

VETech

Digital Skills for Tomorrow's SMEs
2024-2-HU01-KA210-VET-000295830

Small-scale partnerships
in vocational education and training
(KA210-VET)



TOOLKIT
FOR SMALL AND MEDIUM ENTERPRISES (SME)
BEGINNER LEVEL

ARTIFICIAL INTELLIGENCE
- Use of ChatGPT in business -



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The goal of the VETech toolkit:

The development of digital skills of students and teachers participating in vocational education, and the support of the digital transformation of small and medium-sized enterprises (SMEs) with free-of-charge digitally accessible learning materials that promote the development of the stakeholders' digital skills, thereby ensuring that the digital skills acquired in vocational education are aligned with the needs of market players.

The Artificial Intelligence – use of ChatGPT in business learning material's aim:

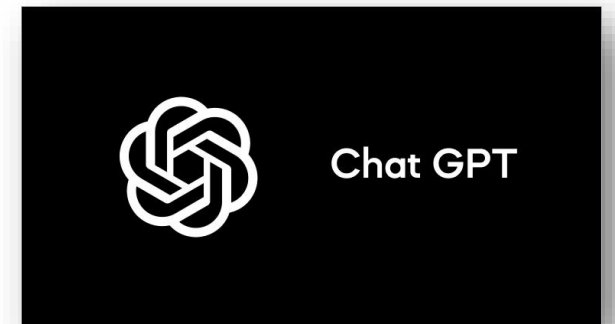
This online learning material provides support for small and medium-sized enterprises (SMEs) to effectively integrate the **basic use of artificial intelligence** (such as ChatGPT) into their daily workflows, whether in marketing activities, administration, analysis, or other areas.



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Please note that OpenAI, as the developer of ChatGPT, continuously updates the ChatGPT. Therefore, certain functions may be located elsewhere on the interface, or newer features may not appear in this learning material at the time you are studying it.

At the same time, this material provides an excellent opportunity to acquire information on **the basic use of ChatGPT**.



The toolkit targets three groups, which are:

Students in vocational education

Trainers in vocational education

SMEs

All 3 target groups find dedicated learning materials in the following three areas:

Artificial intelligence (AI)

Online collaboration

Digital content creation

The structure of each learning material is as follows:

1. Introduction sheet (general summary of the tool)
2. PowerPoint presentation with the detailed learning material
3. Worksheet to support the practical application of the learning material (hands-on exercise)
4. Questionnaire for review (test)

What is the Artificial Intelligence?

Artificial Intelligence (AI), is a technological revolution. It refers to a set of computer systems and programs that are capable of functioning in ways similar to human thinking.

This means that AI systems are able to:

- learn from information, examples, and patterns (machine learning),
- recognize patterns (e.g., in images or texts),
- make decisions (based on data),
- solve problems and perform tasks, and
- interpret and use human language (e.g., communicating through a chatbot such as ChatGPT).



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It cannot be ignored, as it now permeates almost every area of life.

It is developing at an increasing pace, becoming ever more affordable and accurate.

ADVANTAGES OF THE ARTIFICIAL INTELLIGENCE



- ✓ **Speed** – AI can perform tasks in seconds that would take humans hours or even days.
- ✓ **24/7 availability** – always accessible without interruption.
- ✓ **Cost savings** – by requiring less human labor and fewer resources, it reduces expenses (both in business and in personal issues).
- ✓ **Personalization** – it can support personal or business goals and tasks in a customized way.
- ✓ **Convenience** – it works with vast amounts of information, helping and supporting decision-making in both private and business life.

DISADVANTAGES OF THE ARTIFICIAL INTELLIGENCE

- ✓ It is not infallible and **does not “know”** in the classical human sense;
- ✓ it makes inferences and provides answers based on learned patterns and preloaded information. **We do not understand how it decides or on what basis** it provides answers, so we cannot know whether it is fair (e.g., loan approvals, grant evaluations, medical diagnose , etc.).

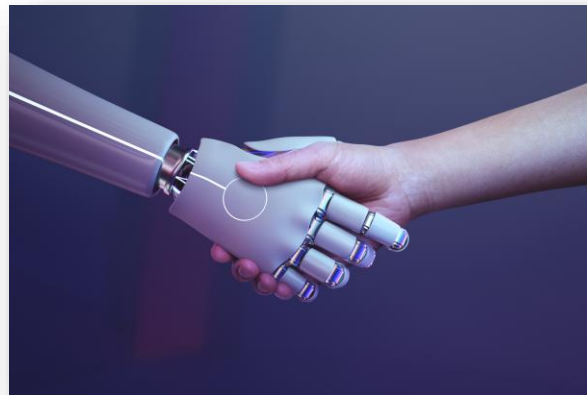


The EU AI regulation aims to address these situations: human oversight is required for higher-risk AI systems.

- ✓ It can create anything that humans can imagine, and it can also be **unethical**, e.g., deepfakes or artificially generated images/sounds.
- ✓ It may lead to the **complete or partial disappearance of numerous professions**.
- ✓ It provides **opportunities for misuse** and can pose **security risks**.

EXAMPLES OF AI APPLICATION AREAS IN BUSINESS:

- ✓ **Process automation:** Automating administrative tasks (invoicing etc.).
- ✓ **Enhancing customer experience:** Using customer service chatbots.
- ✓ **Data-driven decision making:** Assisting in market research and demand forecasting.
- ✓ **Marketing and sales support:** Creating personalized offers and advertisements.



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- ✓ **Cost reduction and efficiency improvement:** Reducing errors with quality control algorithms.
- ✓ **Innovation:** Generating new product or service ideas.
- ✓ **HR and workforce management support:** Quick screening of resumes, supporting the interview process.
- ✓ **Sustainability and energy efficiency:** Optimizing energy consumption, etc.

ARTIFICIAL INTELLIGENCE TOOLS FOR SUPPORTING BUSINESS OPERATIONS

Customer service and communication

- ✓ **ChatGPT** – Writing texts, answering customer questions, generating creative content.
- ✓ **Microsoft Copilot** – AI-assisted document and spreadsheet management.
- ✓ **Intercom** – Chat, email, and automation features.
- ✓ **Google Gemini** – Text creation, information retrieval, content summarization, and support for creative tasks.



INTERCOM



Marketing and digital content creation

- ✓ **Jasper AI** – Generating blog posts, ads (SEO optimization), emails, and social media posts.
- ✓ **Copy.ai** – Fast marketing copywriting.
- ✓ **Canva Magic Studio (Canva)** – AI-based editing of images and graphic content.
- ✓ **Lumen5** – Automatically converting blog posts, newsletters, or any text into videos.



ARTIFICIAL INTELLIGENCE TOOLS FOR SUPPORTING BUSINESS OPERATIONS

Project management and productivity

- ✓ **Notion AI** – Organizing and summarizing notes and documents, brain storming.
- ✓ **ClickUp AI** – AI-assisted task and project management.
- ✓ **Slack GPT** – Smart information retrieval and rapid response generation in team communication.



Finance and administration

- ✓ **QuickBooks (with AI features)** – Automating accounting, invoicing, and financial reporting.
- ✓ **Xero (with AI features)** – Online accounting, automatic bank data synchronization, AI suggestions for financial decisions.
- ✓ **Expensify** – Recognizing and categorizing expenses from photos, supporting faster and more accurate expense tracking and reporting.



QuickBooks.



Expensify

ARTIFICIAL INTELLIGENCE TOOLS FOR SUPPORTING BUSINESS OPERATIONS

HR and recruiting

- ✓ **Workable** – AI-based recruitment and hiring platform that helps find and evaluate suitable candidates and streamline hiring processes.  workable
- ✓ **HireVue** – AI-based video interview and talent assessment platform that enhances the efficiency of recruitment processes.  hirevue
- ✓ **Deel (with AI features)** – Employee and freelancer management platform.  deel.

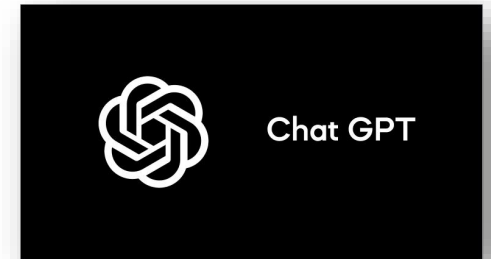
Data and business analysis

- ✓ **Power BI (with AI features)** – Microsoft's business intelligence (BI) and data visualization platform, integrating AI features for corporate data analysis and decision support.  Power BI
- ✓ **Tableau GPT** – Interactive reporting with AI support.  + a b l e a u
from Salesforce
- ✓ **MonkeyLearn** – Analysis of text data (e.g., customer feedback).  MonkeyLearn

Creative and visual content

DALL·E – Generating custom images based on text descriptions, e.g., for marketing materials.  DALL·E

WHAT IS CHATGPT?



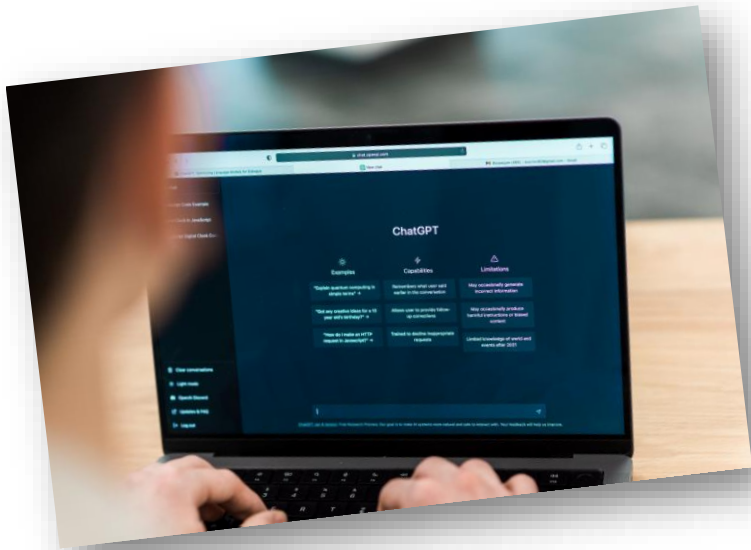
ChatGPT is an artificial intelligence-based language model.

Its essence lies in communicating with humans in natural language and being able to interpret, generate, explain, or creatively transform text. Its operation is based on recognizing statistical patterns. It does not “know” in the classical human sense, but it can predict which words or expressions are likely to follow in a given textual context.

Use of ChatGPT: thanks to its vast training data, it can perform a wide variety of tasks, including consulting, creative writing, programming, assisting with language learning, summarizing texts, translation, story generation, market research, image generation, grant writing, minute-taking, and more.

ADVANTAGES	DISADVANTAGES
Fast	Frequent incorrect or inaccurate information.
Multilingual	Does not understand highly specific, context-dependent situations.
Versatile	Prone to hallucinations (providing fictitious information).
Available 24/7	Responses are based only on trained data.
Easy to use	Requires knowledge of proper prompt engineering.
Rapidly evolving	Does not replace human expertise.
Free version (registration recommended)	Not recommended to share sensitive data.

EXAMPLES OF CHATGPT APPLICATION AREAS IN BUSINESS



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- ✓ **Customer service and communication:** ChatGPT can provide instant, 24/7 customer support via website chat interfaces, social media, or email.
- ✓ **Marketing and content creation:** It can generate professional ads, blog posts, social media content or email campaigns within minutes.
- ✓ **Market research and decision support:** Quickly gathers information from public sources, presents it in a structured format, and helps develop alternative solutions, enabling data-driven, informed decision-making.
- ✓ **Education and training:** Capable of creating customized learning materials and guides, e.g., for onboarding new employees or developing staff skills.
- ✓ Etc.



The prompt is an instruction or request given to ChatGPT that tells it what we want. The more precise and detailed the prompt, the higher the chance of receiving exactly the answer we want. Therefore, **a good prompt has three components:**

1. ROLE: Specifies the role in which the AI should respond. It's like telling an actor which character to play.

Example: *"You are an experienced history teacher..."* or *"Act as a professional marketer..."*

2. FORMAT: Specifies the structure or format in which the AI should provide the response.

Example: *"Provide the answer in a table format..."* or *"Give a 5-point list..."* or *"Write a short essay in 3 paragraphs..."*

3. CONTEXT: Provides the background information so that the AI knows exactly the context or task it should respond to.

Without it, you will only get a general, non-personalized answer.

Example: *"The students are 10 years old and are currently learning about the planets..."* or *"This text is part of a customer service email..."* etc.

This is a good prompt:

*"Imagine yourself as an experienced history teacher! (**role**) Please, summarize the most important events of World War II in 5 points, in chronological order, (**format**) making it understandable for high school students preparing for their final exam.,, (**context**)"*

- ✓ What is your goal? (e.g. post, email, idea, report assessment)
- ✓ Who is it for? (target audience)
- ✓ What style? (e.g. professional / casual)
- ✓ Length / format? (list, paragraph, etc.)
- ✓ Provide context (the more, the better)
- ✓ Does it contain any sensitive information?
- ✓ Is the request clear and specific enough?
- ✓ Have I customized (not just copy-pasted)?
- ✓ Have I added my own knowledge/perspective?



What NOT to share with ChatGPT

- ✗ Personal data (e.g. client name, email, phone number)
- ✗ Business secrets (pricing, contracts, strategy)
- ✗ Passwords, login credentials
- ✗ Non-public financial data
- ✗ Information under NDA



TAKEAWAY: Do not enter any information that you would not be comfortable sharing on a public forum.

It describes instances when the model produces information that is false, fabricated, or not supported by its training data, even though it may sound plausible or confident.

How can we verify the accuracy of a response?

- If we haven't done so, we can ask more precise questions by placing the AI in a specific role and context.
- We can ask ChatGPT to indicate the internet sources for a given answer.
- We can directly search the internet for the answer and its key points.
- We can consult another artificial intelligence.
- We can ask a person for opinion.



It is recommended to use a combination of the above methods if there is suspicion of AI hallucination.

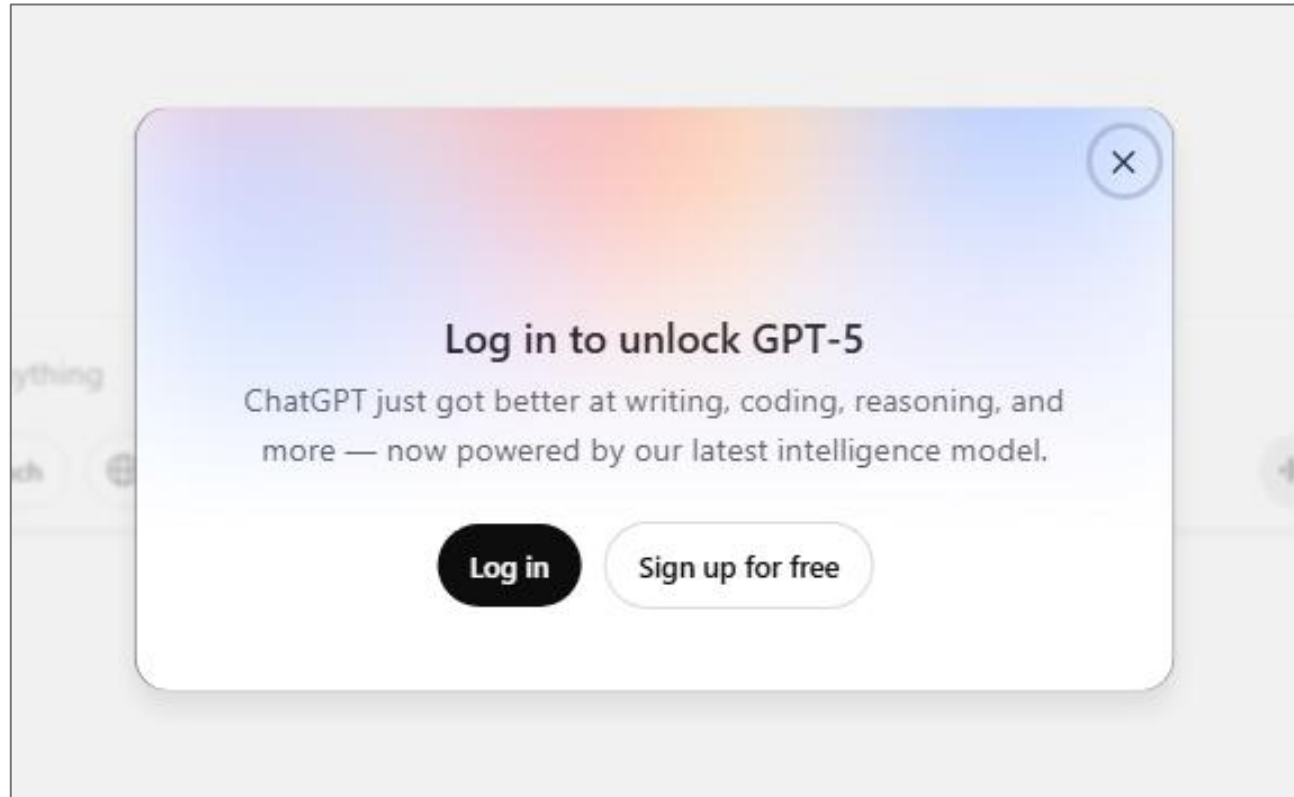
HOME PAGE: www.chatgpt.com

Usage options:

- Without registration
- With free registration
- With a subscription

Free registration is highly recommended, as it unlocks more features and allows for much more efficient use than without registration.

Additionally...



USAGE LEVELS OF CHATGPT

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Criteria	Free registration	Subscription (Plus)	Subscription (Pro)
Version	ChatGPT 5	ChatGPT 5 – More advanced reasoning	ChatGPT 5 – Professional reasoning
Speed and availability	Limited and slower performance (e.g., image generation).	Fast, extended, and quicker image generation.	Unlimited and faster image generation.
Functions	Basic text chat functionality, conversation history is saved and retrievable. Limited file upload. Limited memory and context.	Extended messaging and uploads. Expanded memory and context. Projects, tasks, custom GPTs, and SORA video generation.	Unlimited messages and uploads. Maximum memory and context. Extended projects, tasks, and custom GPTs. Advanced SORA video generation.
Quality and reliability	Limited in-depth research, frequent hallucinations.	Extended in-depth research and agent mode, hallucinations are less common.	Maximum in-depth research and agent mode.

The above illustrates options for personal use; however, subscriptions are also available for businesses.

Reference: <https://chatgpt.com/#pricing>

Create an account

Email address

Continue

Already have an account? [Log in](#)

OR

 Continue with Google

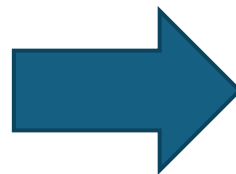
 Continue with Microsoft Account

 Continue with Apple

 Continue with phone

[Terms of Use](#) | [Privacy Policy](#)

Screen
displayed
after logging in



ChatGPT

Tips for getting started

**Feel free to ask questions**

ChatGPT can answer questions, help with studying, coding, brainstorming, and much more.

**Don't share sensitive information**

Conversations may be reviewed and used to improve our models. You can find more information about how your data is handled in the Help Center.

**Be mindful of fact-checking**

While there are safety measures in place, ChatGPT may sometimes provide inaccurate information. The service is meant for advice, not guaranteed facts.

Ok, let's go

After reading, click the
“Ok, let's start” button.

 New chat

 Search chats

 Library

 Sora

 GPTs

ChatGPT

Subscription options

Start a new chat.

Search in a previous chat.

Availability of previously generated visual materials (e.g., images).

Generations of OpenAI's language models that power ChatGPT.

Where should we begin?

Prompt input field
(question / request / instruction)

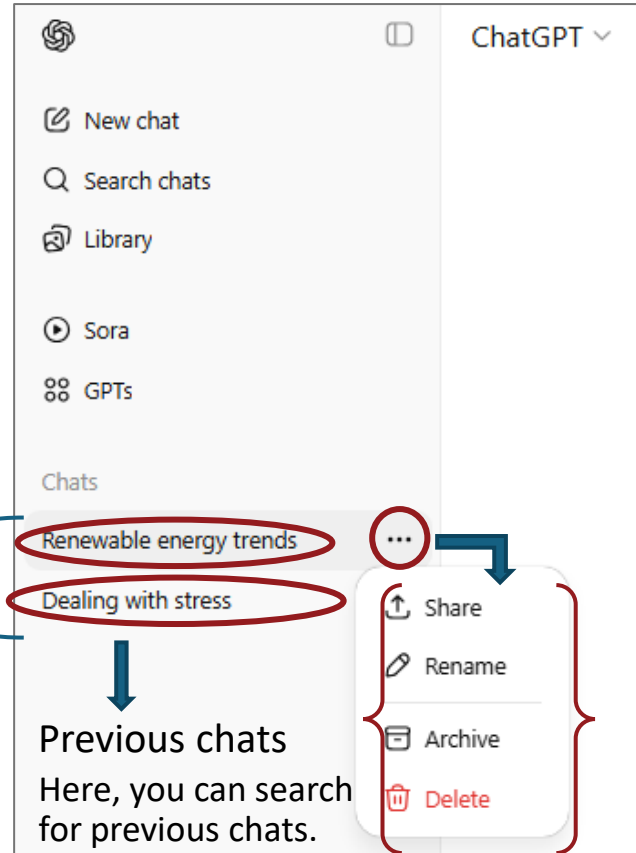
Allows dictation
(microphone permission required)

Various options for instant assistance provided by ChatGPT.

Top:

Left-side menu

Bottom:



Options
for the previous chats.

Your
account

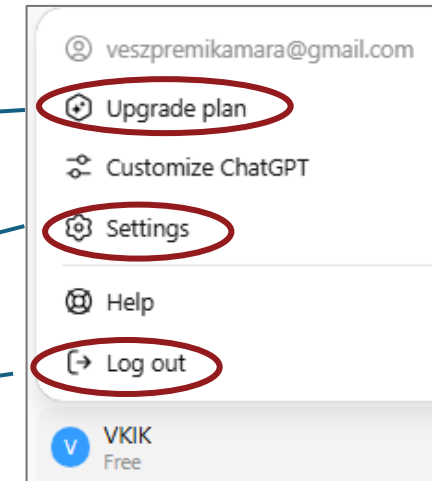


Clicking on the account
at the bottom left corner the
following menu will display:

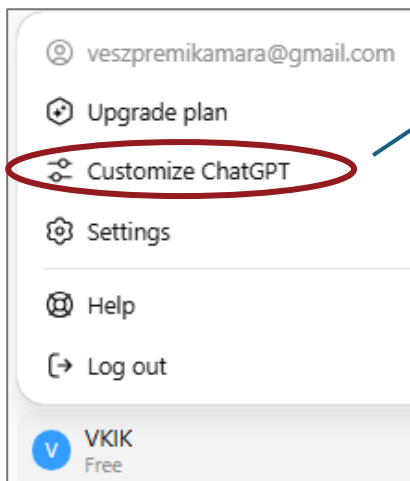
Subscription option

Security settings
and notifications

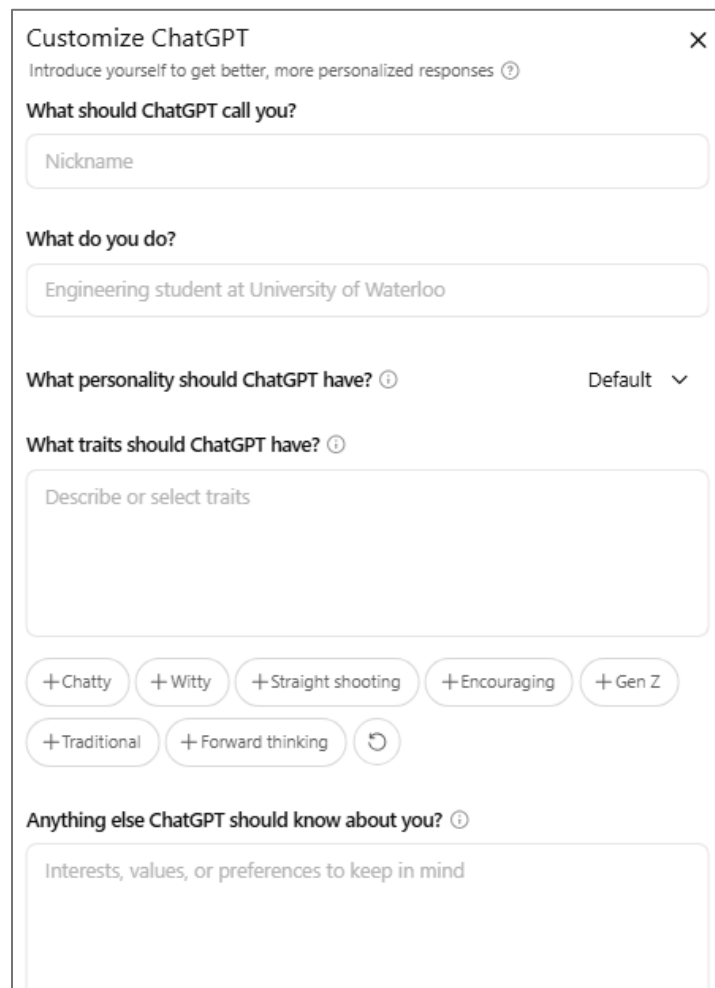
Log out



Bottom in the left-side menu:



Customizing ChatGPT allows the user to set specific preferences, making the conversation even more personalized.

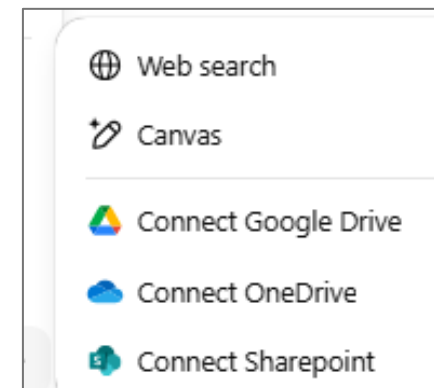
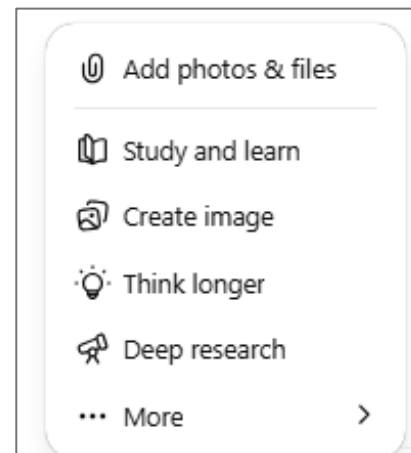
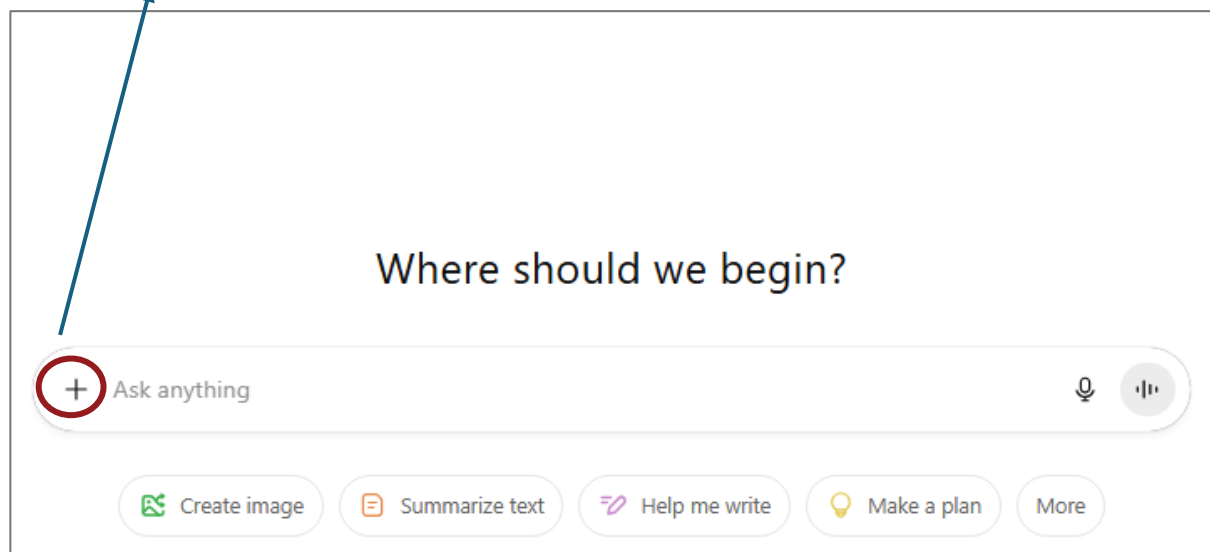


During customization, you can set:

- **Topic and style:** Specify the type of responses you want (e.g., formal, casual, humorous, light, etc.).
- **Work and interests:** Providing these helps the AI better understand your preferences, making the responses more personalized.
- **Memory:** If enabled, ChatGPT can remember previous conversations and take them into account in future responses, making the interaction smoother and more contextually relevant.

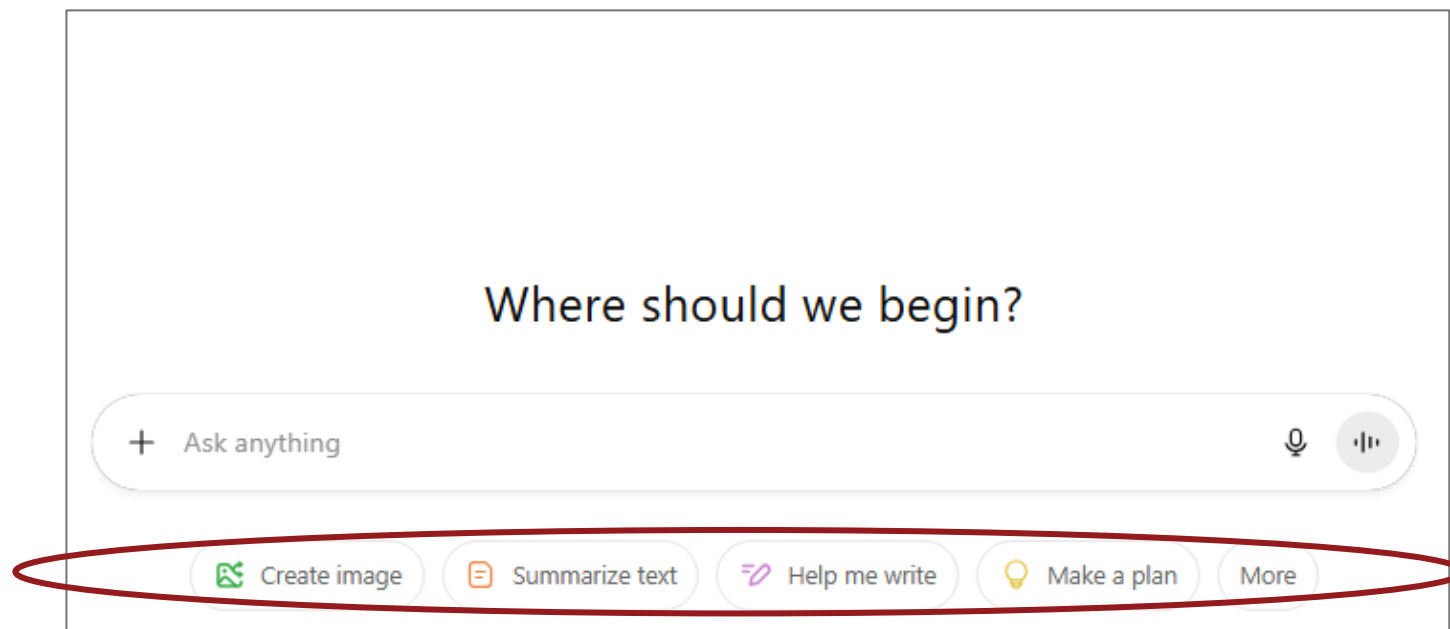
By clicking the '+', you can, for example,
upload documents that you want the AI to
work with or perform tasks on, as well as
access other options such as ...

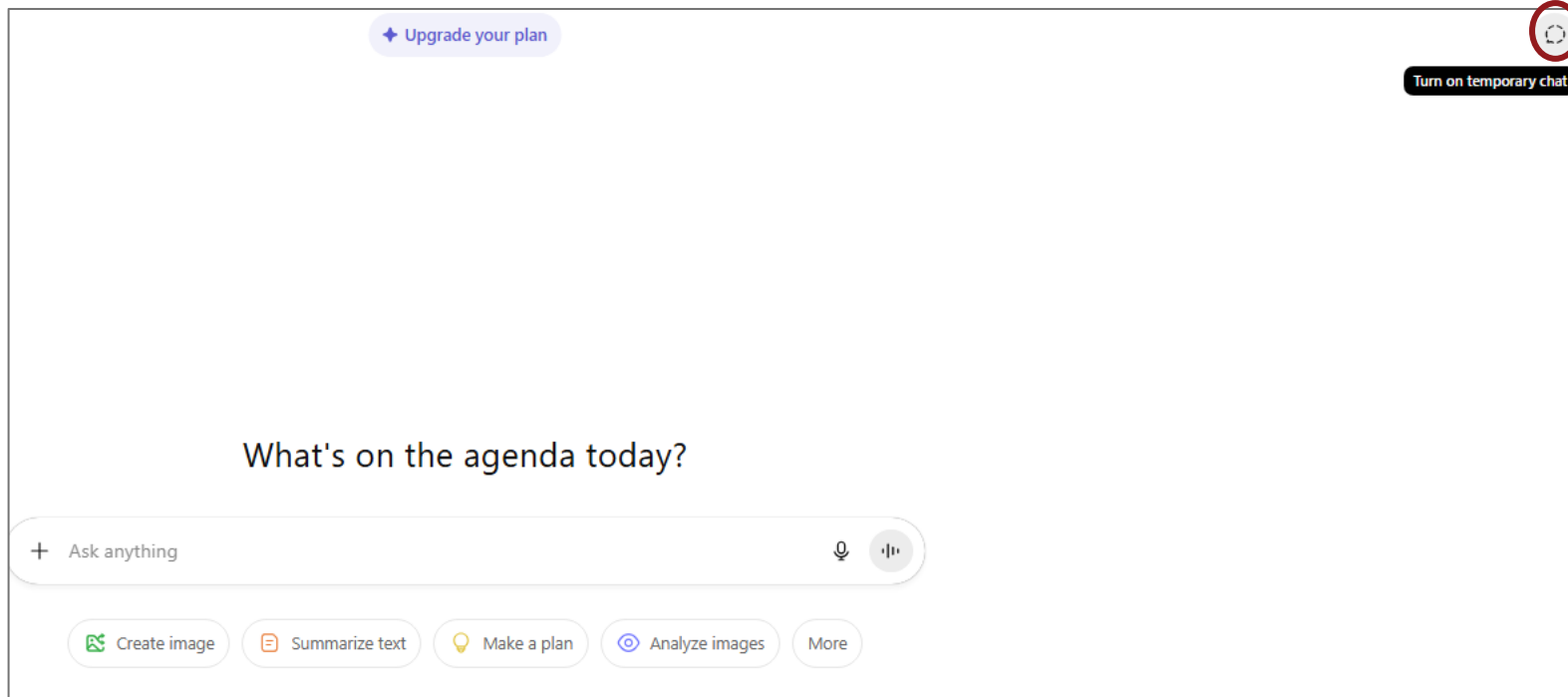
Further options:



Shortcuts:

When starting a new chat, the options offered below the prompt help you quickly find the desired direction for the chat.





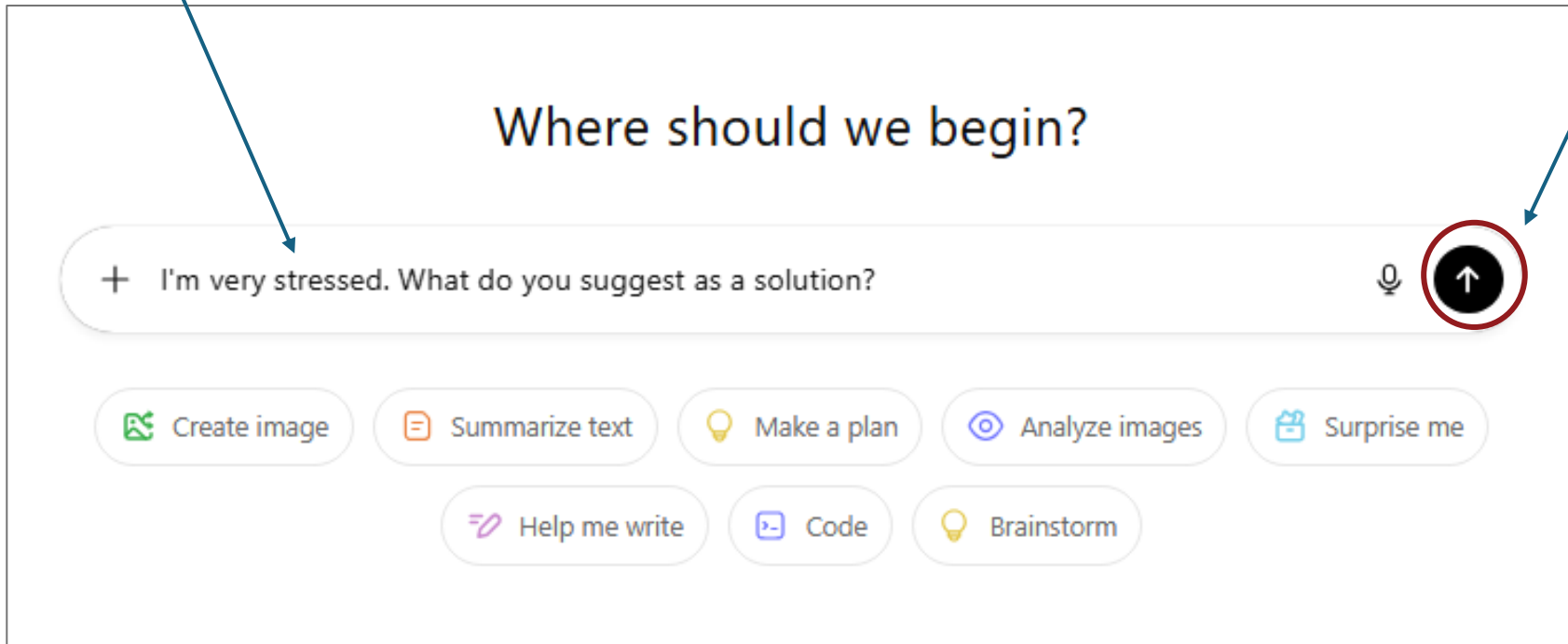
Turning on **temporary chat**, means:

- The conversation is not saved in the history.
- It is not used for training the model.
- It is deleted from the system after 30 days (may remain briefly only for abuse monitoring purposes).

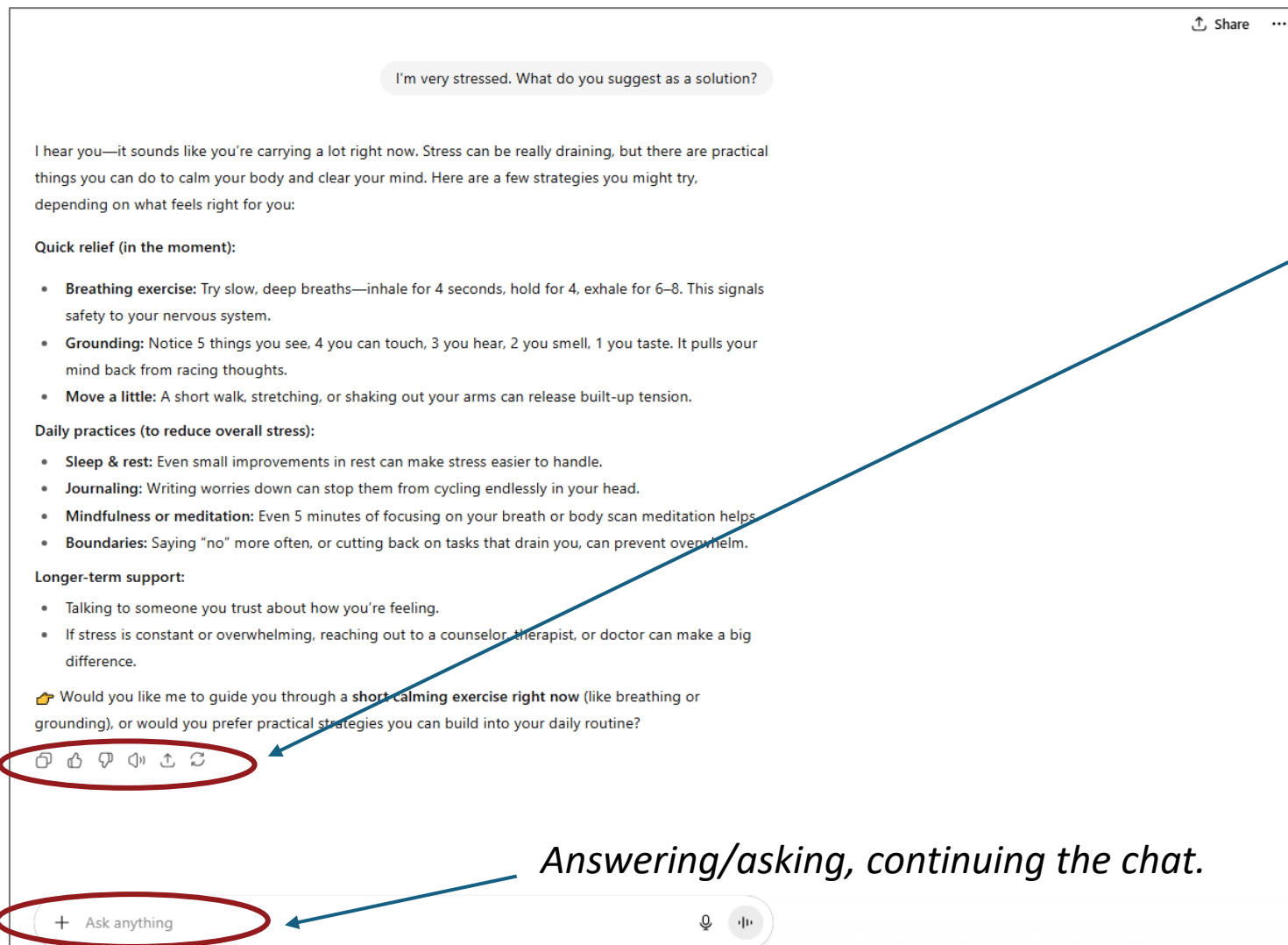
When starting a new chat and you refer back to a previous one, the AI will not know the earlier context. Chats are independent of each other. If you want to recall something from a previous chat, you can use the “Search chats” option in the left sidebar.

Write the prompt: „I’m very stressed. What do you suggest as a solution?”
(This is a low-quality prompt; it lacks role, context, and format.)

Enter, approving the prompt.



The screenshot shows a chat interface with a large text input field at the top containing the text "Where should we begin?". Below this is a smaller input field with a plus icon on the left and a microphone icon on the right. The text "I'm very stressed. What do you suggest as a solution?" is entered in this field. To the right of the text is a circular button with an upward arrow, which is circled in red. Below the input fields are several buttons: "Create image", "Summarize text", "Make a plan", "Analyze images", "Surprise me", "Help me write", "Code", and "Brainstorm".



The AI gave a general answer due to the weak prompt!

Reaction options:

- Copy response
- Like
- Dislike
- Read aloud (the AI reads the given response).
- Edit in canvas: transfer content from a conversation to a separate, editable workspace.
- Share
- Regenerate (request a new response).

Answering/asking, continuing the chat.

Prompt in which we define the ROLE:

„Act as a doctor and respond accordingly!”

The answer is now more precise,
approached from a medical perspective. ...

Moreover, it maintains this role,
continuing the conversation and
asking for information to provide
an even more accurate answer.

Act as a doctor and respond accordingly.

Understood. I'll respond as a doctor would.

First, let me reassure you: stress is a very common condition, and while it can feel overwhelming, there are effective strategies and treatments to manage it.

Medical Perspective on Stress

Stress activates your body's **fight-or-flight response**, increasing cortisol and adrenaline levels. Over time, if stress remains uncontrolled, it can contribute to problems such as headaches, insomnia, high blood pressure, weakened immunity, or even anxiety and depression.

Immediate Steps You Can Take

1. **Breathing control:** Practicing slow, deep breathing can physiologically lower your heart rate and blood pressure.
2. **Physical activity:** Even 20–30 minutes of brisk walking daily can reduce stress hormones.
3. **Sleep hygiene:** Aim for 7–9 hours of regular, quality sleep. Avoid caffeine, nicotine, or screens close to bedtime.
4. **Limit stimulants:** Reduce caffeine, nicotine, and alcohol, as they worsen stress symptoms.
5. **Structured relaxation:** Yoga, meditation, or progressive muscle relaxation are clinically shown to reduce stress.

When to Seek Professional Help

You should consult a healthcare provider if:

- Stress is causing **persistent sleep problems**, fatigue, or loss of appetite.
- You feel **constantly anxious, irritable, or hopeless**.
- You are experiencing **chest pain, palpitations, or shortness of breath** (to rule out heart issues).
- Stress is interfering with your work, relationships, or daily life.

A doctor may consider further evaluation, counseling, or—in some cases—short-term medication to manage symptoms if lifestyle interventions are insufficient.

⚠️ Since you mentioned being very stressed: are you experiencing any **physical symptoms** (like chest pain, palpitations, dizziness), or is it more **mental/emotional strain** (like racing thoughts, feeling overwhelmed)? This will help me guide you more specifically.

+ Ask anything

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A prompt in which we assign a **DIFFERENT ROLE** to it, but keep the same topic:

„Now, give advice from the perspective of a dietitian!”

The response is now given from the perspective of a dietitian. ...

... Here, it also maintains the role, and by the end of the response it asks a question or provides guidance from the dietitian's perspective.

Now, give advice from the perspective of a dietitian!

Got it — I'll give you advice from the perspective of a dietitian.

Stress can be strongly influenced by nutrition. What and when you eat plays a role in your energy levels, mood, and how resilient your body is to stress hormones like cortisol.

Nutrition Strategies for Stress Management

- 1. Stabilize blood sugar**
 - Eat balanced meals with protein + fiber + healthy fats (e.g., salmon with vegetables and quinoa).
 - Avoid skipping meals—low blood sugar can worsen anxiety and irritability.
 - Limit refined carbs and sugary snacks, which cause energy spikes and crashes.
- 2. Support brain and hormone health**
 - **Omega-3 fatty acids** (found in salmon, walnuts, chia seeds) reduce inflammation and support brain function.
 - **Magnesium-rich foods** (leafy greens, pumpkin seeds, almonds, beans) help relax muscles and calm the nervous system.
 - **B vitamins** (whole grains, eggs, legumes) support energy metabolism and stress resilience.
- 3. Hydration**
 - Even mild dehydration can increase fatigue and stress. Aim for enough water so your urine is pale yellow.
 - Limit excessive caffeine and alcohol—both disrupt sleep and stress recovery.
- 4. Gut-brain connection**
 - Include probiotics (yogurt, kefir, kimchi, sauerkraut) and prebiotics (garlic, onions, bananas, oats) for gut health, which is linked to mood regulation.
- 5. Mindful eating**
 - Slow down meals, chew thoroughly, and avoid eating on the run. Mindful eating reduces digestive stress and enhances satisfaction.

✅ **Sample stress-friendly day of eating:**

- **Breakfast:** Greek yogurt with berries, chia seeds, and oats.
- **Snack:** Handful of almonds + a banana.
- **Lunch:** Grilled salmon, quinoa, and steamed spinach with olive oil.
- **Snack:** Carrot sticks with hummus.
- **Dinner:** Lentil soup with whole-grain bread and a side salad.
- **Hydration:** Water and herbal teas throughout the day.

Would you like me to design you a personalized stress-reducing meal plan (e.g., 3–5 days) that's practical for your lifestyle?

Do you like this personality?

+ Ask anything

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New prompt with a new topic,
specifying the **FORMAT**:

"Coherent text, maximum 2000
characters"

It respects the length limit and
responds with a coherent text.

At the end of the response, it asks
a question again, which we can
answer or write a new prompt.

Write a coherent text of up to 2000 characters about the strengths and weaknesses of electric bicycles, as well as the strengths and weaknesses of traditional bicycles.

Here's a concise and balanced text under 2000 characters:

Electric bicycles (e-bikes) and traditional bicycles both offer valuable benefits, but they also come with limitations that influence which is more suitable for different riders.

Strengths of electric bicycles include assisted pedaling, which makes cycling accessible to people of varying fitness levels and allows longer rides with less fatigue. They are especially helpful for commuting, as riders can arrive less sweaty and tackle hills or headwinds with ease. E-bikes also encourage more frequent use, since they reduce physical barriers, and they can serve as a practical alternative to cars for short to medium trips, lowering emissions.

However, **weaknesses of electric bicycles** are notable. They are significantly more expensive than traditional bikes, both in purchase price and maintenance. Their heavier weight makes them harder to transport or pedal without assistance. Dependence on a battery means limited range and the need for regular charging, and environmental concerns arise from battery production and disposal.

By contrast, **strengths of traditional bicycles** lie in their simplicity, affordability, and sustainability. They are light, easy to maintain, and have no reliance on electricity or batteries. Traditional bikes provide a more intensive workout, promoting fitness and cardiovascular health, and they are highly reliable with fewer mechanical complexities.

On the other hand, **weaknesses of traditional bicycles** include physical demands that may discourage use for commuting, particularly over long distances, steep terrain, or in hot weather. Riders may arrive at their destination tired or sweaty, limiting practicality for some. Additionally, for people with lower fitness levels or health concerns, traditional bikes may feel less accessible.

Ultimately, e-bikes excel in convenience and accessibility, while traditional bicycles remain champions of affordability, simplicity, and fitness benefits. The choice depends on personal priorities—effortless commuting versus exercise, cost-effectiveness versus technology.

Would you like me to make this more **formal and essay-like** (for academic use) or **simpler and engaging** (for general readers)?

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Prompt in which we change the **FORMAT** but keep the same subject of the request.

At the end of the answer, it asks a question again, to which we can request a response or write a new prompt. IF we answer 'YES' ...

Present the advantages and disadvantages in a table.

Here's a clear comparison table:

Type	Advantages	Disadvantages
Electric Bicycle	- Assisted pedaling reduces fatigue and makes hills easier	- High purchase and maintenance costs
	- Encourages longer rides and more frequent use	- Heavier weight, harder to transport
	- Practical for commuting (arrive less sweaty)	- Limited range, requires charging
	- Can replace short car trips, reducing emissions	- Environmental concerns from battery production and disposal
Traditional Bicycle	- Affordable and widely accessible	- Physically demanding, may discourage long commutes
	- Lightweight and easy to maintain	- Riders may arrive sweaty or tired
	- Environmentally friendly, no batteries required	- Less accessible for people with low fitness or health limitations
	- Provides strong fitness and health benefits	- Challenging in steep terrain or adverse weather

Would you like me to also visualize this in a simple infographic-style chart for easier readability?

📄 👍 🗨️ 🔊 ⬆️ ↺

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Visualization of the chat's topic in an infographic:

 Electric bicycle	 Traditional bicycle
ADVANTAGES + Assisted pedaling reduces fatigue and makes hills easier + Encourages longer rides and more frequent use - Practical for commuting as arrive less sweaty	ADVANTAGES + Affordable & widespread accessibility - Lightweight and easy to maintain - Environmentally friendly, no batteries - Stronger become and health benefits
DRAWBACKS + High purchase and maintenance costs - Heavier weight and noisier to transport - Limited range requires charging	DRAWBACKS - Physically demanding may discourage long commutes - Prone to a noisier, sweaty or tired - Less accessible for people with low fitness or health limitations
 Share	

Options:

- Download
- Dislike
- Like

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2. Summary of the conversation topic in PDF and download option:

1. Prompt

The screenshot shows a chat interface with a white background. At the top right, a blue arrow points to a red oval containing the text "I ask for the pdf of the text." Below this, a blue arrow points to the response text "I've created the PDF document for you. You can download it here:". Underneath the response, a red oval highlights a link that says "bicycle_comparison.pdf" with a document icon and a code icon. At the bottom of the chat area, there is a row of six icons: a copy icon, a thumbs up icon, a thumbs down icon, a speech bubble icon, an up arrow icon, and a refresh icon.

I ask for the pdf of the text.

I've created the PDF document for you. You can download it here:

[bicycle_comparison.pdf](#)



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FOREIGN LANGUAGE EXPRESSIONS

Business requires professional communication in every language. In the case of foreign language communication, if the appropriate vocabulary is lacking, ChatGPT can adjust the style of the desired message or – in the case of Hungarian text – translate it into the required language.

Examples:

General English	Business English
Let me know if you have any questions.	Should you have any further questions or require clarification, please don't hesitate to reach out.
Sorry for the delay. We're working on it and will get back to you soon.	We sincerely apologize for the delay and appreciate your patience. Please be assured that our team is actively working to resolve the issue and we will be in touch with you shortly.
We'd like to request a quote for your service. Please send us more information about the pricing.	We are reaching out to kindly request a detailed quotation for your services. We would appreciate it if you could provide further information regarding your pricing structure and available packages. Thank you in advance.

SOCIAL MEDIA TEXT CONTENT

ChatGPT helps in formulating creative and audience-appropriate posts in case of right prompting. Its advantage lies in saving time in content planning, campaign ideas, and copywriting. Multiple versions can be requested at once in different styles with varying lengths, etc. If the result is not satisfactory, new ideas can be requested, or even existing ones can be combined.

Examples for Facebook:

Prompt: *I sell air conditioners and I need an attractive post for a Facebook ad.*

Please provide two versions: one informative, and another one that is playful. Emojis are welcome.



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🌟 Version 1: Informative (Professional & Trust-Building)

❄️ Stay Cool This Summer with Our High-Performance Air Conditioners! ❄️

Beat the heat with comfort and efficiency:

- ✅ Energy-saving technology → lower bills, eco-friendly
- ✅ Powerful cooling even on the hottest days
- ✅ Quiet operation → enjoy peace at home
- ✅ Fast & professional installation

📞 Order today and experience the perfect indoor climate tomorrow!

👉 Limited-time offers available – don't miss out!

😎 Version 2: Playful (Fun & Engaging)

🔥☀️ Too hot to handle? We've got the chill you need! ❄️🧊

👂 Our air conditioners don't just cool rooms, they save your summer!

Imagine:

- 🍉 Eating watermelon without sweating
- 🛏 Sleeping like a baby in Arctic-level comfort
- 🎮 Gaming or Netflixing without melting away

👉 Say goodbye to sticky heat, say hello to **cool vibes only!**

⚡ Message us now and bring the Arctic straight into your living room!

SOCIAL MEDIA TEXT CONTENT

Examples for Instagram:



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🌟 Instagram Post 1 – Informative & Stylish

📷 Image/Video idea: Sleek air conditioner on a wall, with a glowing “cool breeze” effect.

Caption:

❄️ Beat the heat, save on energy! ❄️

Our air conditioners keep your home cool, quiet, and eco-friendly 🌿🔊

✅ Low energy bills

✅ Ultra-quiet operation

✅ Powerful cooling for every room

👉 Swipe up / Tap link in bio to shop today!

#StayCool #AirConditioner #HomeComfort

😎 Instagram Post 2 – Playful & Fun

📷 Image/Video idea: Someone dramatically “melting” in the heat, then instantly refreshed when the AC turns on.

Caption:

🌟 When summer says 🔥... we say ❄️!

No more sweaty nights, sticky days, or melting moods.

With our air conditioners, it's **cool vibes only** 😎💙

🍉 Sleep better

🎮 Chill harder

🚗 Relax smarter

👉 Ready to feel the chill? Tap the link now!

#CoolLife #SummerReady #StayChill



TEXT SUMMARIZATION

ChatGPT can quickly and clearly summarize longer texts, which is especially useful when there's no time to read everything in detail.

Examples:

- **Market research:** creates a short extract from a 10-page market research report.
- **Professional article:** highlights the most important trends relevant to the given industry.
- **Marketing preparation:** generates a brief presentation from a product documentation for the marketing team.
- **Competitor analysis:** prepares a short comparative summary based on several websites or product descriptions.
- **Regulations and laws:** extracts the key points that affect the business from complex official texts.
- **Meeting notes:** turns a multi-page meeting memo into a short action list.
- **Customer feedback:** summarizes many reviews, highlighting the most common positives and problems.
- **Grant applications:** concisely summarizes main requirements and deadlines.

Lot of data → Extract of text

 Long documents
 Researches
 E-mails
Etc.

ChatGPT in progress
 Analysis & extract

Short summaries
Key points

DATA VISUALIZATION

ChatGPT is capable of **quickly processing large volumes of data** (e.g., surveys, reports, metrics) and presenting them visually.

It identifies key patterns and highlights critical data points.

It is **able to generate charts, diagrams, and infographics** that effectively illustrate the results.

This saves time, helps business management quickly process and understand data, and supports decision-making through complex yet transparent information visualization.

How to prompt data visualization?

Step1: Upload e.g. the document containing the completed questionnaires.

Step2: Provide a prompt specifying which data you want to extract and in what format.

Step3: Download the AI-generated data visualizations (tables, charts, graphs, etc.).



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DATA VISUALIZATION

ChatGPT's answers after data analysing:

Survey Summary

Topic: *Employee satisfaction with internal communication*

Number of responses received: 120 people

Key findings (ChatGPT summary):

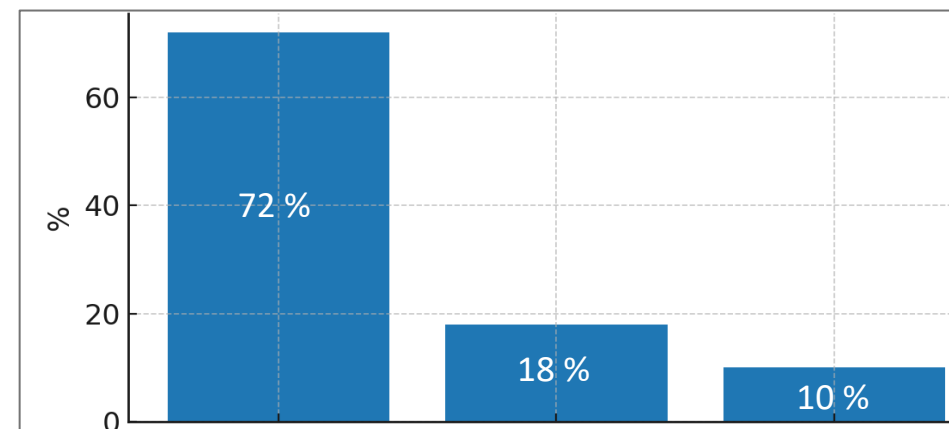
- 72% are satisfied with the speed of information
- 18% feel that details are sometimes missing
- 10% are clearly dissatisfied, mainly due to the slow feedback

Summary sentence:

The majority are generally satisfied with internal communication, but there is a strong demand for improving the level of detail and feedback response times.

Charts generated by ChatGPT:

Colleagues' satisfaction
with internal
communication



Survey – ChatGPT Summary

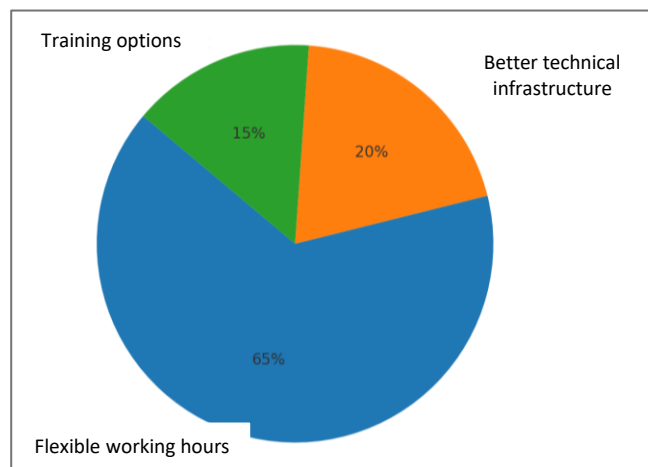
Question: *What factors help the most with work performance?*

Main results:

- 65%: flexible working hours
- 20%: better technical tools
- 15%: training opportunities

ChatGPT summary:

Most employees consider flexible working hours the most important, while the development of tools and provision of training also emerged as significant needs.



Which factors most facilitate
work performance?

DATA CLEANING

The necessity for data organization and data cleaning arises from the fact that raw data received by a business is often incorrect, inaccurate, or incomplete.

ChatGPT is capable of recognizing patterns in individual entries and creating a unified format. Data cleaning is useful in the following cases:

- **Processing orders:** e.g., customers enter data in different ways (e.g., “Budapest 11 dist.” vs. “Budapest XI. district”), phone numbers are inconsistent (+36 / 06 / with brackets / spaces).
- **For event and conference registrations:** applicants provide their addresses, tax numbers, or email addresses in varying formats.
- **For marketing campaigns:** accurate phone number and email formats are essential for successful newsletters or SMS campaigns.
- **For reports and decision support:** providing management with clean, consistent data enables more reliable decision-making.
- **For financial, legal, or tax obligations:** e.g., the format of a tax number is critical—if incorrect, the invoicing system won’t accept it.
- **Etc.**

Example: Event Registration Data

Suppose we have an Excel/CSV table with the following data:

Name	Email	Phone Number	Participation Type
Peter Kiss	kiss.peter@gmail.com ↗	06123456789	Online
Anna Kovács	kovacs.anna@gmail.com ↗	+36 62 3456789	Offline
János Szabó	szabojanos@gmail	0623456789	online
Peter Kiss	kiss.peter@gmail.com ↗	06123456789	online
Éva Tóth	toth.eva@domain.com ↗	0634567890	Offline

Issues in the Data

1. **Duplicates** – e.g., Peter Kiss appears twice.
2. **Incomplete or incorrect email addresses** – e.g., “szabojanos@gmail” is missing “.com”.
3. **Format inconsistencies** – e.g., phone numbers in different formats (+36, 06, 0) and participation types with varying capitalization.

Cleaned Data (Example Result)

Name	Email	Phone Number	Participation Type
Peter Kiss	kiss.peter@gmail.com ↗	+36 123 456 789	Online
Anna Kovács	kovacs.anna@gmail.com ↗	+36 62 345 6789	Offline
János Szabó	szabojanos@gmail.com ↗	+36 23 456 789	Online
Éva Tóth	toth.eva@domain.com ↗	+36 34 567 890	Offline

INTERPRETING FOREIGN TEXT BASED ON AN IMAGE

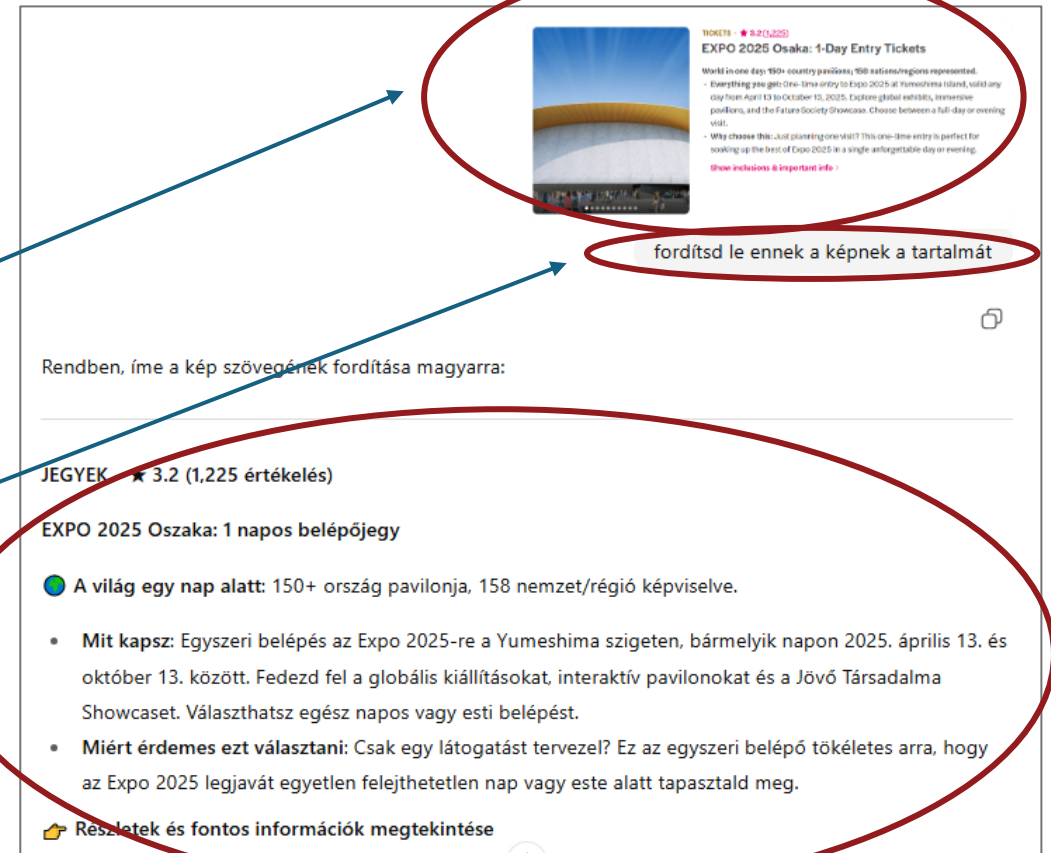
ChatGPT can quickly, accurately, and clearly make foreign-language information understandable for everyone, even when the text is not available in written form, but the content is provided as an image.

How?

Step1: take a photo (e.g., of a document, poster, foreign-language email, etc.).

Step2: upload it to ChatGPT and request the interpretation in the prompt.

Step3: ChatGPT can extract the text from the image using OCR (optical character recognition), it translates and summarizes the foreign-language content making it easy to understand.



**Thank you for the attention
and have a great progress in learning.**