



IEEE Tech Talk Chat GPT

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Live Stream Seattle Washington



David Kasprzak (pron "Casper-zack") is a project planning & controls consultant working for Clearplan Consulting. Clearplan is a niche consulting firm specializing in the planning & controls needs of companies of all sizes in several sectors, with a focus on best practices within the defense industry.

Outside of his role with ClearPlan, David has developed an intense personal interest in the present and future impact of ChatGPT and other Generative AI tools upon the practice of Project Management. He is the founder of the LinkedIn Group "ChatGPT for Project Management, Planning and Controls" and is active on that platform in discussing and sharing the impact of AI.

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Why is ChatGPT at the center of nearly every conversation these days? Depending on which headline is at the top of your news feed, it's either because we're in the midst of a technological revolution equivalent to the invention of the wheel — or we've just unleashed a technology that computer scientist Geoffrey Hinton, dubbed “the Godfather of artificial intelligence,” has claimed could develop the power to wipe out humanity. In this webinar, content marketers Niki Clark, FPQP, and Derek Pollard, PhD, present a hands-on walkthrough of what ChatGPT can do — as well as what it can't. And why we may want to heed the warnings so many high-level decision-makers involved in developing AI language models like ChatGPT and Google's Bard are giving us.



Niki Clark

Ms. Clark, I grew up in the PNW but in 2001 I knew it was time for a change. That year I moved to Memphis, TN where I spent six years there, growing my career. In 2006 I graduated from the University of Memphis with a major in family and consumer sciences and a minor in marketing. In 2008 I moved to Dallas, TX. My plan was only to be there for two years, but you know how life is. Dallas brought a lot of eye-opening experiences and that is where I was able to bring together my two favorite interests together to form a career: numbers and marketing. I am an experienced marketing consultant, coach, and specialist for financial advisors. Working with financial advisors has been deeply fulfilling. I truly admire their caring and selfless nature and am motivated every day by how they take care of their client's wellbeing. In 2016, I earned my FPQP designation, which adds to my knowledge and expertise in the field of finance and better helps me support my clients with their marketing. When

not working, I am pestering my husband and daughter, chasing after my dogs, and constantly taking pictures. We live in an area surrounded by mountains, so there is a lot of time spent exploring, hiking, and searching for antiques in small, mountain towns. Hippie at heart



Derek Pollard

Derek Pollard founded Constellar Creative to help independent financial advisors transform their marketing from “suitsy” expertise to genuine, personal engagement. Drawing on decades of successful sales and marketing experience in one of the toughest environments you can imagine — the college English classroom — Derek is known for combining proven storytelling techniques and research-based marketing strategies to convey advisors' unique value while elevating their messaging from blah to bad#@%*.



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