



BROOKLYN MBDA BUSINESS CENTER

in collaboration with

MKN BUSINESS INNOVATION

presents

Incorporating **CHAT GPT** in your business

FREE WEBINAR

WEDNESDAY, AUGUST 9, 2023

10:30AM — 12:00NOON

WHAT IS CHAT GPT?

- ◆ An Artificial Intelligence language model developed by OpenAI.
- ◆ Generates responses — as if you were having a conversation with another person.
- ◆ Trained on large amounts of text and data from the internet which allows it to generate coherent responses on different topics.
- ◆ Can be used for various written based tasks, however this Chat GPT webinar will focus on the applications for small businesses.

WHAT YOU WILL LEARN

- ◆ What is Chat GPT about and its applications for small businesses (write letters, proposals, blog posts, and advertising campaigns, etc.)
- ◆ How to use the Chat GPT tool to speed up the process of preparing the first draft of your writing so you can get moving on to other more customer focused services
- ◆ About existing Chat GPT platforms and how to develop custom chatbots tailored to your business
- ◆ About safety-first principles, best practices, potential challenges and ethical considerations to ensure responsible and effective use of Chat GPT solutions

ABOUT MKN BUSINESS INNOVATION

MKN Business Innovation was founded by Martha Kemp-Neilson in 2019 to provide lead generation, access to capital and support to financial services and Fintech companies.

Ms. Kemp-Neilson graduated with honors from Ithaca College with a Bachelor of Science in Mathematics, a Minor in Data Science, and a Minor in Economics. As an NCAA Division 3 elite Pole Vaulter, she knows that to take risks, you must practice diligence, be extremely prepared and in top form. Ms. Kemp-Neilson is a 3rd Generation Entrepreneur. Her goal is to help small business owners Learn Technology Literacy© with series of Ca-Do-IT Digital Workshops©

PRESENTED BY

- ◆ Martha Kemp-Neilson | Founder & CEO | MKN Business Innovation

TO RSVP AND RECEIVE ZOOM LINK

PLEASE EMAIL YOUR NAME, COMPANY NAME, AND PHONE NUMBER TO:

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