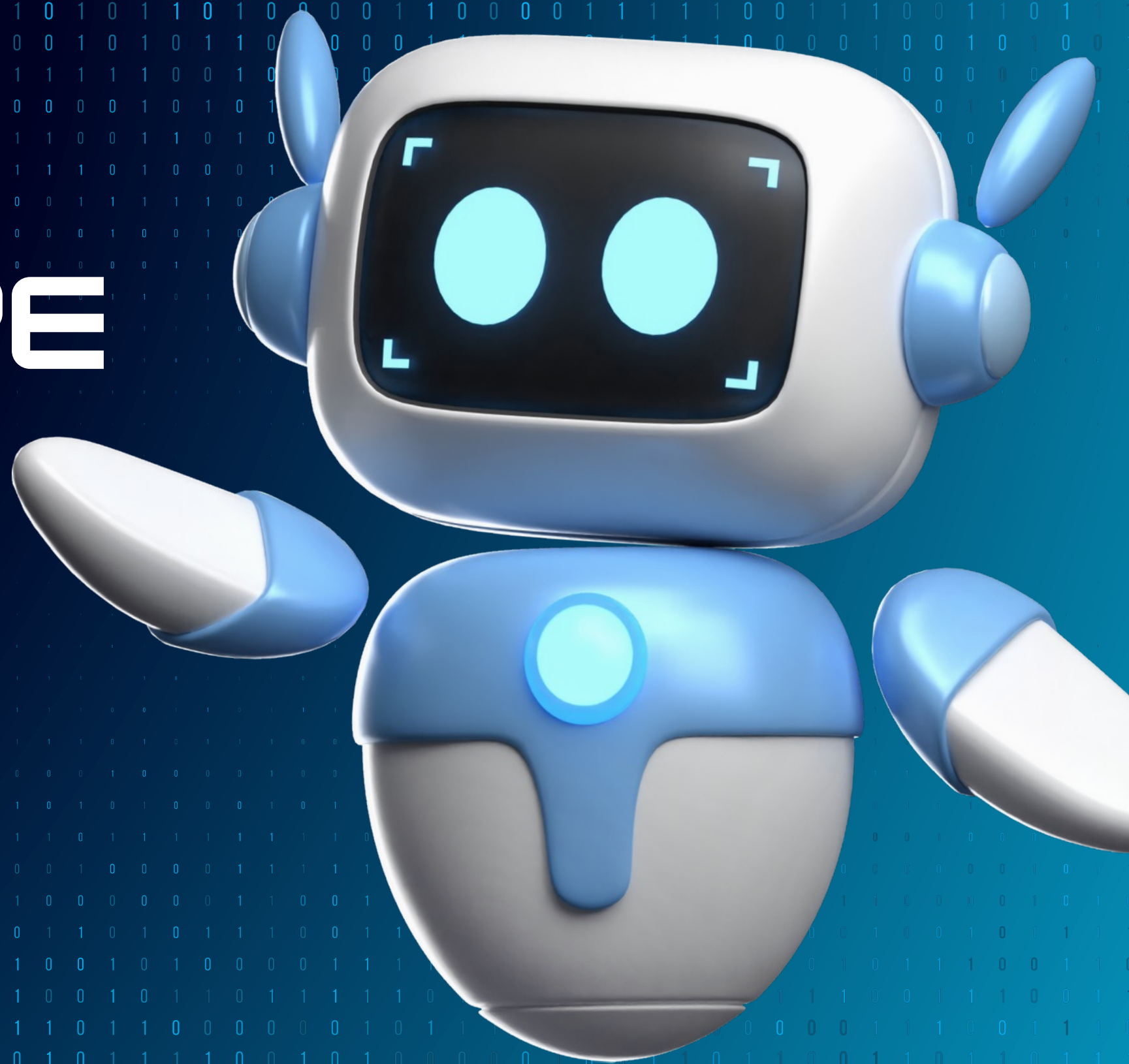
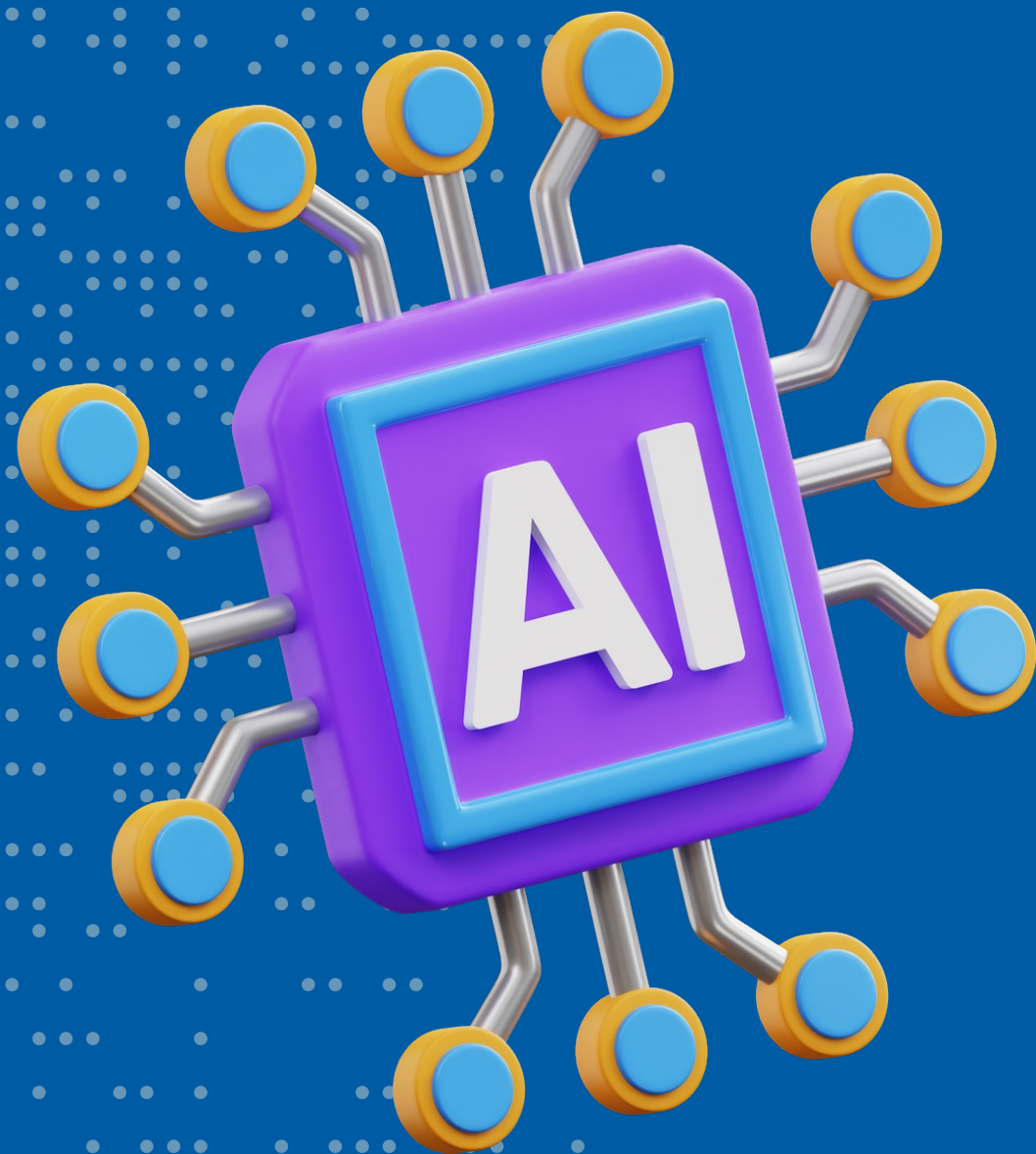


BEYOND THE HYPE

How to Harness the Power of Gen AI





CONTENTS

- 1 Bio and introduction
- 2 Why the hype?
- 3 What's happening in Gilbert
- 4 Practical use cases
- 5 Demo!



EUGENE'S BIO

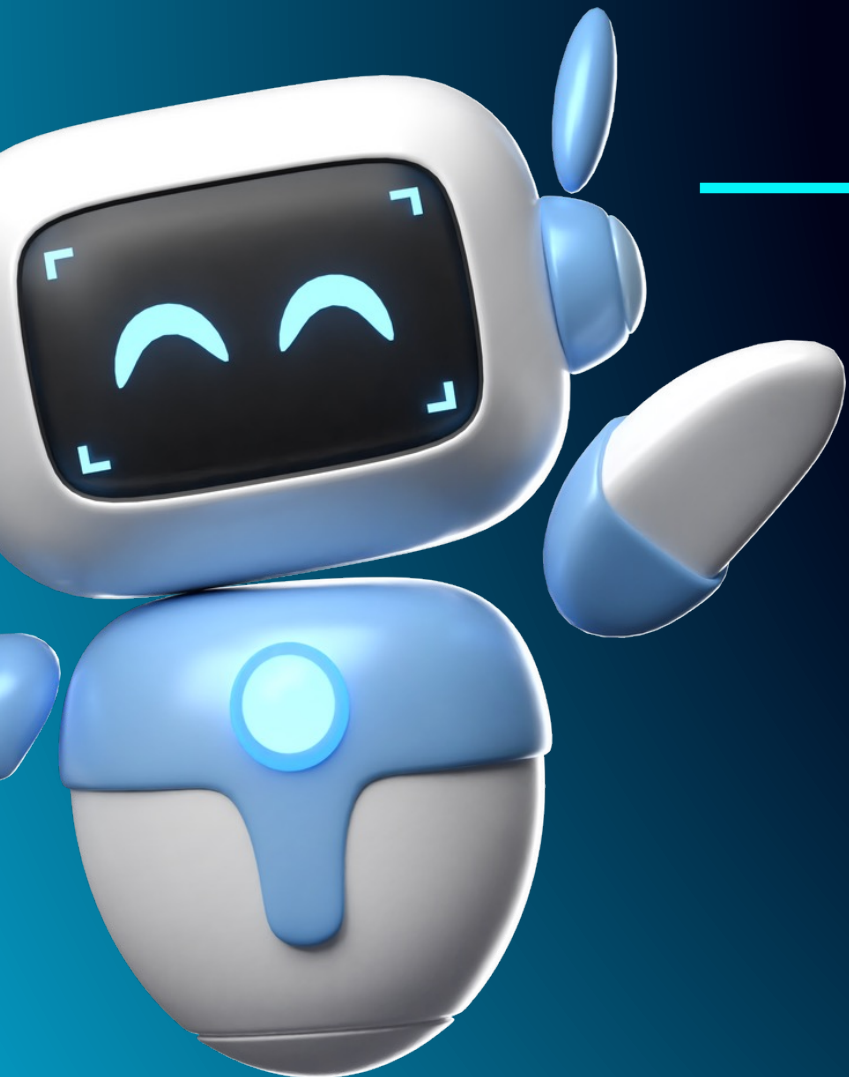


Eugene has 16+ years of experience in Local and County government Information Technology.

During that time, he has held multiple leadership roles. He has served as Gilbert's first Deputy and Assistant Chief Technology Officer driving digital transformation across the enterprise focused on the customer experience.

He has been with Gilbert 11+ years leading efforts to strategically align IT's Roadmap and Cloud Strategy to the Town's 'City of the Future' vision. He is currently serving as Gilbert's **Chief AI Strategy and Transformation Officer**, where he is working in partnership with multiple stakeholders to develop a vision in this space.

Eugene is an active member on the Dell State & Local Government Advisory Board and the Adobe Cloud Customer Advisory Board.



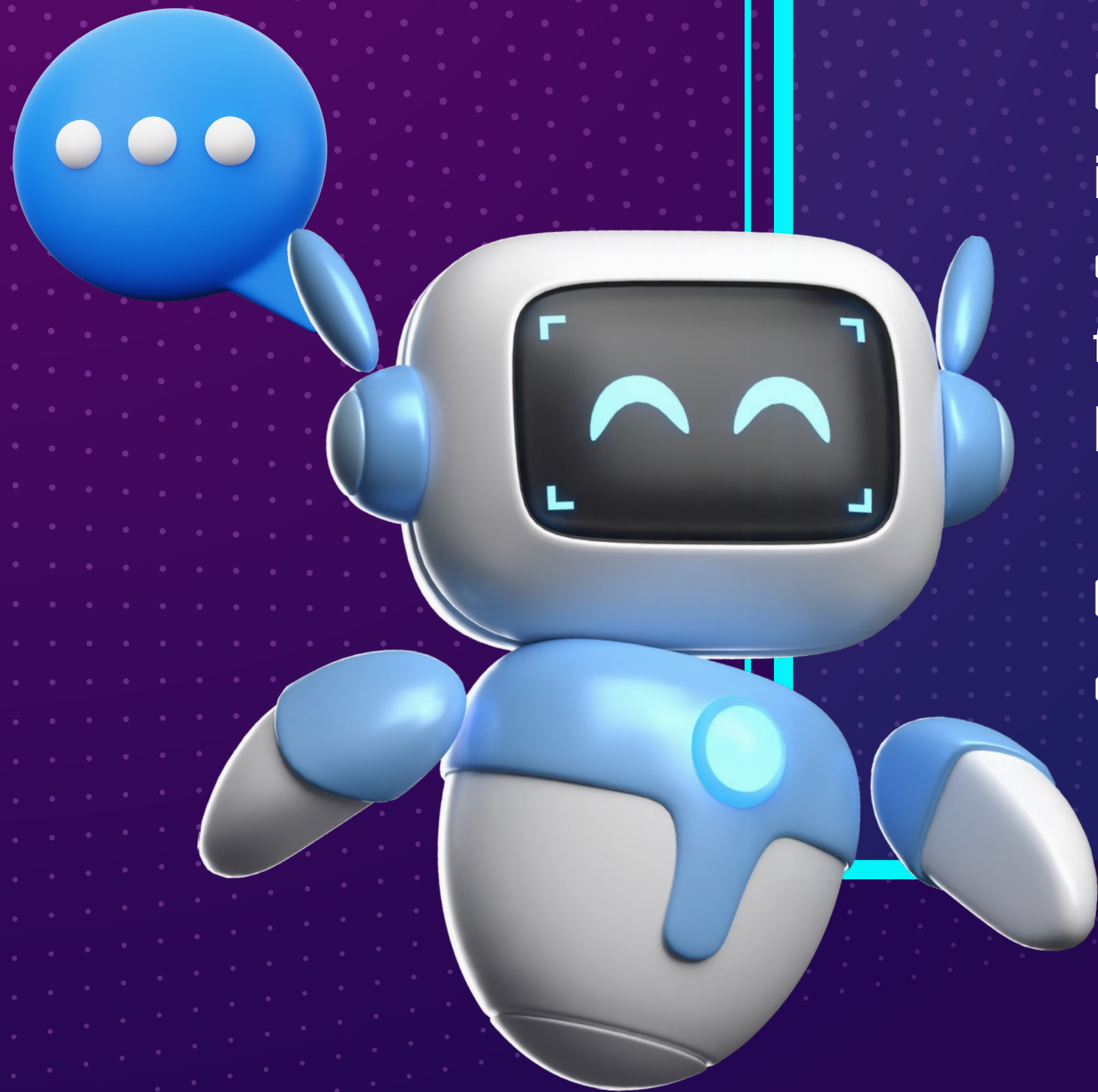
WHAT IS AI?

Artificial Intelligence (AI) refers to the simulation of human intelligence processes by machines, allowing them to perform tasks that typically require human cognitive functions.

AI systems can analyse data, learn from it, and make decisions or perform actions based on that data.



WHAT IS GENERATIVE AI?



Generative (Gen) AI is a type of artificial intelligence that can generate text, images, or other content using vast amounts of data across the internet. It learns patterns and structure based on the information input into the model.

Gen AI can help humans explore new ideas and create new things.

2 WHY THE HYPE?

300 million jobs could be affected by latest wave of AI, says Goldman Sachs



By Michelle Toh, CNN

3 minute read · Published 4:45 AM EDT, Wed March 29, 2023



Hong Kong (CNN) — As many as 300 million full-time jobs around the world could be automated in some way by the newest wave of artificial intelligence that has spawned platforms like ChatGPT, according to Goldman Sachs economists.

They predicted in a report Sunday that 18% of work globally could be computerized, with the effects felt more deeply in advanced economies than emerging markets.

That's partly because white-collar workers are seen to be more at risk than manual laborers. Administrative workers and lawyers are expected to be most affected, the economists said, compared to the "little effect" seen on physically demanding or outdoor occupations, such as construction and repair work.

Samsung Bans ChatGPT Among Employees After Sensitive Code Leak

Siladitya Ray Forbes Staff

Covering breaking news and tech policy stories at Forbes.

Follow

'Godfather of AI' Geoffrey Hinton quits Google and warns over dangers of misinformation

The neural network pioneer says dangers of chatbots were 'quite scary' and warns they could be exploited by 'bad actors'



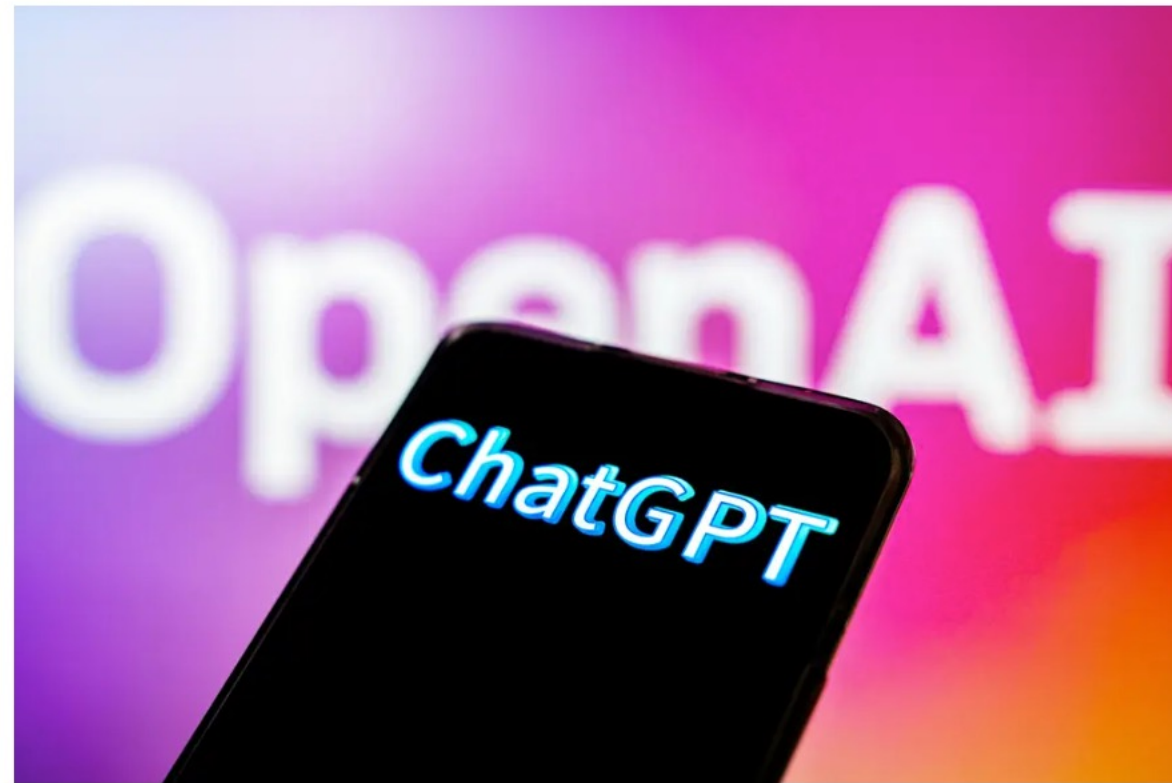
Dr Geoffrey Hinton, the 'godfather of AI', has left Google. Photograph: Linda Nylind/The Guardian

Companies like Amazon and Apple have expressed concerns that AI may put them at-risk of data leaks.

WHY THE HYPE? (CONT.)

Amazon, Apple, and 12 other major companies that have restricted employees from using ChatGPT

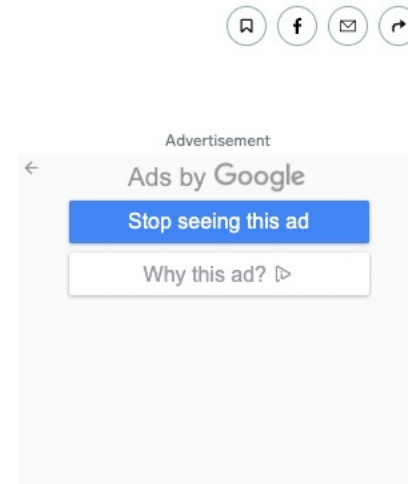
Aaron Mok Jul 11, 2023, 8:38 AM MST



Some companies have issued bans or restrictions around using the buzzy AI chatbot ChatGPT. Getty Images

According to the *Wall Street Journal*, Apple has barred its employees from using ChatGPT and other AI-powered services like Github's Copilot, which helps developers write code.

The ban stems from concerns about the data-handling practices of these AI platforms—which are either owned or financially backed by Apple's rival Microsoft—as it could compromise Apple's proprietary code or other sensitive data, the report adds.



Apple Joins A Growing List Of Companies Cracking Down On Use Of ChatGPT By Staffers—Here's Why

Siladitya Ray Forbes Staff

Covering breaking news and tech policy stories at Forbes.

Follow

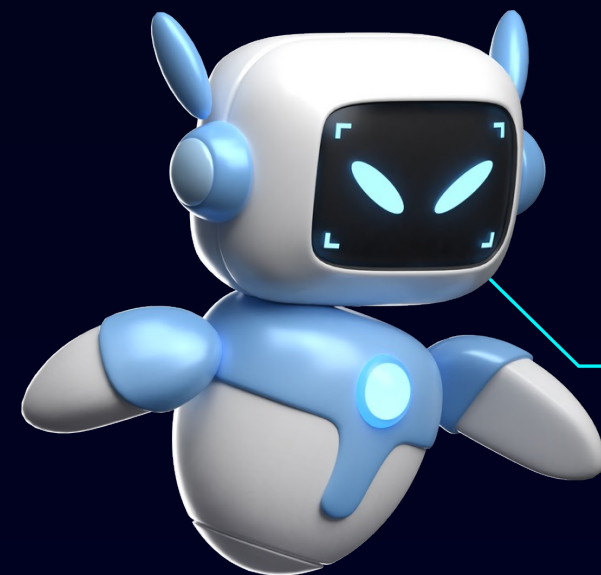
Generative A.I. Can Add \$4.4 Trillion in Value to Global Economy, Study Says

The report from McKinsey comes as a debate rages over the potential economic effects of A.I.-powered chatbots on labor and the economy.

THINGS TO CONSIDER...



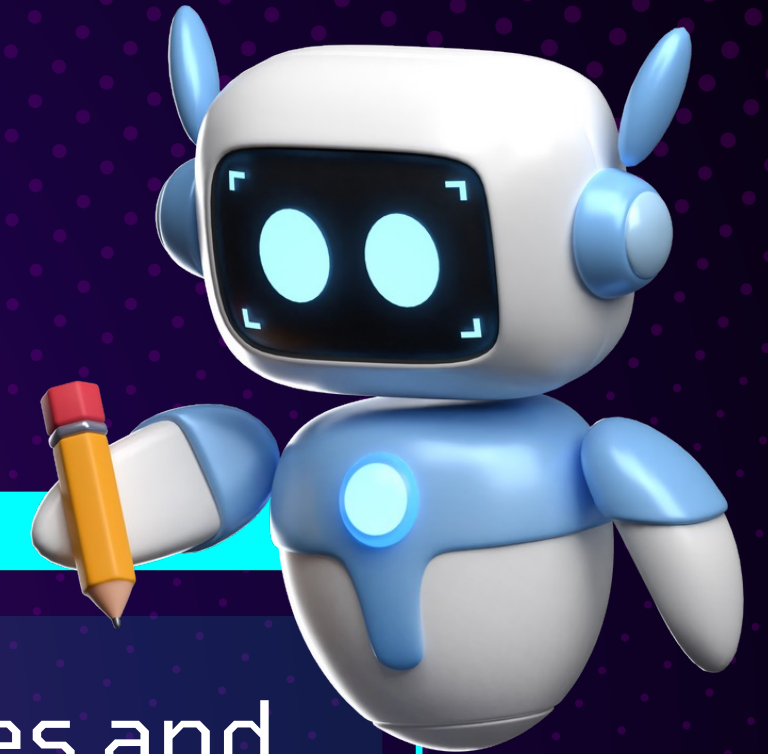
ETHICAL AND TRANSPARENT USE



PRIVACY AND DATA CONCERNS



GILBERT'S VISION



"Our goal is to drive efficiencies, enhance capabilities and contribute to the overall betterment of our community through a human-centric approach to the deployment of AI tools and technologies."

WHAT'S HAPPENING IN GILBERT?

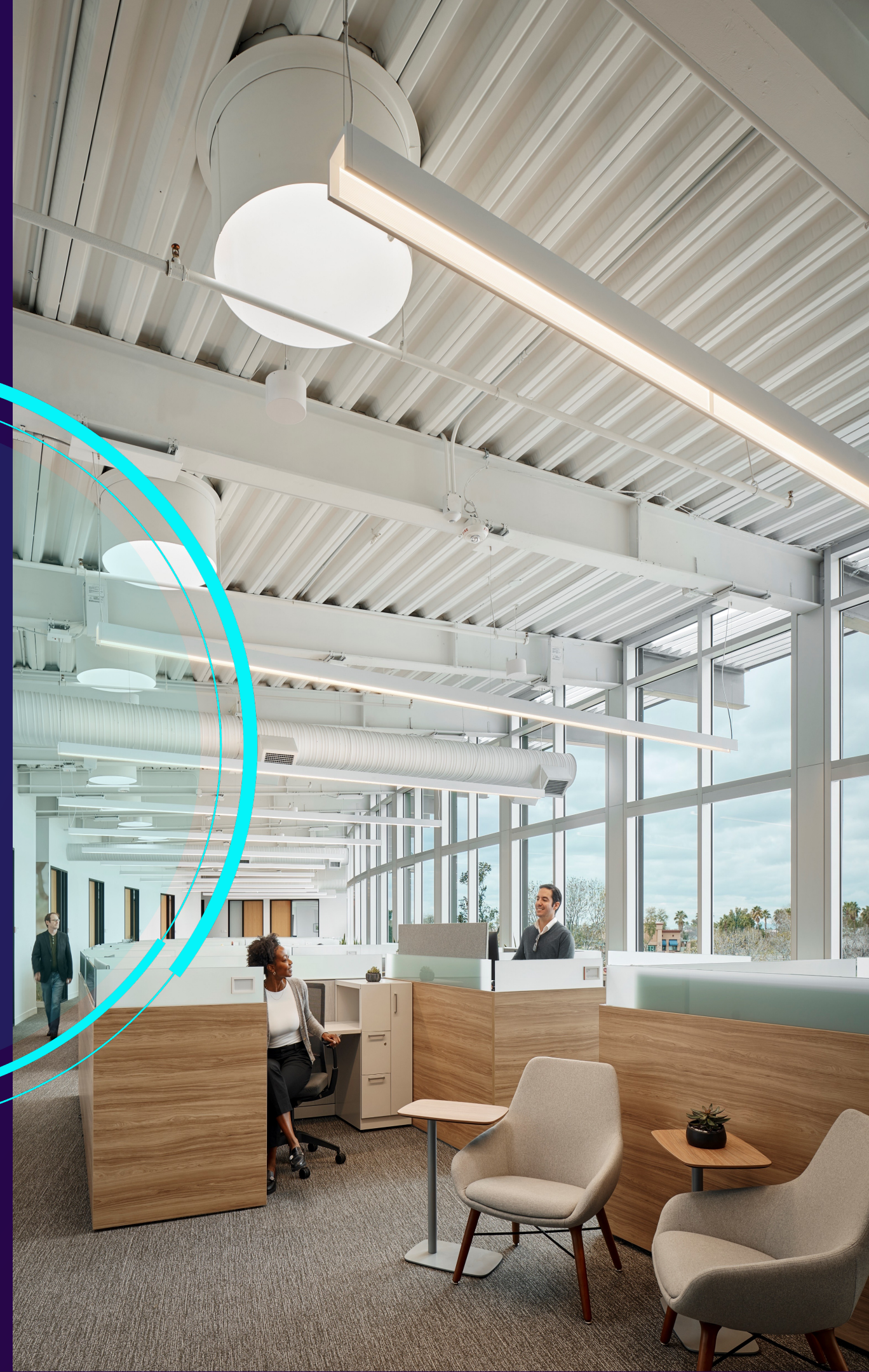
AI ADVISORY COMMITTEE

AI USE STANDARD (POLICY)

CHIEF AI STRATEGY &
TRANSFORMATION OFFICER

AI 101 TRAINING

AI STRATEGY
&
ROADMAP



GILBERT'S AI TRAINING



Artificial Intelligence at the Town of Gilbert

[RESUME COURSE](#)

gilbert

In this course, you'll:

- Learn what AI is and how to find the Town's AI Standard Policy
- Discover ways in which Bing Chat can be helpful for your tasks
- Learn how to use prompts for Bing Chat

AI at The Town of Gilbert

What is Generative AI?

When new content is created by Artificial Intelligence, it's called Generative AI- this could involve generating new text, images, videos and more. To do this, you'll use tools to describe what you want to create.

AI Tools Available:

- Bing AI Chat**
Engages in conversations with users, providing helpful, positive, and informative responses
- Adobe Express**
Design photo, video & other visual content
**Canva is a similar AI-capable tool primarily used for public-facing projects and communications.*
- Adobe Firefly**
Creates images based on descriptive textual input

Brainstorm some tasks that our AI tools could help with

Examples:
Writing more professional emails
Create images for a newsletter

- _____
- _____
- _____
- _____

More AI Resources Available

4 GENERATIVE AI USE CASES

Creating PowerPoints, transcribing meeting notes, email responses, etc.

Augment job descriptions, interview questions, policies, etc.

Pressure testing ideas and content created

Briefing and response preparation for community issues

Image and media creation for newsletters, flyers, and messaging

COPILOT W/BING CHAT

- Free for public use in limited capacity
- Part of Microsoft Agreement
- Backed by ChatGPT-4 engine
- Prompts not used in training LLM
- Create content and images



ADOBE EXPRESS W/FIREFLY

- Free for public use in limited capacity
- Part of Adobe Enterprise Agreement
- Generate images from text
- Backed by Adobe's stock photos
- Standalone web application





DEMO...

Q & A

Thank You!

