



BUSINESS & PROFESSIONAL  
WOMEN AUSTRALIA  
MEMBERS ONLY

JULY 2023

# Exploring ChatGPT

FOR BPW (OR YOUR BUSINESS)



An introduction to your new tireless assistant



Register to attend at [www.bpw.com.au/events](http://www.bpw.com.au/events)  
Contact: [ipp@bpw.com.au](mailto:ipp@bpw.com.au) 0414 750 729

# Overview

BPW Australia is offering a two-session online course on ChatGPT for Business Growth. This course is free to members and will provide BPW members with an in-depth understanding of ChatGPT and its capabilities and opportunities to explore how it can be integrated into business workflows to drive and enhance growth.

ChatGPT can be leveraged to enhance marketing, member engagement, research, creative writing, online course creation with an incredible list of other applications.

The course will be delivered online through a series of two live sessions, discovering Chat GPT applications.

Participants will learn how ChatGPT can assist them to generate ideas, outlines and drafts for research papers, reports, and both business and creative writing projects and become part of a supportive community of learners. They will also learn how to use ChatGPT to create original content that resonates with their target audience.



## How?

The course, two one-hour webinar sessions, will be presented online via Zoom and will actively involve participants to encourage real-time collaborative interaction that is inclusive of all levels of ChatGPT knowledge. It will be delivered by a passionate and supportive facilitator, Immediate Past National President Jasmyn Mumme.

BPW members will have access to interactive and engaging course materials, including videos, worksheets, and case studies.

They will also have the opportunity to team up, unite with other participants, engage in discussions or contribute to the Q&A sessions.



# Our goals

The purpose of this course is to help our members stay up to date with the latest technological advancements and leverage them to their advantage.

It is especially aimed at equipping members to gain confidence in exploring and using these skills to assist their BPW Club and BPW Australia to grow and reach more women to join and learn the value of BPW membership.



## Participants

The online course is exclusively for current BPW Members, and each one-hour interactive session will be held over two consecutive weeks.

Course Schedule - 1pm (EST)

2 consecutive Saturdays:

22nd - 29th July 2023

Registration is essential.

Members only.

By participating in this course, BPW members will gain valuable knowledge and practical skills that will help them stay ahead of the curve in their respective industries or creative activities. They will learn how to best leverage ChatGPT to their advantage and explore new opportunities for growth and innovation.

By the end of the course, participants will have a clear understanding of how to integrate ChatGPT into their existing workflows and apply the latest natural language processing techniques.



# Dates and Details

## MEMBERS ONLY

### - 2 Complimentary Online Webinars

<b>SESSION 1: INTRO TO CHATGPT AND ITS CAPABILITIES</b> 1pm Sat 22nd July 2023	<p>This session provides an overview of ChatGPT and its capabilities for business growth. Participants will learn and explore together some basics of natural language processing, machine learning, and how these technologies can be applied to different business or association scenarios.</p> <p>Learn also about best practices and ethical considerations when using AI.</p>
<b>SESSION 2: INTEGRATING CHATGPT INTO YOUR WORKFLOW</b> 1pm Sat 29th July 2023	<p>In this session, participants will learn how to integrate ChatGPT into their existing business workflows. They will explore different integration strategies, understand how to manage templates and learn how to prompt and customize ChatGPT to meet specific business needs.</p> <p>Here, participants will learn how to use ChatGPT to enhance their marketing. They will explore strategies for using ChatGPT for membership, lead generation, and customer engagement. Participants will also learn how to ensure their media creations align with BPW brand messaging and values.</p>

Note: This is an immersive experience for participants attending, so will not be recorded.

## Outcomes & Future Plans

Creating a BPW TEAM of agile BPW influencers. Get involved to boost your club membership or use the knowledge to grow your own business or career.



### Knowledge

Learn the tools to implement and enhance your BPW club

### Innovation Lab

Create and design with new ways to manage and share good ideas

### Growth

New innovative methods to fast track initiatives to expand BPW

### Celebration

Through member collaboration and learning create positive outcomes

