

AI Example - Generating and cracking a client brief with ChatGPT

PROMPT: Hey bro, I have a demonstration of chat GPT and how to crack a event brief from a client. Please provide a full brief from a luxury brand for an end of year party. I will then crack the brief with you live from the showfloor.

RESPONSE FROM CHATGPT:

Certainly! Here's a fictional event brief from a luxury brand for an end-of-year party:

Event Brief: End-of-Year Party for "Elysian Luxe"

Client: Elysian Luxe, a luxury fashion and lifestyle brand.

Event Date: December 20, 2023

Venue: The Crystal Ballroom, The Ritz-Carlton, Downtown City

Objective: To celebrate the brand's achievements in 2023, foster a sense of community among our elite clientele, and set the stage for our upcoming 2024 collection.

Target Audience:

- Elysian Luxe's VIP clients
- Fashion influencers and bloggers
- Select media personnel
- Brand ambassadors and partners

Event Theme: "Golden Elysium"

- Drawing inspiration from Greek mythology, where Elysium represents a paradise for heroes. The theme should exude opulence, with gold as the primary color palette.

Key Elements:

1. **Red Carpet Arrival:** A grand entrance with photographers, videographers, and a live interview segment.
2. **Fashion Showcase:** A mini runway show highlighting key pieces from our 2023 collection and a sneak peek of our 2024 collection.
3. **Live Entertainment:** A renowned artist or band to perform, keeping in line with the luxurious theme.
4. **Gourmet Dining:** A 5-course meal curated by a celebrity chef, with wine pairings for each course.
5. **Interactive Installations:** Augmented reality booths showcasing the brand's journey, and a virtual try-on section for our 2024 collection.
6. **Gift Bags:** Exclusive gift bags for attendees, including a limited-edition accessory from Elysian Luxe.

Budget: \$500,000

Key Deliverables:

1. Event concept and design
2. Vendor and talent sourcing and management
3. Guest list management and RSVPs
4. Media and PR management
5. Post-event report with metrics on engagement, media coverage, and attendee feedback.

Brand Guidelines:

- Maintain the brand's image of luxury, elegance, and exclusivity.
- Ensure all elements, from invitations to decor, resonate with the "Golden Elysium" theme.
- Prioritize sustainability; aim for a zero-waste event.

Expectations from the Event Planner:

- Provide a detailed event proposal, including concept visuals, budget breakdown, and a timeline.
- Regular updates and checkpoints with the Elysian Luxe team.
- Handle any crisis efficiently, ensuring minimal disruption.
- Ensure a memorable experience for all attendees, reinforcing the brand's image.

Now that you have the brief, let's crack it together! Let me know how you'd like to proceed, and I'm here to assist you every step of the way.

PROMPT: How would you suggest we crack that together?

RESPONSE FROM CHATGPT:

Certainly! Cracking an event brief involves breaking it down into actionable steps and ensuring that each element aligns with the client's objectives and expectations. Here's a step-by-step approach to cracking the "Elysian Luxe" end-of-year party brief:

1. **Understanding the Brand and Objective:**
 - Research "Elysian Luxe" to understand its brand identity, values, and target audience.
 - Reiterate the primary objective: Celebrate achievements, foster community, and tease the 2024 collection.
2. **Event Concept and Design:**
 - Visualize the "Golden Elysium" theme. Think Grecian paradise meets modern luxury.
 - Create mood boards for decor, lighting, and ambiance. Incorporate gold tones, Grecian columns, and luxurious fabrics.
3. **Vendor and Talent Sourcing:**
 - Identify potential vendors for decor, catering, entertainment, and technology.
 - Shortlist renowned artists or bands that align with the brand's image for live entertainment.
4. **Guest Experience:**
 - Design a seamless check-in process, possibly using AI-powered facial recognition for VIPs.
 - Plan the flow of the event: Red carpet arrival, cocktail hour, fashion showcase, dinner, entertainment, and interactive installations.
5. **Interactive Installations:**
 - Collaborate with tech partners to create AR booths showcasing the brand's journey.
 - Design a virtual try-on section. Consider using AI tools for virtual fashion try-ons. (I can recommend some if needed!)
6. **Gourmet Dining:**
 - Collaborate with a celebrity chef to curate a menu that reflects luxury and opulence.
 - Ensure wine pairings are top-notch and align with the brand's image.
7. **Sustainability:**
 - Source eco-friendly materials for decor.
 - Plan for waste management, especially for food and disposables.
8. **Media and PR Management:**
 - Design a PR strategy to generate buzz before the event.
 - Ensure media personnel have exclusive areas for interviews and coverage.
9. **Feedback Mechanism:**
 - Implement a digital feedback system, possibly through a custom app or QR codes on tables, to gather real-time feedback from attendees.
10. **Post-Event Analysis:**
 - Measure engagement metrics, media coverage, and attendee feedback.
 - Provide a detailed report to "Elysian Luxe" with insights and recommendations for future events.
11. **Contingency Planning:**
 - Prepare for potential challenges, such as technical glitches, last-minute cancellations, or unforeseen circumstances.
 - Have a backup plan for each key element of the event.

Throughout this process, maintain open communication with the "Elysian Luxe" team, providing regular updates and seeking approvals when necessary.

Would you like to delve deeper into any specific area or explore AI tools that can assist in executing this event successfully?

PROMPT: Create a full proposition with timeline and budget estimate.
Answer all brief requirements and provide clients expected output in a full copy presentation deck

RESPONSE FROM CHATGPT:

Absolutely! Below is a detailed proposition for the "Elysian Luxe" end-of-year party, complete with a timeline and budget estimate:

Elysian Luxe: Golden Elysium End-of-Year Party

1. Event Concept and Design: "Golden Elysium"

- **Visuals:** Luxurious gold tones, Grecian columns, draped fabrics, and ambient lighting.
- **Mood Board:** A curated collection of images showcasing the envisioned decor, ambiance, and guest experience.

Timeline: 2 weeks **Budget:** \$50,000

2. Vendor and Talent Sourcing:

- **Decor Vendor:** Specializing in luxury events with a portfolio showcasing previous high-end events.
- **Entertainment:** Shortlist of 3 renowned artists/bands fitting the brand's image.

Timeline: 3 weeks **Budget:** \$150,000 (including artist/band booking)

3. Guest Experience:

- **Check-in:** AI-powered facial recognition for VIPs.
- **Event Flow:** Red carpet, cocktail hour, fashion showcase, dinner, entertainment, installations.

Timeline: 2 weeks **Budget:** \$20,000

4. Interactive Installations:

- **AR Booths:** Showcasing the brand's journey.
- **Virtual Try-On:** AI-powered stations for guests to virtually try the 2024 collection.

Timeline: 4 weeks **Budget:** \$40,000

5. Gourmet Dining:

- **Menu:** 5-course meal curated by a celebrity chef.
- **Wine Pairings:** Premium wines for each course.

Timeline: 3 weeks **Budget:** \$100,000

6. Sustainability:

- **Eco-friendly Decor:** Biodegradable and sustainable materials.
- **Waste Management:** Plan for recycling and composting.

Timeline: Concurrent with other activities **Budget:** \$10,000

7. Media and PR Management:

- **PR Strategy:** Generate pre-event buzz.
- **Media Zones:** Exclusive areas for interviews and coverage.

Timeline: 5 weeks (starting 2 months before the event) **Budget:** \$30,000

8. Feedback Mechanism:

- **Digital System:** Custom app or QR codes for real-time feedback.

Timeline: 2 weeks **Budget:** \$10,000

9. Post-Event Analysis:

- **Engagement Metrics:** Track social media mentions, media coverage, etc.
- **Feedback Report:** Insights and recommendations for future events.

Timeline: 1 week post-event **Budget:** \$10,000

10. Contingency Planning:

- **Backup Plans:** For technical glitches, cancellations, or unforeseen circumstances.

Timeline: Concurrent with other activities **Budget:** \$20,000 (set aside for emergencies)

Total Estimated Budget: \$440,000 (leaving a \$60,000 buffer from the provided \$500,000)

Client Deliverables:

1. **Event Proposal:** Detailed document with visuals, budget breakdown, and timeline.
2. **Regular Updates:** Bi-weekly meetings to discuss progress and seek approvals.
3. **Post-Event Report:** Detailed analysis of the event's success, engagement metrics, and feedback.

This proposition can be visually represented in a presentation deck, complete with images, graphics, and detailed breakdowns for each section. If you'd like a visual representation or any other specific details, please let me know!

PROMPT: please provide generative AI prompts for each slide

RESPONSE FROM CHATGPT:

Certainly! Here are generative AI prompts for each slide of the presentation deck based on the provided formula:

Slide 1: Event Concept and Design: "Golden Elysium" 📷 Luxurious ballroom with gold tones, Grecian columns, draped fabrics, and ambient lighting. Medium: Photography. Style: Opulent and grand. Lighting: Soft ambient with golden highlights. Colors: Gold, white, and beige. Composition: Canon EOS 5D Mark IV DSLR camera, EF 24mm f/1.4L II USM lens, Resolution 30.4 megapixels, ISO sensitivity: 100, Shutter speed 1/60 second --ar 16:9 --v 5.1 --style raw --q 2 --s 750

📷 A mood board collage showcasing Grecian paradise meets modern luxury. Medium: Digital collage. Style: Inspirational and thematic. Lighting: Varies per image. Colors: Gold, white, beige, and hints of green. Composition: Collage layout with a mix of close-ups and wide shots --ar 16:9 --v 5.1 --style raw --q 2 --s 750

Slide 2: Vendor and Talent Sourcing 📷 A montage of potential vendors setting up luxurious events, with a focus on decor and stage setups. Medium: Photography. Style: Behind-the-scenes. Lighting: Natural daylight. Colors: Neutral with pops of gold. Composition: Nikon D850, Nikkor 35mm f/1.4G lens, Resolution 45.7 megapixels, ISO sensitivity: 200, Shutter speed 1/125 second --ar 16:9 --v 5.1 --style raw --q 2 --s 750

📷 A collage of renowned artists/bands performing at high-end events. Medium: Photography. Style: Concert photography. Lighting: Stage lights with vibrant colors. Colors: Varies per artist. Composition: Mix of close-ups and wide shots capturing the energy of the performance --ar 16:9 --v 5.1 --style raw --q 2 --s 750

Slide 3: Guest Experience 📷 Guests arriving on a red carpet, with photographers capturing their moments. Medium: Photography. Style: Paparazzi shots. Lighting: Flash photography. Colors: Vibrant and glamorous. Composition: Sony A7R IV, FE 70-200mm f/2.8 GM OSS lens, Resolution 61 megapixels, ISO sensitivity: 400, Shutter speed 1/200 second --ar 16:9 --v 5.1 --style raw --q 2 --s 750

📷 A top-down view of a luxurious event layout, showcasing the flow from entrance to main hall. Medium: Aerial photography. Style: Architectural. Lighting: Ambient indoor lighting. Colors: Gold, white, and beige. Composition: Drone shot with a wide-angle perspective --ar 16:9 --v 5.1 --style raw --q 2 --s 750

Slide 4: Interactive Installations 📷 Guests engaging with AR booths, immersed in the brand's journey. Medium: Photography. Style: Candid. Lighting: Interactive booth lighting. Colors: Futuristic blues and purples. Composition: Canon EOS R5, RF 24-70mm f/2.8L IS USM lens, Resolution 45 megapixels, ISO sensitivity: 800, Shutter speed 1/60 second --ar 16:9 --v 5.1 --style raw --q 2 --s 750

📷 A guest trying on the 2024 collection virtually, with a holographic display. Medium: Photography. Style: Futuristic. Lighting: Soft backlighting. Colors: Neutral with holographic overlays. Composition: Close-up shot capturing the awe on the guest's face --ar 16:9 --v 5.1 --style raw --q 2 --s 750

Slide 5: Gourmet Dining 📷 A beautifully set dining table with a 5-course meal layout. Medium: Photography. Style: Fine dining. Lighting: Soft overhead lights. Colors: Earthy tones with gold accents. Composition: Nikon Z7 II, Nikkor Z 50mm f/1.2 S lens, Resolution 45.7 megapixels, ISO sensitivity: 100, Shutter speed 1/125 second --ar 16:9 --v 5.1 --style raw --q 2 --s 750

📷 A close-up of a gourmet dish, showcasing the intricate details and garnishing. Medium: Photography. Style: Food photography. Lighting: Soft side lighting. Colors: Vibrant and appetizing. Composition: Macro shot capturing the textures and colors of the dish --ar 16:9 --v 5.1 --style raw --q 2 --s 750

Slide 6: Sustainability 📷 Eco-friendly decor elements, showcasing biodegradable materials. Medium: Photography. Style: Eco-conscious. Lighting: Natural daylight. Colors: Earthy and natural. Composition: Canon EOS-1D X Mark III, EF 24-70mm f/2.8L II USM lens, Resolution 20.1 megapixels, ISO sensitivity: 200, Shutter speed 1/125 second --ar 16:9 --v 5.1 --style raw --q 2 --s 750

📷 A waste management station with clear labels for recycling and composting. Medium: Photography. Style: Informative. Lighting: Ambient indoor lighting. Colors: Green, blue, and brown. Composition: Wide shot showcasing the entire station --ar 16:9 --v 5.1 --style raw --q 2 --s 750

Slide 7: Media and PR Management 📷 Media personnel interviewing a VIP guest, with cameras and mics in view. Medium: Photography. Style: Behind-the-scenes. Lighting: Studio lights. Colors: Neutral with pops of gold. Composition: Sony A9 II, FE 24mm f/1.4 GM lens, Resolution 24.2 megapixels, ISO sensitivity: 400, Shutter speed 1/160 second --ar 16:9 --v 5.1 --style raw --q 2 --s 750

📷 A collage of media coverage snippets, articles, and headlines about the event. Medium: Digital collage. Style: Press coverage. Lighting: Varies per snippet. Colors: Brand colors with a mix of media outlet colors. Composition: Collage layout showcasing the buzz around the event --ar 16:9 --v 5.1 --style raw --q 2 --s 750

Slide 8: Feedback Mechanism 📷 Guests providing feedback through a custom app on a tablet. Medium: Photography. Style: Candid. Lighting: Ambient indoor lighting. Colors: Brand colors with a techy feel. Composition: Over-the-shoulder shot capturing the app interface --ar 16:9 --v 5.1 --style raw --q 2 --s 750

