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**The 2023
Sharing Conference™**
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Marriott Marquis Marina • San Diego, CA • April 30 - May 2

WORKSHOP ANNOUNCEMENT

ChatGPT: Is Judgment Day Coming?

"This Is the World Now. Logged On, Plugged In, All the Time."

— John Connor

Are artificial intelligence applications like ChatGPT and OpenAI beneficial tools that will improve our home and business lives – or have the machines of Skynet begun their assault on humankind?

Fiction is rapidly becoming fact as the rapid introduction of AI presents significant opportunities while also raising valid questions and concerns. In this session we will explore all the hype around ChatGPT. This timely workshop brings together two industry leads Debbie Tay, Ferring Pharmaceuticals and Mark Jara, RxS to provide a glimpse into the future.

- What Is ChatGPT and OpenAI?
- Why should you care?
- Examples of ChatGPT questions and responses
- ChatGPT current use cases
- How ChatGPT is paving the way into Pharma
- Apocalyptic concerns? Are they real?
- What's next for ChatGPT?

Plan ahead and avoid time travel to join Debbie and Mark as they explore the exciting potential of this cutting-edge technology.

Hasta la vista, baby – see you in San Diego!

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