

OpenAI Academy | Booking.com

SME AI Accelerator

London | April 29, 2026



Welcome

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Welcome

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Welcome

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Agenda



- 01 Welcome
- 02 ChatGPT foundations
- 03 Workflow demos & practice
- 04 Solution Studio: Build along
- 05 Local heroes
- 06 Lunch
- 07 Solution Studio II: Build your own
- 08 Showcase & wrap

Get comfortable using AI for the work you do every day — and leave with one solution your business can reuse.

Let's get a quick sense
of who's in the room.

Raise your hand if...

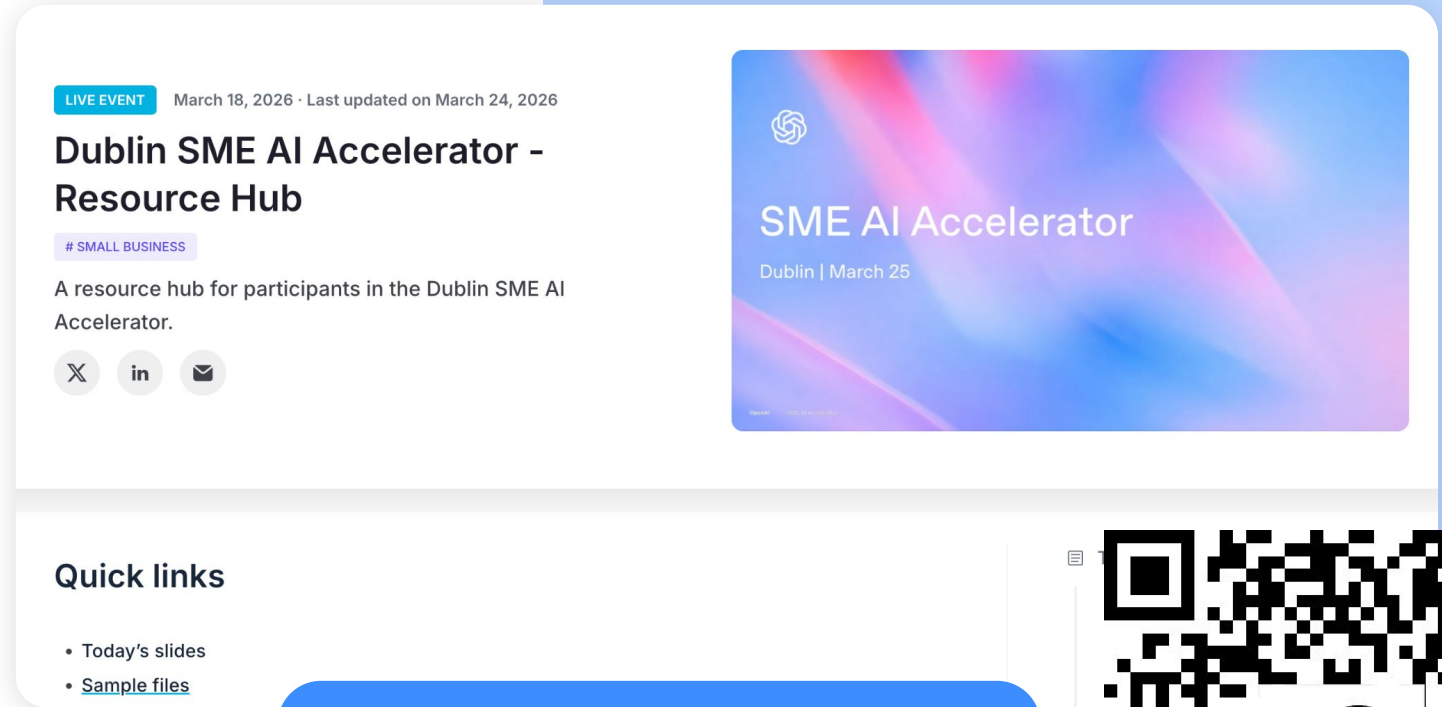
5 MINUTES

Now, meet one person near you.

- ① Introduce yourself (name, business), and share:
- ② “The one thing I hope AI could take off my plate is...”

Follow along on OpenAI Academy

- Today's slides
- Sample prompts & tutorials
- Files and datasets you can use for exercises
- WiFi:
 - WiFi: OpenAI2026
 - Password: OpenAI2026!



The screenshot shows a resource hub page for the Dublin SME AI Accelerator. At the top, it is labeled as a 'LIVE EVENT' dated March 18, 2026, with a note that it was last updated on March 24, 2026. The main title is 'Dublin SME AI Accelerator - Resource Hub', with a sub-tag '# SMALL BUSINESS'. Below the title, a description reads: 'A resource hub for participants in the Dublin SME AI Accelerator.' There are three social media icons: X, LinkedIn, and Email. To the right is a banner image with the OpenAI logo, the text 'SME AI Accelerator', and 'Dublin | March 25'. Below the main content is a 'Quick links' section with two items: 'Today's slides' and 'Sample files'. A blue button with the URL 'tinyurl.com/London-accelerator' is positioned below the quick links. On the right side of the page, there is a large QR code with the OpenAI logo in the center.

Let's dive in

ChatGPT can help you achieve superhero efficiency

It's a **Superhero Suit**



It's Having **1000 Assistants**



It's Got Your **Back...& Future**



Responsible use of AI



Keep a human in the loop for important work



Obtain consent before sharing someone else's voice or data



Watch for bias and perspective



Know your data controls, and protect sensitive personal data



Seek expert review for legal, medical, or financial advice



Ask for sources when you need current answers

What about hallucinations?

Sometimes AI will give confident answers that are incorrect or made up — especially when the question is vague or missing context.

Remember:

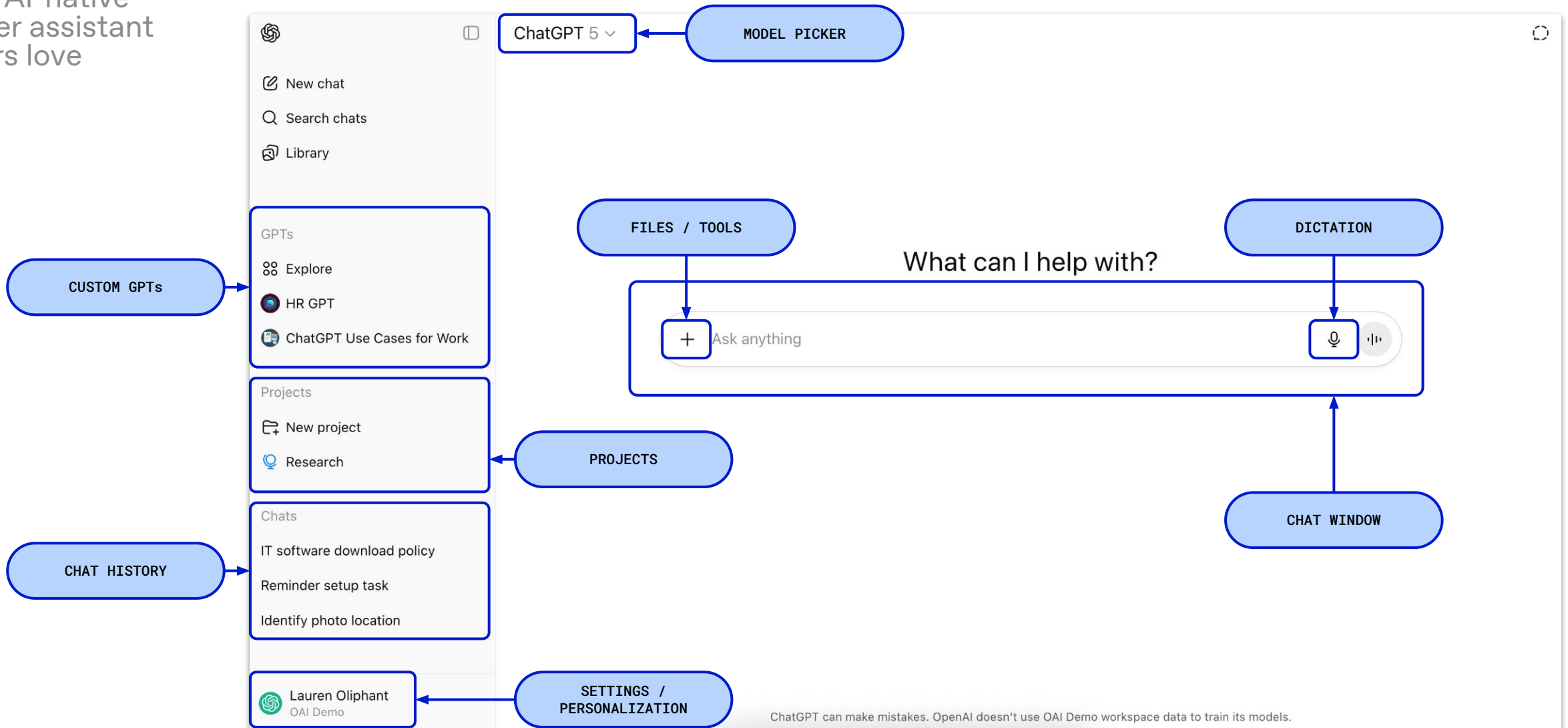
ChatGPT is a powerful partner, but human judgment remains essential.

How to minimize errors:

- Ask for sources or to cite what it used (especially with web search)
- Clarify and break down complex questions
- Provide specific details and desired format
- Use Search or Deep Research for up-to-date answers

Intro to ChatGPT

The AI-native super assistant users love



What is prompting?

Prompting is the process of **giving instructions, context, or inputs** to guide a language model's responses.

In other words, it's providing all the information of what you have and what you need to a blank canvas.

What is prompting?

Prompting is the practice of giving instructions or inputs to a large language model (LLM) like ChatGPT to guide its response. A *prompt* can be as simple as a question or as complex as a multi-step scenario with constraints, goals, and examples. The way you structure a prompt has a significant impact on the quality, relevance, and accuracy of the output.

What Is Prompting?

At its core, prompting is how you *communicate* with an LLM to get the result you want. It's similar to writing a query or giving directions:

- **Simple prompt:** "Summarize this article."
- **Detailed prompt:** "Act as a legal analyst. Summarize the key privacy concerns in the following article in bullet points, with citations."

Prompts can be phrased in natural language and don't require programming knowledge, which makes them powerful tools for non-technical users.

Anatomy of a great prompt

Task

What should ChatGPT do?

Suggest 5 low-cost ways to increase repeat customers this month.

Context

What should ChatGPT know?

We're a small business in London.

Customers:

Channels: email, social, in-store, referrals

Budget:

Expectation

What should the output look like?

Output: a table with idea, channel, and one sample message.

Okay

Task

Help me hire a barista.



Better

Task + context

Help me hire a barista. I run a café with 8 employees. We need a part-time barista who can handle morning rush and be friendly with customers.



Best

Task + context +
expectation

Help me hire a barista. I run a café with 8 employees. We need a part-time barista who can handle morning rush and be friendly with customers. Write (1) a job post, (2) a 20 minute interview script with a simple scorecard, and (3) a one-week onboarding plan. Keep it realistic for a small shop.



8 MINUTES

Pair Activity

Rewrite each prompt

Write marketing for my business.



Make me a flyer for this promo.



Respond to this negative review.



Make a plan to improve my business.



5 MINUTES

What improved the result?

- ① What did you change, and how did it help?
- ① Read your 'before' and 'after' prompts.

Takeaway

Great prompts reveal hidden context.

Pull out the business context still stuck in your head.


Ask yourself:

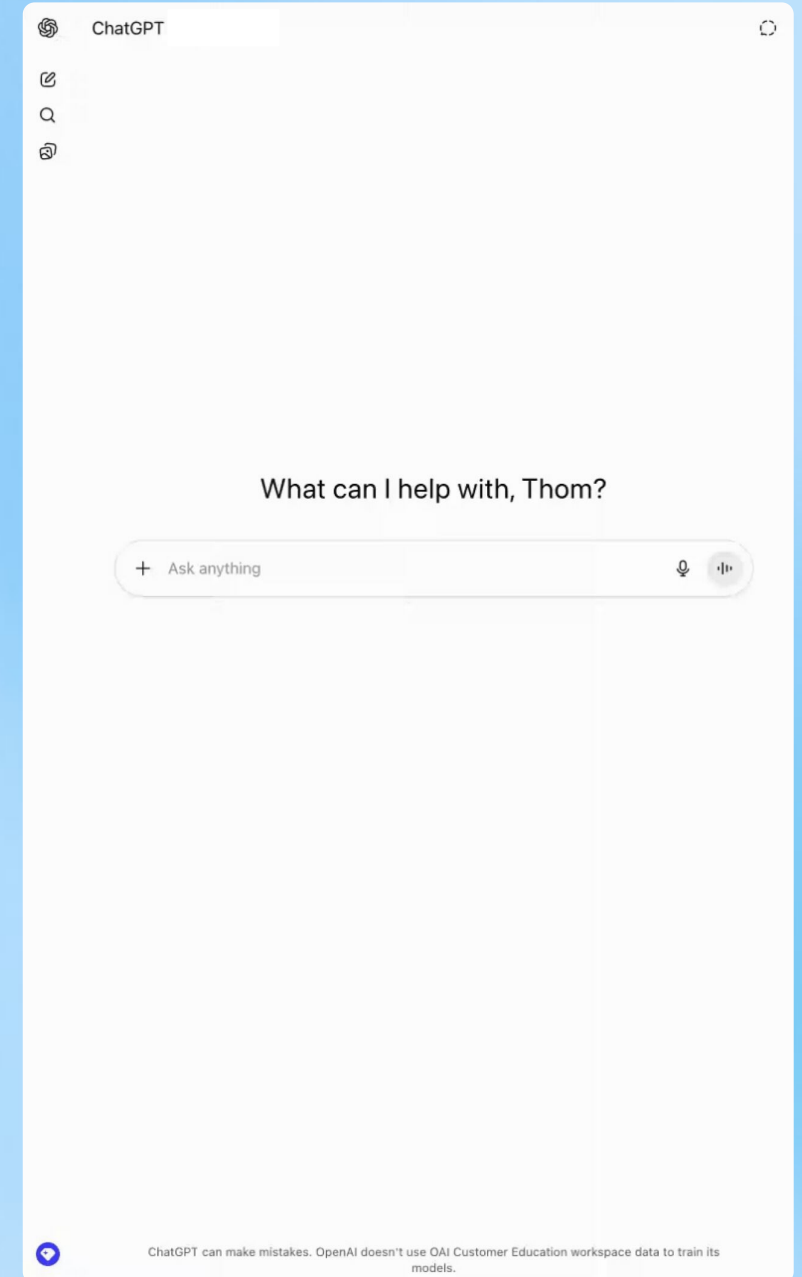
- What do I know that ChatGPT doesn't?
- What would help it understand my business?
- What would a good answer actually look like?

Use ChatGPT to meta-prompt

Ask ChatGPT to help you write, refine, and adapt more effective prompts.

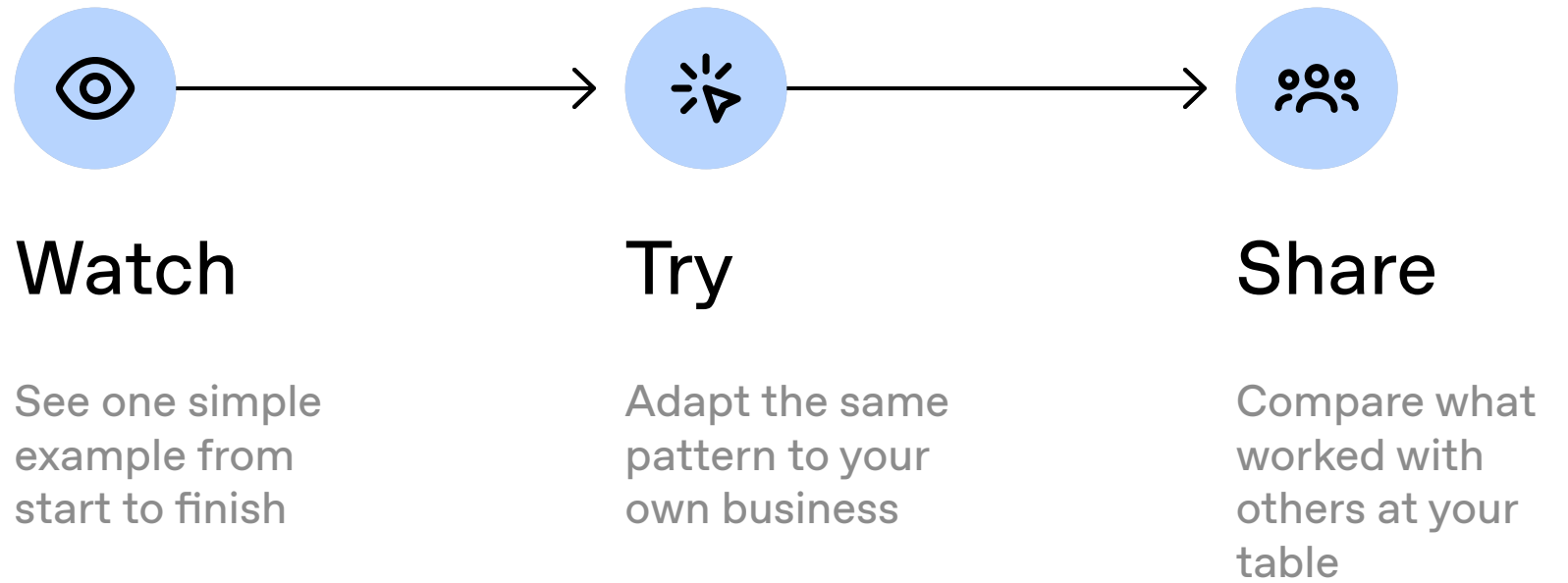
- ✔ Make this prompt clearer and more specific
- ✔ Rewrite this for a different audience or goal
- ✔ Turn this rough idea into a stronger prompt

 **Tip:** Start with **voice dictation**, then ask ChatGPT to turn your rough idea into a polished prompt.



Workflow demos

How to use this section



We'll use one example business all day

Harbour Bloom Florist

Independent neighborhood florist in London.

- Creates bouquets, gift arrangements, and event flowers
- Serves local customers and nearby businesses
- Wants to boost sales and handle marketing faster



We'll demo two workflows you can reuse

Workflow 1

Customer feedback to action plan

Turn reviews and data into clear
actions and replies.



Workflow 2

Spring flower sale campaign

Turn one offer into ready-to-use
customer content.



Customer feedback to action plan

Goal: Turn reviews, messages, and a simple sales snapshot into clear actions and draft replies.

Input

- Numbers: sales data, feedback ratings
- Words: Google reviews, customer comments, policies

Output

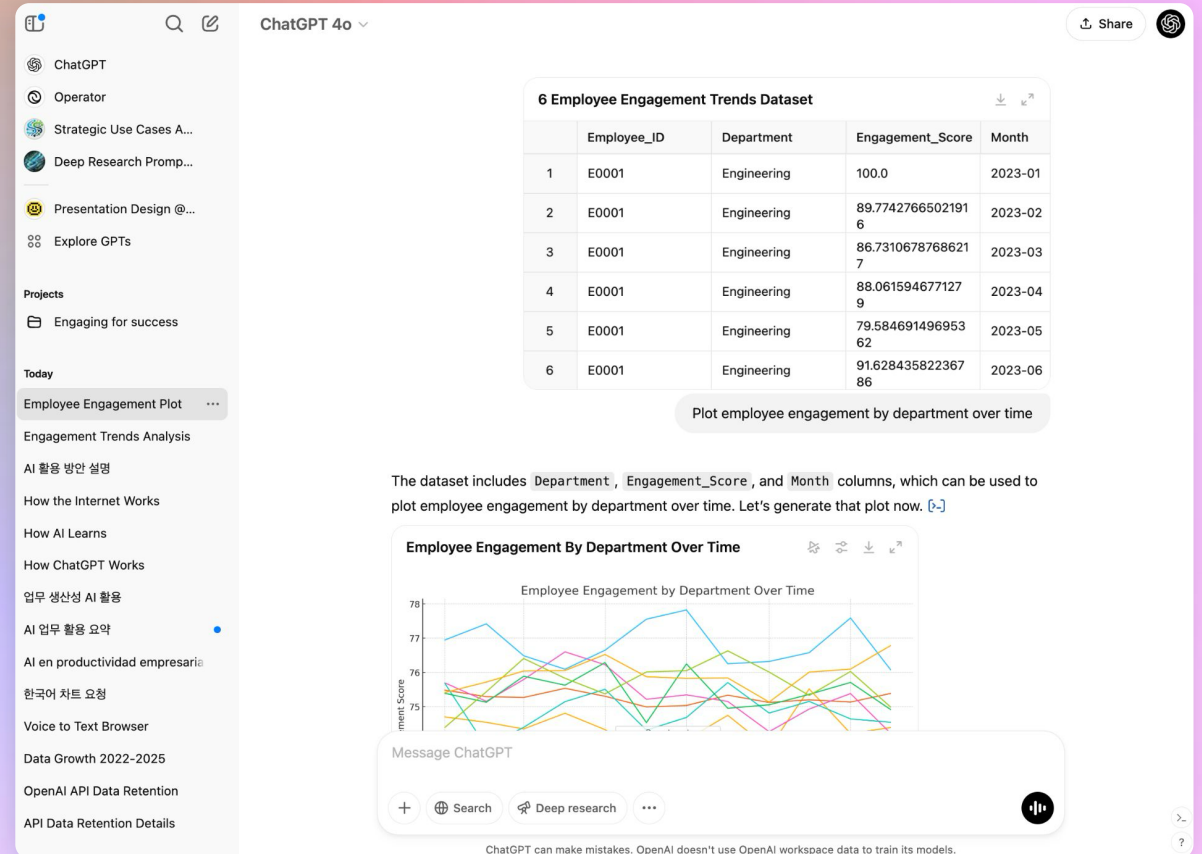
- Top themes (with examples)
- Top 3 operational fixes
- Draft replies for negative reviews
- A weekly staff checklist

Tool: Data analysis

Turn a spreadsheet or dataset into useful insights, summaries, and charts.

How to use it

1. Upload a file
2. Ask for a summary
3. Refine analysis through follow-up prompts



The screenshot shows the ChatGPT 4o interface. On the left is a sidebar with navigation options like 'ChatGPT', 'Operator', and 'Projects'. The main area displays a dataset titled '6 Employee Engagement Trends Dataset' with the following table:

	Employee_ID	Department	Engagement_Score	Month
1	E0001	Engineering	100.0	2023-01
2	E0001	Engineering	89.77427665021916	2023-02
3	E0001	Engineering	86.73106787686217	2023-03
4	E0001	Engineering	88.0615946771279	2023-04
5	E0001	Engineering	79.58469149695362	2023-05
6	E0001	Engineering	91.62843582236786	2023-06

Below the table, a prompt asks to 'Plot employee engagement by department over time'. The response is a line chart titled 'Employee Engagement By Department Over Time' showing engagement scores for six employees over six months. The chart shows fluctuating trends for each employee, with scores generally ranging between 75 and 78.

The dataset includes Department, Engagement_Score, and Month columns, which can be used to plot employee engagement by department over time. Let's generate that plot now. [-]

Employee Engagement By Department Over Time

Message ChatGPT

ChatGPT can make mistakes. OpenAI doesn't use OpenAI workspace data to train its models.

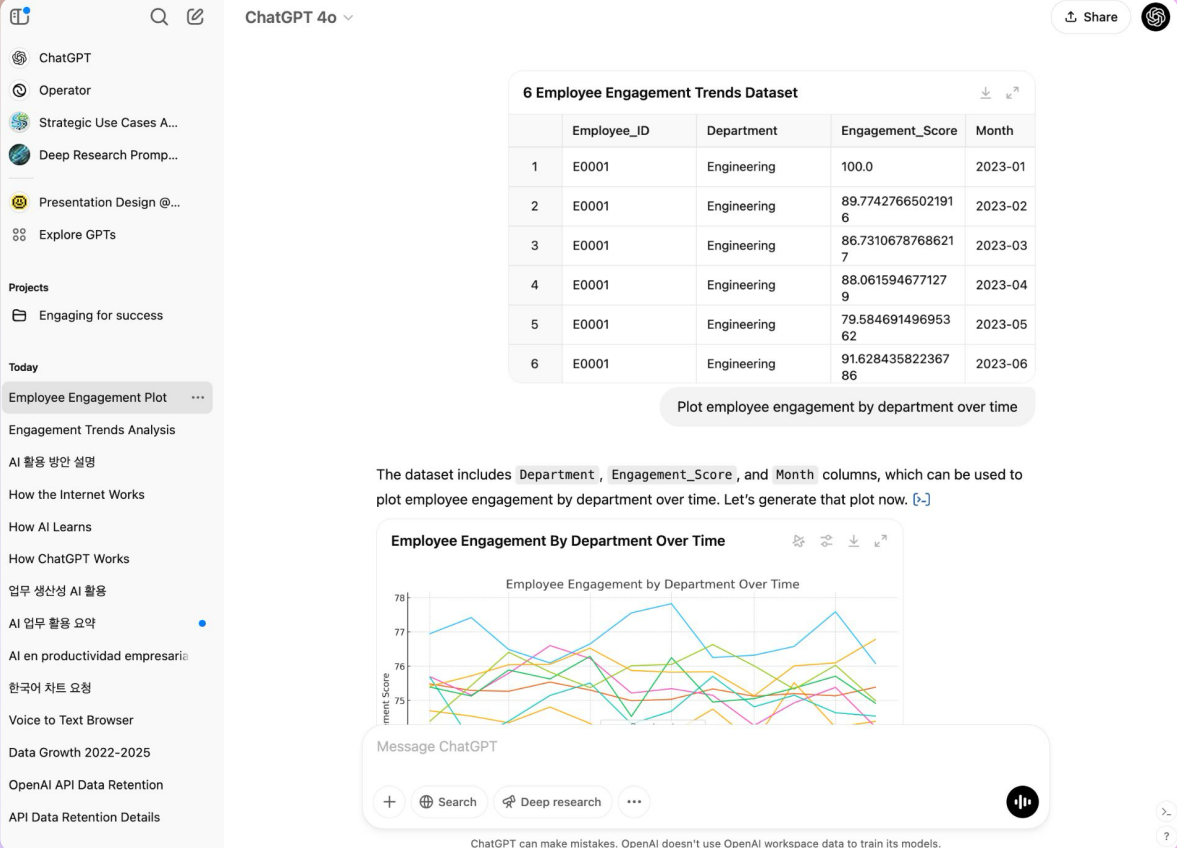
Step 1: Start with the file

Instead of writing the perfect prompt, start by uploading your dataset.

Ask:

“Tell me about this file.”

This helps you see what context is still missing.



The screenshot shows the ChatGPT interface with a dataset titled "6 Employee Engagement Trends Dataset" uploaded. The dataset is a table with columns: Employee_ID, Department, Engagement_Score, and Month. Below the table, a prompt asks to plot the data. The interface then displays a line chart titled "Employee Engagement By Department Over Time" showing engagement scores for six employees over six months. The chart shows fluctuating engagement scores, with some employees showing higher scores than others.

	Employee_ID	Department	Engagement_Score	Month
1	E0001	Engineering	100.0	2023-01
2	E0001	Engineering	89.77427665021916	2023-02
3	E0001	Engineering	86.73106787686217	2023-03
4	E0001	Engineering	88.0615946771279	2023-04
5	E0001	Engineering	79.58469149695362	2023-05
6	E0001	Engineering	91.62843582236786	2023-06

Plot employee engagement by department over time

The dataset includes Department, Engagement_Score, and Month columns, which can be used to plot employee engagement by department over time. Let's generate that plot now. [-]

Employee Engagement By Department Over Time

Employee Engagement by Department Over Time

Message ChatGPT

ChatGPT can make mistakes. OpenAI doesn't use OpenAI workspace data to train its models.

Step 2: Add context

What else does ChatGPT need to know?

Add context

Good prompting is often a conversation, not a single command.

This is data for Harbour Bloom Florist in London, UK.

It includes customer orders, product categories, and review information.

We want to understand sales patterns, customer issues, and where to improve



Ask for a summary

Next, ask ChatGPT for a simple summary.

- Example asks**
- What stands out in this data?
 - What patterns do you see?
 - What should this business pay attention to?
 - What other context would improve your analysis?

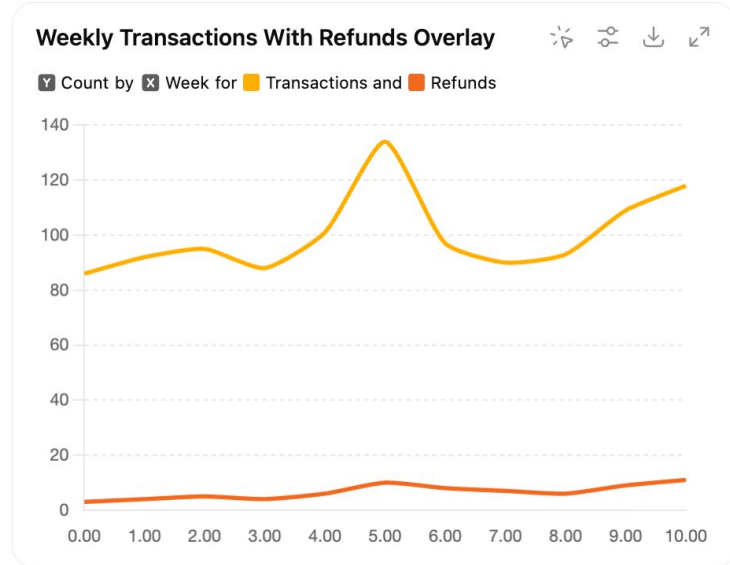
Graph something useful

Turn the data into a visual

Examples:

- Sales by week
- Orders by category
- Review scores over time
- Most common complaint themes

Create a simple chart of weekly transactions and overlay refunds on the same chart.



Here's your simple chart with **transactions and refunds overlaid**:

📄 [Download the chart](#)

Quick insight:

- Refunds are consistently **low relative to transactions** (good sign)

10 MINUTES



Individual Activity

Explore your own data with ChatGPT



tinyurl.com/London-accelerator

✔ Start with a real file from your business – or use our example file.

✔ Ask ChatGPT:

1. What is this?
2. What context is missing?
3. What stands out?
4. Can you graph something useful?

Power-ups

Finished early? Try going up a level.

- Get sourced context with Deep Research ↗
- Pull live inputs from Sharepoint / Google Drive using Apps ↗

5 MINUTES



Share

Discuss at your table

- ① Share one theme you found.
- ② Share one action you'd actually take this week.
- ③ Share one draft reply you liked.

Coffee Break

Spring flower sale campaign

Goal: Turn one seasonal offer into ready-to-use marketing assets.

Input

- Your offer (what's the deal?)
- Your customers (who's it for?)
- Your voice + constraints

Output

- Instagram captions
- Short email
- One short SMS / DM
- Simple in-store sign

Tool: Projects


Organize your campaign so everything stays consistent, easy to find, and easy to reuse.

How to use it

1. Create a New Project
“Spring Promo”
2. Add reference files
Menus, brand voice, past posts, hours, location, etc.
3. Add instructions
Tone, do/don’t, etc.

Project settings ×

Project name

 Harbour Bloom Florist - Spring Promo

Instructions

Set context and customize how ChatGPT responds in this project.

Your job is to create assets to use during our spring promotion. Our business, Harbour Bloom Florist, is in Dublin near Grafton Street.

Memory

Default ▾

Project can access memories from outside chats, and vice versa. This cannot be changed.

[Delete project](#)

Cancel Save

Starter prompt

Task

Context

Output

Create a mini-campaign for this offer.

Business: [type, location, customers]

Offer: [deal details, dates]

Constraints: [tone, budget, channels]

Respond with:

1. Core message (2 sentences)
2. Instagram caption
3. In-store sign
4. One short SMS / DM



10 MINUTES



Try

Individual Activity

Create your own content kit



tinyurl.com/London-accelerator

Create a Project, and make useful content:

Instagram captions

Short email

One short SMS / DM

Simple in-store sign

Power-ups

Finished early? Try going up a level.

- [Document your brand voice with this prompt ↗](#)
- [Create images ↗](#)
- [Refresh your facts with Web Search ↗](#)

5 MINUTES



Share

Discuss at your table

- ① Show each other your best work and borrow what's working.
- ① Share the one change that improved quality the most.

We just practiced two workflows.
Now we'll hear what's working in
real businesses.

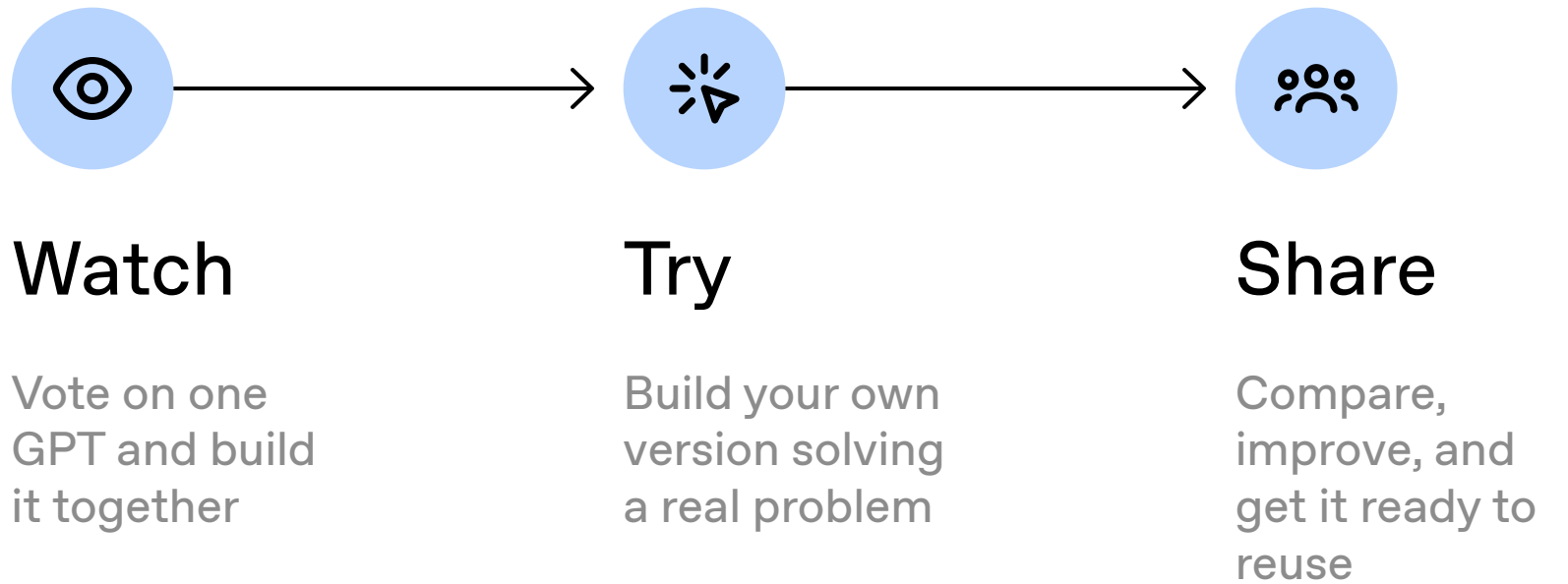
What's one task you
could take off your
plate this week with
ChatGPT?

What's one workflow
you could make
repeatable (save it as a
Project or GPT)?

Solution studio

Part 1: Build along

The rest of today



Vote: Which GPT should we build?

01

Customer FAQ + reply copilot

Fast replies for email, SMS,
and DMs using FAQs,
policies, and tone guidance.

02

Offer / proposal builder

Turn one service, package,
or promotion into polished
customer-facing copy.

03

Onboarding + training coach

Turn process notes and
policies into checklists,
onboarding help, and team
guidance.

Build recipe

- | | | |
|----|------------------------------------|---------------------------------------|
| 01 | Define the job | Who + when + what 'good' looks like |
| 02 | Add context & knowledge | Your notes, policies, examples, files |
| 03 | Specify the output | Format, length, tone |
| 04 | Add guardrails | Do/don't, when to ask you |
| 05 | Test for reliability | 5 test prompts / tasks |

Define the job

Who is it for?

When will they use it?

What job does it do?

What does success look like?

My assistant helps **[who?]** do **[job?]** by **[process?]**.

Add context and knowledge

What content/assets will the user paste/upload each time?

What steps should the assistant follow to produce the output?

What questions should it ask when key info is missing?

What should the output look like?

Be explicit about structure, length, and tone.

Return a 6-line sign + a 120-word email + 1 SMS.



Return a table: Theme | Evidence | Fix | Owner | Effort.



Always include a quick 'human check' checklist.



Add guardrails

-
- Accuracy** Don't invent facts; ask clarifying questions

 - Safety** Don't include personal customer data

 - Style** Practical, concise, no hype

 - Human check** What must be verified before sending?

Test for reliability

Mark each pass/fail
& fix what breaks

Normal case 1

Normal case 2

What you expect
most often

Normal case 3

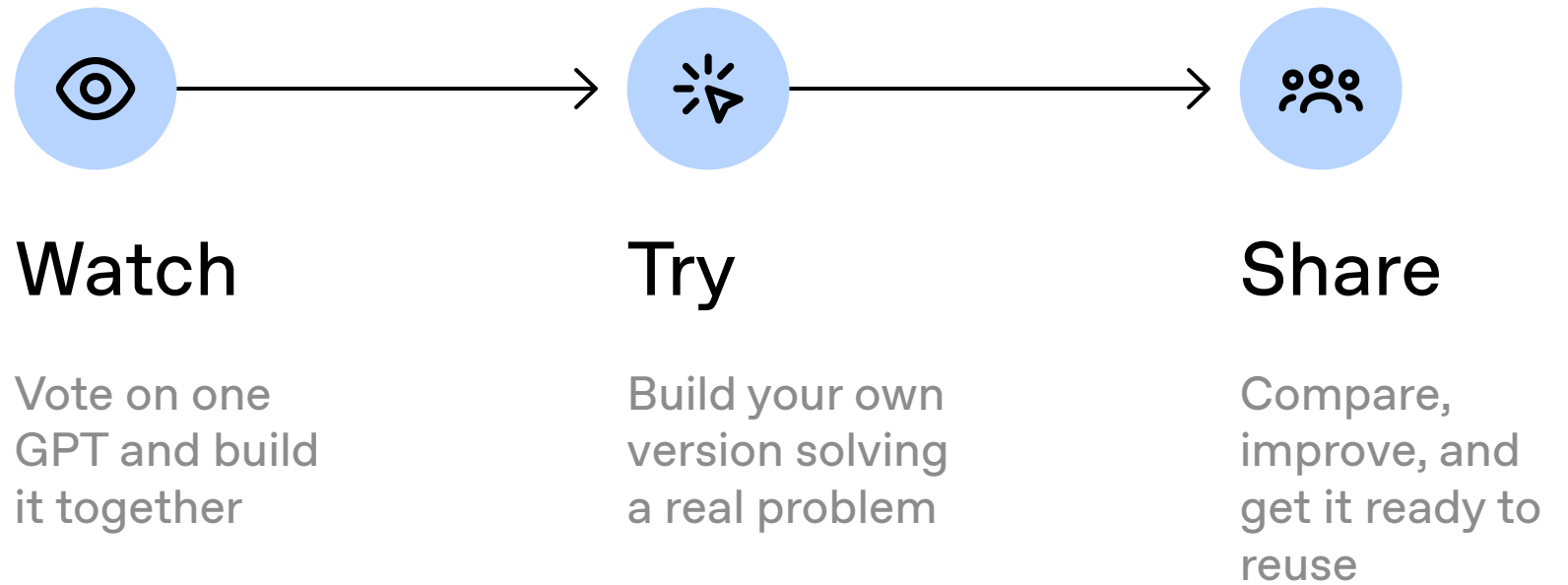
Edge case

Weird but possible

Missing info case

Forces it to ask questions

Before lunch, you'll hear from a local small business. Then try building your own solution later.



Small business heroes

Janan Leo

CEO & Founder

Cocorose

Becky Lane

Co-Founder

The Floral Hire

Recharge

Lunch

Connect

Solution studio

Part 2: Build your own

Now it's your turn

Pick the simplest format

If you're not sure, start
in **Chat** or a **Project**.

Chat / prompt pack

Prompts you can copy & paste.

Best for

When you're still exploring a range of tasks.

Project

Workspace with your files + instructions

Best for

Staying organized and consistent while conducting related tasks

Custom GPT

Reusable assistant for one job

Best for

One repeatable job with stable knowledge and a consistent output

Data workflow

Analyze data from a range of sources

Best for

Spreadsheets, reports, reviews, and trends

Then, sit in groups
based on your lane.

First, scope the problem.

Identify one repeatable task you'd love AI to help with.

Problem

What is a pain point you're trying to solve?

Process

What are the steps to solve the problem today?

Success

What should an ideal result look like?

8 MINUTES



Individual Activity

Scope your
problem

Choose one **real task** from your business.

Write down

Problem — what is frustrating, repetitive, or slow today?

Process — what do you do now?

Success — what would a useful result look like?

Start small: 1 user · 1 job · 1 output

6 MINUTES



Share

Discuss at your table

- ① The task you want to improve
- ② What good looks like
- ③ One thing you're still unsure about

18 MINUTES



Try

Individual Activity

Build your own v1

Scope the problem

Pick 1: Prompt Pack | Project | Custom GPT | Data Workflow

Build a version 1

Test it

Power-ups

Finished early? Try going up a level.

- Get sourced context with [Deep Research](#) ↗
- Pull live inputs from [Sharepoint / Google Drive](#) ↗

7 MINUTES



Share

Share what you have so far with your table

- ① What solution are you building?
- ① What's working?
- ① What's not working yet?
- ① What do you want help with?

Make it reliable

Iterate, improve,
and polish

Iterate

Start with one,
then test it

Tighten output format

Make it easy to scan

Add guardrails

No guessing; asking
clarifying questions

Testing

Add a 5-test set +
pass/fail checklist

Add a knowledge file

(FAQ, policies, menu,
pricing notes, etc.) and
retest

18 MINUTES



Try

Individual Activity

Improve, test, and save your solution

Definition of Done:

- Runs end-to-end
- The output is usable
- You've tested it
- You saved it

Improve your v1

Test and retest with each change

Fix what breaks

Save it

Power-ups

Finished early? Try going up a level.

- Add a full eval: 3 normal cases, 1 edge case, 1 missing info case
- Add a tool: Search/Deep Research, Apps

Showcases

What did you build?

The problem

What was the real pain point you chose?

The solution

What does your AI-assisted process do now?

What format did you choose? Did you use any tools?

One result

Describe the result or output of your process.

What's next?

Share how you'd improve or level-up the tool you built, or what you want to make next.

Wrap up

Continue learning with OpenAI Academy

Join our free learning communities
to keep building with AI

OpenAI Academy Small business chapter

Templates, training, and a global community for Small Business teams using AI.

Join today!

tinyurl.com/small-business-academy



Share your feedback

Tell us what worked,
what didn't, and
what you want next.

tinyurl.com/LondonSME

