Maharaja Agrasen Institute of Management Studies
(A unit of Maharaja Agrasen Technical Education Society)
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Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi-110086, INDIA
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Date: February 6th, 2024

Seminar: Chat GPT for Growth Hacking

Academic Year: 2023-24

Name of Event: Chat GPT for Growth Hacking

Organizing Unit: Ms. Shreya Garg **(Assistant Professor, MAIMS) Department of Commerce**

Collaborating Unit/ Name and designation of Resource Person: Mr. Aditya Shashri, Business Head, Indian Institute of Digital Education & Ms. Chahat Choudhary

Date of the Event: February 6th, 2024

Time of the Event: 1:00 pm to 2:00 pm

Location: Seminar Hall, 9th floor, 9th block, MAIMS

Number of Students participated: 90+

On Tuesday, 6th October, 2024, Department of Commerce, Maharaja Institute of Management Studies, organized the seminar on "Chat GPT for Growth Hacking" in collaboration with the Indian Institute of Digital Education.

The seminar commenced with opening remarks from the organizer, welcoming all attendees and introducing the topic of discussion with a warm welcome to the guests, Mr. Aditya Shashtri & Ms. Chahat Choudhary. The seminar was organized to shed light on the significance of ChatGPT in contemporary marketing strategies and its effective utilization for achieving desired outcomes. Mr. Aditya Shashtri, our esteemed resource person, spearheaded the event, elucidating the audience on various aspects of ChatGPT and its potential in enhancing productivity and results.

Mr. Shashtri initiated the session by delivering a comprehensive presentation on the significance of ChatGPT in growth hacking. He highlighted the transformative impact of this technology on communication and customer engagement.

Mr. Shashtri elaborated on the importance of ChatGPT in contemporary marketing strategies, emphasizing its role in enhancing productivity and achieving nearly the required results. He provided insights into the effective utilization of ChatGPT, outlining strategies for maximizing its potential to derive results. He shared practical tips and techniques for leveraging the technology effectively.

A significant portion of the seminar was dedicated to discussing the exact methodology for writing prompts that yield desired outcomes. Mr. Shashtri elucidated on the nuances of crafting prompts tailored to specific objectives, ensuring optimal interaction with ChatGPT. He told the students about "PET" where, P stands for "Persona", E stands for "Environment" and T stands for "Task". This helped students in setting prompts accordingly and get more accurate results from Chat GPT.

Following the presentation, the students engaged in an interactive session with Mr. Shashtri, where they had the opportunity to ask questions and seek clarification on various aspects of ChatGPT and growth hacking. Mr. Shashtri also informed the students about the importance of the subject and introduced the related courses as well.

The session served as an inspiring platform for students as they gained valuable insights into the subject. It reinforced the idea that more accurate results can be generated through Chat GPT by just changing the prompts.

The event ended with presenting mementos to the guests by Head of Commerce Department, Prof. (Dr.) Manju Gupta as token of gratitude and respect.

Outcome:

- The seminar facilitated an enhanced understanding of ChatGPT and its role in growth hacking among the students and helped in gaining clarity on how to leverage this technology effectively to derive results.
- Through the detailed discussions and examples provided by Mr. Shashtri, students acquired practical insights into writing prompts and utilizing ChatGPT for achieving desired outcomes. This knowledge equipped them with actionable strategies for implementation.
- The seminar also provided valuable networking opportunities for attendees to connect with industry experts and peers. Discussions and interactions during the event fostered collaboration and the exchange of ideas, further enriching the learning experience.

Glimpses:

Mr. Aditya Shashtri interacting and explaining what Chat GPT is as well as students sharing their thoughts and views on the same.

Mr. Aditya Shashtri interacting with students and explaining how to give prompts to Chat GPT for getting more effective results.

Prof. (Dr.) Manju Gupta & Ms. Shreya Garg presenting Memento as a token of appreciation to the resource person, Mr. Aditya Shashtri, Business Head, Indian Institute of Digital Education.