



iaee
webinars

Creating Images with AI

IAEE MASTER SERIES CERTIFICATE

Presented by Chris Gloede, CAE · Chief Consultant, Ricochet



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NEW ORLEANS



NEW ORLEANS & COMPANY



MEET THE PRESENTER

Chris Gloede, CAE

Chief Consultant · Ricochet

Association-industry consultant and technology evangelist. Chris helps organizations put AI to work in the real world.



Welcome Back.

Picking up where session one left off.



Basic AI Prompts



DONE

Query (RTCF)

Structure the ask: Role, Task, Context, Format.

BEST FOR

Any first ask: emails, briefs, summaries.



DONE

Conversational

Refine through back-and-forth follow-ups.

BEST FOR

Getting a draft closer to what you pictured.

BASIC PROMPT RECAP

Remembering RTCF and Conversational

RTCF • THE FOUR INGREDIENTS

R

Role
Tell it who to be.

T

Task
What you want done.

C

Context
The facts it needs.

F

Format
How the answer should look.

CONVERSATIONAL • THE FOUR FOLLOW-UP MOVES

1

Narrow it
"Cut the preamble."

2

Change the angle
"Same message, for our board."

3

Push for depth
"What am I missing?"

4

Ask it to critique itself
"Where would a skeptic push back?"

Advanced AI Prompts



DONE

Zero · One · Few-Shot

Show 0, 1, or a few example outputs.

BEST FOR

Matching a format or house style you already own.



DONE

Chain-of-Thought

Ask it to reason step by step.

BEST FOR

Multi-step analysis you need to check as it goes.



DONE

Meta Prompting

Ask the AI to improve your prompt.

BEST FOR

When you are stuck on how to ask.

Few Shot explained

IT IS

A shot is an **example** you hand the model. A past email, a finished summary, a paragraph that already sounds like you.

IT IS NOT

An attempt. Zero shot does not mean you get one try, and few shot does not mean you keep retrying until it works.

Same task, three of your emails attached

Same task. Match the pattern in the three attached emails.

📎 MedTech-invite-spring.pdf

📎 Renewal-push-2025.pdf

📎 First-time-exhibitor.pdf

ZERO SHOT

"Dear Sir or Madam, We are pleased to invite your company to exhibit at MedTech Expo..."

- ✗ Generic
- ✗ No hook
- ✗ No deadline

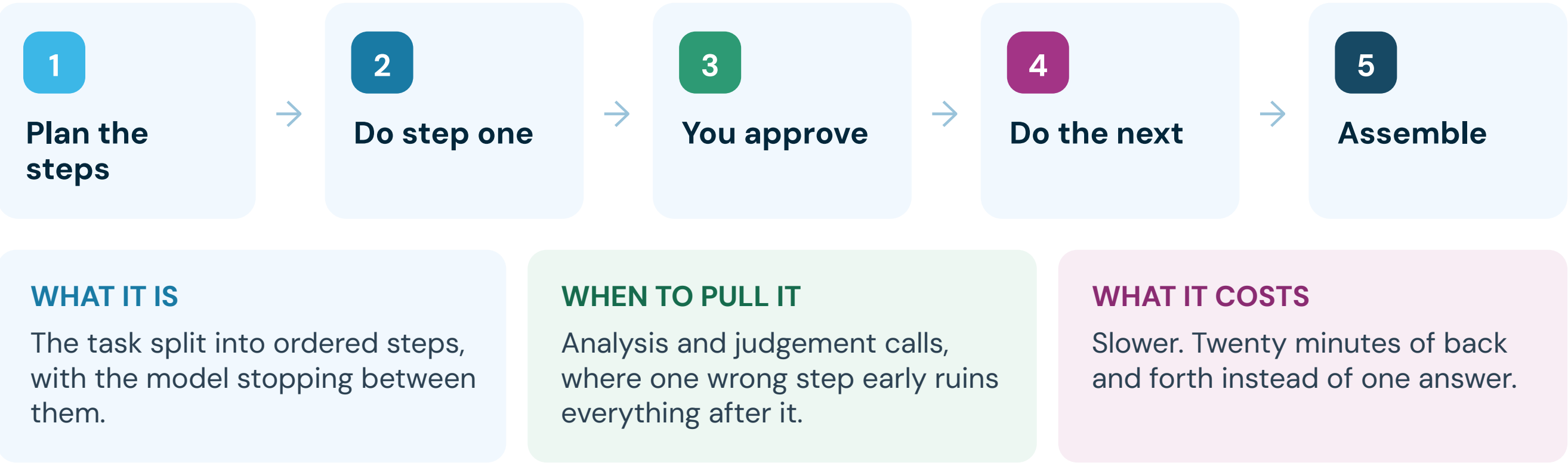
FEW SHOT

"Hi Dana, You worked booth 412 last spring and asked us about a corner unit for next year. One just opened on the main aisle..."

- ✓ Opens the way your team opens
- ✓ Names the show, the booth, the ask
- ✓ One deadline, one next step
- ✓ Length matches your own emails

What chain of thought does

You make it plan before it answers. The task gets broken into ordered steps, and you see the plan before any work is done on it.



Anatomy of a chain-of-thought session

ROLE

Act as our exhibition operations analyst.

TASK

Work out why some MedTech Expo exhibitors will not renew.

CONTEXT

The show just closed with 40 exhibitors and sponsors, several first-time.

FORMAT

Give me a short table for each step.

CHAIN OF THOUGHT ADDS

STEPS

Break this into five steps and list them first.

STOP

Complete step one only, then stop.

GATE

Ask for my approval before you start step two.

THE PLAN IT RETURNS

1

List the exhibitor segments across the 40 companies

2

Flag which segments carry renewal risk, and why

3

Test each reason against what we actually know

4

Rank the gaps by revenue at stake

5

Recommend where to intervene first

Meta prompts do the heavy lifting

You know the outcome you want: find our MedTech Expo exhibitor retention gaps. You do not know the prompt. Ask for it.

You are a prompt engineer. I want to find the retention gaps in our MedTech Expo exhibitor base, the ones nobody on my team has thought to ask about. Ask me what you need to know, then write the prompt.

WHAT IT ASKS YOU FIRST

- 1 How many exhibitors, and how many are first-timers?
- 2 What do you already track at renewal time?
- 3 Who decides whether to rebook, and when?
- 4 What would count as a gap worth acting on?

These four questions are the work. Answering them is what you could not do from a blank box.

The answer is handed back to you

Role: Act as a membership and exhibitions analyst for a mid-size trade show. Context: MedTech Expo has just concluded with 40 exhibitors and sponsors, several of them first-time. The business goal is to renew and grow that base. Task: identify the retention gaps this team is unlikely to have considered. Look past the obvious ones (price, booth location, foot traffic). Consider onboarding, first-time exhibitor experience, sponsor-versus-exhibitor treatment, the gap between the sales promise and the show floor, and who owns the relationship between shows. Format: for each gap, give the signal we would see, the question we should be asking, and the cost of ignoring it. Rank by revenue at risk.

Creating Images with AI



CREATING IMAGES

Three kinds of images we'll work with today



Infographics

Turning data into a visual, on-brand look.

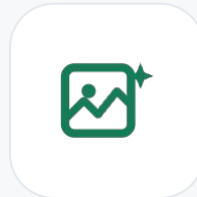
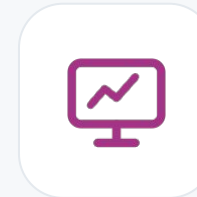


Image Enhancements

Cleaning up and resizing photos you already have.



Presentations

Building a deck from a spine, not a blank slide.

State of AI images today

TOOLS CHANGE FAST

The specific names may not hold. This reflects the strongest options right now, but the process — style or reference first, structure before generation, review before you trust output — holds up longer than any tool name.

TOOLS WE WILL EXPLORE



ChatGPT



Gemini



Canva



Copilot



Photoshop

ChatGPT and Gemini for raw power, Canva, Copilot, and Photoshop for expert tweaks.



Creating Infographics

Infographics: better, not yet trustworthy

BEST TOOLS RIGHT NOW



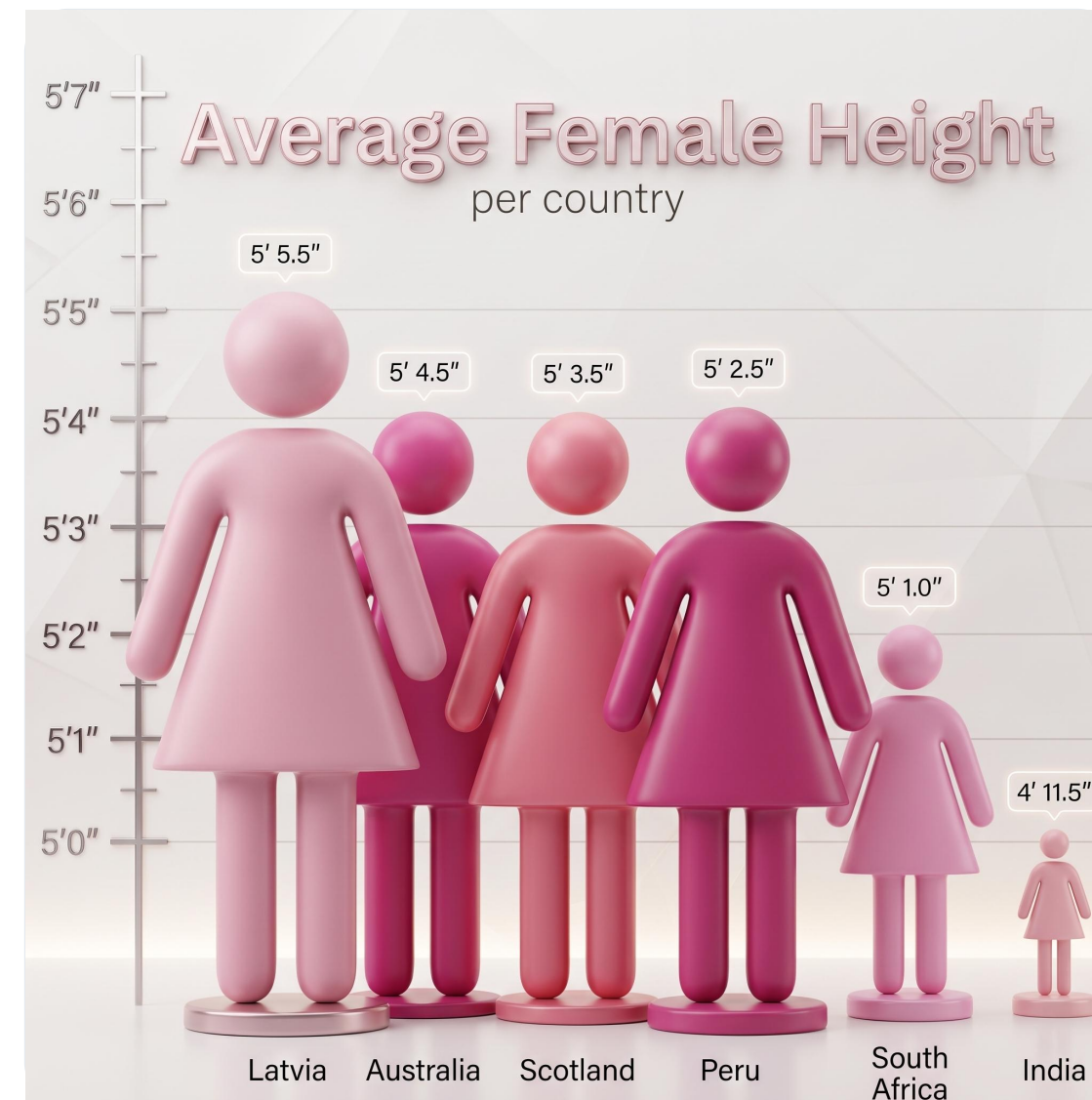
ChatGPT



Gemini

AI images still fumble small text, exact logos, and precise data.

- Text has gotten better, not perfect — both tools handle in-image text better than a year ago, but neither is perfect.
- Always review text and numbers — always review generated text and numbers before publishing.



CREATING IMAGES:INFOGRAPHICS

Upload your data

- **Start with real data** — attach the spreadsheet so the numbers come straight from the source.
- **Clean beats clever** — clear column names and simple totals give the tool less to misread.
- **Only what belongs** — share just the rows and columns this one graphic needs.

ATTACHED

 medtech-attendees-2024.xlsx



Role: You are an exhibit booth salesperson.

Task: Create a one-page infographic about Expo attendees for my sales calls.

Context: Attached is the data that we will illustrate.

CREATING IMAGES:INFOGRAPHICS

Choose your style

- **References beat adjectives** — two good examples set layout, color, and density better than a paragraph of description.
- **Add Format to the prompt** — the same prompt grows: keep Role, Task, and Context, then point Format at your references.

ATTACHED

medtech-attendees-2024.xlsx

medtech-infographic-2022.png

human anatomy chart.png



Role: You are an exhibit booth salesperson.

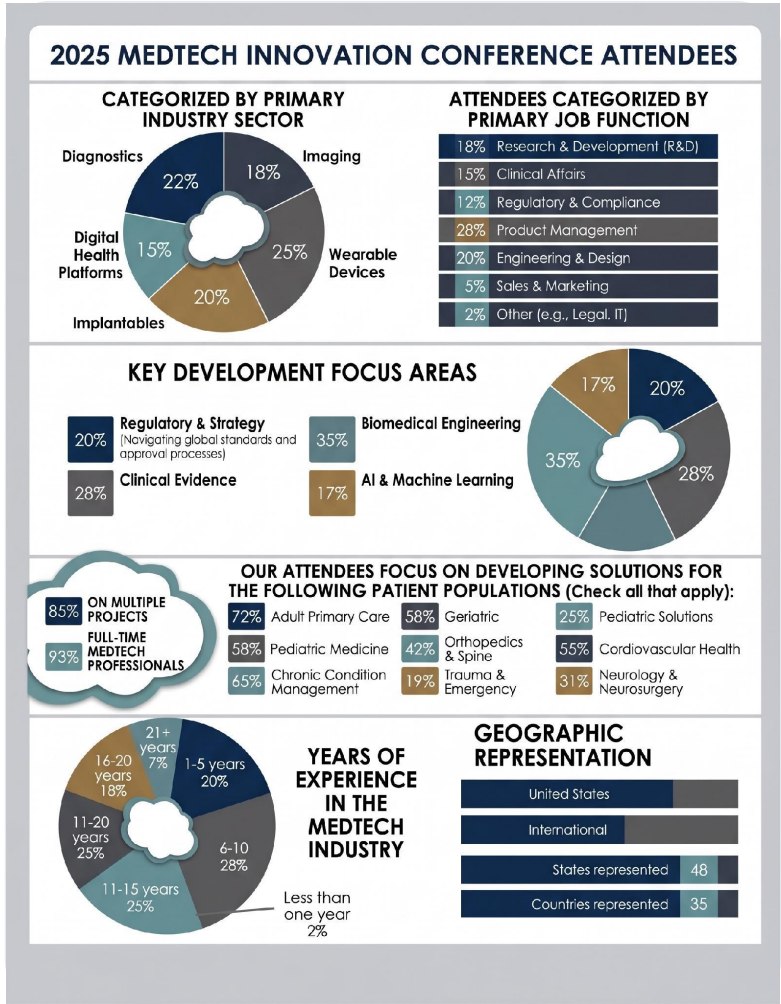
Task: Create a one-page infographic about Expo attendees for my sales calls.

Context: Attached is the data that we will illustrate.

Format: Create a one-page vertical design inspired by the general layout and aesthetics of the two attached infographics.

Edit the output

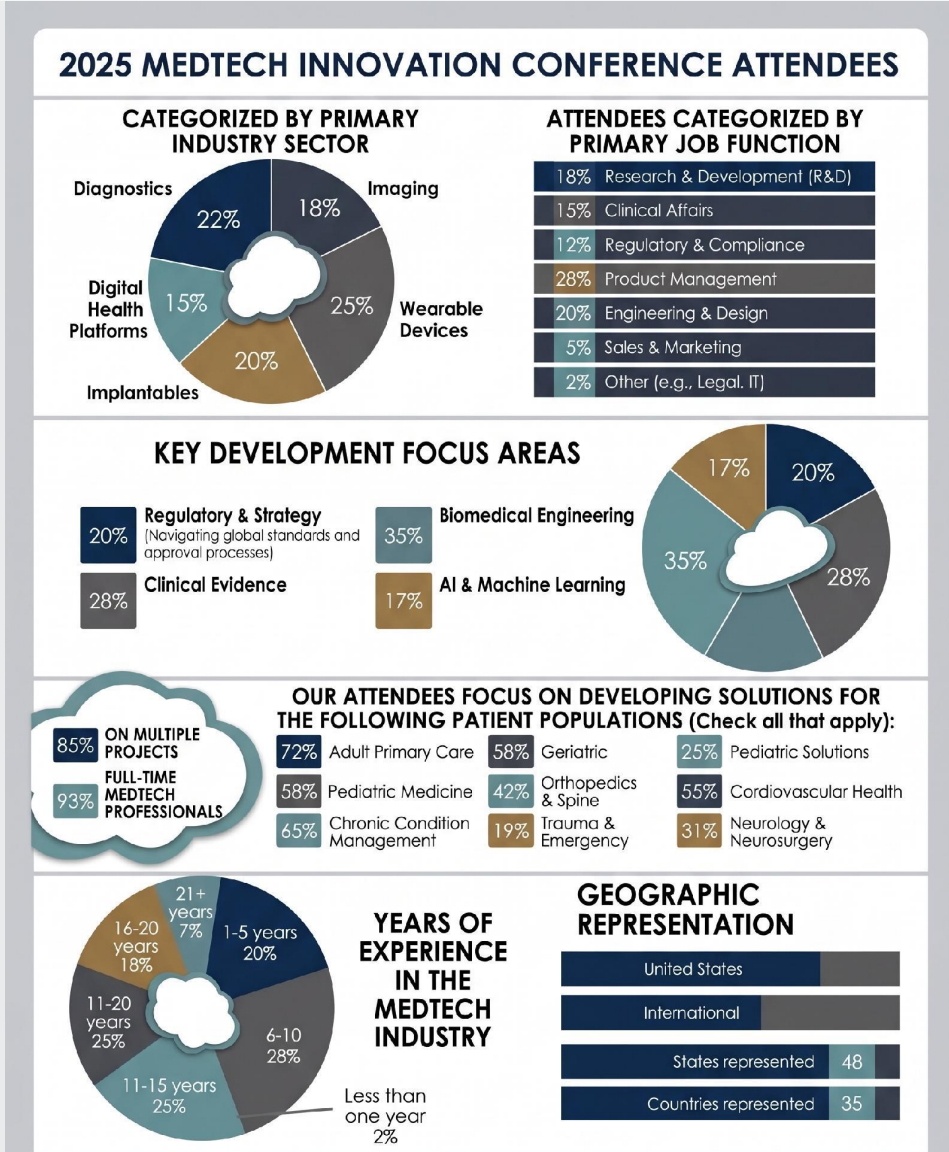
- Walk through changes one at a time.



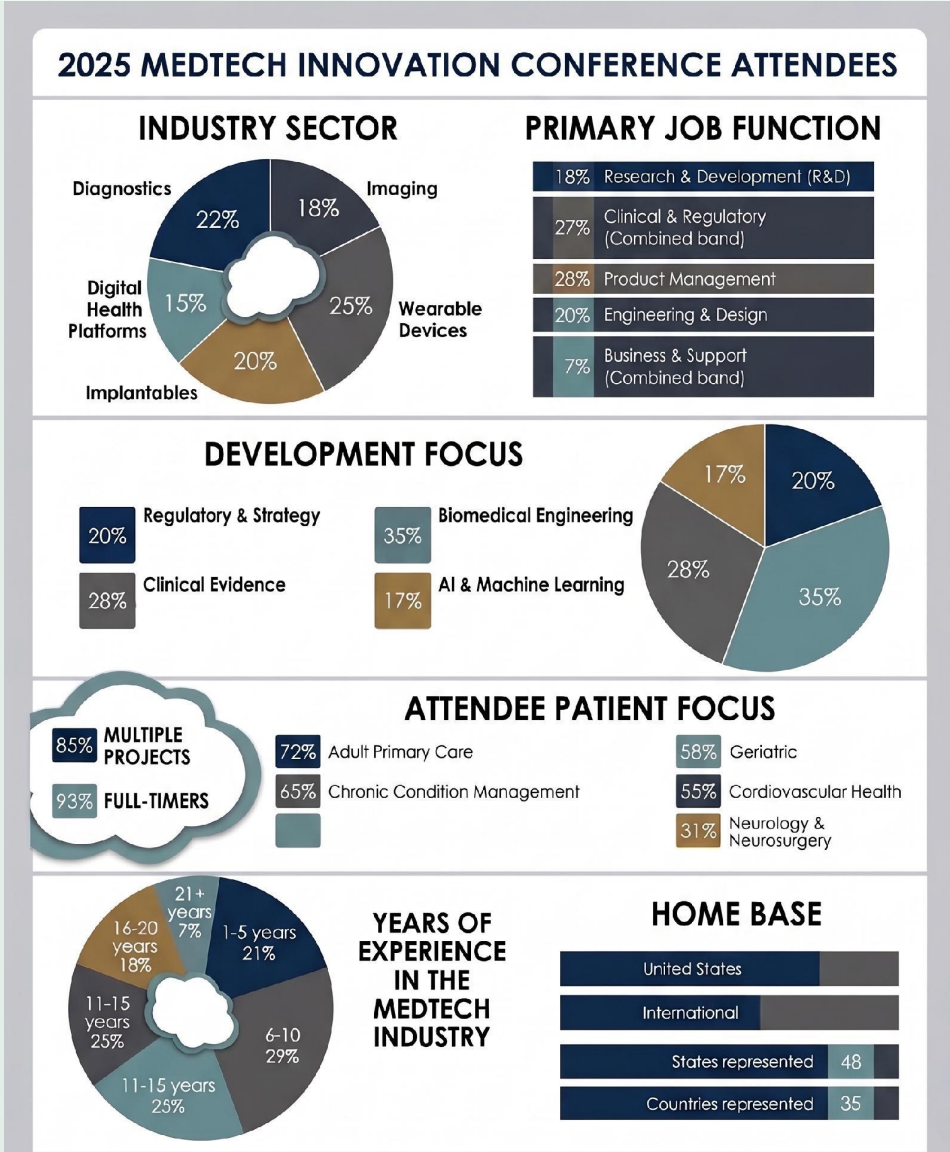
Change "Key Development Focus Areas" to "Development Focus".

CREATING IMAGES:INFOGRAPHICS

BEFORE

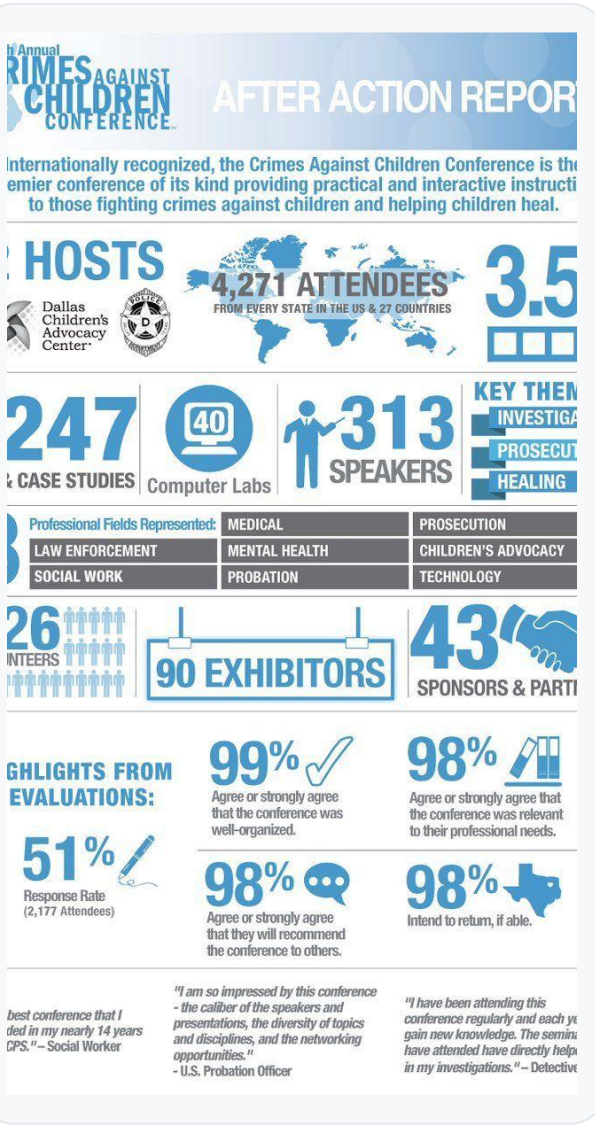
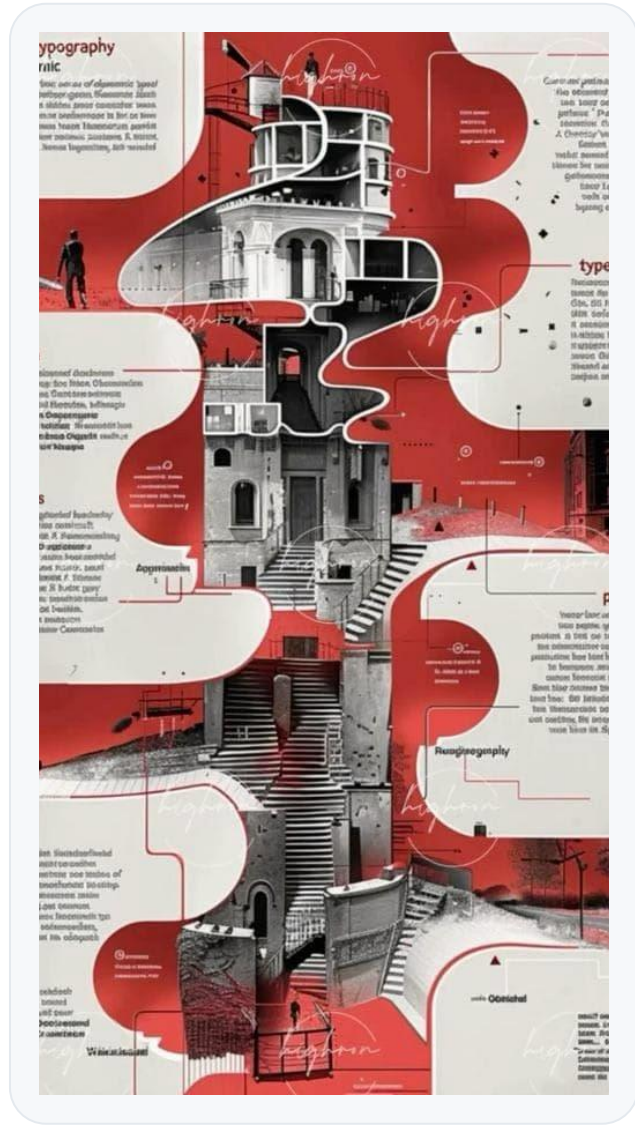
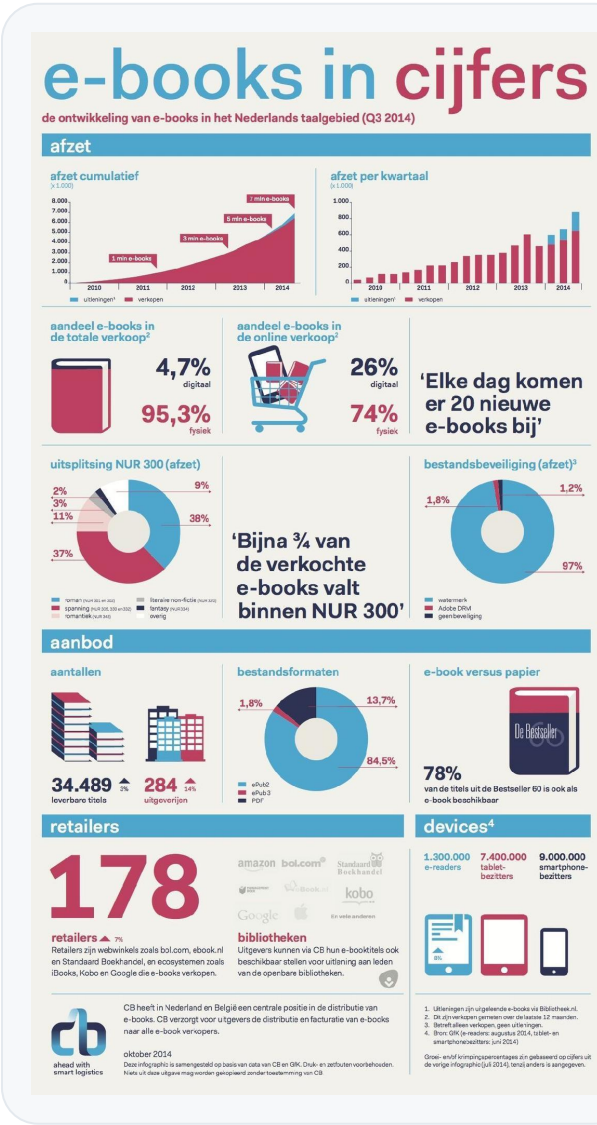
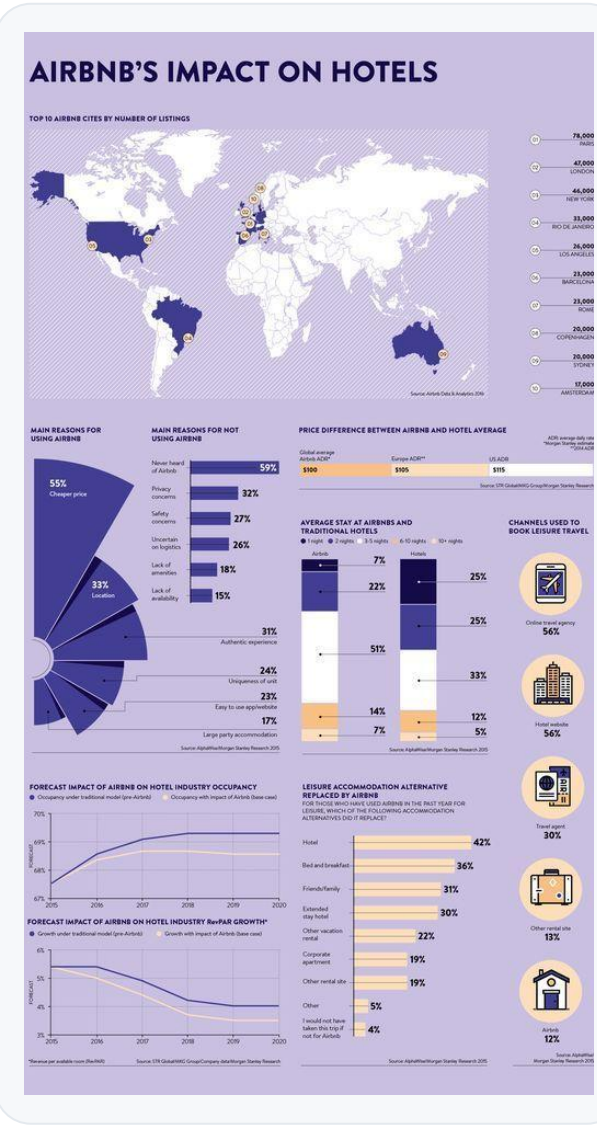


AFTER



Find great examples on Pinterest

Search “conference infographic” or “event report infographic” — save 2–3 pins whose layout and density match what you want, and use them as your reference images.





Enhancing Images

Raw AI vs. Application

RAW AI



ChatGPT & Gemini

The leaders in raw image generation and editing.

- + Strongest quality on complex edits and photorealism.
- + Understands plain-language, multi-step requests.
- No layout tools — every change is another prompt.
- No brand kit — fonts and colors drift between runs.

VS

APPLICATION



Canva or Adobe Photoshop

Editors with AI built into a full design toolkit.

- + Precise control: layers, native text, brand kits.
- + Faster for touch-ups: erase, resize, background swap.
- AI-model quality lags the raw tools on complex edits.
- A learning curve for advanced edits.

Object and Distraction Removal

Clean up stray cables, lanyards, and photobombs — describe what to keep unchanged, not just what to remove.

Replace the background with a photographer studio backdrop canvas to make it appropriate for a head shot.

BEFORE

AFTER

ENHANCING IMAGES

Background Removal and Replacement

Swap a messy real-world background for clean or on-brand — works well for booth photos, headshots, and product shots.

Remove the sky and replace it with a red and orange gradient, then add our conference logo.

BEFORE

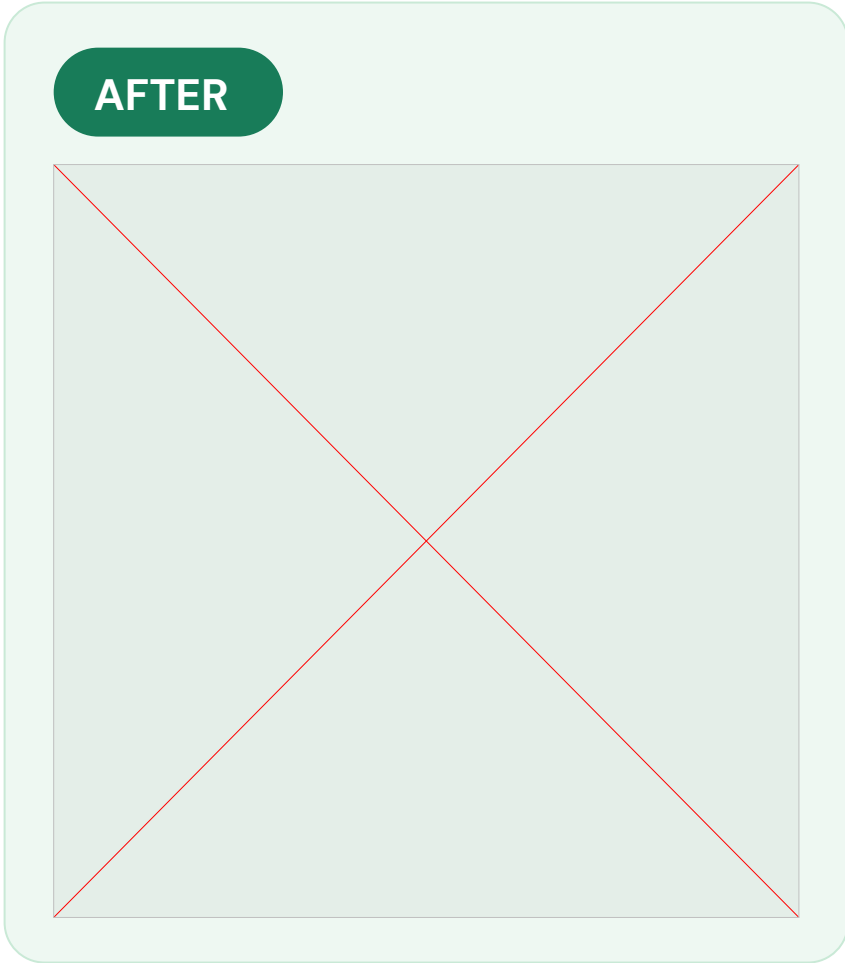
AFTER

ENHANCING IMAGES

Text Overlays

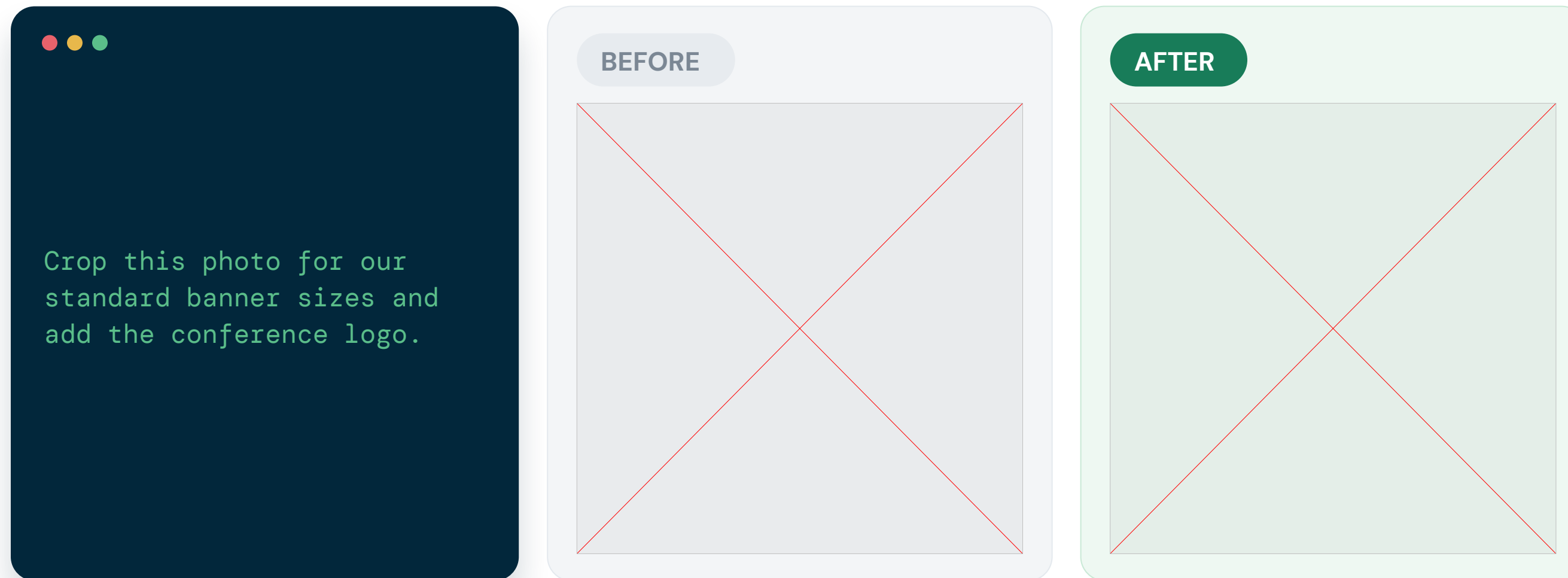
Add headlines, stats, or CTAs on top of a photo — one line per message; layering multiple text elements causes drift.

Add the headline "MedTech Expo 2026" and the stat "8,000 buyers" on this photo.



Resizing for Platform Specs

One photo to multiple crops and ratios without losing the subject — LinkedIn square, Instagram story, email banner, all from one source.





Building Presentations

Save hours: outline before you open PowerPoint

The biggest time savings come before the tool — arrive with the thinking done, and the slide tool only does layout.

1

Develop Your Content

Audience, format, then a Spine Map outline expanded into full content.

2

Critique Your Content

AI as your audience, communications expert, and skeptic.

3

Create a Prompt

Meta-prompt the visual rules, layout, and style.

4

Feed Your Presentation Tool

Prompt, content file, and branded examples in.

5

Iterate and Refine

Verify facts, fix layouts, rehearse aloud.



BUILDING PRESENTATIONS

Develop Your Content

- Define your audience and presentation format first.
- Use chain-of-thought prompting to refine ideas.
- Create a “Spine Map” outline using brief bullet points.
- Expand the map into a full, detailed “Spine” content document.



Let's think step by step.
Ask me about my audience
and format, then build a
Spine Map outline for my
MedTech Expo exhibitor
presentation.

1

2

3

4

5

BUILDING PRESENTATIONS

Critique Your Content

- **AI as your audience** — suggest changes from their seat.
- **AI as a communications expert** — polish the tone.
- **AI as a cynical Subject Matter Expert** — find factual gaps.
- **AI as an accessibility expert** — check readability, contrast, and jargon for every audience.



```
Act as a skeptical exhibit  
sales director in my  
audience. Review the  
attached spine and tell me  
what to cut, sharpen, or  
reorder.
```

1

2

3

4

5

BUILDING PRESENTATIONS

Create a Prompt

- Use **meta-prompting** to co-create the final prompt.
- Attach your **finalized content file** as the primary input.
- **Specify strict visual rules** — headlines, subheaders, and your exact bullet point style.
- **Standardize layout elements** — page numbers, copyright stamps, breadcrumbs, and logo placement.



```
Help me write the prompt  
for my presentation tool.  
Ask me about headline  
rules, page numbers,  
logos, and bullet style —  
then draft it.
```

1

2

3

4

5

BUILDING PRESENTATIONS

Feed Your Presentation Tool

- Upload your engineered prompt to the presentation AI.
- Provide your structured content file to the tool.
- Include branded templates or high-quality design examples.



Use the attached prompt, content file, and branded template to build the MedTech Expo exhibitor deck.

1

2

3

4

5

BUILDING PRESENTATIONS

Iterate and Refine

- **Verify every single fact**, figure, and data point.
- **Swap generic stock photos** for custom charts or images.
- **Correct awkward text wraps** and crowded layout boxes.
- **Rehearse aloud** to ensure smooth transitions between slides.



```
Check every fact and  
figure against the  
attached spine and flag  
any slide where the  
numbers, names, or claims  
differ.
```

BUILDING PRESENTATIONS

Free PowerPoint template libraries

Slidesgo

Massive library of creative, colorful, fully downloadable themes.

slidesgo.com



SlidesCarnival

High-quality, completely free templates sorted by style and topic.

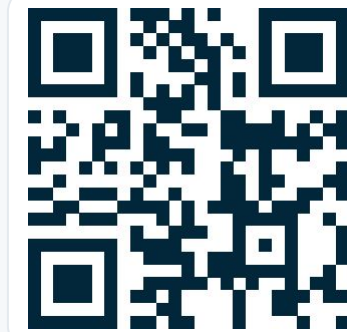
slidescarnival.com



PresentationGo

Best for professional business templates, charts, and diagrams.

presentationgo.com



Microsoft Create

Official Microsoft repository for clean, native PowerPoint templates.

microsoft.com



Wrap Up

Thanks, next steps, and how to stay in touch.

Open Discussion



MEET THE PRESENTER

Chris Gloede, CAE

Chief Consultant · Ricochet

Association-industry consultant and technology evangelist. Chris helps associations put AI to work in the real world.



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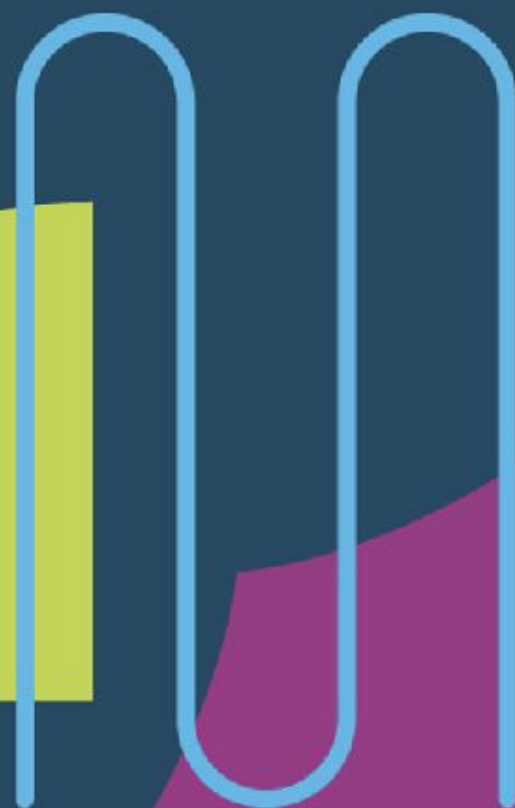
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