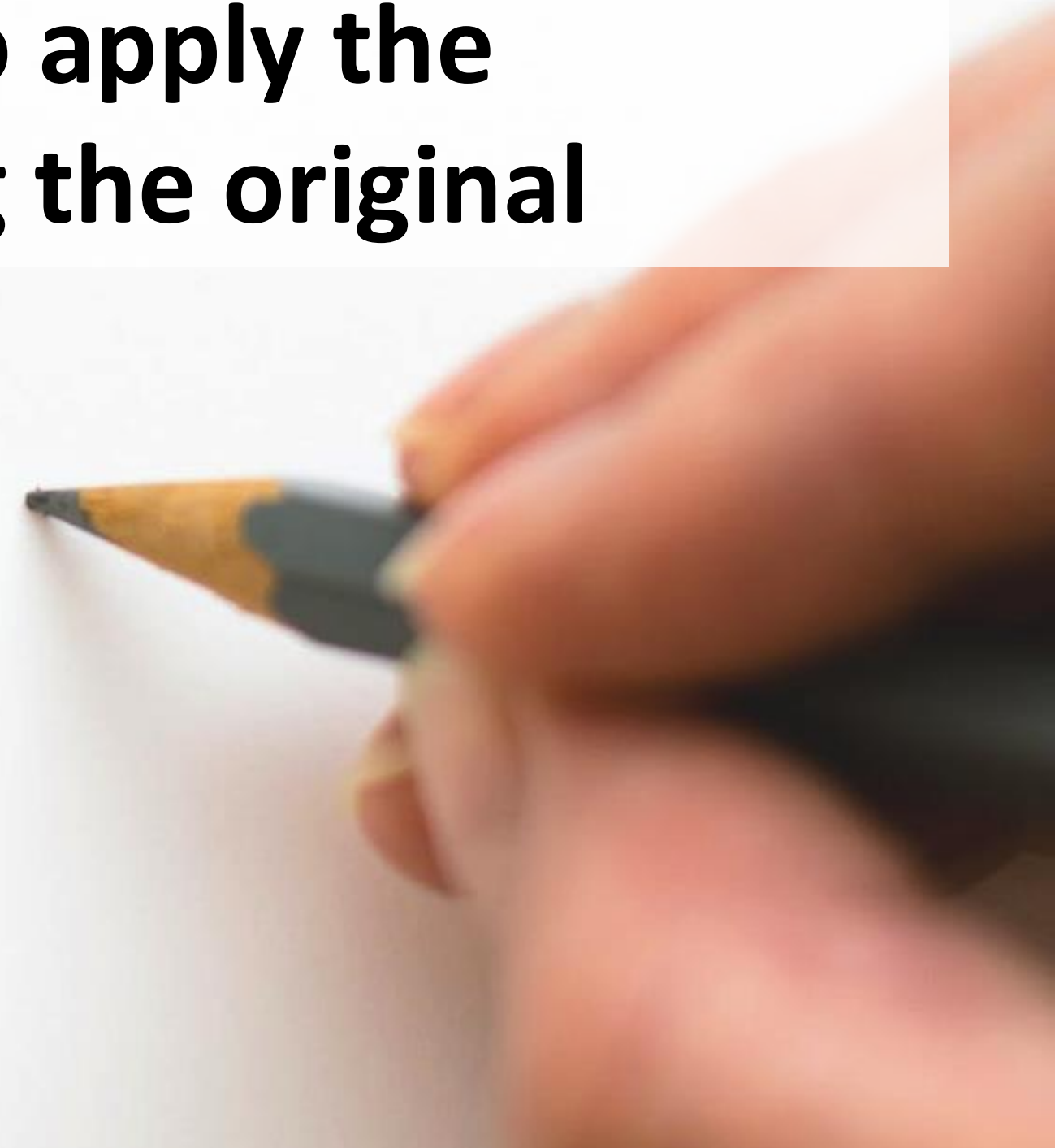
1. How can the press release be improved?

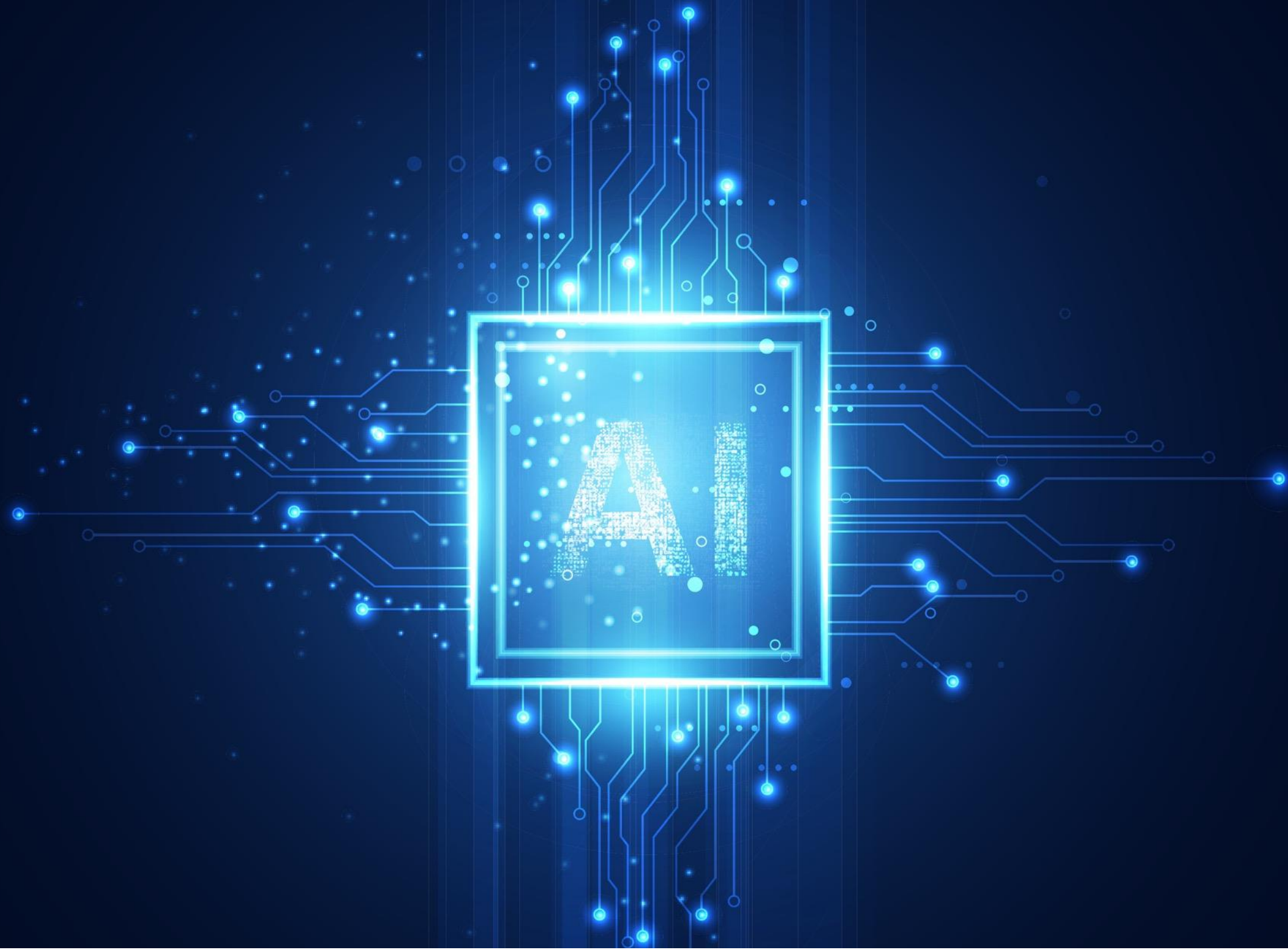
Please share your advice in a table format.

2. What additional questions do you have for me to help improve the press release?

Step 5:

Based on my answers to your questions, can you please rewrite the press release making sure to apply the improvements you listed and respecting the original information I shared.





SPOTLIGHT: SALES CONTENT

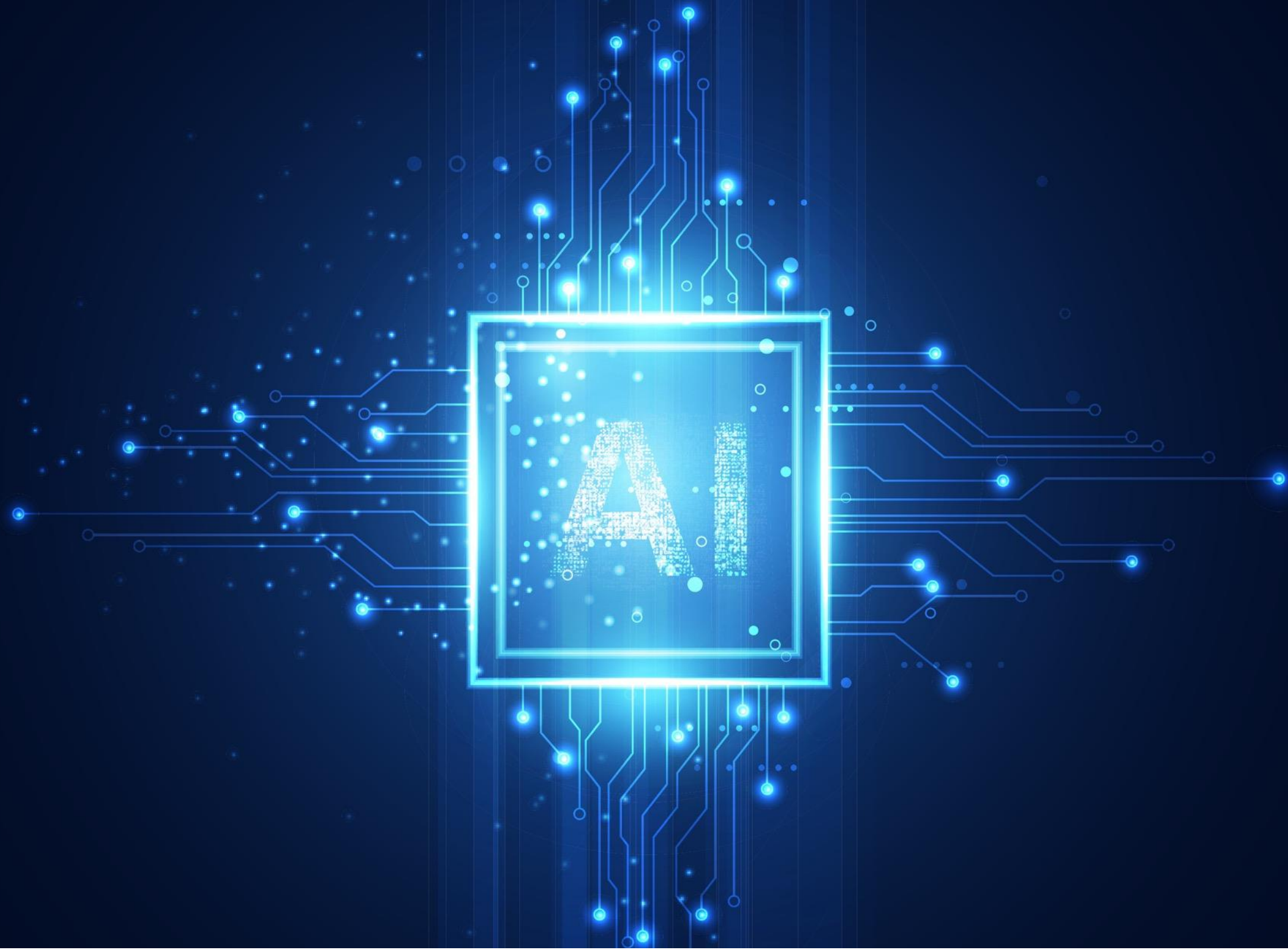


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Acting as my expert sales content creator and case studies producer, I would like you to help me with the following question:

What are the methodologies and models used by sales professionals to help them structure sales messages and copy?





SPOTLIGHT: CONTENT CURATION



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Forbes

FORBES > INNOVATION

PREMIUM • EDITORS' PICK

Dozens Of KFC, Taco Bell And Dairy Queen Franchises Are Using AI To Track Workers

The AI system, dubbed Riley, monitors and analyzes employees' interactions with customers and allocates bonuses to those who are able to sell more.

Rashi Shrivastava Forbes Staff

I write about AI and consumer tech companies for Forbes.

Follow



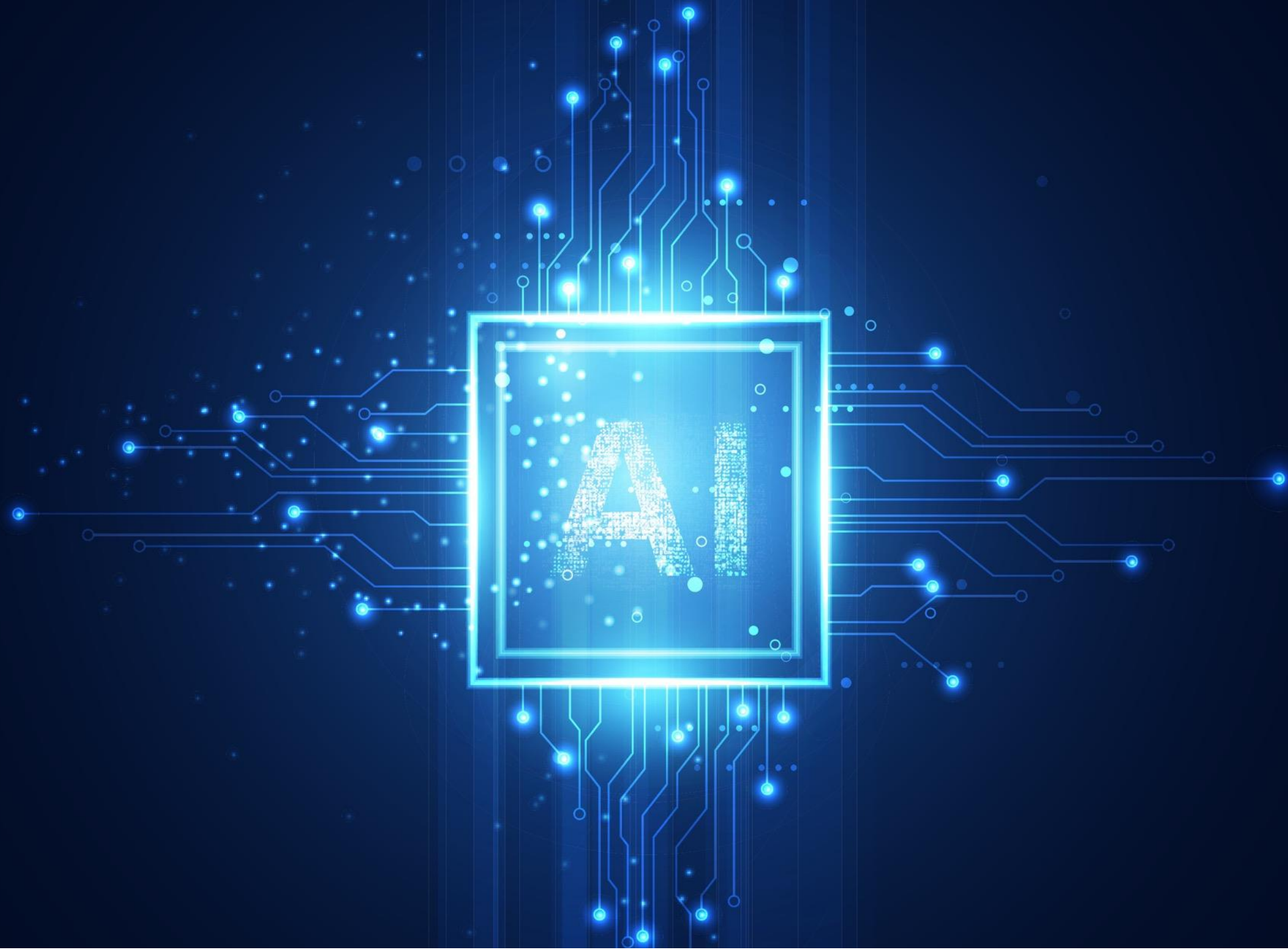
Riley, an AI system installed at over 100 Dairy Queen, KFC and Taco Bell franchises across the US, assesses workers' performance and rewards those who are able to sell more. GADO VIA GETTY IMAGES

I need your help to write a deep-dive blog post which will a reaction to this article <https://www.forbes.com/sites/rashishrivastava/2024/02/23/dozens-of-kfc-taco-bell-and-dairy-queen-franchises-are-using-ai-to-track-workers/>?

The long form blog post will have the following structure:

1. a catchy title
2. an intriguing strapline/hook
3. a summary of the main points and key take-aways from the article <https://www.forbes.com/sites/rashishrivastava/2024/02/23/dozens-of-kfc-taco-bell-and-dairy-queen-franchises-are-using-ai-to-track-workers/>?
4. the three questions readers should be asking themselves
5. the three actions they should be undertaking and how
6. the three pitfalls they should avoid and how
7. additional resources and further readings about this subject matter
8. my conclusion as a digital skills and strategy consultant

The tone is friendly, knowledgeable, reflective, using the occasional allegories or examples and some French words and expressions. The audience will be UK and US business owners who would like to understand the ethical use of AI better and turn to me for advice.



SPOTLIGHT: CONTENT CURATION



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Social Media Trends 2025

To win on social media, you gotta move fast. Dig in to see how the best in the biz are being agile, and how you can follow suit.

Download the full report

Request a demo



The top social media trends for 2025

https://acrobat.adobe.com/id/urn:aaid:sc:EU:96d35d40-7e23-4f2d-ba65-2fad21a51733/?x_api_client_id=adobe_com&x_api_client_location=compress_pdf

Can you please give me 1. the key takeaways and and 2. the 2025 strategies from the Hootsuite report?

<https://www.hootsuite.com/research/social-trends>

(...)

Acting as my social media marketing strategist, can you please answer the following question:

**How could I apply these 2025 strategies in my business?
Please make the examples relevant to [enter business description] located in [enter location] with the following**

PART 3

OPEN Q&A + AI APPS



Think **smarter**, not harder

The ultimate tool for understanding the information that matters
most to you, built with Gemini 2.0

Try NotebookLM

Your personalised AI research assistant

AI Image Generator

Create an image from text prompt

Enter your prompt

Choose a model

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HD

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Choose a style



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Options

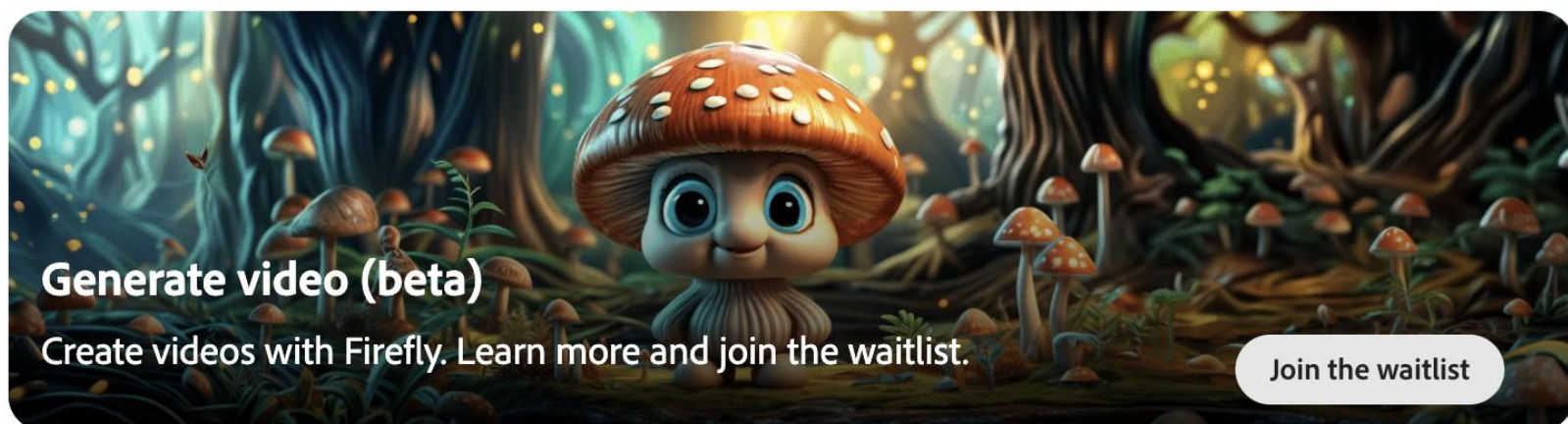
Illusions



https://firefly.adobe.com/

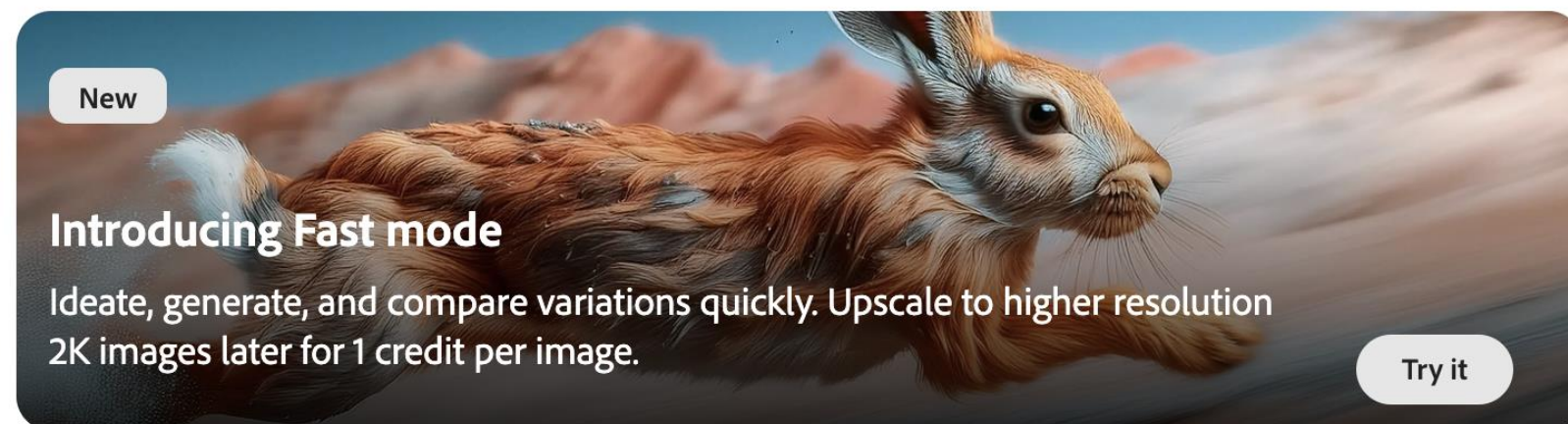
Create with generative AI

Experiment with the latest innovations from Firefly and other generative AI technology, and let us know what you think.



Generate video (beta)
Create videos with Firefly. Learn more and join the waitlist.


Join the waitlist



New


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Ideate, generate, and compare variations quickly. Upscale to higher resolution 2K images later for 1 credit per image.

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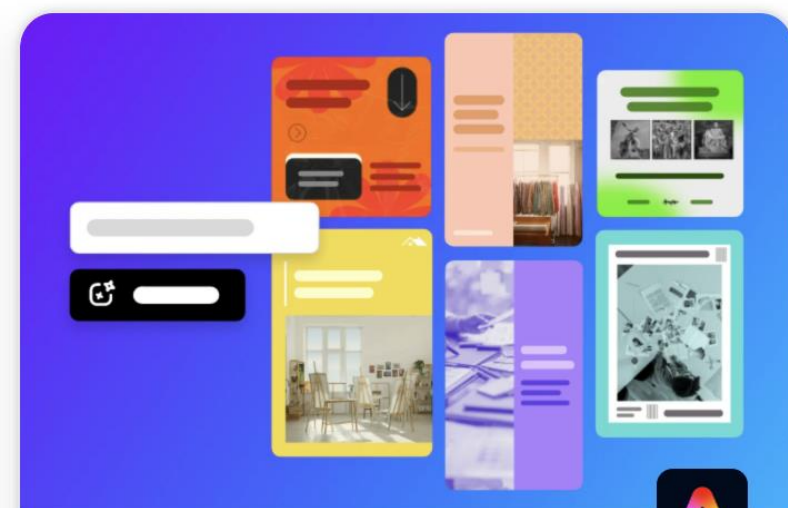
Text to image
Generate images from a detailed description and guide style with a reference image.

Generate




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Use a brush to remove objects or paint in new ones.

Generate



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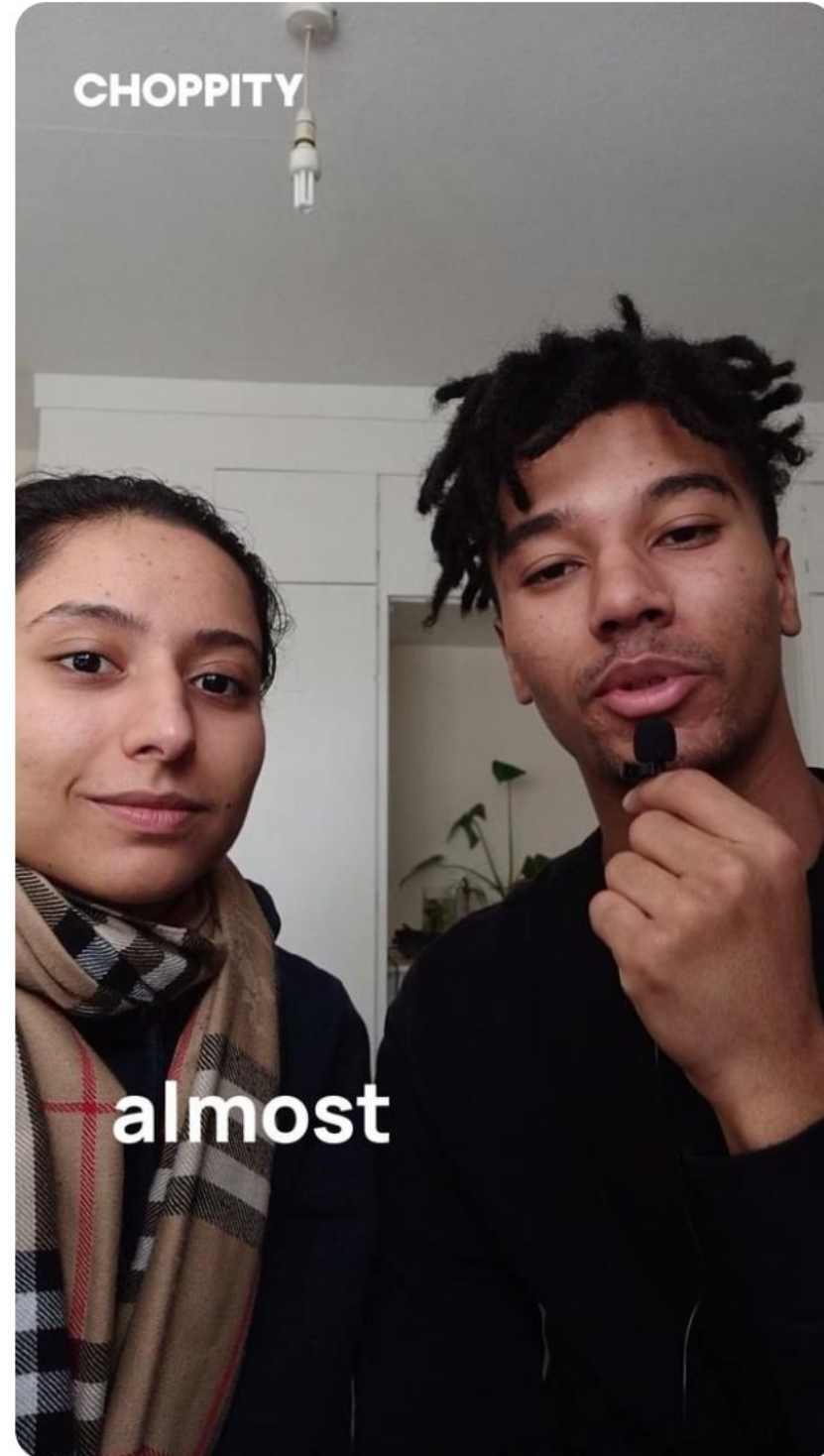
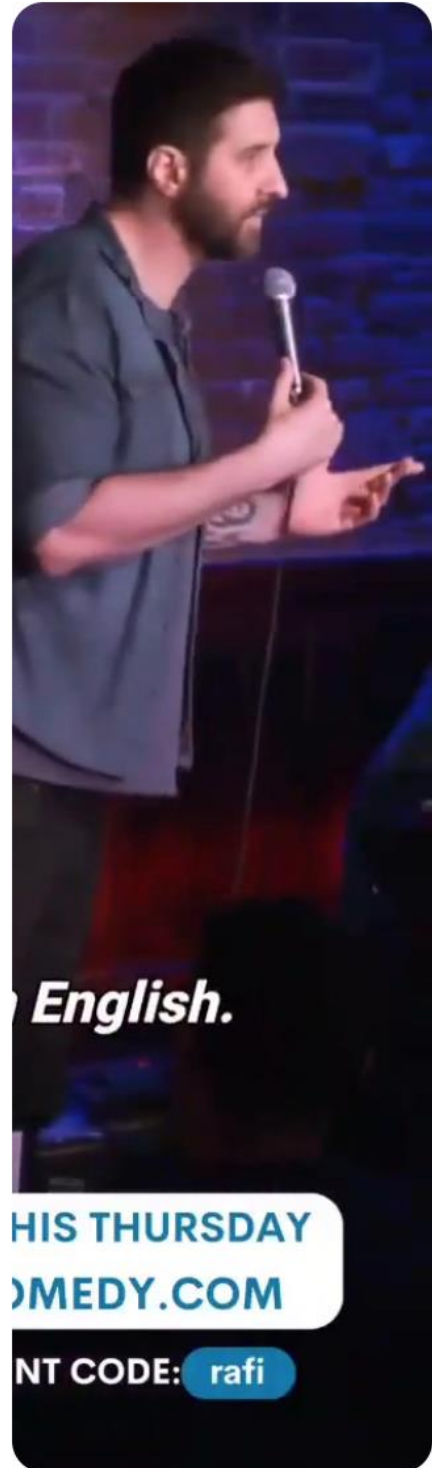
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An atmospheric gospel song about how you're always there for me

Create a Song

Global Trending

Global

Now



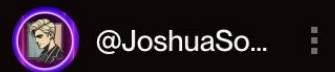
Molecular Blast
progressive build-ups, Gl...



A Coven of Clowns
Slow, Musical, Lamentin...



Duck Off
Background ducks, duck...



Duck Duck Goose
Duckstep, Duck Tuba, Sy...



Delivered
Dark, clear, longing, need...



Happy
Sad Melancholy Dark, in...



悪夢 (Nightmare)
horrorcore anime hyper...



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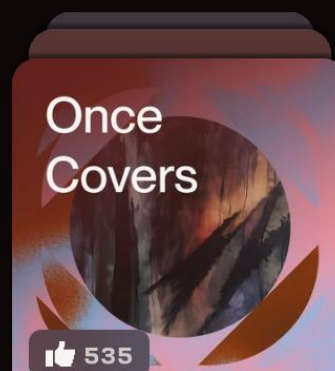
Suno Covers



581



690



535



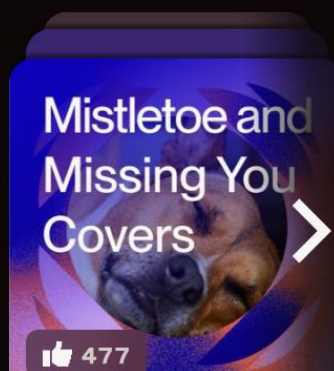
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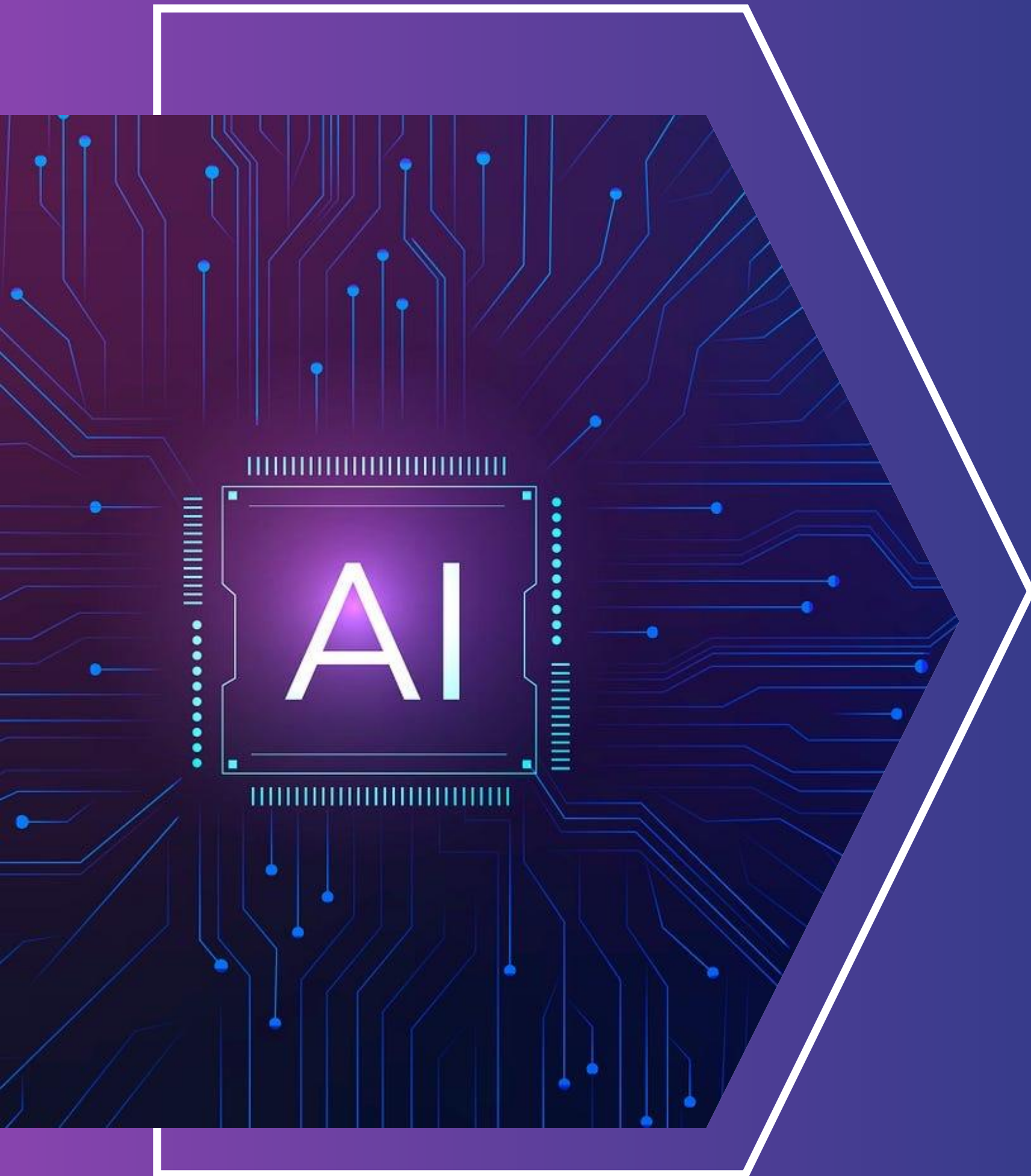
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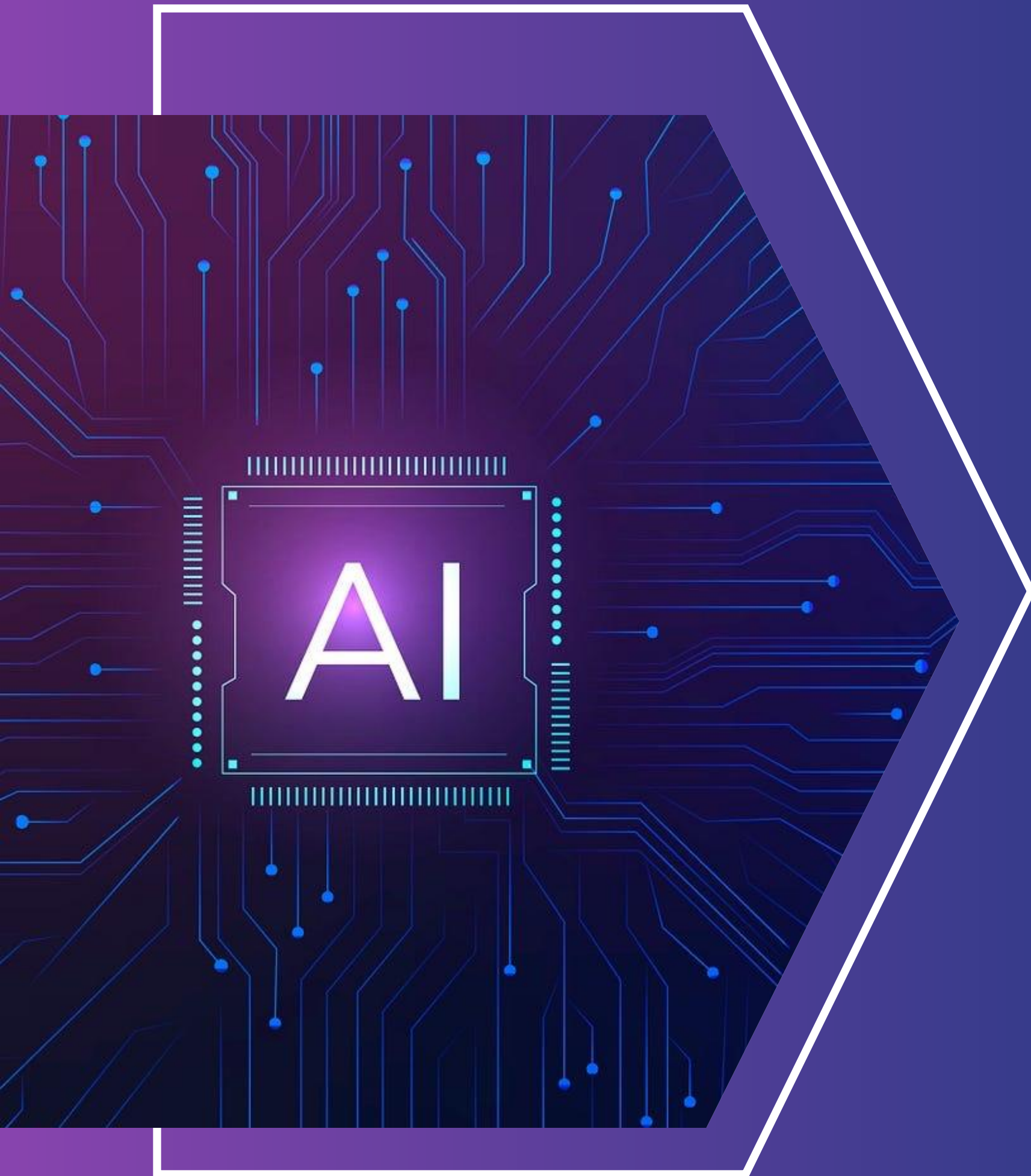


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WHAT DO YOU THINK?

- > Any ideas for your business?
- > Any follow-up questions?



LEARN FROM MY MISTAKES

- > Save your best briefs and create a library for the business.
- > Learn how to describe your writing style, tone of voice and vocabulary - keep improving + exclusions and what it is not.
- > Breakdown your requests so that you can breakdown the demands on you (i.e. selections, revisions, etc.)



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 **Episode 120+!!**



Pascal Fintoni

AI & Digital Marketing Strategist
| AI Content Marketing Expert | In...



AI FOR DIGITAL MARKETING

THANK YOU!



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