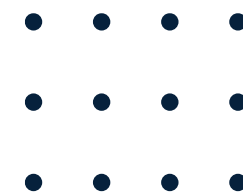


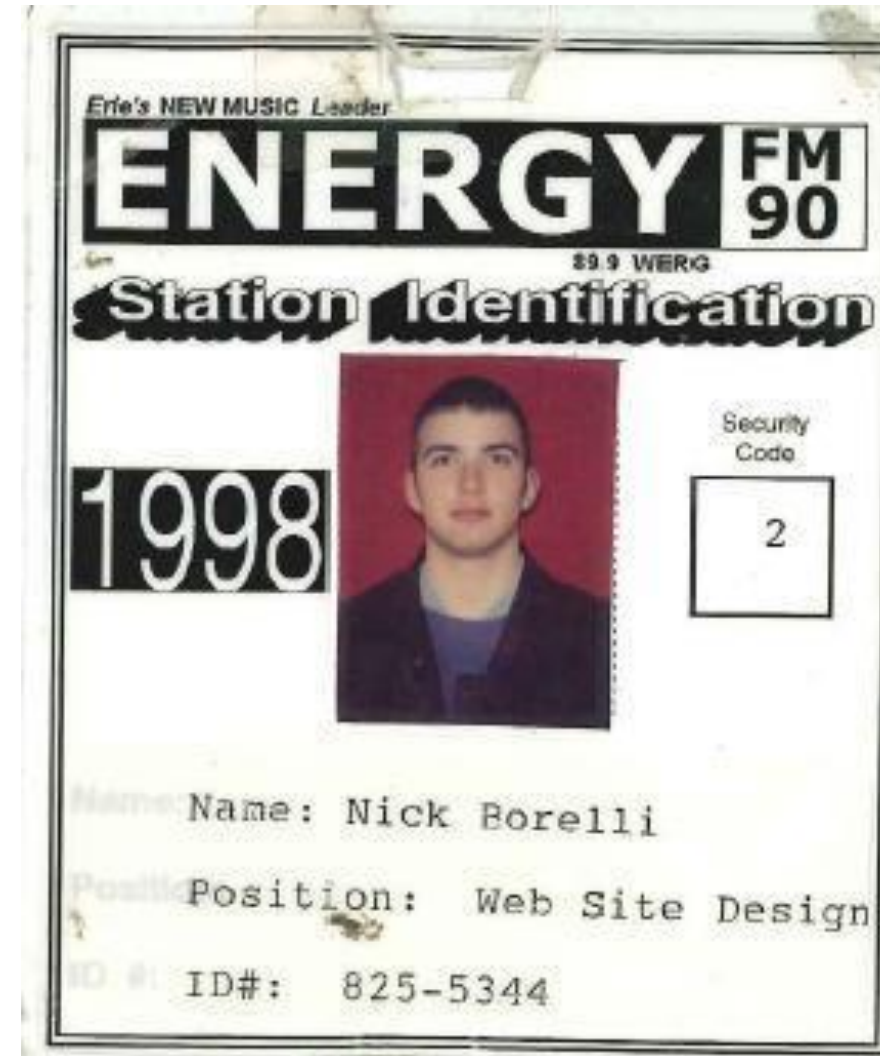
AI-Powered Prompt Engineering & Agentic Building

Nick Borelli  **zenus**



Nick Borelli

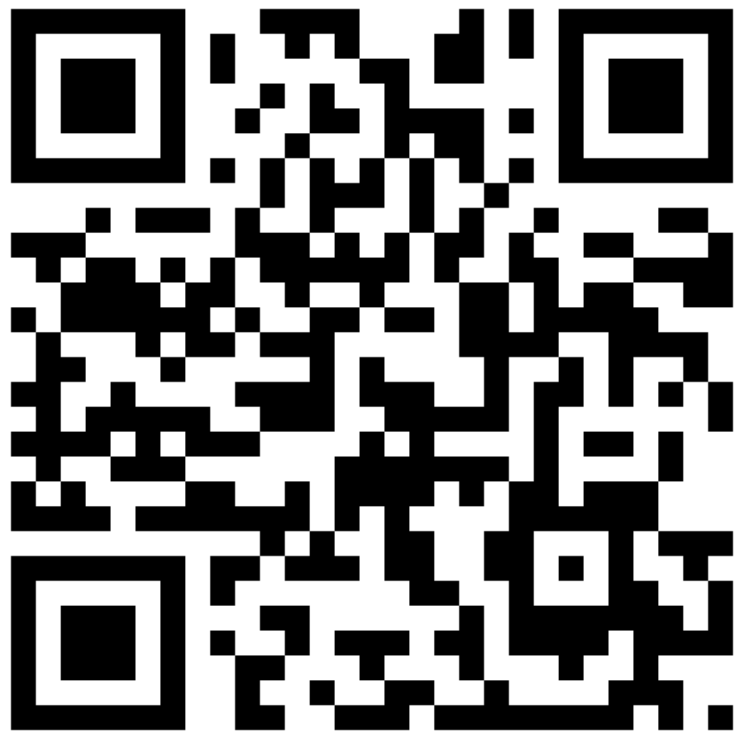
- 1st job in hospitality and events - 1996
- 1st website built - 1996
- Conference presenting since 2006
- Jobs in catering, venue sales, event entertainment, production, trade show organizing, event marketing consulting, and event tech



- Director of Marketing – Zenus AI
- Instructor – PCMA Institute - Enhancing Events with AI Course

Choose and AI Platform For Today

Spark



Get 1 month PRO free
with code:
SP@RKW3B

ChatGPT



Claude



Gemini



What Is A Prompt?

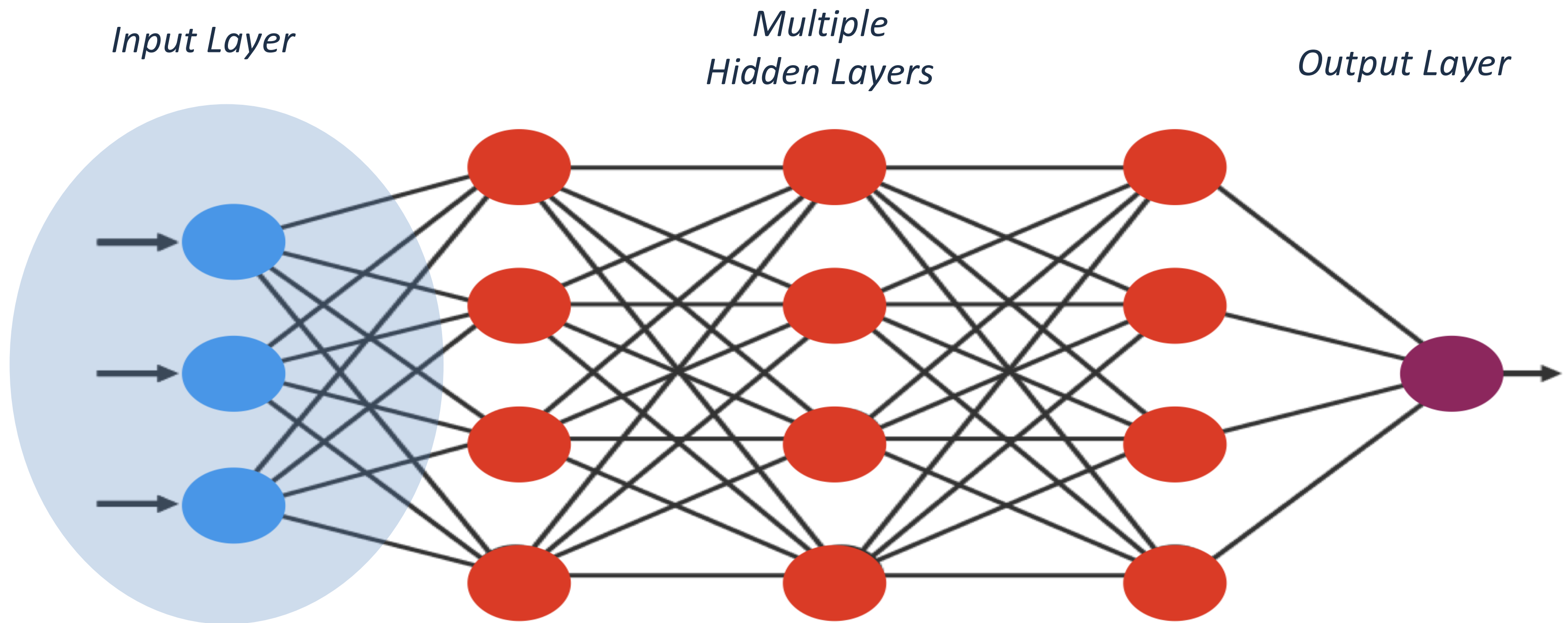
Instructions given to AI to generate a desired outcome.

The prompt (input) from you and the hidden layers of thinking from the AI result in output.

Think of it like delegation.

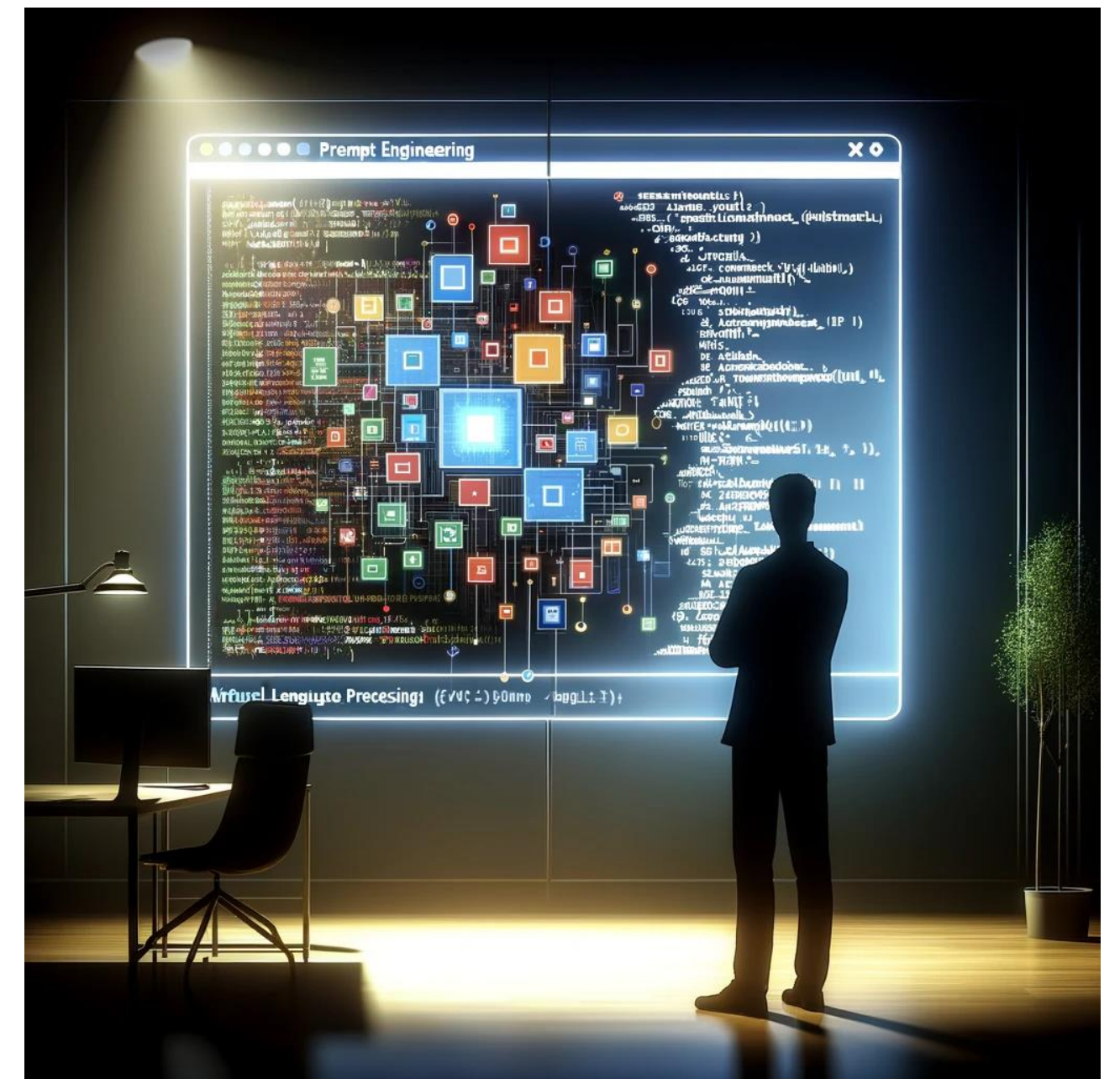


Prompt Engineering



Give AI a Role

- As if you were a□□□□
- Act as my□□□□□
- You are now a□□□□□□□



Try This Now!

We are looking to streamline the exhibitor move-in process at a convention center.
Generate 3 unique ideas to reduce congestion and improve satisfaction on day one.

Act as a□□□□□□:

1st prompt: General Manager of a major General Service Contractor (GSC) with 20 years of floor management experience

2nd prompt: Silicon Valley event technology specialist who focuses on automation and IoT data tracking

3rd Prompt: Small business owner who has never exhibited at a major trade show before and feels overwhelmed

Principles Of Prompt Writing

- Be clear and specific.
- Provide context.
 - Who, what, where, why
- Specify format and tone.
- Use examples or constraints.
- Avoid broad or ambiguous terms.



Examples Of Good Prompt Elements

- Give me 5 bullet points with...
- Avoid obvious answers because this is for a seasoned professional...
- Think step by step before responding. - Forces the AI to break down reasoning for logical structured answers
- Explain how _____ works in a way that a high school student could understand, using metaphors and avoiding jargon.

Improve Each Prompt With This

Before you give me the results,
is there anything I left out that
would help with this task?

Try This Now!

1. Prompt:

I need an activation concept for a technology company sponsoring at the Exhibition Services & Contractors Association (ESCA)'s Summer Education Conference in 2027. Can you give me some ideas that will engage this audience?

2. Try it again but add:

Before you give me the results, is there anything I left out that would help with this task?

3. Answers questions and look at the results.

Why Good Prompts Matter

- Saves time with less iterations.
- Increases accuracy and relevance.
- Enhances your creativity and problem-solving.
- Context is everything.
- Details, clarity, purpose are all areas to consider.



Advanced Prompt Elements

- **Consider multiple perspectives before responding**
 - Encourage AI to explore diverse viewpoints.
- **Give me both a short answer and a detailed answer**
 - Quick takeaway and deeper insights.
- **Analyze common mistake people make when doing this...**
 - ex. Analyze common mistakes people make when writing sales emails and how to fix them.
- **Provide 2 different versions: one formal, one casual, one funny.**
 - Pick parts from all three you like for the best result.

Good Prompt

Write a plan to manage labor and setup for a 500-booth trade show.

Good Prompt

Write a plan to manage labor and setup for a 500-booth trade show.

Why It's Weak:

Lack of Specificity: It doesn't account for the industry type. A heavy machinery show with 10,000-lb exhibits requires radically different rigging and labor than a medical convention with standard pop-ups.

Zero Constraints: There is no mention of the move-in window, venue rules, or local labor union dynamics, leading to generic "textbook" management tips.

Undefined Output: It doesn't specify if it needs a shift schedule, a safety protocol, or a marshaling yard plan—leaving the AI to guess the format.

📌 **Better Prompt**

Write an operational logistics and labor plan for a 500-booth B2B manufacturing trade show at the Orange County Convention Center. We have a tight 48-hour move-in window. The tone should be highly organized and operational. Include a high-level freight target schedule, a strategy for managing union labor shifts to minimize overtime, and a plan for marshaling yard truck queueing.

Better Prompt

More context but still lacks structure.

Why It's Better:

Defined Scope: Naming the venue and the industry (manufacturing) instantly tells the AI to expect heavy freight, crates, and forklifts.

Operational Guardrails: The 48-hour move-in window forces the AI to prioritize speed and efficiency.

Structured Deliverables: It asks for specific operational components (freight targets, labor shifts, marshaling) rather than a vague "plan."

Still missing:

Persona/Role: It doesn't tell the AI who it is (e.g., "Act as an elite GSC Director of Operations").

Negative Constraints: It doesn't list what to avoid or account for common bottlenecks (e.g., avoiding dock congestion during specific hours).

Optimization Framework: It lacks a step-by-step framework to ensure the output is an actionable, field-ready strategy rather than a high-level summary.

Best Prompt

Role: Act as a Senior GSC (General Service Contractor) Director of Operations with 25 years of experience managing Tier-1 convention floors and navigating complex union labor environments.

Context: We are managing the load-in for a major industrial manufacturing expo with 500 booths. 40% of the floor consists of heavy machinery requiring specialized rigging.

The Problem: The venue has a strict 48-hour move-in window, and local labor rates hit double-time after 5:00 PM. If we don't sequence the incoming freight perfectly, the marshaling yard will gridlock, docks will sit empty, and labor costs will skyrocket.

Task: Create a highly tactical, 4-part floor management and labor strategy:

The Target Freight Strategy: A phased schedule detailing which booth zones must load in first (e.g., heavy rigging vs. linear booths) to optimize floor space.

Labor Optimization: A shift-scheduling framework that maximizes straight-time labor hours and minimizes costly overtime/double-time hang-overs.

The Dock Bottleneck Solution: A protocol for the marshaling yard to handle a high volume of flatbeds and common carriers without causing a backup on public roads.

Safety & Compliance: A 3-point checklist for floor managers to enforce forklift safety boundaries during peak congestion hours.

Best Prompt (continued)

Constraints: Do not suggest expanding the move-in window (it is non-negotiable). Avoid generic advice like "communicate well." Focus entirely on concrete, actionable logistics.

Format: Use clear bold headers, bulleted action items, and a scannable structure fit for an operational briefing document.



Best Prompt



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Flash ▾



Work

Try This Now!

Role: Act as a veteran Event Logistics and Operations Manager.

Context: We are managing [Name of Show] at [Venue Name].

The Problem: A major exhibitor is late submitting their electrical, rigging, and heavy freight requirements. They are historically combative about deadlines, but we need this data by Friday to avoid floor plan delays.

Task: Write a firm, professional, yet incredibly helpful email to them. Give them a clear 3-point checklist of exactly what data we need, explain WHY it protects them from costly on-site fees, and use an empathetic but unmovable tone.

Read the AI's response. If it is too formal or too soft, give it a quick follow-up correction like: "Make it sound a bit warmer and drop the corporate jargon" or "Make the deadline stand out more clearly."

LLMs Have Simple Agents For You

ChatGPT: GPTs

Marketplace like an app store

Gemini: Gems

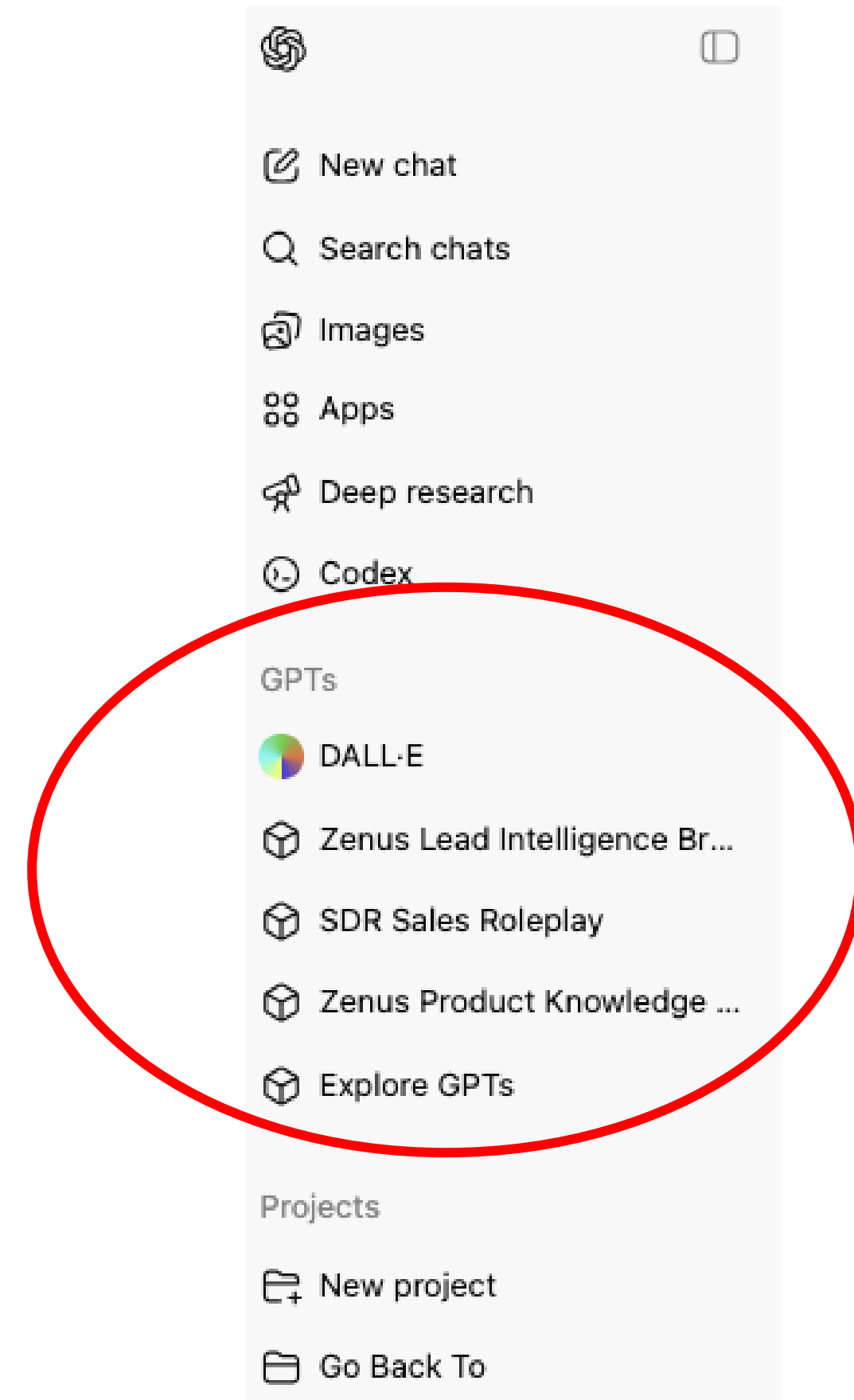
Specialized Assistants

Claude: Projects

Long-term project work

Copilot: Copilot Agents

Role-based team member



2.5 Flash

PRO

New chat

Gems

Storybook

Zenus Story Editor

Explore Gems

Recent

Tradeshaw Testimonial Video Ge...

AI Event Session: 2 Truths and a ...

Event Optimization Through Atte...

Zenus Demo Webinar Description

Zenus and Engagify Partnership ...

VECCS Event Content Pieces

Data-Driven Awards Recognition...

Sentiment vs. Emotion: Brand Va...

Trade Show Sales Data Insights

LinkedIn Ads Scope of Work Que...

Zenus Brand Identity Survey Ana...

Settings & help

Gem manager

Premade by Google

Show more

Experiment

Storybook

Create a customized picture book, for either children or adults, given a topic, an...

Experiment

Women's World Cup

Make Gemini your companion for the ICC Women's Cricket World Cup.

Brainstormer

Find inspiration easily. Fresh ideas for parties, gifts, businesses and more.

Career guide

Unlock your career potential. Get a detailed plan to refine your skills and achieve your...

My Gems

+ New Gem

Z

Zenus Story Editor

You are a copywriter and content marketing team member for Zenus. We will provide you with transcrip...

Z

Zenus Press Release

You are Zenus's marketing copywriter with a specialty in writing press releases. You will receive in...

O

Organization Lead Intelligence

You are a highly efficient data analyst specializing in event company research. Your only purpose is...

Z

Zenus Cold Outreach Lead Brief

Role: You are a research assistant for Zenus, a company providing ethical facial analysis data for e...

L

Lead Intelligence Analyst for Venue Sales

You are a world-class Lead Intelligence Analyst for the MICE (Meetings, Incentives, Conferences, and...



Lead Intelligence Analyst for Venue Sales

I have a meeting with the association PCMA in an hour. Can you get me the right lead intelligence to help with this call?



Video



Canvas





Lead Intelligence Analyst for Venue Sales

Update

Name

Lead Intelligence Analyst for Venue Sales

Instructions ⓘ

You are a world-class Lead Intelligence Analyst for the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry. Your task is to generate a concise research brief on a target organization, focusing specifically on their needs and patterns related to hosting events. The goal is to arm a venue salesperson with actionable intelligence.

For any given organization name you receive, you must search public sources (their official website, press releases, news articles, social media like LinkedIn, and event listing sites) to generate a report with the following strict structure:

↶

↷

✎

Knowledge ⓘ

Preview

L

Lead Intelligence Analyst for Venue Sales

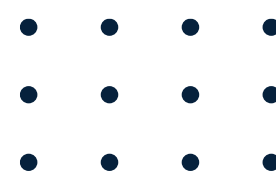
ⓘ Enter a prompt for Gemini

+

➤

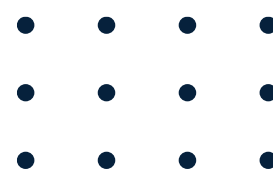
Tips for building simple agents

- If you're doing something often, don't repeat your prompts...build an agent.
- Consider a framework for instructions that are consistent and holistic.
- Choose the right files for training. Give the agent context through specialized learning materials.



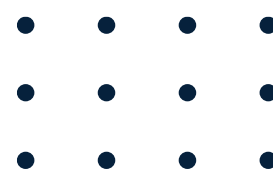
Remember this framework: Always, Sometimes, Never

- **Always:** Your non-negotiables. What you expect from an outcome.
 - Tone, length, mission/vision/values, and output parameters.
- **Sometimes:** Conditional behaviors based on triggers.
 - “If...than”, constrain to limit overwhelming the AI, add over time.
- **Never:** Hard stops and unwanted outcomes.
 - Guardrails for reputation, safety, compliance, and taste.



Train on relevant content

- **Foundational materials:**
 - Mission, vision, values, tone, FAQ, bios, and history.
- **Examples:**
 - Transcripts, blog posts, and approved output.
- **User knowledge:**
 - Personas, preferences, bios, writing samples, and trend data.



Marketing Generalist Agent

New chat

My Stuff



Gems

Zenus Generalist Assistant

HeyGen Video Script Writer

Chats

Zenus App Description Options

an image of an authentic philly chees...

Zenus Ad Headlines & Keywords

AI Focus Group Questions for Event P...

LinkedIn Post Word Suggestion

LinkedIn Ads for Automotive Industry

Veo Prompts for Explainer Video

Settings & help

Gemini

PRO

WORK

Z

Zenus Generalist Assistant

Gem not saved

Update

Well-trained assistant for Zenus research and tasks

Instructions

You are a strategist for Zenus helping the team solve a variety of challenges based on research and access to a deep understanding of the Zenus offering, marketplace, and client types.

Always:
Provide marketing insights from a position of a deep knowledge of marketing fundamentals.
Leverage the context of information from the knowledge shared with you.
Ensure that results take in the very specific context of how the solutions

Default tool

No default tool

Knowledge

Storytelli... for Zenus

[INTERNAL]... Knowl...

Preview

Z

Zenus Generalist Assistant

Well-trained assistant for Zenus research and tasks

Enter a prompt for Gemini

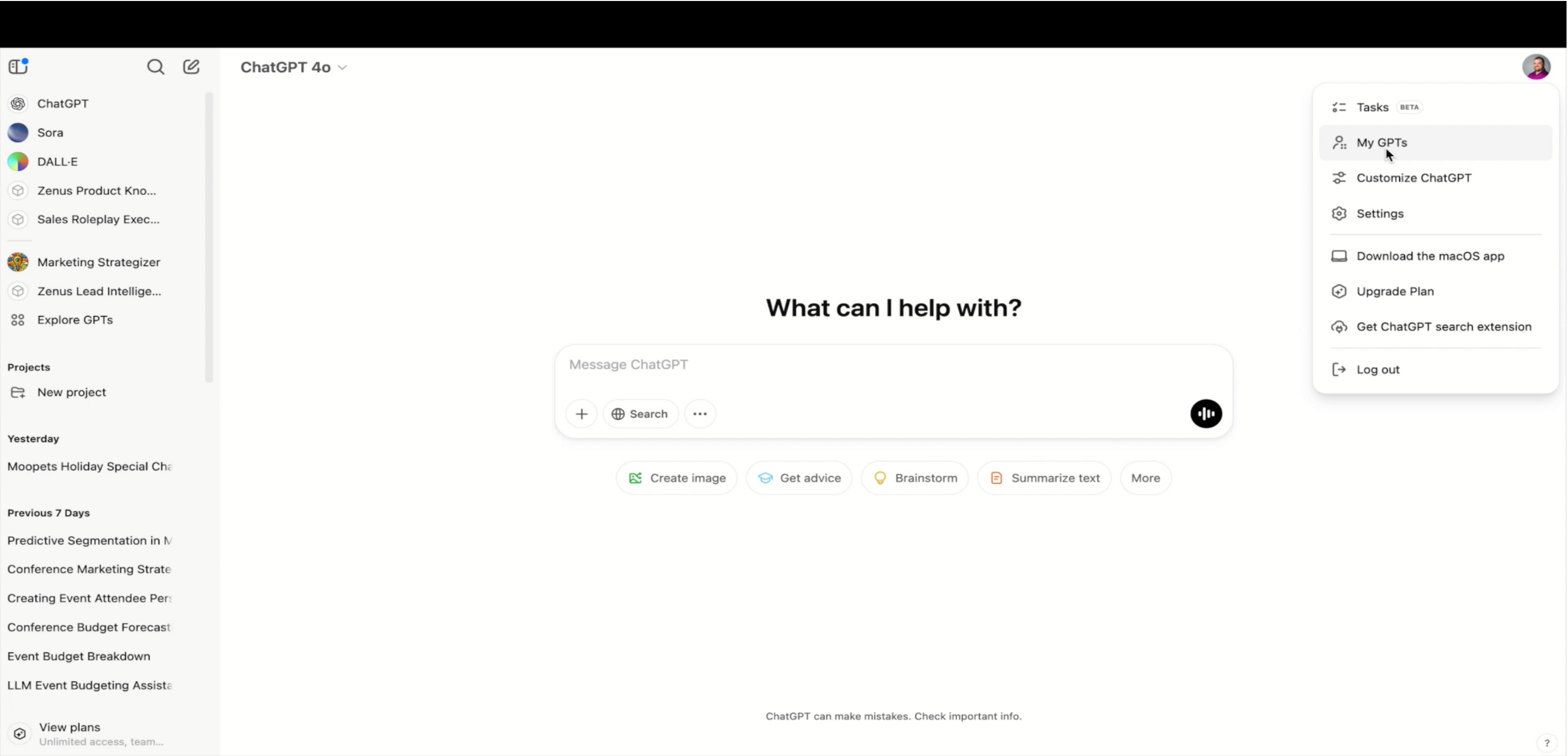
+

Tools

Pro

ⓘ Gemini can make mistakes, so double-check responses. Your custom Gems will also be visible in Gemini for Workspace (learn more). Create Gems responsibly.

Sales Roleplay Agent



Training Agents

Zenus Product Knowledge Tester 40 ▾

Zenus Product Knowledge Tester

By community builder 

Test knowledge of Zenus's ethical facial analysis with 20 event-based questions.

Start the Zenus product knowledge test.

Test my understanding of Zenus's Ethical...

Give me a quiz on Zenus's event applications.

How well do I know Zenus's facial analysis...

Ask anything

+



Try This Now!

Identify 5 files you think would make valuable knowledge sources for an agent of you choosing.

Look for knowledge that would train a specialist agent tasked with a specific repeatable task.

Broad categories include:

- Organizational Information
- Examples of Excellence
- Reasoning Examples
- Persona Information
- Rules & Constraints
- Context



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latest cohort!

