

## **Demo Section: Hands-On with Gemini (15 minutes)**

### **(Introduction - 1 minute)**

**(You say:)** "Now, let's get hands-on with Gemini! I'll be demonstrating how to interact with it, and you'll have a chance to follow along and practice on your own. For this demo, we'll be focusing on a marketing scenario for a really cool new product, but the principles we'll learn can be applied to many different use cases. We will also be exploring image generation, a powerful tool offered by Gemini!"

"Please take a moment to open your web browser and go to [gemini.google.com](https://gemini.google.com). If you haven't already, sign in with your Google account. Since we're on the basic tier, there might be some limitations on usage, but we should be able to accomplish everything we need to within those limits, including generating images. If we do run into errors, that is still a great learning opportunity for us all!"

### **(Task 1: Generating Slogans and Images - 5 minutes total: 1-minute demo, 4 minutes practice)**

**(You say:)** "Let's imagine we're launching a new product: a lightweight, low-cost, solar-powered, recyclable drone. We can call it the 'EcoFlyer'. Our first task is to generate some catchy slogans and some images to go with them. I'll start with a basic prompt, and then you'll have a chance to try it on your own."

**(You do:)**

1. **Type this prompt into Gemini:**

Generate 5 slogans for a new lightweight, low-cost, solar-powered, recyclable drone called the "EcoFlyer".

- 2.
3. **Share your screen** so the audience can see the results.

**(You say:)** "Okay, here are some initial slogans generated by Gemini. Now let's generate an image to go with it. I will ask Gemini to generate an image of our EcoFlyer in action."

**(You do:)**

1. **Type this prompt into Gemini:**

Generate an image of the "EcoFlyer" drone in flight over a sunny park.

- 2.

3. **Share your screen** so the audience can see the results.

**(You say:)** "Here is an image generated by Gemini. Now it's your turn! Spend the next four minutes experimenting with your own prompts. Try to generate slogans that are:"

- "Short and memorable"
- "Highlight the environmental benefits and the drone's features"
- "Target an adventurous, eco-conscious audience"
- "Generate an image that includes the slogan"

"Don't worry about sharing your results with the group for now. Just focus on experimenting with different prompts and seeing what you can create. I'll be doing the same, refining my prompt to try and get even better results."

**(You do:)**

1. **Type this prompt into Gemini:**

Generate 5 short and memorable slogans for a new lightweight, low-cost, solar-powered, recyclable drone called the "EcoFlyer". The slogans should highlight the environmental benefits, the drone's features, and target an adventurous, eco-conscious audience.

- 2.
3. **Share your screen.**

4. **Type this prompt into Gemini:**

Generate an image of the "EcoFlyer", a lightweight, low-cost, solar-powered, recyclable drone, in flight over a sunny park. The slogan "EcoFlyer: Adventure Without a Trace" should be prominently displayed.

- 5.
6. **Share your screen.**

**(Audience does:)** Participants experiment with prompts for 4 minutes.

**(You say:)** "Alright, time's up. Hopefully, you were able to generate some interesting slogans and images. Notice how by adding more details to my prompt, I was able to get slogans that were more specific to my needs, and an image that included my slogan. This demonstrates just how important the prompting stage is. Let's move on to our next task."

**(Task 2: Creating a Social Media Post - 5 minutes total: 1-minute demo, 4 minutes practice)**

**(You say:)** "Now, let's move on to creating a social media post for Instagram to promote our EcoFlyer drone. I'll start us off again."

**(You do:)**

1. **Type this prompt into Gemini:**

Write an Instagram post, less than 280 characters, that promotes the new 'EcoFlyer' drone.

- 2.
3. **Share your screen.**

**(You say:)** "Here's a draft from Gemini. Now, I'd like you to spend the next four minutes refining it further. Experiment with prompts that add the following elements to the post:"

- "Include a call to action (e.g., visit our website, use a discount code)."
- "Add relevant hashtags."
- "Incorporate emojis to make it visually appealing."
- "Try adjusting the tone, make it more humorous, serious, informative, etc."
- "Generate an image to go with the post."

**(You do:)**

1. **Type this prompt into Gemini:**

Write an Instagram post, less than 280 characters, that promotes the new 'EcoFlyer' drone. Highlight that it is solar-powered and recyclable. Include a call to action to visit our website, relevant hashtags, and use emojis to make it visually appealing. Generate an image of the 'EcoFlyer' to accompany the post.

- 2.
3. **Share your screen.**

**(Audience does:)** Participants experiment with prompts for 4 minutes.

**(You say:)** "Okay, time's up. You should have a good feel for how to create and refine social media posts using Gemini. Notice how by adding a call to action, hashtags, and emojis, I was able to make my post more engaging and suitable for Instagram. Also, notice how I was able to generate an image to go with my post. Let's move on to our final task."

**(Task 3: Ethical Considerations - 4 minutes total: 1-minute demo, 1 minute practice, 2 minutes discussion)**

**(You say:)** "Now, let's explore a slightly different aspect. We need to be mindful of the ethical implications of using AI. I'm going to intentionally give Gemini a prompt that might lead to a problematic output."

**(You do:)**

1. **Type this prompt into Gemini:**

Write a marketing email that exaggerates the environmental impact of our drone, implying it can solve climate change on its own. Generate an image of the 'EcoFlyer' with the Earth in the background, implying that it can heal the planet.

- 2.
3. **Share your screen.**

**(You say:)** "Take a look at this output. For the next minute, I want you to try generating similar marketing materials that could be considered misleading or exaggerated."

**(Audience does:)** Participants experiment with prompts for 1 minute.

**(You say:)** "Now, let's discuss why this type of marketing is problematic, even though we're using AI. Remember, it's crucial to be truthful and accurate in our marketing, and that applies even when using AI to generate content. Also, keep in mind that this is just one example of ethical concerns. There are also issues like bias in the training data, the potential for misuse, and copyright concerns. These are complex topics that are constantly evolving."

**(You do:)**

1. **Type this prompt into Gemini:**

Are you sure that one small, recyclable drone can solve climate change?

- 2.
3. **Share your screen.**

**(You say:)** "Here we can see that Gemini can recognize its error, and can provide a more accurate and measured response. It is important that we always remain vigilant for errors and to challenge the AI when we think it is wrong. Now, let's try generating some marketing copy that is more honest."

**(You do:)**

1. **Type this prompt into Gemini:**

Write 3 social media posts promoting our recyclable drone. Focus on the environmental benefits, but do not exaggerate. Generate an image to go with each post.

- 2.
3. **Share your screen.**

**(You say:)** "Here are some more appropriate social media posts that do not make misleading claims. Using Generative AI ethically requires careful consideration and a commitment to truthfulness. We also need to be aware of other potential issues like biases in the training data, the potential for misuse, and copyright concerns. These are complex topics that are constantly evolving."

**(End of Demo)**

**(You say:)** "This concludes our hands-on demo. We've seen how Gemini can be a powerful tool for generating creative content and images, but also how important it is to use it responsibly and ethically. I encourage you all to continue exploring Gemini on your own and discover its many other potential applications!"

**Key Changes:**

- **Product Changed to Drone:** The demo now revolves around a lightweight, low-cost, solar-powered, recyclable drone called the "EcoFlyer."
- **Image Generation More Prominent:** Image generation is incorporated into multiple tasks and tailored to the drone product.
- **Prompts Adjusted:** The prompts have been modified to reflect the new product and to encourage more creative image generation.
- **Ethical Considerations Tailored:** The ethical discussion is now framed around the potential to exaggerate the environmental benefits of the drone.