



AI for Business

Exploring AI for Business Marketing, Canva for Social Media, and ChatGPT

Presented by

Jennifer Keil, MA

Introduction

70 Degrees

In this digital age, we fuse humanities with technology. Jennifer has developed AI technologies with UC Irvine to enhance data management. She recently completed teaching a course with UCI ICS students. Jennifer will help chamber members learn about how best to engage with ChatGPT and apply it for business applications.

01 Daughter of a Computer Programmer/Web Developer

02 Taught UCI Donald Bren of Information Course on AI

UC Irvine Donald Bren School of
Information & Computer Sciences



Jennifer Keil, M.A.

MARKETING CAMPAIGNS

BRANDING KIT

TEMPLATES

AI IMAGES/VIDEOS/MUSIC

EVENTS



We host several historic dinners with lectures from writers to lifeguards who share the history of the area. Learn more about our calendar of events at www.newportbeachhistorical.org/events



MAYOR JOE STAPLETON



BILL LOBDELL, HISTORIAN LAUREATE

NEWPORT BEACH HISTORICAL SOCIETY PITCH DECK

Laguna Beach has been an art colony and a place to gather for generations. What has made the Sawdust Art Festival distinct is its eclectic artists and craftspeople along with grounds. This book is a visual history of change over time. The festival tells us about the power of unity and love. It is a family that cares for each other. The images selected for this 60th publication are based on the permanent archive collection managed by the Sawdust team, collections from the artists, and community collections.

This book contains memories of the past from the people who lived it. Stories not told in the newspapers, but through oral histories from one generation to another. These are their stories. From being called "The Rejects' Festival" to being an established festival tradition for sixty years. These pages hold a glimpse of the past. They contain layers of history, layers of dust. It is a curated tour of the archive.

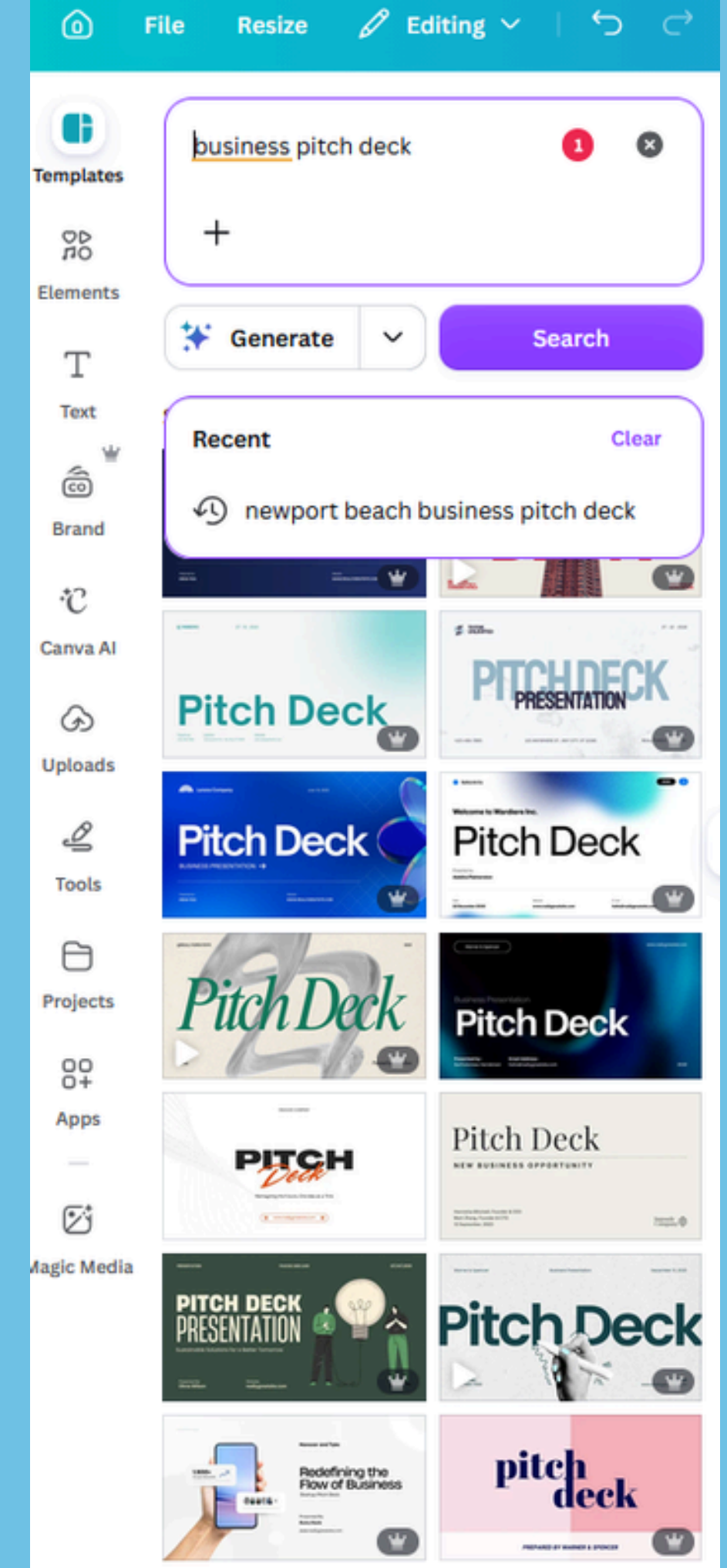
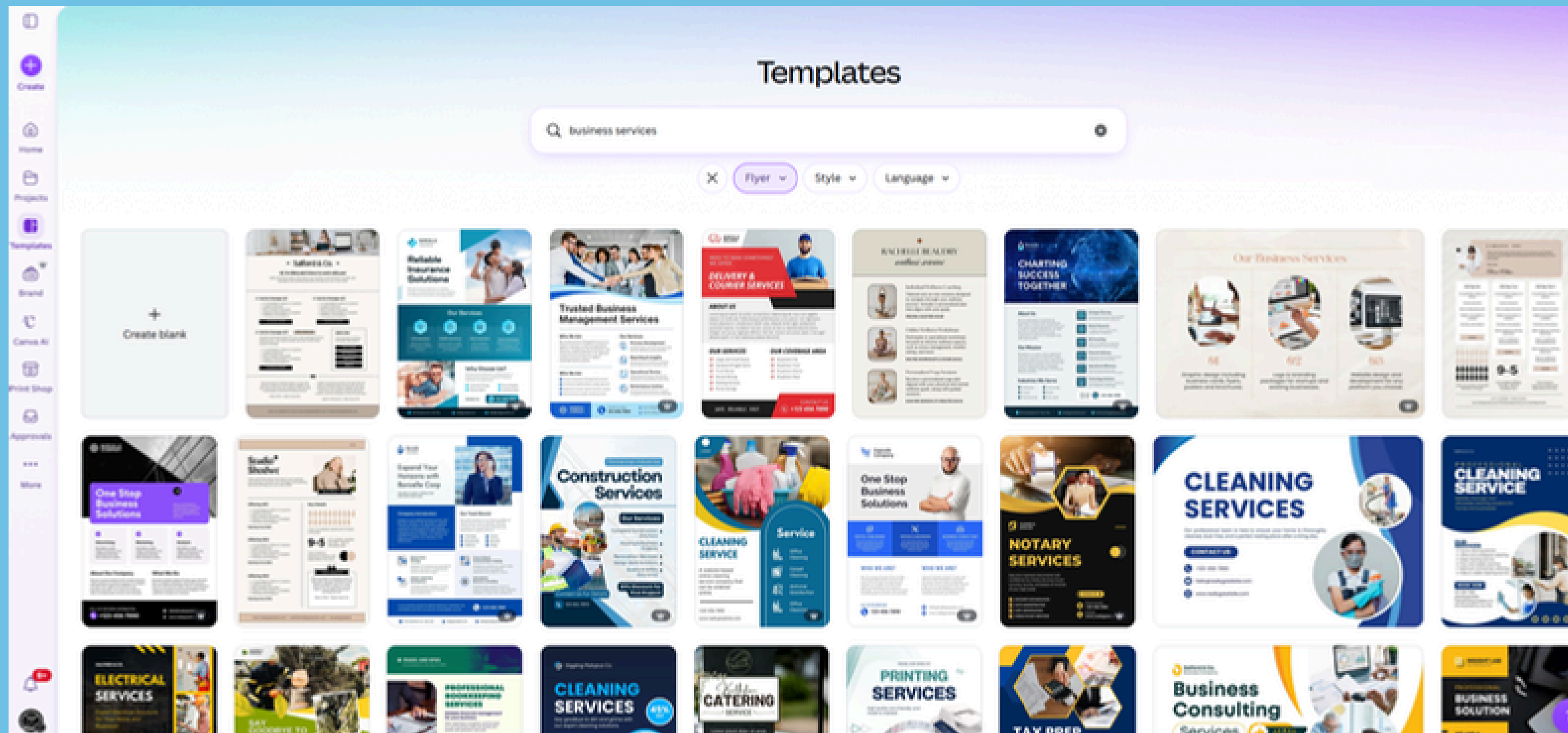


SAWDUST ART FESTIVAL 60TH ANNIVERSARY

Canva for Social Media

Free to Pro Accounts

It's free to use. Non-profits and K-12 Educators can enroll in Pro for free. Use the templates for flyers, social media campaigns to pitch decks.





"WOULD YOU LEARN THE SECRET OF THE SEA? ONLY THOSE WHO BRAVE ITS DANGERS, COMPREHEND ITS MYSTERY!"

HENRY WADSWORTH LONGFELLOW



AI FOR BUSINESS

Practical AI-powered services
that save time, connect with
your audience, and grow your business.

AI-POWERED SERVICES



BUSINESS PROPOSAL

AI-enhanced proposals
that win opportunities
and build trust.



EMAIL MARKETING

Smart campaigns that
engage, nurture, and
convert customers.



SOCIAL MEDIA CAMPAIGNS

Strategic content and
campaigns that grow
your brand.



WEB DESIGN

Modern, responsive
websites designed
to perform.



LOCAL ROOTS.
INTELLIGENT SOLUTIONS.
REAL RESULTS.

Proudly helping local businesses
thrive with the power of AI.



70DEGREES.ORG

EST. 2014

LET'S CONNECT

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🌐 70degrees.org

LEARN MORE

Scan the QR code to see
how AI can work for
your business.



AI and Business Marketing

Analytics and Results

Email marketing, social media campaigns,

Applications Across Industries

Proposal Renderings

Powerful Trainable Tool

ChatGPT for Business

Free - Business Accounts (\$20/month)

Train ChatGPT with descriptive prompts. Refine the request and then implement them with a real person. Speak with your lawyer for contracts etc.

Prompt ideas for Business:

- Write introduction emails for Constant Contact/MailChimp
- Project proposals/bids for business
- Business Forms/Contracts
- Financial Statement evaluation



An exhibit contract in California typically outlines the terms and conditions between the exhibitor (artist, collector, or organization) and the venue (museum, gallery, or historical society). Here's an overview of key components you should include when drafting or reviewing such a contract:

1. Parties Involved

- Clearly identify both parties:
 - Exhibitor: Name, contact information, and a brief description (e.g., artist, collector).
 - Venue: Name, address, and contact information (e.g., museum, gallery, historical society).

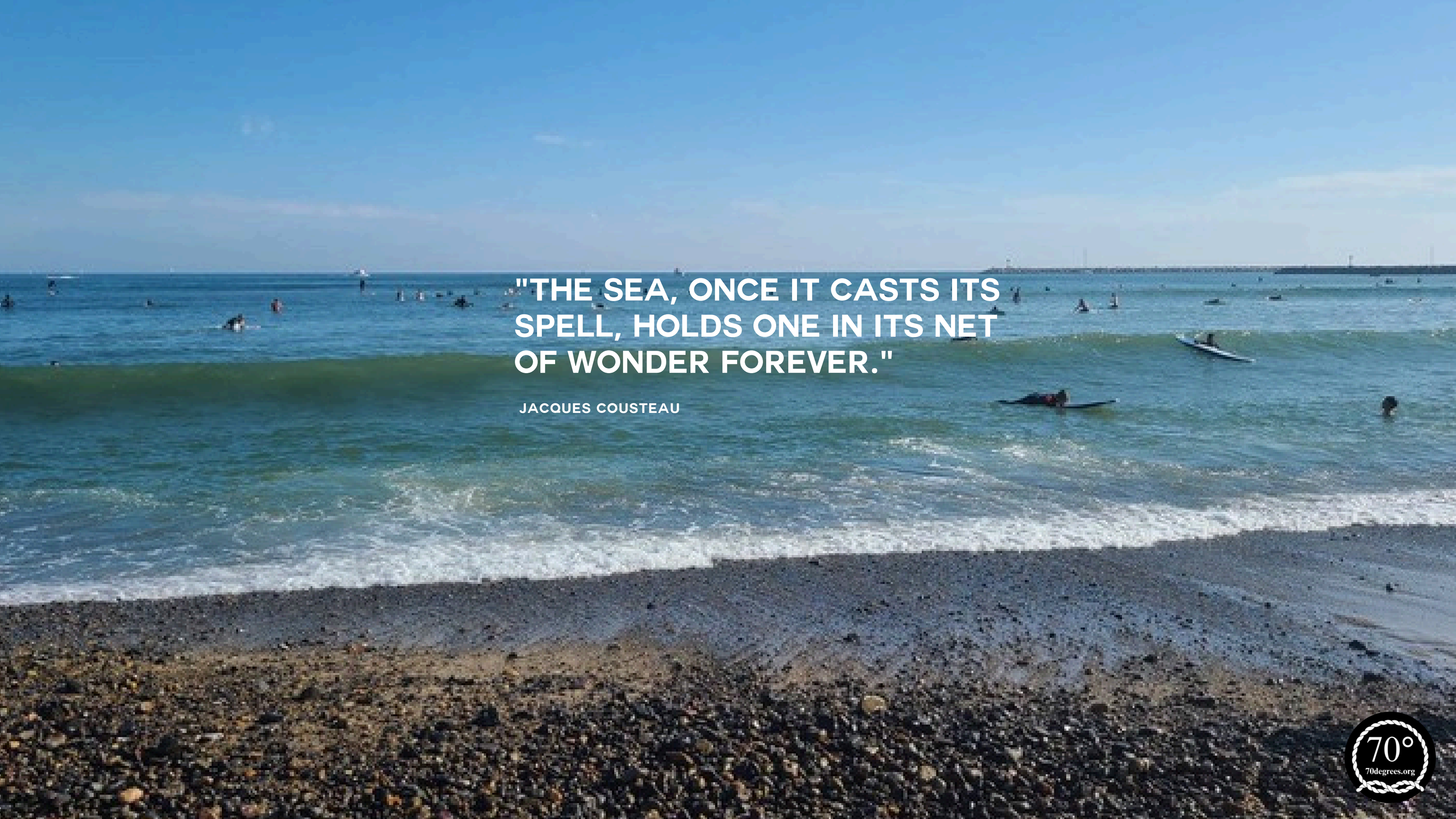
2. Exhibit Details

- Title of the Exhibit: Specify the name or theme of the exhibit.
- Description: A brief overview of the exhibit contents (e.g., types of artwork or historical artifacts).
- Exhibit Dates: Include the installation, opening, duration, and deinstallation dates.
- Location: Address and specific space within the venue.

3. Responsibilities of Each Party

- Exhibitor's Responsibilities:
 - Delivery of the artwork or items by a specific date.
 - Insurance coverage (if applicable).
 - Preparation of artwork (framing, labeling, etc.).
 - Removal of artwork after the exhibit concludes.
- Venue's Responsibilities:
 - Safe handling and display of the exhibit items.
 - Security and insurance (confirm if the venue provides coverage).
 - Promotion and marketing of the exhibit.
 - Any assistance with installation and deinstallation.





**"THE SEA, ONCE IT CASTS ITS
SPELL, HOLDS ONE IN ITS NET
OF WONDER FOREVER."**

JACQUES COUSTEAU

Conclusion

AI Collaboration

New Team Member

Assign the AI a portion of marketing and sales tasks
Refine the prompts and implement changes
Improve productivity and increase scalability

Train It Accordingly

Don't share personal information.



Contact 70°

We offer archival, preservation, exhibition, design, and editing services. In this digital age, we fuse humanities with technology. We build museums in California. We are celebrating over 10 years of business in O.C. We specialize in GLAM organizations (galleries, libraries, archives, and museums). We develop websites, social media campaigns, and email marketing plans. We host events and develop capital campaigns. Let's collaborate!

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