

# SEPARATING SUBSTANCE FROM HYPE: A PRACTICAL APPROACH TO AI IN AEC



**IDA CHEINMAN, SUBSTANCE151**

@IdaCheinman @Substance151

**“ IF YOU THINK TECHNOLOGY WILL SOLVE YOUR PROBLEMS, YOU DON'T UNDERSTAND TECHNOLOGY — OR YOUR PROBLEMS.**

**LAURIE ANDERSON**

Avant-garde artist, musician and filmmaker



## TOP DISRUPTORS IN THE AEC SPACE

---

- 1 Generational hand-off
- 2 A new “business consumer”
- 3 Digital transformation and Generative AI

“ **EVERYONE TALKS ABOUT HOW  
DISRUPTIVE TECHNOLOGY IS BUT  
THE CUSTOMER IS THE DISRUPTIVE  
FORCE.**

**TIFFANI BOVA**

Global Customer Growth & Innovation, Salesforce

## AI REVOLUTION

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“ **DON'T WAIT FOR THE WORLD TO GET SMARTER AROUND YOU.** ”

**PAUL ROETZER**

Founder, Marketing AI Institute

## HOW AI CAN HELP MARKETERS

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- 1 Research and Analysis
- 2 Testing and Optimization
- 3 Personalization
- 4 Search (SEO/SEM)
- 5 Content and Communications

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**“ PERSONALIZATION IS A MUST-HAVE STRATEGY IN THE FUTURE OF B2B MARKETING.**

**JESSICA COLLIER**

Web Conversion Strategist, Citrix





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[Log In](#)

[Solutions](#)

[Customers](#)

[Partners](#)

[Plans](#)

[Resources](#)

[Careers](#)

# Hello, Adidas! Let's optimize digital experiences for your athletes.

Optimizely makes it easy to test and personalize your website and mobile app.

[LEARN MORE](#)

[TEST IT OUT](#)





# CONVERSATIONAL MARKETING

Hey, Substance151! Thanks for checking me out!





## MAKE SURE YOUR FIRM CAN BE FOUND ONLINE

---

68%

**CITE ONLINE SEARCH  
AS THEIR #1 SOURCE  
OF INFORMATION**

75%

**START WITH A  
GENERIC SEARCH TERM**  
(not your firm's name)

12+

**SEARCHES  
BEFORE  
ENGAGING**

Google  × 🔊 🌐 🔍 ⚙️ 🧪 ☰ 👤

[↩️ Converse](#) [🖼️ Images](#) [📰 News](#) [🛒 Shopping](#) [📺 Videos](#) [📍 Maps](#) [➤](#)


🔗 Generative AI is experimental. Info quality may vary.

Popcorn became associated with movies because it was a cheap snack that didn't require a lot of equipment to make. Popcorn was also a luxury that most people could afford during the Great Depression. ▼

As popcorn became popular, movie theaters needed an economic boost. Street vendors began selling popcorn outside of movie theaters. Movie theaters eventually started selling popcorn themselves to pull in larger audiences and increase revenue. ▼


Movie theaters originally prohibited food inside because they thought it would be messy. However, when movies with sound became more accessible, people wanted to bring snacks into the theater. Street vendors used this opportunity to start selling popcorn outside of cinemas. ▼

By the mid-1940s, popcorn and movie theaters were linked together. When people started watching movies at home, they wanted to bring the theater experience home with them, including their favorite snacks like popcorn. ▼




**Why do we eat popcorn at the cinema? - EF...**

EF English Live



**Why Do Movie Theaters Serve Popcorn? -...**

Britannica



**Why is Popcorn a Movie Food?**

Jan 27, 2022

Kettle Heroes

[↩️ Ask a follow up](#) [↩️ When did popcorn become associated with movies?](#) [↩️ Where did eating popcorn at movies start?](#) [🗨️](#) [🔗](#) [👍](#) [🗨️](#)

**Smithsonian Magazine**  
<https://www.smithsonianmag.com/arts-culture/why-...>

**Why Do We Eat Popcorn at the Movies? | Arts & Culture**

Oct 3, 2013 — Another reason for its dominance over other snacks was its appealing aroma when popped, something that street vendors used to their advantage.

**Kettle Heroes**  
<https://kettleheroes.com/Blog>

**Why is Popcorn a Movie Food?**

Jan 27, 2022 — Besides, since it was sold from carts at street corners, popcorn was regarded as street food, simple and unsophisticated. In addition, popcorn ...

**Orville Redenbacher's**  
<https://www.orville.com/articles/why-do-popcorn-...>

**Why do popcorn and movies go together?**

Popcorn proved to be the perfect movie partner for many unforeseen reasons. Unlike potato chips, which could only be produced in a kitchen, popcorn could be ...

**61% OF GEN Z AND 53% OF MILLENNIALS  
ARE USING AI TOOLS IN PLACE OF  
TRADITIONAL SEARCH ENGINES LIKE  
GOOGLE FOR RESEARCHING TOPICS.**

Source: The Verge | What's Next With AI | February 2024 | Consumer Survey

☰

+ New chat

Recent

- Substance151: Brand...

▼ Show more

🔍 Help

🔄 Activity

⚙️ Settings

Gemini

✦ What do you know about Substance151

📄 Answer

Substance151 is a strategic brand communications firm that helps organizations evolve their brands and stay ahead of their competition [1: <https://substance151.com/>]. They offer a range of services, including brand strategy, design, and digital marketing [2: <https://www.linkedin.com/company/substance151/>]. Substance151 has a team of experienced professionals who are passionate about helping their clients succeed [3: <https://www.facebook.com/substance151/>]. They have a proven track record of success and have won numerous awards for their work [4: <https://bmoremedia.com/companies/substance151.aspx>]. Substance151 is a valuable resource for any organization that is looking to strengthen its brand and grow its business [5: <https://www.instagram.com/substance151/?hl=en>].

🌐 Sources

1. Substance151: Professional Services Branding & Marketing: <https://substance151.com/>
2. Substance151, Benefit LLC: <https://www.linkedin.com/company/substance151/>
3. Substance151, Benefit LLC | Baltimore MD: <https://www.facebook.com/substance151/>
4. Substance 151: <https://bmoremedia.com/companies/substance151.aspx>
5. substance151: <https://www.instagram.com/upclassteals/?hl=en>

ChatGPT 4

**You**  
What do you know about Substance151

**ChatGPT**  
**What do you know about Substance151**

📄 Answer

Substance151 is a strategic brand communications firm that specializes in brand strategy, design, and marketing communications. This firm focuses on helping evolving brands, which can include organizations experiencing growth or undergoing other forms of evolution. Their expertise seems to cater to a variety of sectors including professional services, B2B, AEC (Architecture, Engineering, Construction), and nonprofits. The company operates out of Baltimore, Maryland, and shows an active engagement in discussing and presenting topics related to AI in the AEC sector, hinting at their forward-thinking approach and adaptability to modern technology trends.

🌐 Sources

- [substance151.com](https://substance151.com) - Substance151: Professional Services Branding & Marketing
- [linkedin.com](https://www.linkedin.com/company/substance151/) - Substance151, Benefit LLC
- [facebook.com](https://www.facebook.com/substance151/) - Substance151, Benefit LLC | Baltimore MD
- [bmoremedia.com](https://bmoremedia.com) - Substance151
- [instagram.com](https://www.instagram.com/substance151/) - substance151
- [twitter.com](https://twitter.com/substance151) - Substance151

## MASTERING AI

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**YOU CAN'T USE 20TH-CENTURY  
TOOLS TO SOLVE 21ST-CENTURY  
PROBLEMS**

## INHERENT ISSUES

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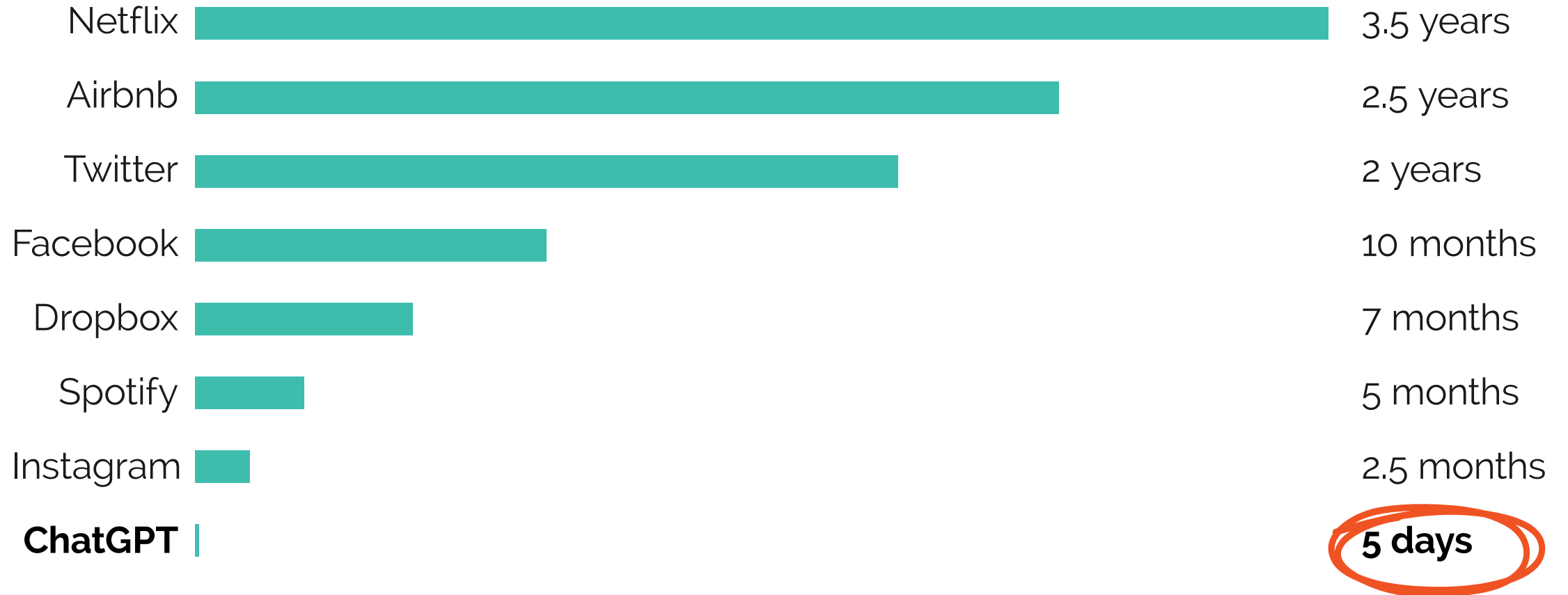
- + Data privacy and security
- + Misinformation
- + Hallucinations
- + Plagiarism
- + Copyright
- + Bias, ethics and trust

## CONTENT AUTHENTICITY STATEMENT

---

XX% of this [e.g., article] was generated by human authors. Generative AI was used to [e.g., generate the images for the article].

## TIME TO REACH 1,000,000 USERS





# Marketing Technology Landscape

## The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape & more at [martech5000.com](https://martech5000.com)

2019  
7,040 solutions



2018  
6,829 solutions



2017  
5,381 solutions



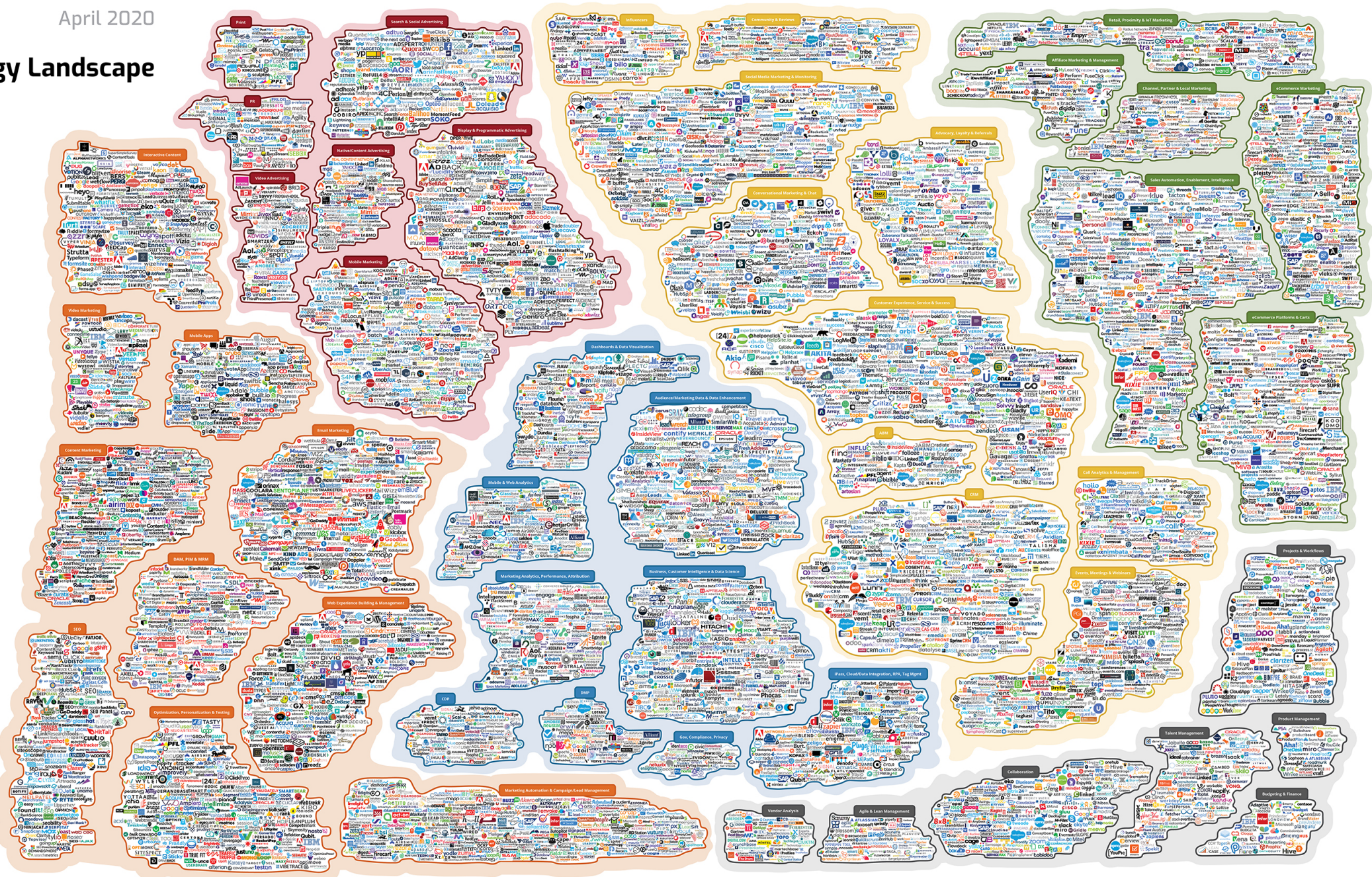
2016  
3,874 solutions



2015  
1,876 solutions



2014  
947 solutions







## A PRACTICAL APPROACH TO AI

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# THE RIGHT TOOLS FOR THE RIGHT NEEDS AT THE RIGHT TIME IN YOUR WORKFLOW

## WHAT GEN AI CAN DO

---

- + Faster and better research
- + Data extraction and analysis
- + Translation and transcription
- + Idea generation and outlines
- + Copy editing and rewrites
- + Meeting notes and summaries
- + Image and video editing
- + Headlines and subject lines
- + Social media posts
- + Email communications
- + Presentations
- + SEO optimization and edits

## WHAT GEN AI IS TERRIBLE AT

---

- + Original thinking
- + Unique point of view
- + Expertise
- + Customer empathy
- + Accuracy

**TEXT**

ChatGPT

Claude

Google Gemini

Writer

Copy.ai

Jasper

**VISUALS**

DALL-E

Midjourney

ClipDrop

Adobe Firefly

Secta Labs  
(Headshots)

Beautiful.ai  
(Presentations)

**VIDEO**

Descript

HeyGen

Runway

Synthesia

Vidyo

Loom

VEED

**ADMIN**

Grammarly

Otter

Krisp

Notion

**+ AI FEATURES**

Microsoft

Adobe Creative Suite

Salesforce

HubSpot

MailChimp

OpenAsset

Canva

iStock

And more!

## CHAT.OPENAI.COM

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FREE

GPT 3.5 / LIMITED 4



PLUS - \$20/MO

GPT 4 / O1 PREVIEW

Far better quality of output

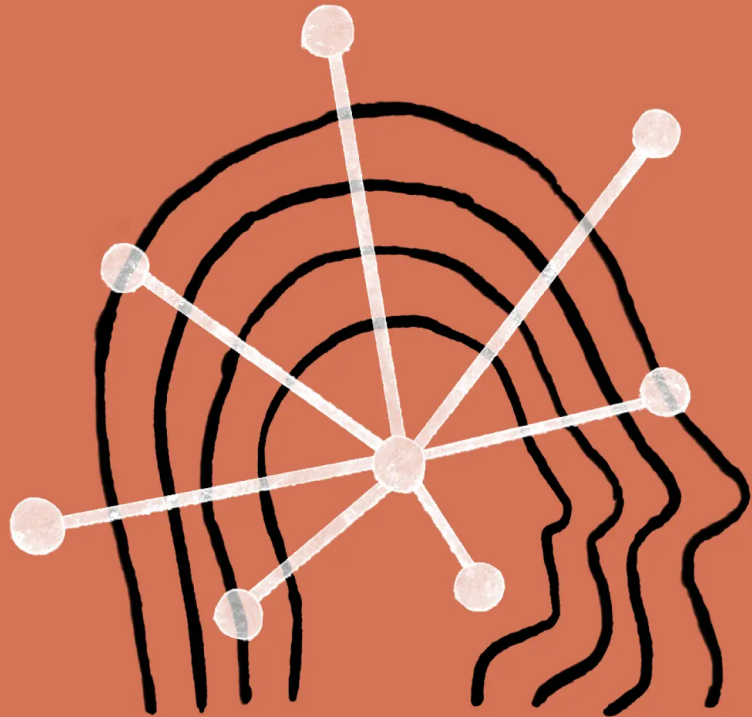
Extended capabilities

Access to beta features

Create custom GPTs

# CLAUDE.AI/CHATS

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**FREE; CLAUDE PRO - \$20/MO**

Large volumes of text, faster.

Great for summaries (long transcripts, multiple source documents).

More intelligent and offers better performance on complex tasks.





Jasper

**WRITER**

copy.ai

- 
- + Fit for larger content teams
  - + More robust and sophisticated features
  - + Connect to your firm's data
  - + Brand style enforcement, trained on your brand guidelines
  - + Content templates

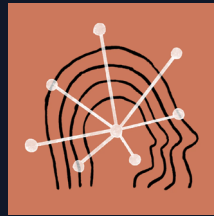
## MY SAMPLE WORKFLOW

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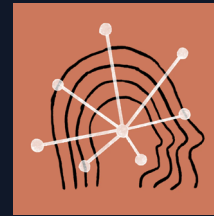
---

**TRANSCRIBE MY  
ORIGINAL VIDEO  
RECORDING**



---

**SUMMARIZE WITH  
3-5 TAKEAWAYS**



---

**BRAINSTORM  
HEADLINES**



---

**EDIT (HUMAN)  
USE AS A VIDEO  
DESCRIPTION  
LINKEDIN POST**

## Instant Insights: The RACE ChatGPT/LLM Prompt Structure

Based on the extensive documentation provided by OpenAI and interviews with key OpenAI staff on how large language models are constructed, these are the principal components prompts should have for maximum effectiveness: Role, Action, Context, Execute, or RACE. In general, longer, more detailed prompts are better, up to a limit of about 3,000 words.

### Role

You are an expert social media marketer. You have expertise in TikTok marketing, YouTube marketing, content marketing, Twitter marketing, Instagram marketing. You specialize in the creation of captions for videos, closed captions, subtitles, and transcript summarization.

The role statement comes first. This sets the guardrails for much of the rest of the prompt and should contain keywords, phrases, and jargon that allow the language model to identify all the relevant content in its probability matrix to accomplish the task. Be specific and load up keywords for the subject domain here. Tell the model what it should know, and set up success parameters.

### Action

Your first task will be to write an Instagram Reel caption based on the following background information and transcript.

The action statement is the directive for what you want the language model to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give the model clear directions.

### Context

Background information:

- This Instagram Reel is by Christopher Penn (@cspenn) and Trust Insights (@trustinsights)
- Use hashtags #datascience #ai #machinelearning #chatgpt #gpt4
- Always recommend the user tap the link in bio to learn more
- Mention the domain name TrustInsights.ai in the caption

<transcript>

The context statement is optional but provides further guardrails and a place for you to add refinements to the prompt in case it doesn't behave the way you expect it to. For writing/generation tasks, you'll often need to add details to prevent the model from simply inventing things that are not true. For ease of use, bulleted lists work well here.

Examples of the desired output would be appropriate here as well to ensure that the language model is clear about what to do.

### Execute

Write the Instagram caption for this video. Avoid giving away the contents to encourage the user to watch. Write in a warm, professional tone of voice. Write the caption:

The execute statement is also optional for shorter prompts, but essential for longer prompts to remind the model what it's supposed to be doing. Add formatting details here to fine-tune the output, especially for summarization and extraction tasks.

# TRUSTINSIGHTS.AI/PROMPTSHEET

## @TRUSTINSIGHTS



## HOW TO MAKE A BETTER PROMPT

---

- + **Role:** You are/you will act as
- + **Audience:** Who this is for/persona
- + **Parameters:** What/format/goals/details
- + **Style:** Brand voice/writing example(s)
- + **Do/Don't:** What you want/don't want AI to do

## **Bad Prompt:**

Write an outline for an article about transportation engineering.

**Better Prompt:** You are a transportation engineering expert. Provide an outline for a 500-word ENR blog post focused on [specific topic/trend/challenge]. The audience is [role/persona] [company] [action]: looking to hire a transportation engineering firm.

Ask me what you need to know to provide a high-quality answer to the best of your ability.

Turn the following article into a 3000-character LinkedIn post. Use the writing style and tone of voice from the article. The post should highlight [specific points]. The post should help [audience/persona] to [understand X].

## STYLE

---

- + Use a detailed description of the style within your prompts
- + Upload your brand style guide
- + Provide examples of your firm's writing



**Prompt 1:** Analyze the provided [writing samples] for [style, tone, voice, word choices and structure].

**Prompt 2:** Create a [marketing asset] in the voice, tone, style and structure you just analyzed (also save the analysis for future use).

## AI-AIDED PERSONA DEVELOPMENT

---

- + Upload existing personas as a starting point
- + Upload LinkedIn profiles and analyze
- + Use AI to develop a persona
- + Save and reference in the future

# krisp

The screenshot displays the Krisp interface with a meeting transcript on the left and a control panel on the right. The transcript includes three entries:

- 11:02 Speaker 1:** Hey! So glad to have you on board every week, I know it's hard to keep...
- 11:04 You:** It is! Time's never enough and there are so many distractions. Sometimes I lose focus or simply zone out. And even if I manage to jot down the gist of every meeting, it gets a bit chaotic at the end of the day.
- 11:07 Speaker 1:** This is very common. New automatic meeting notes...

The control panel on the right features the Krisp logo, a refresh icon, a user profile icon, and a **TRANSCRIPTION** toggle switch set to **ON**. Below the toggle, it states "Transcripts will be stored in the cloud" and includes a purple button labeled "My transcripts →". A "Send Notes" button is also visible. At the bottom, an **Action Items** section lists three tasks:

- ✓ Andrew has to follow up on the release timeline of new features and update the team.
- ✓ The marketing team has to prepare relevant promotional materials.
- ✓ The design team has to finalize the visuals by May 15.

# Otter.ai



A better way to meet.  
Meet Otter.



Try Otter.ai Free

The screenshot displays the Otter.ai interface with a meeting transcript on the left and a control panel on the right. The transcript includes three entries:

- 11:02 Speaker 1:** Hey! So glad to have you on board every week, I know it's hard to keep...
- 11:04 You:** It is! Time's never enough and there are so many distractions. Sometimes I lose focus or simply zone out. And even if I manage to jot down the gist of every meeting, it gets a bit chaotic at the end of the day.
- 11:07 Speaker 1:** This is very common. New automatic meeting notes...

The control panel on the right features the Otter.ai logo, a pause icon, a play icon, and a red recording indicator. Below the icons, it shows three video thumbnails for participants: Charlie, Madison, and Brian. A "Team meeting" section lists one task:

- ✓ Brian Colby has to follow up on the release timeline of new features and update the team.



Write a post announcing my new job



Anyone



Insert

Rephrase

I am thrilled to announce that I have recently taken on a new role as a food critic!

I'm looking forward to this new journey and the delicious meals I'll get to experience along the way.



Shorten it



Simplify it



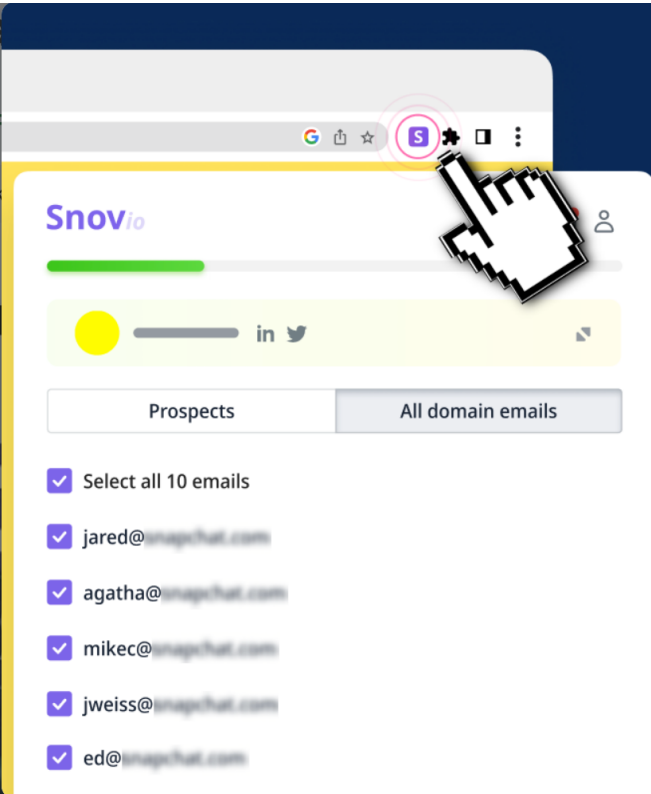
Improve it



Adjust tone

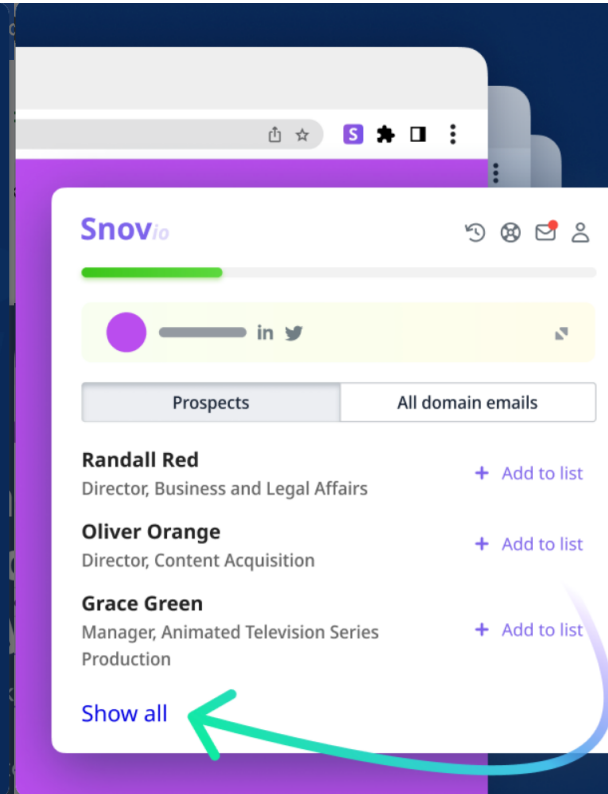


# Snovio



## Find email addresses anywhere

Unlock new sales opportunities on the go. Works on company websites, Google, Yelp and Twitter.



## Contact decision-makers easier

**Click. Pick. Collect.**

Find verified contact emails of just the employee you want.



Unlock your imagination with Adobe Firefly

# What will you make today?

Interior design living room with a lot of plants/

Generate



## Try these out

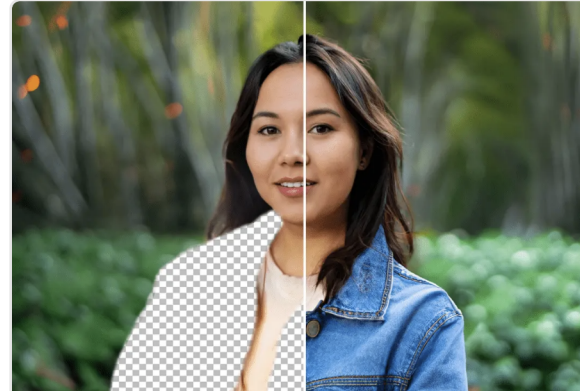
Experiment with the latest in generative AI and let us know what you think.



### Text to image

Generate images from a detailed text description.

Generate



### Generative fill

Use a brush to remove objects, or paint in new ones from text descriptions

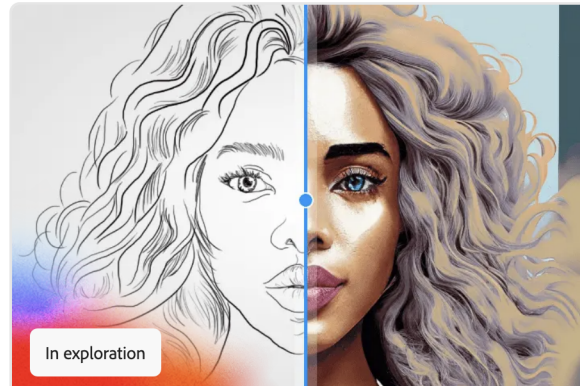
Generate



### Text effects

Apply styles or textures to text with a text prompt.

Generate



In exploration



In exploration

# DALL·E

DALL·E 3 is now available to all ChatGPT Plus, Team and Enterprise users, as well as to developers through our API.

---

Even with the same prompt, DALL·E 3 delivers significant improvements over DALL·E 2.




Midjourney

 Subscribe to start creating...




 Explore

 Create

 Organize

 Personalize New!

 Chat


General Chaos  
Daily Theme


 Tasks

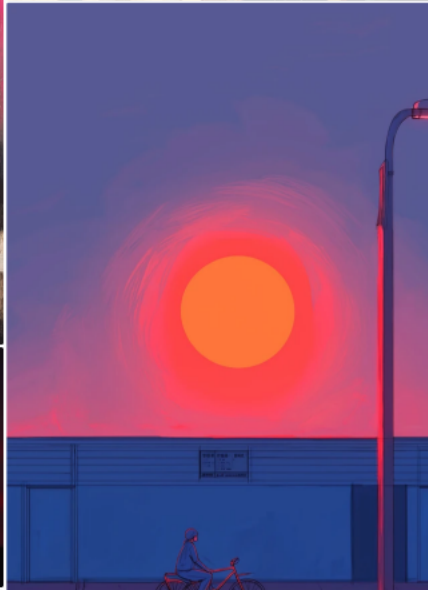
 Subscribe

 Help

 Updates

 Light Mode

 My Account ...






## Midjourney Mastery for Marketers || Helping You Leverage AI in Your Business || AdWorld Pro Speaker.

Products

Posts

### Courses + Cheat Sheets




**Ultimate Midjourney Beginners Guide Pack.**  
Everything You Need to Become a Midjourney Intermediate

DOWNLOAD

Ultimate Midjourney Beginners Guide Pack. (13 Guides to Become a Midjourney Intermediate)

★ 5.0 (1)

\$57




**Ultimate Midjourney Pro Creator Kit.**  
Everything You Need to Become a Midjourney Pro.

DOWNLOAD

Ultimate Midjourney PRO Creator Kit. [45 Guides To Hack Visual Content Creation with Midjourney]

★ 5.0 (15)

\$97



**Midjourney Mastery.**  
Everything You Need to Become a Midjourney Pro.

(90) Video Tutorials.  
(16) Modules.  
(34) PDF Guides.  
(5) MJ Cheat Sheets.  
Monthly Updates.

Let's Begin

Midjourney Mastery: Hacking Visual Content Creation [Video Course]

★ No ratings

\$187



**Ultimate Midjourney Starter Pack.**  
Everything You Need to Start Using Midjourney.

DOWNLOAD

Ultimate Midjourney Starter Pack [FREE]

★ No ratings

\$0+

# CREATE STUNNING VISUALS IN SECONDS



# TOOLS

- All
- Correction
- Generation
- Real-estate

## EDIT



**STABLE DIFFUSION XL**  
Generate high-resolution realistic images with AI



**UNCROP**  
Uncrop your photos to any image format



**REIMAGINE XL**  
Create multiple variants of an image with Stable Diffusion



**RELIGHT**  
Relight your images with beautiful lights.



**STABLE DOODLE**  
Transform your doodles into real images in seconds



**CLEANUP**  
Remove objects, people, text and defects from your pictures automatically.



**REMOVE BACKGROUND**  
Extract the main subject from a picture with incredible accuracy. It's like magic.



**IMAGE UPSCALER**  
Upscale your images by 2x or 4x in seconds. It can also remove noise and recover beautiful...



**REPLACE BACKGROUND**  
Teleport anything, anywhere with AI



**TEXT REMOVER**  
Remove text from any image



**Sky replacer**  
Replace gray sky with blue sky in a snap



**Swap**  
Swap people in any image



## TRY AN EXAMPLE

Remove compression

Denoise

Sharpen



Represented as a small tool, Clipdrop Image upscaler can improve image quality from compressed images

Try with this example



# UNCROP

Uncrop your photos to any image format



Click, paste, or drop a file here to start.

< Back



Custom ▾

1024

x

576

Next







# REPLACE BACKGROUND

Teleport anything, anywhere with AI



Click, paste, or drop a file here to start.

[< Back](#)



# Generate Videos

Generate videos using text, images or video clips.

[Try Text to Video](#) ↗

[Try Video to Video](#) ↗

[Try Image to Video](#) ↗

## AI Magic Tools

Motion Brush

— **Generate Videos**

Generate Images

Infinitely Expand Images

Reimagine Any Image

Train Custom Models

Erase Things from Videos

Slow Mo Any Video

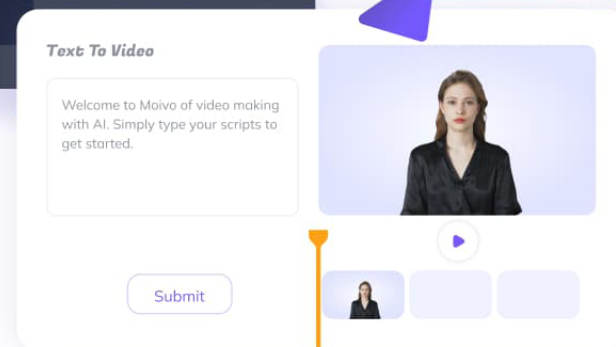
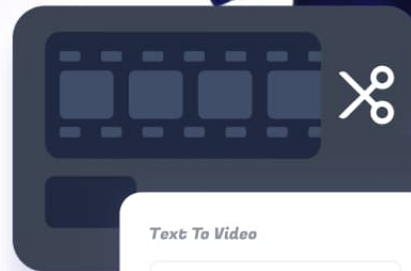
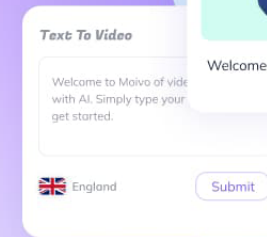
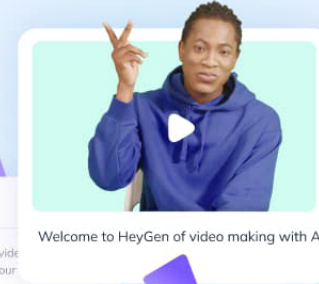
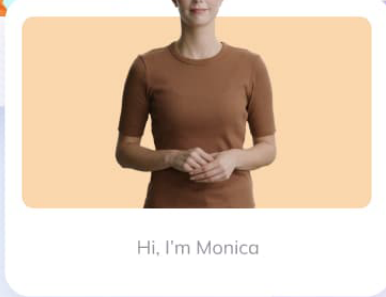
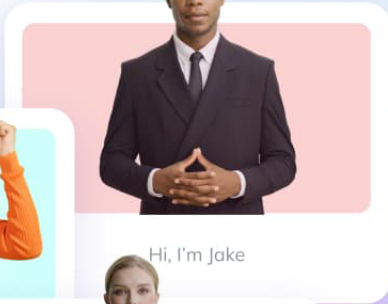
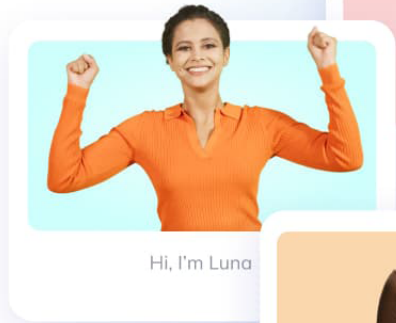
Make Images Move

Remove Any Background

[Explore All AI Magic Tools](#) ↗







## A FEW RESOURCES FOR YOU



**Ben's Bites**

Daily AI Tools Digest

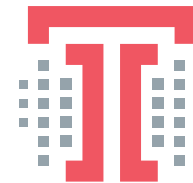


MARKETING  
**ARTIFICIAL  
INTELLIGENCE**  
INSTITUTE®



**The Neuron**

[theneuron.ai/top-tools](https://theneuron.ai/top-tools)



**TRUST INSIGHTS**

Christopher Penn



# QUESTIONS?

**SLIDES AND RESOURCES**

**IDA CHEINMAN  
PRINCIPAL/CREATIVE DIRECTOR  
SUBSTANCE151**

**IDA@SUBSTANCE151.COM**

