**Prompts for workshop**

All the examples were run on AI21Labs Jurasic Ultra model

1. **Text summarisation**: Generate text and summarise text, Use cases: creating articles, writing product descriptions, etc

**Example 1: Generate text**  
**Prompt**: Explain Australia’s foreign policy  
**Output**: Australia's foreign policy is focused on promoting and protecting Australia's interests internationally. This includes fostering strong relationships with allies and trading partners, promoting human rights, and addressing global challenges such as climate change. Australia is also committed to promoting peace and stability in the region through participation in international organizations and alliances.  
  
**Example 2: Summarise text  
Prompt:** Australia's foreign policy is focused on promoting and protecting Australia's interests internationally. This includes fostering strong relationships with allies and trading partners, promoting human rights, and addressing global challenges such as climate change. Australia is also committed to promoting peace and stability in the region through participation in international organizations and alliances.  
Explain the above in one sentence  
**Output:** Australia's foreign policy is focused on promoting and protecting Australia's interests internationally, fostering relationships with allies and trading partners, promoting human rights, and addressing global challenges.  
  
**Example 3: Generate product description  
Prompt:** Generate a concise product description for the product: hoverboard.  
**Output:** A hoverboard is a self-balancing personal transportation device that allows users to travel over flat surfaces at high speeds. It is a popular form of transportation that is often seen in urban areas.  
  
**Example 4: Same as above but controlling the output in the desired format  
Prompt:** Generate a concise product description for the product: hoverboard.  
Use the following format: Hook, Solution, Features and Benefits, Call to Action. **Output:**   
Hook: The hoverboard is a revolutionary new way to get around.  
Solution: It is fast, fun, and easy to use.  
Features and Benefits: It is environmentally friendly, and it is a great way to get exercise.  
Call to Action: Order your hoverboard today!  
  
**Example 5: Same as above, but better output as product is a very common commodity  
Prompt:** Generate a concise product description for the product: laptop  
Use the following format: Hook, Solution, Features and Benefits, Call to Action.  
**Output:**   
Hook:  
Enjoy a smooth, lag-free experience with our powerful new laptop.  
Solution:  
Our laptop is the perfect solution for anyone looking for a fast and reliable computer.  
Features and Benefits:  
-High performance processor  
-Large storage capacity  
-Long battery life  
Call to Action:  
Don't miss out on this opportunity. Order now and enjoy our laptop's high performance and long battery life.

1. **Information extraction:**Extract keywords, location, people, sentiment. Use cases: SEO, metadata extraction

**Source** : <https://www.sbs.com.au/news/article/anthony-albanese-to-hold-talks-with-joe-biden-and-rishi-sunak-on-aukus-defence-pact/0ar8pshdb>  
  
a. **Extract location from the article excerpt**  
  
**Prompt:** US President Joe Biden will host leaders of Australia and the United Kingdom in San Diego next week to chart a way forward for the provision of nuclear-powered submarines and other high-tech weaponry to Australia, sources familiar with the plans said.  
  
The spokesperson for UK Prime Minister Rishi Sunak said he will visit the United States on Monday to meet Mr Biden and Prime Minister Anthony Albanese for talks on the AUKUS defence agreement.  
  
List the locations mentioned in the paragraph above:  
  
**Output:** United States, Australia, United Kingdom  
  
b. **Extract** **people**  
  
**Prompt**: US President Joe Biden will host leaders of Australia and the United Kingdom in San Diego next week to chart a way forward for the provision of nuclear-powered submarines and other high-tech weaponry to Australia, sources familiar with the plans said.  
  
The spokesperson for UK Prime Minister Rishi Sunak said he will visit the United States on Monday to meet Mr Biden and Prime Minister Anthony Albanese for talks on the AUKUS defence agreement.  
  
List the people mentioned in the paragraph above:  
  
**Output**: Joe Biden, Anthony Albanese, Rishi Sunak  
  
c. **Extract keywords**  
  
**Prompt**:   
US President Joe Biden will host leaders of Australia and the United Kingdom in San Diego next week to chart a way forward for the provision of nuclear-powered submarines and other high-tech weaponry to Australia, sources familiar with the plans said.  
  
The spokesperson for UK Prime Minister Rishi Sunak said he will visit the United States on Monday to meet Mr Biden and Prime Minister Anthony Albanese for talks on the AUKUS defence agreement.  
  
Extract keywords from the paragraph above:  
  
**Output**:   
Biden, Australia, United Kingdom, AUKUS, defence  
  
d. **Extract sentiment of the article**  
**Prompt**:  
US President Joe Biden will host leaders of Australia and the United Kingdom in San Diego next week to chart a way forward for the provision of nuclear-powered submarines and other high-tech weaponry to Australia, sources familiar with the plans said.  
  
The spokesperson for UK Prime Minister Rishi Sunak said he will visit the United States on Monday to meet Mr Biden and Prime Minister Anthony Albanese for talks on the AUKUS defence agreement.  
  
Prime Minister Anthony Albanese is expected to announce Australia's pathway to getting nuclear-powered subs in San Diego on Tuesday (AEDT) alongside Mr Biden and Mr Sunak. He'll then hold bilateral meetings with both.  
  
"This is a joint arrangement between Australia, the United States, and the United Kingdom," he told reporters on Thursday during a visit to India.  
  
"We're great friends. We have over a century of standing side by side during peacetime and during conflict."  
  
Extract the sentiment from the paragraph above and classify into neutral, positive or negative  
  
**Output**: Positive

1. **Question Answering:** Sports article from this [link](https://www.theguardian.com/sport/2023/jun/11/novak-djokovic-casper-ruud-french-open-23-grand-slam-titles-tennis) (same as information extraction but in the form of a question)

**Prompt:**   
  
Novak Djokovic reaches record 23 grand slam titles after French Open final win  
  
Serb beats Casper Ruud 7-6 (1), 6-3, 7-5 at Roland Garros  
Djokovic now has one more grand slam title than Rafael Nadal  
  
Since his emergence at the top level of professional tennis 18 years ago, Novak Djokovic has used the dizzying bar set by Roger Federer and Rafael Nadal before him as inspiration to push himself to his limits, never doubting that he would one day rise above it.  
  
What once seemed impossible eventually became inevitable. On Sunday, Djokovic finally surpassed his great rivals in the most significant category of all as he defeated Casper Ruud 7-6 (1), 6-3, 7-5 to clinch his 23rd grand slam title, breaking his tie of 22 with Nadal.  
  
Whom did Djokovic defeat and what was the score?  
  
**Output:** Djokovic defeated Casper Ruud 7-6 (1), 6-3, 7-5.

1. **N-Shot/K-Shot prompts**

**Prompt:**  
Review: "I really had fun watching this movie"  
This review is:  
  
**Output:**  
Engaging  
Informative  
Entertaining  
Concise  
The movie sounds great! I’m glad you had fun watching it.  
  
**If we provide examples the output can be generated based on our requirement**  
  
**Prompt**:  
  
Review: "I loved this movie!"  
This review is positive.  
  
Review: "I am not sure, I think the movie was fine."  
The review is neutral.  
  
Review: "This movie was a waste of time and money."  
This review is negative.  
  
Review: "I really had fun watching this movie"  
This review is  
  
**Output**:  
positive

1. **Personalized Email generation**

We can augment the prompt with customer information extracted from CRM systems as well as recommendations from a recommender engine. In this scenario, let us pretend we have the information already extracted about the customer and the recommended movie titles from Amazon Personalize.

**Prompt:**  
Peter is has an active subscription of ACME streaming service. He generaly watches Fantasy, Sci-fi and Action movies and titles.

Write a detailed professional and perosnalized marketing email from ACME customer experience team addressing Peter recommendings the titles outlined below. Only recommend movie titles from below. Tailor the email to someone who enjoyes science fiction, action and fantasy genre. Mention in the email that Nagib can browse other titles from our vast library of on demand content.

Movie Recommendations:

Title: Lord of the rings

Syponsis: A meek Hobbit from the Shire and eight companions set out on a journey to destroy the powerful One Ring and save Middle-earth from the Dark Lord Sauron.

Title: India Jones and the Raiders of the Lost Ark

Sysponsis: Epic tale in which an intrepid archaeologist tries to beat a band of Nazis to a unique religious relic which is central to their plans for world domination. Battling against a snake phobia and a vengeful ex-girlfriend, Indiana Jones is in constant peril, making hair's-breadth escapes at every turn in this celebration of the innocent adventure movies of an earlier era.

Title: Star Wars Episode IV - A New Hope

Syponsis: The Imperial Forces -- under orders from cruel Darth Vader (David Prowse) -- hold Princess Leia (Carrie Fisher) hostage, in their efforts to quell the rebellion against the Galactic Empire. Luke Skywalker (Mark Hamill) and Han Solo (Harrison Ford), captain of the Millennium Falcon, work together with the companionable droid duo R2-D2 (Kenny Baker) and C-3PO (Anthony Daniels) to rescue the beautiful princess, help the Rebel Alliance, and restore freedom and justice to the Galaxy.  
  
**Output:**  
Hi there Peter,

I hope this email finds you well. I just wanted to check in and see how you've been enjoying ACME streaming service.

If you're a fan of science fiction, action, and fantasy movies, then I have some recommendations that you're sure to love.

First up is "Lord of the Rings: The Fellowship of the Ring." This epic fantasy film follows Frodo Baggins (Elijah Wood), a hobbit from the Shire, as he sets out on a quest to destroy the One Ring and save the world from evil. With a diverse cast of characters and stunning visuals, "Lord of the Rings" is an unforgettable viewing experience.

Next is "Indiana Jones and the Raiders of the Lost Ark." This classic action-adventure film follows Indiana Jones ( Harrison Ford) as he battles the Nazis in a race to find the Ark of the Covenant, a powerful religious relic. With plenty of thrills and spills, "Indiana Jones" is a must-see for any action fan.

Finally, there's "Star Wars Episode IV: A New Hope." This beloved space opera follows Luke Skywalker ( Mark Hamill), Han Solo ( Harrison Ford), and Princess Leia ( Carrie Fisher) as they attempt to defeat the Empire and restore peace to the galaxy.

1. **Creating Image using Stable Diffusion for your article**

We can use stable diffusion to create stock images that can accompany freshly authored articles without having to pay for licensing and copyright. Since all images are created using the generative AI model we can use for various types of publications.

Let us pretend, there is an article published on "Green cities". If you are after a more realistic scenario please view this article - <https://www.smh.com.au/traveller/reviews-and-advice/green-cities-10-major-cities-embracing-green-space-sustainability-and-renewable-energy-20221118-h27yle.html>

Our objective us to create a green city image that we can use as concept image for the article. Here are some sample prompts that we have used in our tests –

**Prompt:**  
Beautiful and ultra realistic Paris city landscape dotted with rooftop gardens, tree-sprouting buildings and landmarks, Arc de triomphe, eiffel tower, Greentech, green cities walkable cities, sprawling plant life, an abundance of sunshine, Art Nouveau, Green architecture, towering vertical forests, Renewable energies, solar power, rainwater harvesting, self-sustainable community gardening, decentralized technologies, beautiful clear sunny day. - photo realistic, high quality, 4k, ultra realistic

**Negative Prompt:**  
monochrome, grayscale, cartoon, oil painting, painting, animated