

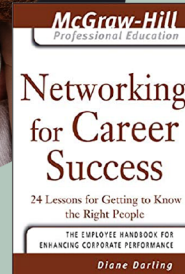


★ METRO SOUTH CHAMBER OF COMMERCE ★

SMALL BUSINESS & ENTREPRENEUR AWARDS

MAY 19
12:00pm

At Thorny Lea Golf Club
159 Torrey Street, Brockton



GUEST SPEAKER: Diane Darling

Speaker, consultant, instructor, and leadership coach, author of "Networking for Career Success: 24-Lessons for Getting to Know the Right People".

ENTREPRENEUR OF THE YEAR



Brockton Beer Company
Ed Cabellon
121 Main Street
Brockton, MA 02301
(508) 521-9711
brocktonbeer.com

SMALL BIZ OF THE YEAR



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The Enterprise



ChatGPT



With Diane Darling

What is ChatGPT?

Generative Pre-trained Transformer



Introducing ChatGPT

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer followup questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests.

[Try ChatGPT ↗](#)

[Read about ChatGPT Plus](#)

ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users



* one million backers ** one million nights booked *** one million downloads

Source: Company announcements via Business Insider/LinkedIn



statista

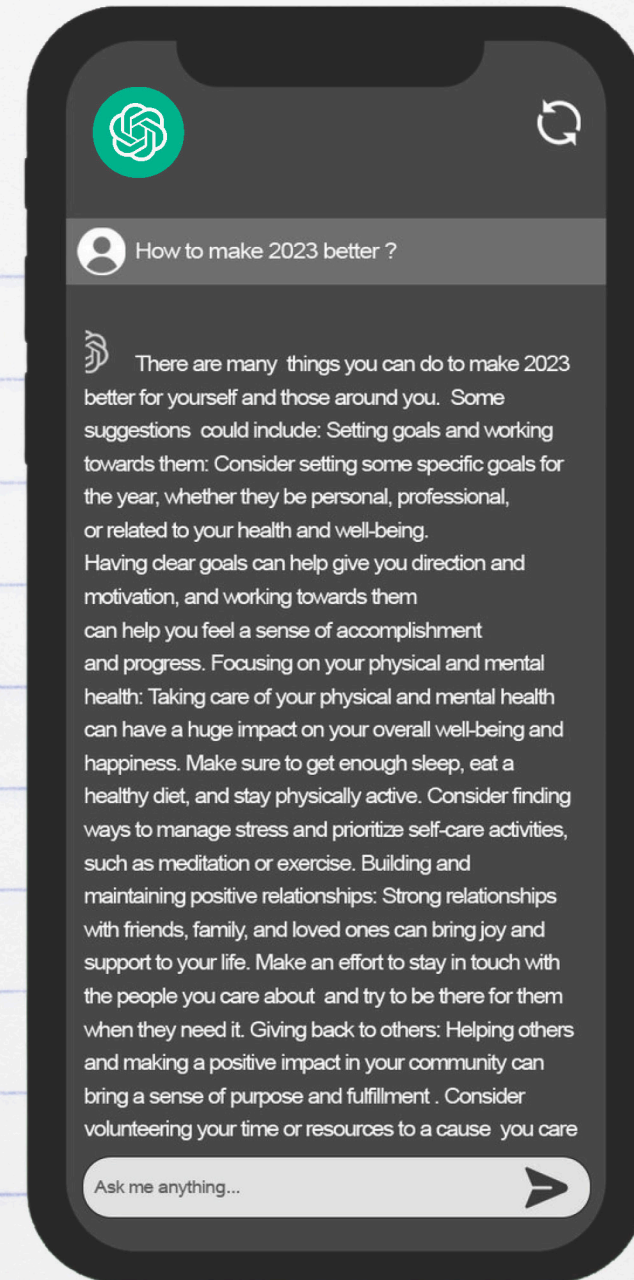
A

Adoption

 Diane Darling



- ChatGPT as a cutting-edge language model developed by OpenAI.
- Generates human-like text and engage in conversational interactions.
- Potential to automate customer service, enhance content generation, and improve user experience.



How can ChatGPT help small businesses?

- Website Chatbot
- Job Descriptions
- Product Info
- Business Plans
- Social Media Posts



Prompt Question:



A chamber of commerce is an organization that represents and promotes the interests of businesses in a particular region or industry. Its primary purpose is to support and advocate for the local business community."

"Here are some common activities and functions of a chamber of commerce..."





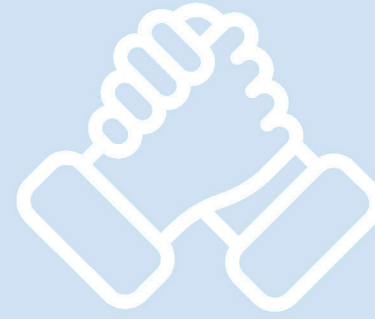
Networking and Business Connections

Chambers organize networking events, business mixers, and trade shows where members can meet and connect with other professionals. These events provide opportunities for businesses to establish relationships, generate leads, and foster collaborations.



Advocacy and Government Relations

Chambers act as a unified voice for businesses in the community. They advocate for favorable business policies, economic development, and legislative issues that affect the local business environment. Chambers may lobby government officials, organize campaigns, and participate in public hearings to represent the interests of their members.



Business Support and Resources

Chambers offer a range of resources and support services to help businesses thrive. This may include providing access to business training programs, educational workshops, mentoring, and business counseling. Chambers may also maintain a directory or online platform to promote member businesses and facilitate referrals.



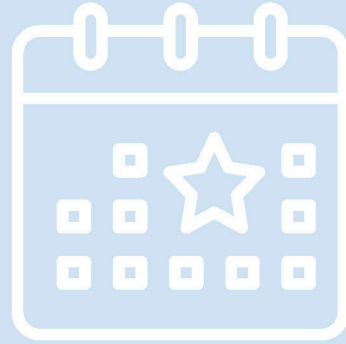
Economic Development

Chambers play a crucial role in promoting economic growth within their communities. They work to attract new businesses, investors, and tourists to the area. Chambers may collaborate with local government, economic development agencies, and tourism boards to market the region, attract investments, and stimulate economic activity.



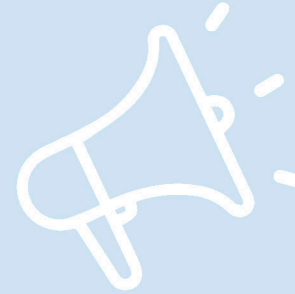
Information and Research

Chambers provide information on market trends, industry insights, and economic data that can help businesses make informed decisions. They may conduct research, publish reports, and share relevant news and updates with their members.



Events and Community Engagement

Chambers often organize community events, such as festivals, parades, and charitable initiatives. These activities help foster a sense of community, support local causes, and enhance the overall quality of life in the region.



Business Promotion and Marketing

Chambers actively promote their member businesses through various channels. This may include online directories, social media campaigns, advertising opportunities, and participation in trade shows and business expos.



It's important to note that the specific activities and services provided by a chamber of commerce may vary depending on its size, location, and the needs of its member businesses.

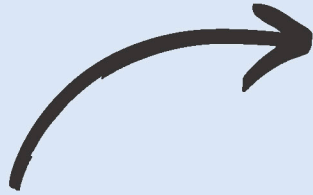
Job Description: Bookkeeper



The Bookkeeper is responsible for managing financial records, maintaining accurate accounting data, and ensuring compliance with financial regulations. The ideal candidate will have a strong aptitude for numbers, excellent organizational skills, and the ability to work independently."



Asking ChatGPT



ChatGPT



Examples

"Explain quantum computing in simple terms" →

"Got any creative ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →



Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

What are a bookkeeper's 5 main responsibilities?



Bookkeeper's 5 Main Responsibilities

- 
1. Recording Financial Transactions
 2. Maintaining General Ledgers
 3. Reconciling Bank Statements
 4. Managing Accounts Payable and Receivable
 5. Generating Financial Reports

Overall, bookkeepers play a critical role in maintaining the financial integrity of a business by accurately recording transactions, reconciling accounts, and providing essential financial information for decision-making and compliance purposes."

Describe a pepperoni pizza

“A pepperoni pizza is a classic and popular variation of pizza that is enjoyed by many. It typically consists of a thin or thick crust topped with tomato sauce, mozzarella cheese, and pepperoni slices.”

"A well-made pepperoni pizza is a comforting and satisfying meal that is enjoyed by pizza lovers around the world. Whether enjoyed as a quick snack, a casual dinner, or a shared meal with friends, this classic pizza never fails to deliver a delicious and familiar taste that is hard to resist."

Where it doesn't work

Write a joke for small business owners



ChatGPT's Answer:

"Q - Why did the small business owner bring a ladder to the store?"

"A - Because they heard the profits were climbing!"



Concerns & Privacy

optic AI or Not



[AI or Not May 9 2022 version](#)

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👍 CORRECT



Share our service on social media to help friends
detect generative art



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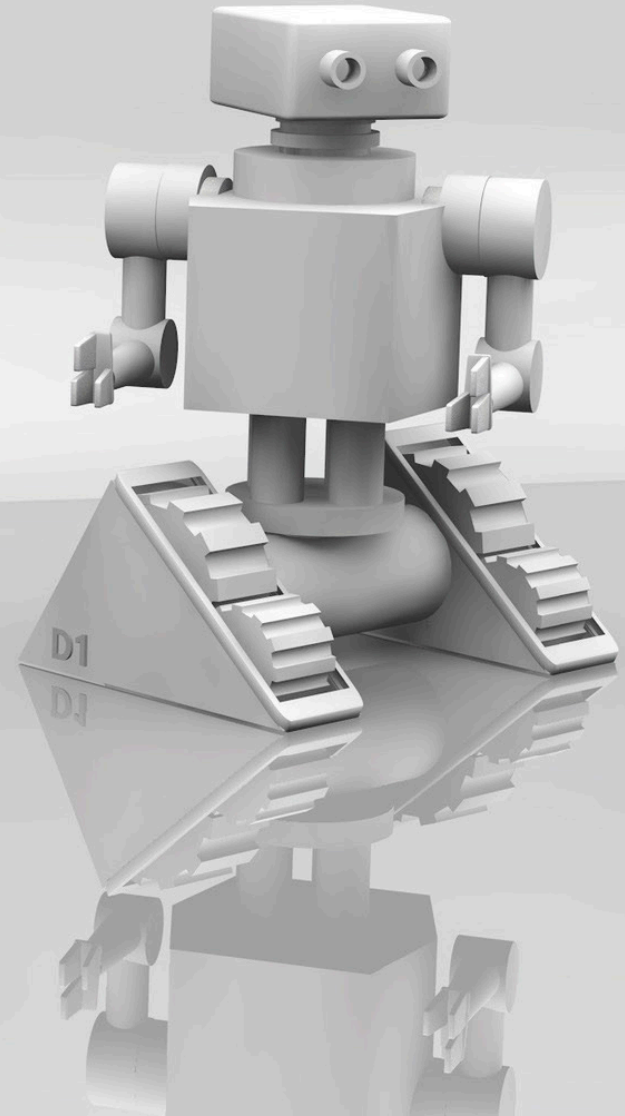
AI OR NOT?

Chat is not new
Delivery is different
& FASTER



Best Practices & Tips

- Include human interaction
- Disclose you're using AI
- Embrace the uncertainty
- Test out OpenAI and BING
- Brainstorming vs final product
- Imperfect!



Tech Stack

- Microsoft
- CRM
- LinkedIn - other social platforms
- Canva
- Slack - productivity tools
- Google



Nothing beats the
human mind &
curiosity



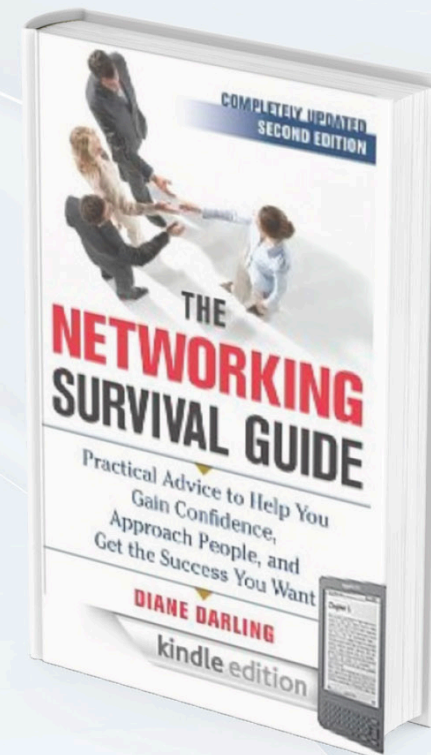
Questions?

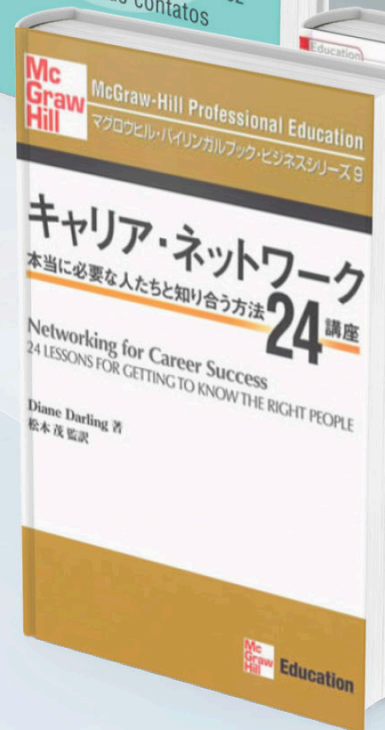
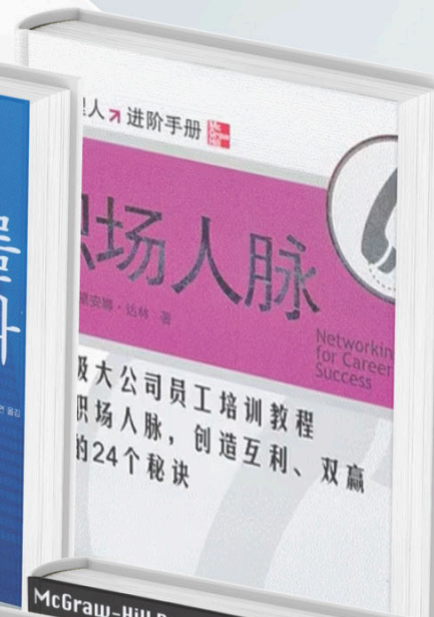
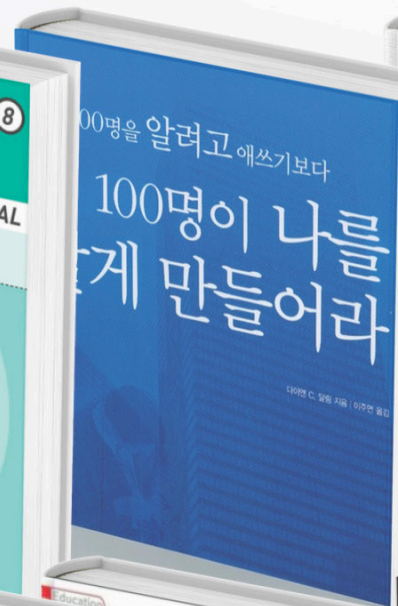
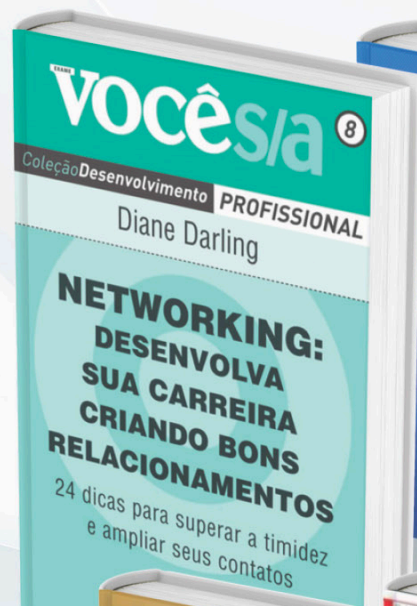
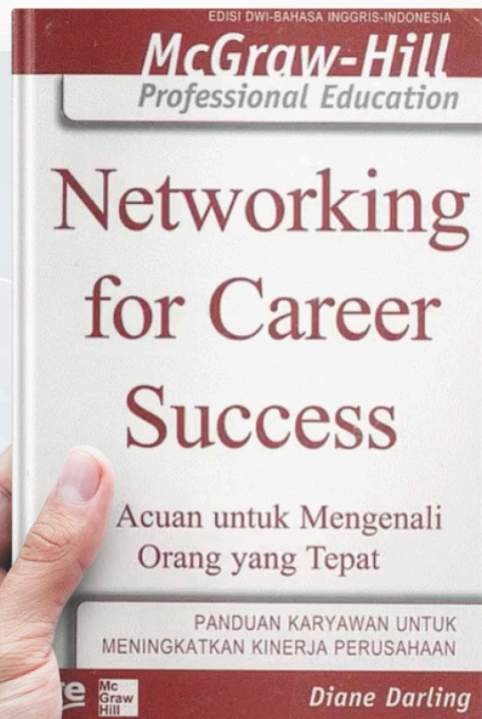
Presenter

- 👤 Diane Darling | Founder and CEO, Skills4Today
Keynote Speaker, Author, Instructor, and Coach
- 🌐 Diane@DianeDarling.com
- ☎ 617-308-0405

“Chance favors the connected mind.”

~ Steven Johnson, Author of Where Good Ideas Come From

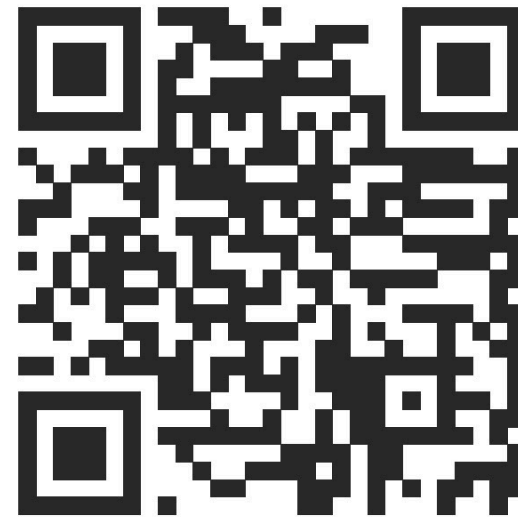




Thank you!



Scan this QR code
to access Diane's
resources.



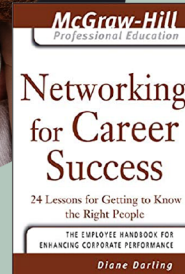


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Ed Cabellon, Managing Partner, Co-Owner, Brockton Beer Company



SMALL BUSINESS OF THE YEAR:

Healthier You Wellness Partners

340 Pleasant Street, Brockton, MA 02301
(508) 583-1157 | healthieryouwellnesspartners.com

Marnite Dolne, CEO, Healthier You Wellness Partners



Healthier You 
Wellness Partners



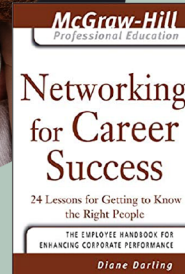


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Upcoming Chamber Events!

www.metrosoouthchamber.com

5/24 @ 5PM - Business After Hours @ Abington Bank,
95 N. Franklin Street in Holbrook

6/01 @ 11:45AM - Ribbon Cutting Ceremony @ South Shore
Bank, 1280 Belmont Street in Brockton

6/4 - 6/8 - Restaurant Week! Support local restaurants by
going out to eat, ordering takeout, or purchasing giftcards!

6/16 @ 12PM - ATHENA Leadership Award Luncheon @ Thorny
Lea Golf Club, 159 Torrey Street in Brockton