

15%

36%

Kreatív tartalomgyártás
storytelling

Stratégiai
kommunikáció

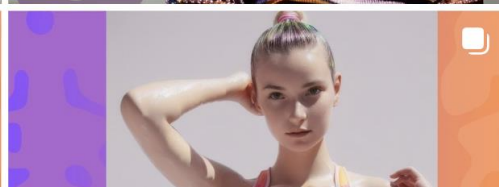
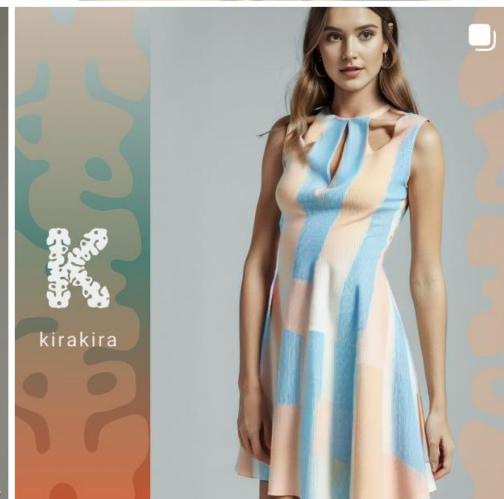
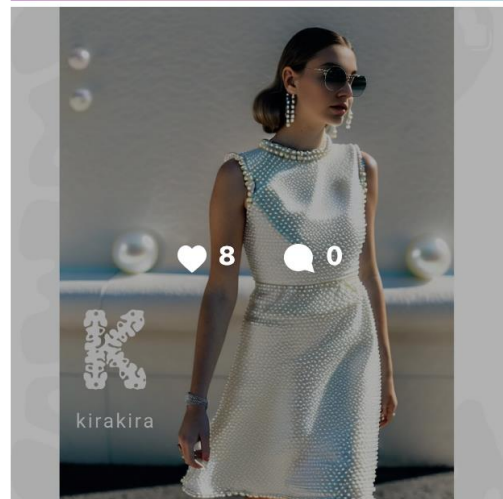
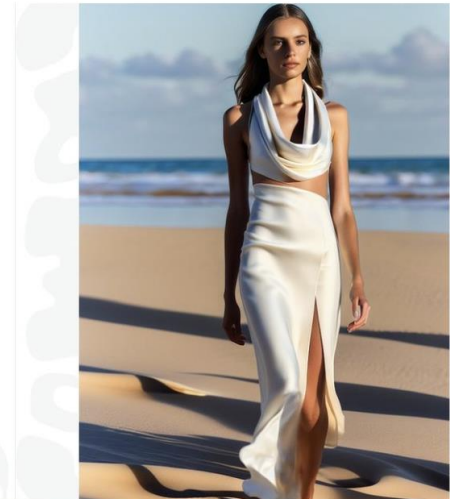
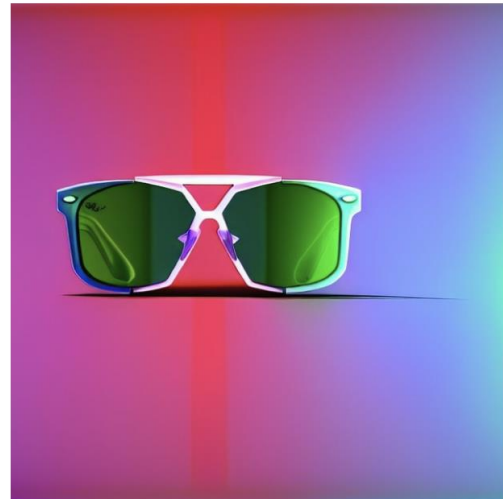
☰ YouTube^{HU} Search 🔍



I said, I said, write a commercial for Mint Mobile

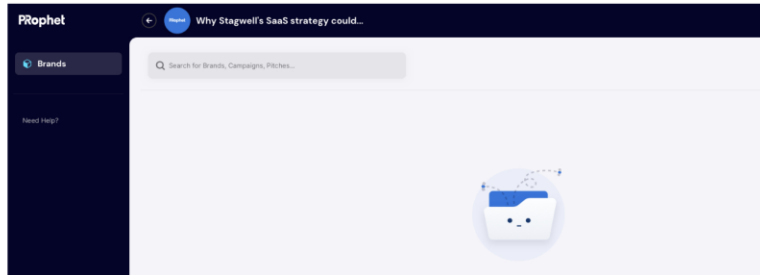
ChatGPT Writes a Mint Mobile Ad





Creating/Generating a Pitch

After you've Created a Campaign, you'll be able to start adding and running Pitches.



Contents

[Add Pitch Content](#)

[Generate a Pitch](#)



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ChatGPT is making up fake Guardian articles. Here's how we're responding

Chris Moran



Thu 6 Apr 2023 08.00 BST



613

The risks inherent in the technology, plus the speed of its take-up, demonstrate why it's so vital that we keep track of it

● Chris Moran is the Guardian's head of editorial innovation



📷 This specific wrinkle - the invention of sources - is particularly troubling for trusted news organisations. Photograph: Nicolas Economou/NurPhoto/REX/Shutterstock

Last month one of our journalists received an interesting email. A researcher had come across mention of a Guardian article, written by the journalist on a specific subject from a few years before. But the piece was proving elusive on our website and in search. Had the headline perhaps been changed since it was launched? Had it been removed intentionally from the website because of a problem we'd identified? Or had we been forced to take it down by the subject of the piece through legal means?

MESTERSÉGES INTELLIGENCIA ÉS A PR

2023. FEBRUÁR 23., 17.00



Szatmári Péter,
FleishmanHillard Café,
account igazgató



Tóth István,
Talk-A-Bot,
kommunikációs igazgató



Dojcsák Dániel,
ShiwaForce,
marketingkommunikációs
igazgató



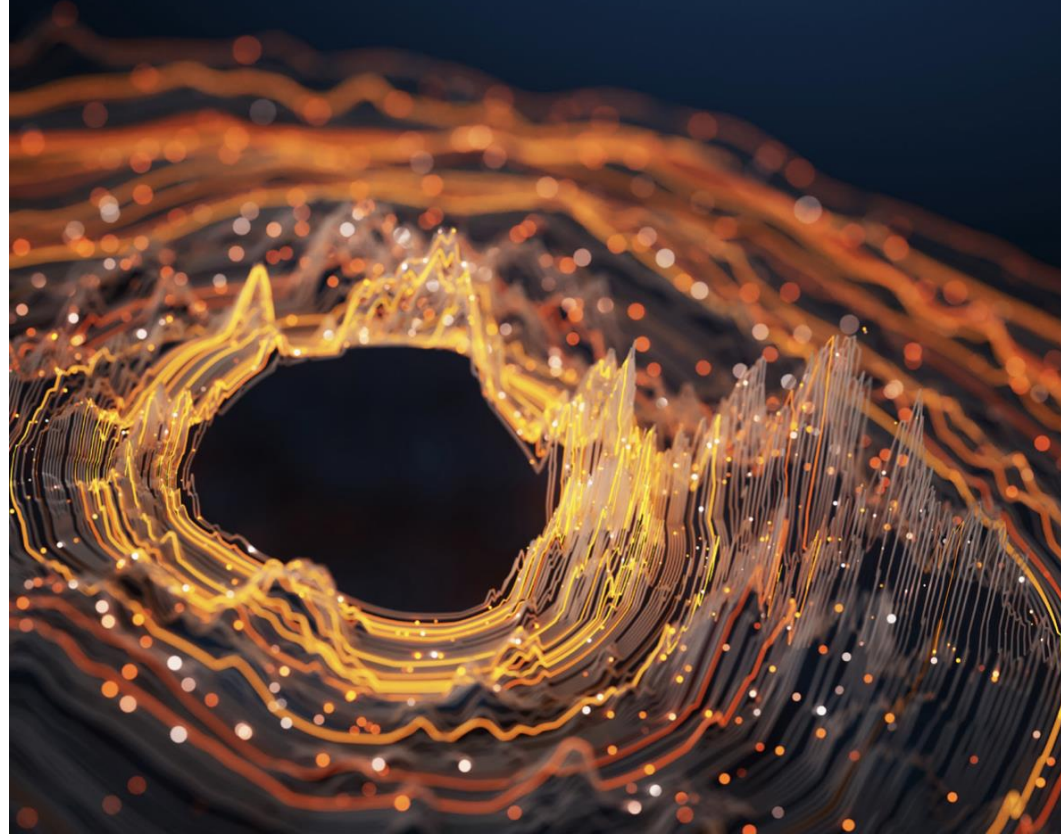
Drinks & Links

ZÁRTKÖRŰ NETWORKING
RENDEZVÉNYSOROZAT
A KOMMUNIKÁCIÓS
SZAKMÁBAN DOLGOZÓKNAK



MAGYAR PUBLIC
RELATIONS SZÖVETSÉG

Artificial Intelligence (AI) tools and the impact on public relations (PR) practice





MODERN COMMUNICATION CHALLENGES FOR SOCIETY

The First Annual Global PR Industry Policy Position Paper by ICCO



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RELATIONS SZÖVETSÉG

PR, mint stratégia

- Milyen környezetben működünk?
- Mit szólnak a döntéseinkhez?
- Hogyan kezeljük egy krízist?
- Milyen környezetben szeretnénk működni?

PR és a narratíva

Megértjük és befolyásolni próbáljuk a közbeszédet

PR és az AI

Tartalom
Eszközök



By *Invitation* | Artificial intelligence

Yuval Noah Harari argues that AI has hacked the operating system of human civilisation

Storytelling computers will change the course of human history, says the historian and philosopher

