

Expo! Expo! Speaker Cue Notes – Not Just For Copy Workshop

Short cue-style bullets for each slide to jog memory while presenting.

Section 1: Choose Your AI Assistant Focus

What kind of AI "hire" are you building first? (Check one or circle)

☐ Operations & Logistics Co-Pilot (run-of-shows, checklists, timelines)

☐ Exhibitor / Sponsor Support Assistant (kits, FAQs, emails, deadlines)

☐ Programming / Speaker Support Assistant (grids, briefs, comms)

☐ Strategic Event Co-Pilot (planning, tradeoffs, scenarios)

☐ Other: _____

Which real event will you anchor this assistant on?

Event name: _____

Dates / timing: _____

Section 2: Design Your AI Hire Persona

Think of this as the job description for your AI assistant.

AI assistant name (fun + clear):

Role statement:

"You are my _____

who helps me _____."

Events & audiences you support:

"You support events that are _____

for _____."

Top 3 responsibilities for this AI hire:

1. _____

2. _____

3. _____

Priorities (what you protect first – circle or add):

() Attendee experience

() Revenue / profitability

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() Exhibitor / sponsor success

() Operational ease

() Brand / reputation

() Other: _____

Boundaries / non-negotiables:

“You always _____.”

“You never _____.”

How you like information presented (check any):

[] Short bullet summary

[] Pros / cons list

[] Risks / red flags first

[] Timeline or checklist

[] Matrix (task / owner / due date)

Section 3: Stakeholder Personas (Who Your AI Talks To)

List a few key stakeholder types and what matters most to them. This will help you prompt your AI to adjust tone and content later.

Stakeholder Type	What they care about most	Biggest worries / pain points
Exhibitors		
Sponsors		
Attendees		
Speakers		
Leadership / Internal		

Section 4: Knowledge & Training Docs

These are the documents you'll eventually upload or reference when you build your GPT. Check what you already have, and star the ones you want to create.

[] Event overview / one-sheet

[] Show one-sheeter for a specific event

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[] High-level event timeline / milestone calendar

[] Run-of-show / production schedule

[] Supply / packing lists

[] Ops checklists / task lists

[] Exhibitor kit / service manual

[] Exhibitor or sponsor FAQ list

[] Sample exhibitor / sponsor emails

[] Conference grid / agenda / program list

[] Speaker guidelines / briefs

[] Speaker email templates

[] Event recap / debrief notes

[] Post-show reports / sponsor recaps

[] Survey summary (attendee / exhibitor / sponsor)

My first 3 knowledge docs to create or clean up:

1. _____
2. _____
3. _____

Section 5: Draft Your Instructions (Copy Into ChatGPT Later)

When you're ready to build your GPT, you can turn this into a prompt or the Instructions section.

Fill in the blanks now so you can copy/paste later:

"You are [AI ASSISTANT NAME], my [ROLE]. You support me with [TOP RESPONSIBILITIES] for [EVENT TYPE] serving [AUDIENCE]. My north star for you is to help me [top priorities you circled].

When I give you a task, you will:

- Ask up to 3 clarifying questions if you need more context.
- Present your answers in a format I can use immediately (for example: bullets, tables, checklists, timelines, or draft emails).
- Keep a professional but warm tone that reflects my role in the events industry.
- Call out any risks, missing information, or assumptions you're making.
- Use what you know about my stakeholders (exhibitors, sponsors, attendees, speakers, leadership) to adjust tone and focus."

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Notes / tweaks I want to make to this before I paste it in:

Section 6: Let Your GPT Interview You

Later, you can paste this into ChatGPT so your AI assistant can learn how you think.

“As [AI ASSISTANT NAME], you continuously learn about how I think, make decisions, and prioritize.

When I say ‘Start interview’, you will:

1. Ask me 3–5 focused questions at a time about:

- My role and responsibilities
- The events I work on
- How I make decisions and what I prioritize
- How I like information presented

2. After each batch, summarize what you learned in 5–10 bullet points.

3. Organize these under headings like:

- “About [My Name]’s decision style”
- “About [My Name]’s event portfolio”
- “About [My Name]’s priorities”

4. Use this information in future answers so you respond in a way that reflects my style and needs.

5. Always ask: “What did I miss or get wrong about how you think?” and then refine your notes.”

First notes about how I think / decide (you can jot a few here):

Section 7: First Things I’ll Ask My AI Assistant To Do

When you get back to your computer, try 1–3 of these right away:

- [] Build a run-of-show for one session at my event.
- [] Create a supply / packing list for move-in day.
- [] Draft an email to exhibitors / sponsors / speakers.
- [] Turn messy notes into a task matrix (task / owner / due date).
- [] Summarize an event recap or survey into key lessons learned.

My own ideas (what I want help with first):

1. _____
2. _____