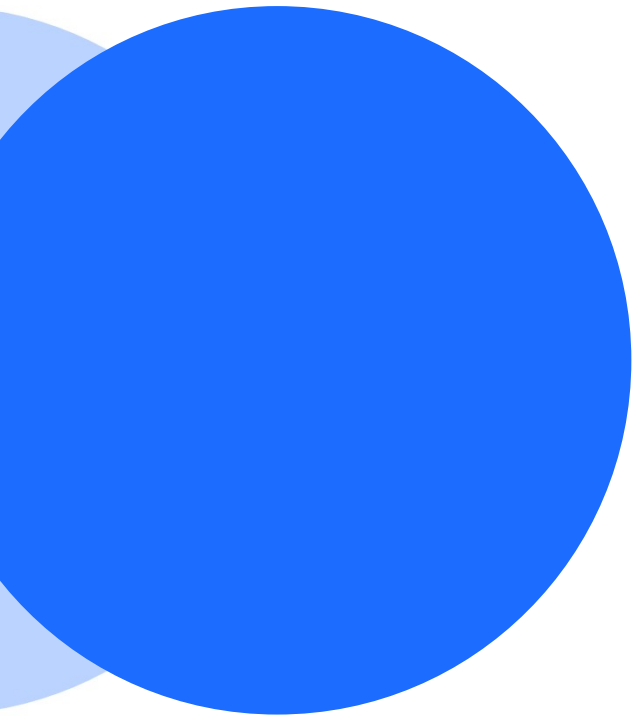


NBN CONNECTS WITH MICROSOFT 2.0



A large solid blue circle is positioned on the left side of the slide. A smaller, lighter blue circle is partially visible behind it, also on the left.

Russell Kelly

Chief Executive Officer
TasICT



Trusted AI for Every Business in Australia

Paul Liebeknecht
AI Platform Specialist
Microsoft



AI adoption is accelerating and agents are at the forefront

1.3B
AI agents

by 2028



82%

of organizations intend to integrate them within 1–3 years



40%

of business apps will be integrated with task-specific AI agents by 2026



**How do you
empower
your team
to thrive in
the AI era?**

70%

**of the skills used in most jobs
will change by 2030, with
AI emerging as a catalyst.**

Our Ambition, **Collective Opportunity**

To empower every person and every organization on the planet to achieve more.

Frontier success framework

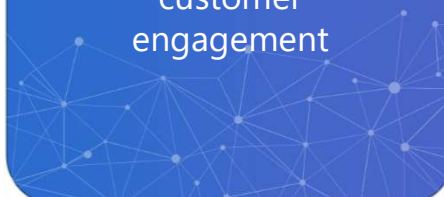
Enrich

employee
experiences



Reinvent

customer
engagement



Reshape

business
processes



Bend
the curve
on innovation



Microsoft Agents

Automate tasks with pre-built agents by Microsoft that are designed for work



Researcher

Advanced reasoning
Generally available



Analyst

Advanced reasoning
Generally available



Surveys

End-to-end survey mgmt.
Generally Available



Interpreter

Multi-lingual translation
Generally available



Facilitator

Teams meeting moderation
Generally available



Knowledge

Content mgmt. & organization
Public preview



Channels

AI teammate
Public preview



Project Manager

Automate project mgmt.
Public preview



Communities

Community mgmt.
Public preview



Workforce Insights

Organizational insights
Frontier Program



Word

Document creation
and iteration
Frontier Program



Excel

Data visualizations
and insights
Frontier Program



PowerPoint

Build and iterate on
presentations
Frontier Program



People

Colleague connector &
collaboration planner
Frontier Program



Learning

Curated AI skill building
resources
Frontier Program

Gain agent best practices at our AI Agent Hub [AI agents – Microsoft Adoption](#)

AI Skills Navigator

SW1



Vision

Agentic learning experiences that provide career-building skills for individuals and industry acceleration for organizations around the world

Key capabilities



AI-enhanced skilling experience



Entry point for Microsoft skilling



Multimodality



Organizational features



Credentials skills validation



Talent marketplace



<https://aka.ms/ASN-S>

Audiences: Business users, leaders, IT pros, developers, higher ed

Slide 9

SW1

In the presenter notes, should "Microsoft Training Partners" be "Microsoft Training Services Partners" (adding "Services")? And should "Microsoft Enterprise Skills Initiative (ESI)" be changed to "Organizational skilling"?

Thanks!

Shannon Wright, 2026-02-05T02:14:34.371

Introducing AI Skills Navigator

An agentic learning space that helps individuals build career skills and organizations worldwide accelerate their business.



Rich, multimodal content

Curated content and credentials from Microsoft, LinkedIn and GitHub—all in a single place.



Skilling playlists

Personalized AI generated multimodal learning plans.



Skilling sessions

Live-like training available anytime with agentic support.



AI-generated podcasts

An engaging audio format that can be instantly generated from complex material.



<https://aka.ms/ASN-S>

Microsoft 365 Copilot Workshop: Sales and Marketing

Akkodis Academy Tech Talk

Featuring



RISHONA ELIJAH
Technology Evangelist,
Microsoft Business Applications MVP
Expert Speaker



Agenda



Akkodis Academy presents:

- AI Foundations
- M365 Copilot: Basics
- M365 Copilot in your flow of work
 - Quick wins with Copilot
 - Research market trends
 - Create campaign brief and presentation
 - Turn a presentation into a video
 - Report on campaign results
 - Prepare for customer presentation
 - Identify sales opportunities from data
 - Create a sales enablement agent
- Prompting best practices
- Making Copilot work for you

Questions & Answers

Akkodis Academy



>50,000 up- / re-skilled
in 2024



**Tech, Business & Method
Skills** to support our
strategy



Hands-on training
with our own Tech Experts



**Academies in 10
dedicated countries**



**>150 learning
professionals**

AKKODIS

Country led catalogue of >300 trainings in selected
Industries & Tech Practices

GLOBAL INDUSTRIES



Automotive & Transportation



Aerospace & Defence



Information & Communication
Technology



Manufacturing & Logistics

GLOBAL TECH PRACTICES



Product & System Development



Validation & Verification



Manufacturing & Operations



Digital & Software



Data Analytics & AI



Cloud, Infrastructure & Security

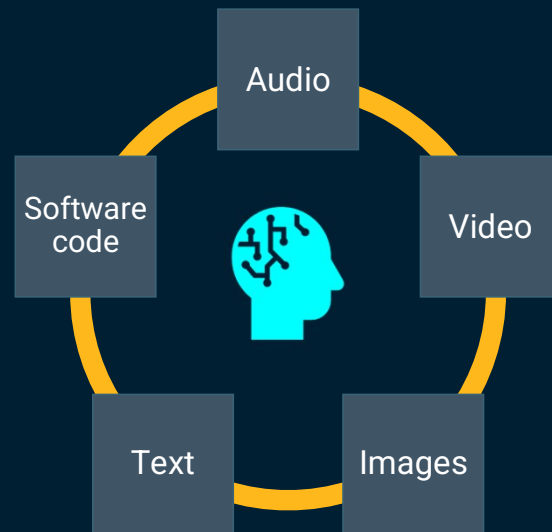
Akkodis Academy Fact Sheet

A short, solid orange diagonal line is positioned to the left of the title.

AI Foundations

Generative AI

Generative AI (GenAI) is a form of artificial intelligence capable of producing new content.



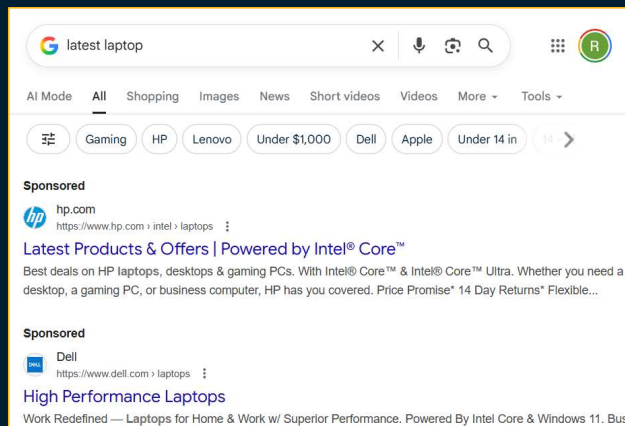
You use “Prompts” (instructions) to communicate

Search: keyword vs natural language

Keyword Search

You type short words or phrases, and the system looks for matches.

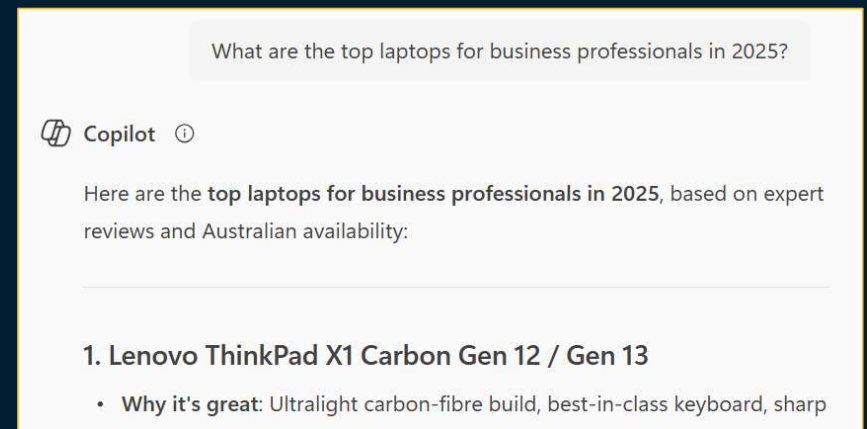
Use quick, simple terms like “latest laptop” or “weather Sydney”.



Copilot Conversation: “Prompts”

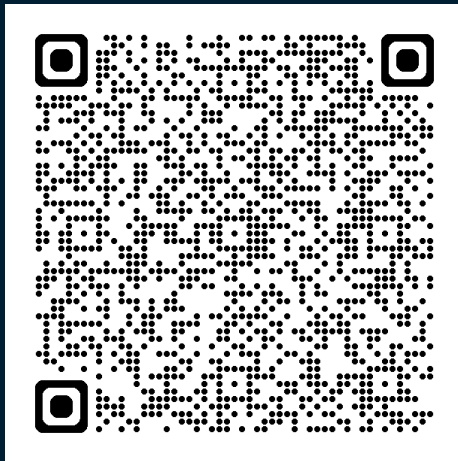
You ask questions the way you would speak to a person.

Use full sentences like “What are the best laptops for business in 2026?”



Try it out: Natural language

How can a *[enter your job title]* use
M365 Copilot at work?



<https://shorturl.at/wNJg9>

AKKODIS

M365 Copilot Tech Talk

Hello 🤖

Welcome to NBN Connects with Microsoft! We hope you are enjoying the event so far.

What can I assist you with?

Just now

how can an executive assistant use M365 Copilot at work?

Just now

Top 10 Ways Executive Assistants Can Use Microsoft 365 Copilot

- **Summarise Meetings (Teams, Copilot Chat)**
 - Prompt: "Summarise the meeting and list action items for each attendee."
- **Draft Professional Emails (Outlook, Copilot Chat)**
 - Prompt: "Draft a follow-up email to the board summarising today's meeting and next steps."
- **Create Executive Briefings (Word, Teams, Copilot Chat)**
 - Prompt: "Turn this bullet list into a one-page briefing for the CEO."
- **Customise Tone and Style (Word, Outlook)**
 - Prompt: "Rewrite this itinerary in a more formal tone for a C-level audience."

Type your message

0/2000

Uses for Copilot: Sales

AKKODIS



Customer self-service

"Create a simple FAQ customers can use on our website"

Lead generation

"Draft an email to introduce our services to cold leads"

Customer engagement

"Draft talking points for a check in call with [Customer X]"

Post-sale follow-up & upsell

"Suggest upsell ideas based on recent purchases"

Sales analysis & forecasting

"Identify early trends in my sales spreadsheet"

Negotiations & closing

"Draft a closing email for a warm prospect"

Uses for Copilot: Marketing

AKKODIS



Customer insights & strategy

“Suggest target audience segments based on this data”

Demand generation

“Suggest channels to reach small business owners”

Content creation

“Draft a blog outline on this topic”

Campaign execution

“Draft a two-week promotional calendar”

Personalisation

“Create personalised email variations for three customer types”

Sales enablement & recommendation

“Create a simple product one pager for sales”

What are some misconceptions about Generative AI?

1

GenAI can think like humans

2

GenAI is always accurate

3

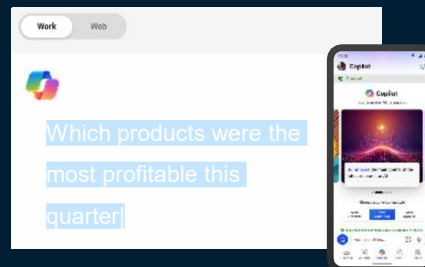
GenAI is a threat to all jobs

A single orange diagonal line is positioned to the left of the main title.

M365 Copilot: Basics



M365 Copilot is your AI assistant for work



Single chat
destination for
web and work

+



Microsoft 365
Apps

Enterprise-grade security, privacy, and compliance

Accessing M365 Copilot



M365 Chat

Multi-purpose chat, which can reference organisational data



Teams

Recap meeting, capture follow up actions, meeting preparation



Word

Generate and edit drafts



Excel

Identify trends, create visualisations, or ask for recommendations to drive different outcomes



PowerPoint

Convert written documents into slide decks, including speaker notes and references



OneNote

Summarising, rewriting, formatting, and adding visual context



Outlook

Summarising and drafting emails, scheduling meetings



Whiteboard

Brainstorming ideas

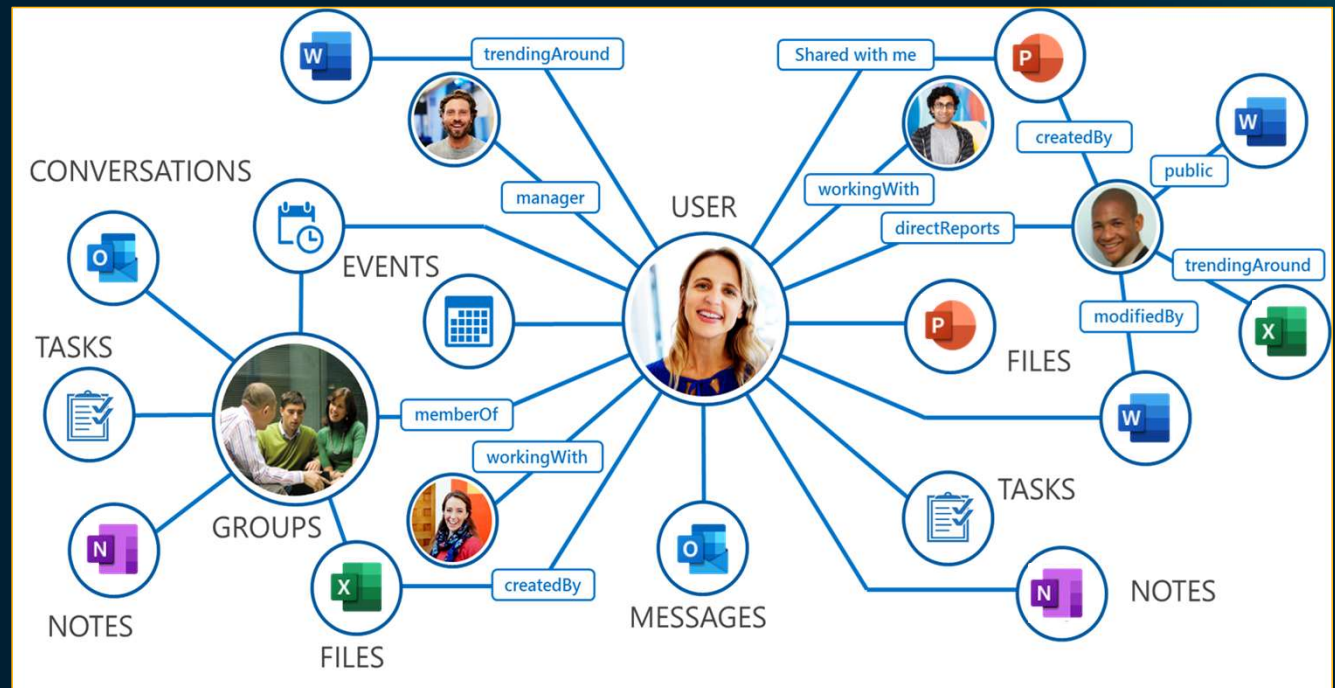


Microsoft Forms

Generate surveys and quizzes

Where does the information come from?

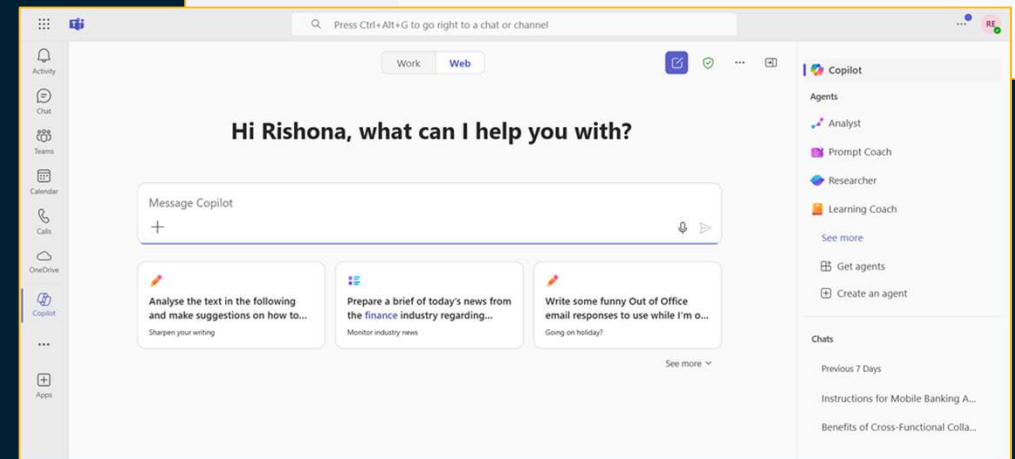
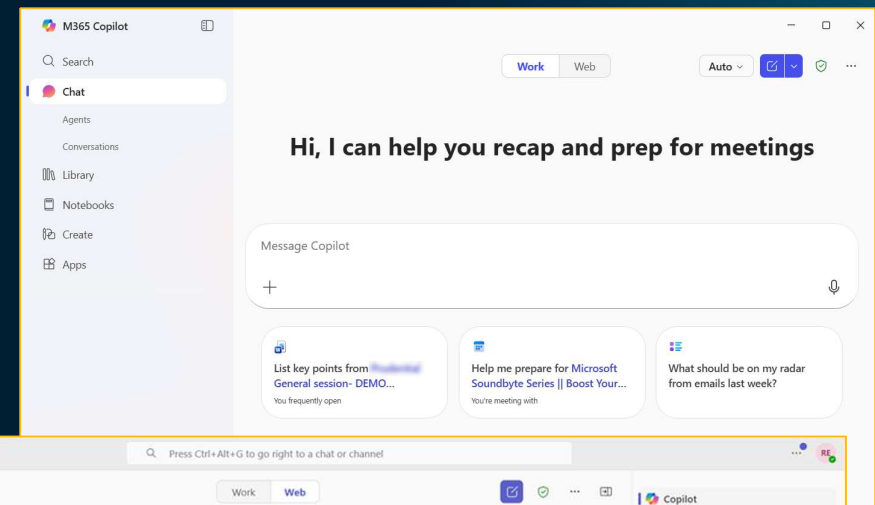
- Base general knowledge and the web
- **Microsoft Graph:** Organisational information like emails, files and MS Teams
- Additional data sources used in your organisation (e.g. CRM data)



M365 Copilot: Basics

Where to find M365 Copilot Chat

- <https://m365.cloud.microsoft/>
- Microsoft Teams Copilot app
- M365 Copilot desktop app
- Sign in with your work email





Work

Web

Auto



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Apps

Rishona Elijah

M365 Copilot

What can I help you with?

Enter your prompt

Update meeti...



Recap my meeting Update meeting



Tools



MA

What's the latest from [Microsoft Power Apps](#), organised by...

Is a close collaborator



List key points from [Financial_Analysis_Workbook.xlsx](#)

You edited



What time zone does [person](#) work in?



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Apps

Rishona Elijah

M365 Copilot

Work

Web

Auto



What can I help you with?

Type “ / ” to
search your work
content

Recap my meeting / Start typing to search



Tools



People

Files

Meetings

Emails

3 more

Search



Speech for Fabrikam Stakeholders 1

Created 6 hours ago



Rishona Elijah

rishona@rishonamvp.onmicrosoft.com



Financial_Analysis_Workbook

Opened by you 6 hours ago



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

...

Apps

RE Rishona Elijah



M365 Copilot ⓘ

Work

Web

Auto ▾



Today

Recap my meeting [Update meeting](#)

Copilot ⓘ

Here's a clear, structured recap of your meeting [Update meeting](#) held on 13 January 2026 3:30–4:00 pm AEDT, based entirely on the transcribed discussion.

This meeting *was* transcribed. [Update meeting](#)

Draft an email to the team summarizing the key points from the meeting notes



Write it as an email I can send to the attendees



Tools



AI-generated content may be incorrect

Continue the conversation





New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

...

Apps

RE Rishona Elijah



Today

Or start a new topic



Recap my meeting [Update meeting](#)

Copilot ⓘ

Here's a clear, structured recap of your meeting [Update meeting](#) held on 13 January 2026, 3:30–4:00 pm AEDT, based entirely on the transcribed discussion.

This meeting *was* transcribed. [Update meeting](#)

Draft an email to the team summarizing the meeting

Prepare a project plan for the milestones



Write it as an email I can send to the attendees

+ Tools



AI-generated content may be incorrect

www.compart.com.au

Work toggle
“grounds” answers
in work content,
e.g. files, emails



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

...

Apps

RE Rishona Elijah

...

M365 Copilot ⓘ

Copilot ⓘ

Here's a clear, structured recap of your meeting [Update meeting](#) held on 13 January 2026, 3:30–4:00 pm AEDT, based entirely on the transcribed discussion.

This meeting *was* transcribed. Update meeting

Draft an email to the team summarizing the meeting

Prepare a project plan for the milestones



Write it as an email I can send to the attendees



Tools



AI-generated content may be incorrect

Work

Work

Web

Auto ▾



Recap my meeting [Update meeting](#)



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

My video

Apps

Rishona Elijah



M365 Copilot ⓘ

Create images
and videos

What do you want to create?



Create an image

PowerPoint

Word

Excel

Create a video

More...

Describe what you want to create

+ Add a file

Brand and colour

Create →

Create videos with Copilot ⓘ

My videos





Analyst > Analyst Demo



Agents

- Researcher
- Analyst
- Prompt Coach
- Skills (Frontier)
- Microsoft 365 Admin
- Learning (Frontier)
- New agent
- ... All agents

Notebooks

- Apps
- Rishona Elijah

M365 Copilot ©

**Agents
handle
specialised
tasks**

What are some quick insights about the data from the uploaded file?
Analyst demo sales_data_Q1_2025.csv

Calculating average price per unit >

Ask Analyst to analyse your data and generate insights



AI-generated content may be incorrect



- Skills (Frontier)
- Health Day Support Bot
- Microsoft 365 Admin
- New agent
- ... All agents

Notebooks

- Financial Wellness App
- Performance Review

... All notebooks

Chats

- Update Meeting Recap Summary
- Presentation on Speech for Fabri...
- Excel Workbook for Data Analysis...
- Strategic Planning Document wit...

Apps

- Rishona Elijah

M365 Copilot



All

Favourites

Shared with you

Recommended

Notebooks
group Copilot
chats and
files

New notebook



3 References

Notebooks

- Financial Wellness App
- Performance Review

... All notebooks



Financial Wellness App

Just now

Strategic Report 2025





Microsoft 365 Copilot is built on trust

- Microsoft secures your data at rest and in transit
 - You control your data
- Your data is not used to train or enrich foundation models
- You're protected against AI security and copyright risks

A short, solid orange diagonal line is positioned to the left of the title text.

Quick wins with Copilot

Quick wins with Copilot

- **Obtain a daily briefing**
- Meeting recaps
- Schedule and prepare for a meeting with team



Work

Web

Auto



New chat

Search

Library

Create

Frontier

Begin in Copilot Chat (Work)

Hi, what can I help you with?

Give me a daily briefing. Summarise my unread priority emails, list today's meetings with attendees and linked files, and highlight any overdue actions from recent meetings.

+ Tools



Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Health Day Support Bot

Give me a daily briefing. Summarise my unread priority emails, list today's meetings with attendees and linked files, and highlight any overdue actions from recent meetings.

See more

Apps

Rishona Elijah

M365 Copilot



Daily Briefing: Emails, Meetings, Overdue Actions

Work

Web

Auto



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

New agent

All agents

Notebooks

Financial Wellness App

Performance Review

All notebooks

Chats



Daily Briefing: Emails, Meetings...

Apps

Rishona Elijah



M365 Copilot



Copilot

Here's your **daily briefing**, based strictly on what was found in your enterprise data.

Search returned **multiple unread emails**, **1 meeting today**, and **no transcribed meetings in the past 7 days**, which means **no overdue actions** could be identified.



Unread Priority Emails

(Search returned several unread emails; here are the relevant ones.)

1. [Mobile App Project – Weekly Update](#)

From Avery Blake

Summary: Development progress, UI/UX updates, API integration 70% complete, risks around third-party authentication.

Mobile App Project – ...

No other unread emails were marked as high-priority or recently sent.



Today's Meetings

Total results: **1 meeting** returned by search.

[Team Daily Stand Up](#)

Include team-wide updates in the briefing

Provide more details on today's meeting



Message Copilot



Tools



AI-generated content may be incorrect

- New chat
- Search
- Library
- Create
- Frontier
- Agents
- Researcher
- Analyst
- Prompt Coach
- Skills (Frontier)
- Microsoft 365 Admin
- Learning (Frontier)
- New agent
- All agents
- Notebooks
- Financial Wellness App
- Performance Review
- All notebooks
- Chats
- Daily Briefing: Emails, Meetings...
- Apps
- Rishona Elijah
- M365 Copilot

Team Daily Stand Up

Time: 9:00–9:30 AM
Organiser: Rishona Elijah
Attendees:

- Avery Blake
- aaronunderwood@pincove-demo.com

Location: Microsoft Teams Meeting

Team Daily Stand Up

No attached or linked files were returned for this event.

Overdue Actions from Recent Meetings (past 7 days)

Search returned past 7 days' meetings, but none were transcribed, and no action items appeared in the available metadata.

Meetings retrieved:

- Team Daily Stand Up (Sunday → Today, 7 days of stand-ups)
All non-transcribed, meaning no action items in system-searchable form.

Team Daily Stand Up ... +6

→ Result: No overdue actions could be identified.

Include team-wide updates in the briefing

Provide more details on today's meeting

Message Copilot

+

Tools



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

New agent

All agents

Notebooks

Financial Wellness App

Apps

RE Rishona Elijah

M365 Copilot



Work

Web

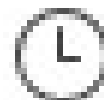
Auto



Today



Give me a daily briefing. Summarise my unread priority emails, today's meetings with attendees and linked files, and highlight overdue actions from recent meetings.



Copilot

Here's your **daily briefing**, based strictly on what was found in your mailbox and calendar.

Daily Briefing

1. Unread Priority Emails

Your search returned *several emails*, but **none were marked as unread and important**. Below are the emails that appeared in the results, but they **do not meet the criteria of both unread and priority**:

• Mobile App Project - Weekly Update from Avery Blake



Try it with **Researcher**

Include chat summaries in the briefing



Message Copilot



Tools



AI-generated content may be incorrect

Schedule the prompt to run automatically



Work

Web

Auto



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

New agent

All agents

Notebooks

Financial Wellness App

Apps

Rishona Elijah

M365 Copilot

Today



Schedule a prompt



Give me a daily briefing. Summarise my unread priority emails, list today's meetings with attendees and linked files, and highlight any overdue actions from recent meetings.



Repeat this prompt every week on Monday, Tuesday, Wednesday, Thursday, Friday at 08:00 until Monday 25 May

Starts

16/02/2026



At

08:00



Every

Week



M

T

W

T

F

S

S

Run

15



times



Receive an email when responses are ready

Save



Tools



AI-generated content may be incorrect

Quick wins with Copilot

- Obtain a daily briefing
- **Meeting recaps**
- Schedule and prepare for a meeting with team

Copilot

Activity

Chat

Teams

Calendar

Loop

Viva Engage

Viva Goals

Viva Learning

...

Apps

13:26

Search (Ctrl+Alt+E)

Chat

People

Raise

React

View

Notes

Copilot

Apps

More

Camera

Mic

Share

Leave

Manufacturing Expansion Contract - Adventure Works & Northwind

Search for tools, help, and more (Alt + Q)

FileHomeInsertLayoutReferencesReviewViewHelp

Aptos (Body) 11 A⁺ A⁻ B I U ...

Normal No Spacing Heading 1 Find Find Dictate Designer

1. Scope of the Project

This Agreement outlines the terms of the expansion project for Adventure Works' manufacturing facility. The purpose of the expansion is to meet increased sales demand, providing an additional production capacity for the Thunderbolt series of eBikes and other bicycle models. The project will also address supply chain improvements and provide a long-term solution for growing operational demands.

2. Project Start Date and Duration

- Project Start Date: October 1, 2024
- Project End Date (estimated): September 30, 2025
- Total Duration: 12 months

3. Total Project Cost

- Total Cost: \$2,500,000 USD

This cost includes all materials, labor, construction, and consulting fees associated with the expansion of the manufacturing facility.

4. Monthly Fee

- Monthly Fee: \$208,333 USD

The monthly fee includes project management, labor, and operational costs. Payments are due at the end of each calendar month.

5. License Term

The license for the use of the upgraded facility and production line is set for **5 years** from the completion date of the project (anticipated as September 30, 2025). The license will automatically renew unless either party provides a written termination notice 60 days before the expiration of the term.

6. Terms and Conditions for Invoicing

1. Payment Schedule:

- 50% upfront payment due within 15 days of contract signing.
- 25% payment due upon completion of the initial phase of the manufacturing expansion (installation of equipment and initial site preparations).
- 25% final payment due upon project completion and final inspection approval by Northwind.

Page 1 of 4 872 words English (U.S.)

Allan Deyoung

Lee Gu

Allan Deyoung

Attend a Teams meeting

Copilot

Let AI handle the busywork

Copilot can generate notes, list tasks, and much more-so you don't have to.

Check the facts

A response could be inaccurate or incomplete. Share feedback to help Copilot improve.

It's your Copilot

Other people in the meeting can't see this conversation.

Ask me anything about this meeting

More prompts

Copilot

Activity

Chat

Teams

Calendar

Loop

Viva Engage

Viva Goals

Viva Learning

...

Apps

13:52

Search (Ctrl+Alt+E)

Chat

People

Raise

React

View

Notes

Copilot

Apps

More

Camera

Mic

Share

Leave

Manufacturing Expansion Contract - Adventure Works & Northwind

Search for tools, help, and more (Alt + Q)

FileHomeInsertLayoutReferencesReviewViewHelp

Aptos (Body) 11 A A B I U Normal No Spacing Heading 1 Find

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Lee Gu

Allan Deyoung

Megan Bowen

Copilot

It's your Copilot

Other people in the meeting can't see this conversation.

Today

Summarize this meeting so far and provide key points and action items.

Copilot 4:14 PM

Here's a summary of the key points and action items from the meeting:

Key Points:

- The meeting focused on reviewing the Northland contract for the new manufacturing expansion project.
- Alex suggested adjusting payment terms to milestone-based payments to reduce cash flow strain.
- Lee supported the idea for more flexibility in managing project phases.
- Megan raised concerns about the tight timeline for the manufacturing expansion, suggesting

AI-generated content may be incorrect

Generating a response

Ask me anything about this meeting

More prompts

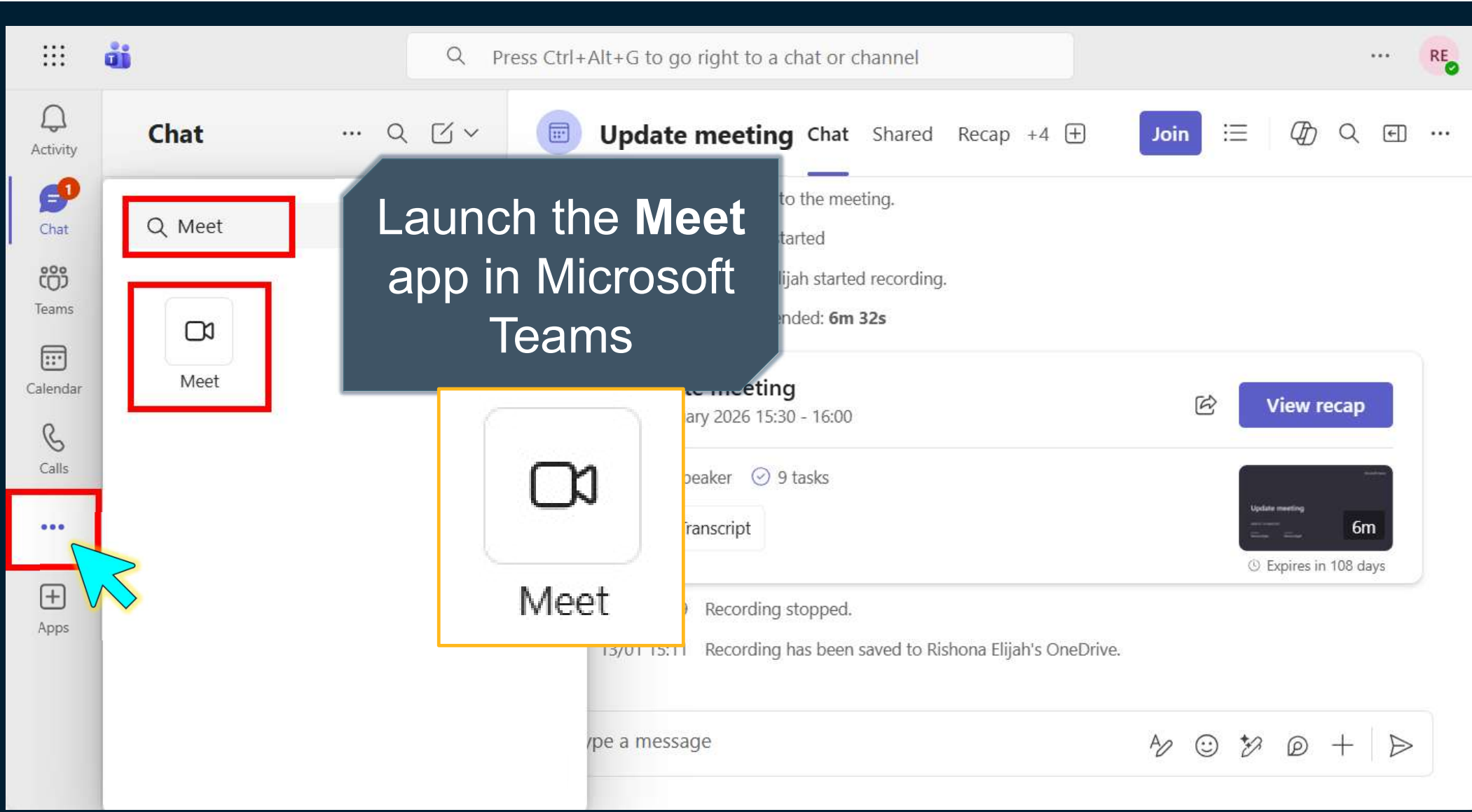
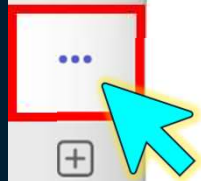
Summarise this meeting so far and provide key points and action items

Launch the Meet app in Microsoft Teams

Meet

Meet

Meet



00:52



Search (Ctrl+Alt+E)



RE



Meet

Home

Audio recaps

New

ID



Meet now



New meeting



< Generated audio recaps

Generate audio recap

Catch up on meetings from the last **14 days** with an audio recap in **newscast** style.

Select up to 8 meetings ⓘ

Loading your latest meetings



Upcoming meeting

13 January 2026 · 15:30 - 16:00 , Rishona Elijah

Generate



Search (Ctrl+Alt+E)

RE

Activity

Chat

Teams

Calendar

Calls

Meet

...

Apps



Meet

Home

Audio recaps

New

Join with an ID

Meet now

+ New meeting

< Generated audio recaps

Generate audio recap

Catch up on meetings from the last 14 days with an audio recap in newscast style.

Select up to 8 meetings



Update meeting

13 January 2026 · 15:30 - 16:00 , Rishona Elijah

executive

Two speakers. Essential info with minimal commentary.

✓ newscast

One speaker. Fast and concise.

casual

Two speakers. Extra colour and commentary. Longest format.

Generate

Select meetings,
style, then
Generate.

Quick wins with Copilot

- Obtain a daily briefing
- Meeting recaps
- **Schedule and prepare for a meeting with team**

Outlook

Search

Home

View

Help

New event

Day

Work week

Week

Month

Split view

Filter applied

Share

Print

Copilot

March 2026

In office

Go to Calendar

Calendar icon

Add calendar

Go to my booking page

My calendars

Calendar

Show all

Calendar view

Project Meeting Microsoft Teams Meeting Rishona Elijah

Team Daily Stand Up Microsoft Teams Meeting Rishona Elijah

Interview for Customer Service Rep role

Lunch Break

Go to Calendar

- Add calendar
- Go to my booking page
- My calendars
 - Calendar
- Show all

Tuesday

Project Meeting Microsoft Teams Meeting Rishona Elijah

Team Daily Stand Up Microsoft Teams Meeting Rishona Elijah

Interview for Customer Service Rep role

Lunch Break

Outlook

Search

HomeViewHelp

New eventDayWork weekWeekMonthSplit viewFilter appliedSharePrint

March 2026

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Add calendar

Go to my booking page

My calendars

Calendar

Show all

Today31 March, 2026In office

31Tuesday

Project Meeting Microsoft Teams Meeting Rishona Elijah

8

Team Daily Stand Up Microsoft Teams Meeting Rishona Elijah

9

Interview for Customer Service Rep role

10

11

12

Lunch Break

13

14

Open Copilot

Copilot

Find recent key emails

Message Copilot

What are the top three things I should focus on right now?

Find my next one-on-one with person

I want to stay connected with my top collaborators. Who haven't I met with recently?

See more

M365 Copilot

March 2026

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Add calendar
Go to my booking page

My calendars
Calendar
Show all

Today 31 March, 2026 In office

31	Tuesday
8	Project Meeting Microsoft Teams Meeting Rishona Elijah
9	Team Daily Stand Up Microsoft Teams Meeting
13	Lunch Break
14	

Send prompt

AB Avery Blake X

Schedule a 30 minute check in with Avery Blake in the morning to discuss the latest on the mobile app project

Copilot

Find recent key emails

AB Avery Blake X

Schedule a 30 minute check in with Avery Blake in the morning to discuss the latest on the mobile app project

What are the top three things I should focus on right now?

Find my next one-on-one with person

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See more

March 2026

M	T	W	T	F	S	S
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

Add calendar

Go to my booking page

My calendars

Calendar

Show all

Today 31 March, 2026 In office

31 Tuesday

Project Meeting Microsoft Teams Meeting Rishona Elijah

8

Team Daily Stand Up Microsoft Teams Meeting

9

Interview for Customer Service Rep role

10

11

12

Lunch Break

13

14

Review the suggestions

Copilot

Schedule a 30 minute check in with [Avery Blake](#) in the morning to discuss the latest on the mobile app project

Copilot

I've found some suitable morning options for your 30-minute check-in with Avery Blake to discuss the latest on the mobile app project.

Here's what stands out about the recommended times:

- All top suggestions fall squarely within the morning period you asked for.
- Both you and [Avery Blake](#) are free for each of the suggested slots.

Please choose the option that works best for you from the available times shown.

If you'd like, I can also book a room and refine the meeting

Summarize recent updates on the mobile app project

Message Copilot

AI-generated content may be incorrect

Outlook

Search

Home View Help

New event

Day Work week Week Month Split view Filter applied

Share Print

Copilot

March 2026

31

My calendars

Calendar

Show all

Check in to discuss the latest on the mobile app project

RE AB

3/31 Tuesday 09:30 - 10:00

3/31 Tuesday 11:00 - 11:30

3/31 Tuesday 11:30 - 12:00

Send invite for option 3

In office

Copilot

Check in to discuss the latest on the mobile app project

RE AB

3/31 Tuesday 09:30 - 10:00

3/31 Tuesday 11:00 - 11:30

3/31 Tuesday 11:30 - 12:00

Send invite for option 3

Send invite

14

AI-generated content may be incorrect

March 2026

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

- Add calendar
- Go to my booking page

- My calendars
- Calendar
 - Show all

Today 31 March, 2026 In office

31 Tuesday

Project Meeting Microsoft Teams Meeting Rishona Elijah

8

9 Team Daily Stand Up Microsoft Teams Meeting Rishona Elijah

10 Interview for Customer Service Rep role

11

Check in to discuss the latest on the mobile app project Online Meeting Rishona Elijah

12

13 Lunch Break

14

Copilot

Send invite for option 3

Copilot Your meeting has been scheduled for 31 March 2026 from 11:30 to 12:00 (AUS Eastern Standard Time) with Avery Blake. The subject is "Check in to discuss the latest on the mobile app project."

Provide the meeting agenda

Find recent emails about the mobile app project

Show me Avery Blake's availability next week

Message Copilot

AI-generated content may be incorrect

March 2026

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

- Add calendar
- Go to my booking page
- My calendars
 - Calendar
- Show all

← Today > 31 March, 2026

31 Tuesday

8

9 Team Daily Stand Up Microsoft Teams Meeting

12

13 Lunch Break

14

Meeting prep

 Prepare for this meeting



Check in to discuss the latest on the mobile app project

Join Chat

Tue 31/03/2026 11:30 - 12:00

Online Meeting

You're the organiser.
Avery Blake accepted.

Prepare for this meeting

Setting up some time to meet and discuss. This invite was sent by Copilot on behalf of Rishona Elijah

Edit Cancel

Help me draft a smart prompt question I can ask in the meeting

Identify any concerns raised in this meeting

What pre-reads should I review?

Meeting prep

Help me prepare for this meeting: Check in to discuss the latest on the mobile app project, time: Tue 31/03/2026 11:30 - 12:00

Copilot ⓘ

I found your meeting details and some related updates. Here's a comprehensive prep:

Meeting Details

- Title: [Check in to discuss the latest on the mobile app project](#)
- Date & Time: Tuesday, 31 March 2026, 11:30 AM – 12:00 PM
- Location: Online (Microsoft Teams)
- Organiser: [Rishona Elijah](#)
- Invitee: [Avery Blake](#)
- [Join the meeting](#)  Check in to discuss th...

Recent Updates on Mobile App Project

From Avery Blake's recent email:

- Core functionality completed: User onboarding and account setup are done.
- Testing: Initial internal testing shows these features are working as expected.  [Mobile App Project](#)

Suggested Talking Points

1. Progress Review: Confirm completion of onboarding and account setup features.
2. Testing Feedback: Discuss any issues or improvements from internal testing.
3. Next Steps: Identify upcoming milestones—e.g., UI enhancements, beta release timeline.
4. Risks & Dependencies: Check if there are any blockers or resource needs.

Would you like me to draft a quick agenda for this meeting or prepare a summary email to share with [Avery Blake](#) before the call?

Copilot

Today

Help me prepare for this meeting: Check in to discuss the latest on the mobile app project, time: Tue 31/03/2026 11:30 - 12:00

Copilot ⓘ

I found your meeting details and some related updates. Here's a comprehensive prep:

Meeting Details

 Try it with **Researcher**

Draft a quick agenda for the meeting

Prepare a summary email to share with Avery Blake

Message Copilot

+ -

🎤 🔊

AI-generated content may be incorrect

A single orange diagonal line is positioned to the left of the main title.

Research market trends

Research market trends

AKKODIS

You are the Director of Marketing at Fabrikam. A protein shake product is gaining attention.

You need to propose a practical campaign for next quarter.

The screenshot displays the Microsoft Copilot interface. On the left is a sidebar with navigation options: New chat, Search, Library, Create, Frontier, Agents (Researcher, Analyst, Prompt Coach, Skills (Frontier), Microsoft 365 Admin, Learning (Frontier)), New agent, All agents, Notebooks (Fabrikam Mobile Banking Ap...), and Apps (Rishona Elijah). The main content area is titled "Top Social Media Trends for Fitness Supplements" and includes tabs for "Work" and "Web". A prompt box at the top asks to "Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels." Below this, Copilot provides three distinct campaign angles for "Protein That Fits Real Life".

Campaign Angle 1: "Protein That Fits Real Life"

Target audience

- Busy professionals (25–45)
- Parents, shift workers, time-poor office workers
- Light-moderate exercisers (not hardcore athletes)

Key message

"Protein isn't just for the gym — it's everyday fuel."

Below the key message are three actionable buttons: "Create a 12-week content plan", "Adapt messages for Australian market", and "Turn angle 1 into a creator brief". At the bottom of the interface is a "Message Copilot" input field with a "Tools" button and a disclaimer: "AI-generated content may be incorrect".



New chat



Search



Library



Create



Frontier

Agents



Researcher



Analyst



Prompt Coach



Skills (Frontier)



Microsoft 365 Admin



Learning (Frontier)



Apps



Rishona Elijah



M365 Copilot

Work

Web

Auto



Begin in
Copilot Chat
(Web)

Hi, try asking me to recap a

Research current social media and marketing trends for protein shakes and fitness supplements. Summarise the top 5 trends and include source links. Then suggest how a small business brand should respond in the next 90 days.

+ Tools



Research current social media and marketing trends for protein shakes and fitness supplements. Summarise the top 5 trends and include source links. Then suggest how a small business brand should respond in the next 90 days.



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

New agent

All agents

Notebooks

Fabrikam Mobile Banking Ap...

Apps

RE Rishona Elijah

M365 Copilot

Work

Web

Auto



...

Research current social media and marketing trends for protein shakes and fitness supplements. Summarise the top 5 trends and include source links. Then suggest how a small business brand should respond in the next 90 days.

Copilot

Below is a **current (2025–early 2026) overview of social media and marketing trends for protein shakes and fitness supplements**, with **direct source links**, followed by a **practical 90-day response plan for a small business brand**.

Australian English is used, with a commercially realistic lens suitable for SME operators.

Top 5 Social Media & Marketing Trends (Protein Shakes & Fitness Supplements)

1. TikTok-Led Discovery + In-App Commerce Is Now Core

Create a 90-day content calendar

Map trends to Australia/NZ market



Message Copilot



Tools



AI-generated content may be incorrect



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

New agent

All agents

Notebooks

Fabrikam Mobile Banking Ap...

Apps

Rishona Elijah



M365 Copilot

Work

Web

Auto



Highly curated fitness advertising is losing effectiveness. Consumers respond more strongly to **micro-influencers and everyday users** sharing honest routines, taste reactions and long-term use. Trust is driven by **relatability, not aesthetics**.

influencermarketinghub +1



1 of 2

Top Supplements & Vitamins Influencer Marketing Campaigns

Web | influencermarketinghub.com

• YouTube Shorts: Science



Check the sources

3. Clean Label, Transparent Commercial Drivers

"Clean label" is no longer a nice-to-have. It's a **proof of purity**, particularly following heightened scrutiny. Brands communicating **independent testing** and "natural" claims.

cleanlabelproject +1

Key consumer signals

influencermarketinghub +1



1 of 2

Top Supplements & Vitamins Influencer Marketing Campaigns

Web | influencermarketinghub.com

Create

YouTube Shorts: Science

Message Copilot



Tools



AI-generated content may be incorrect



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills

Micro

Learn

New agent

All agents

Notebooks

Fabrikam Mobile Banking Ap...

Apps

Rishona Elijah



M365 Copilot

Work

Web

Auto



Strategic Takeaway

Winning brands in protein and fitness supplements are no longer the loudest or most polished. They are:

- **Relatable rather than aspirational**
- **Transparent rather than glossy**
- **Community-led rather than campaign-led**

If you'd like, I can:

- Translate this into a **board-ready briefing**
- Build a **90-day content calendar**
- Map this specifically to **Australia/NZ regulatory constraints**

Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels.



Create a 90-day content calendar

Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels.

+ Tools



AI-generated content may be incorrect

Drill down into
the research



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

New agent

All agents

Notebooks

Fabrikam Mobile Banking Ap...

Apps

RE Rishona Elijah



M365 Copilot

Top Social Media Trends for Fitness Supplements

Work

Web

Auto



Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels.

Copilot

Below are **three distinct campaign angles** derived directly from the trends we identified. Each is designed to be **practical for a small brand**, commercially focused, and suitable for rollout within a 90-day window.

Campaign Angle 1: "Protein That Fits Real Life"

Target audience

- Busy professionals (25–45)
- Parents, shift workers, time-poor office workers
- Light–moderate exercisers (not hardcore athletes)

Key message

"Protein isn't just for the gym — it's everyday fuel."

Create a 12-week content plan

Adapt messages for Australian market

Turn angle 1 into a creator brief



Message Copilot



Tools



AI-generated content may be incorrect



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

New agent

All agents

Notebooks

Fabrikam Mobile Banking Ap...

Apps

RE Rishona Elijah



Top Social Media Trends for Fitness Supplements

Work

Web

Auto



How These Angles Work Together

These campaigns are **complementary, not competing**:

- *Protein That Fits Real Life* builds relevance
- *Nothing to Hide* builds trust
- *Real People, Real Routines* builds momentum and scale

Run them in parallel, with different creators and content pillars feeding into the same core product story.

If you want, I can:

- Map these into a **12-week content plan**
- Adapt the messaging for **Australian regulatory constraints**
- Turn one angle into a **creator brief or pitch deck**

Just tell me how far you want to take it.

Sources



Edit in Pages

Add results to a
Page

Create a 12-week content plan

Australian market

Turn angle 1 into a creator brief



Message Copilot

+ Tools



M365 Copilot

AI-generated content may be incorrect

A single orange diagonal line is positioned to the left of the main text.

Create campaign brief and
presentation

The team
collaborates
on the **Page**
for the
campaign
brief

- Build a 90-day content calendar
- Map this specifically to Australia/NZ regulatory constraints

Just say the word.

Sources

Turn those trends
each angle: target
best channels.

Copilot

Below are three dis
directly from the trends

Create a 12-week content plan

Message Copilot



AI-generated content may be incorrect

Top Social Media T...



Create



Campaign Angle 1: "Protein That Fits Real Life"

Target audience

- Busy professionals (25–45)
- Parents, shift workers, time-poor office workers
- Light–moderate exercisers (not hardcore athletes)

Key message

"Protein isn't just for the gym — it's everyday fuel."

Position the product as a *functional habit* that supports energy, satiety and consistency, not extreme body transformation.

This directly aligns with the shift away from performance-only sports nutrition toward **mainstream functional wellness** and lifestyle integration.

Creative expression

- "What I actually eat on a workday"
- "My 3pm crash fix"
- "Protein for people who don't meal prep"
- Simple routines: breakfast shakes, desk smoothies, post-school-pickup snacks

Best channels



Tag and share
with colleagues

Campaign Angle 1: "Protein That Fits Real Life"

 **Avery Blake** help with adding your research below and vote on the campaign angle

Target audience

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Creative expression

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- "Protein for people who don't meal prep"
- Simple routines: breakfast shakes, desk smoothies, post-school-pickup snacks

WorkWeb

Build a 90-day content calendar

Map this specifically to Australia/NZ regulatory constraints

Just say the word.

Sources

Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels.

Copilot

Below are three distinct campaign angles derived directly from the trends we identified. Each is designed to be resonant for a small brand!

Create a 12-week content plan

Message Copilot

AI-generated content may be incorrect

Top Social Media T...

Campaign Angle 1: "Protein That Fits Real Life"

Avery Blake help with adding your research below and vote on the campaign angle

Voting table

Pros	Cons
Add pros	Add cons
Add pros	Add cons

Target a

- Busy p
- Parents, shift workers, time-poor office workers
- Light-moderate exercisers (not hardcore athletes)

Key message

"Protein isn't just for the gym — it's everyday fuel."

Grant access

Avery Blake

These recipients don't have access to this item. They will not be able to see or reply to your mention unless you give them access.

Share and notify

Share and notify

WorkWeb

...

- Build a **90-day content calendar**
- Map this specifically to **Australia/NZ regulatory constraints**

Just say the word.

Sources    >

    + v ...

Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels.

 Copilot ⓘ

Below are **three distinct campaign angles** derived directly from the trends we identified. Each is designed to be practical for a small brand

Create a 12-week content plan 

Message Copilot

+ 

AI-generated content may be incorrect

Top Social Media T...

RE

← →

Create v

 ... X

Campaign Angle 1: "Protein That Fits Real Life"

 Avery Blake

 help with adding your research below and vote on the campaign angle

Just start typing...

Templates

-  Task list
-  Voting table
-  Progress tracker
-  Calendar
-  Kanban board
-  Team retrospective
-  Q&A Session

Communication

-  Person
-  Emoji picker
-  Label

office workers
hardcore athletes)

everyday fuel."

habit that supports energy, satiety and consistency, not

y from performance-only sports nutrition toward **mainstream**
gration.

Creative expression

- "What I actually eat on a workday"
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WorkWeb

Build a 90-day content calendar

Map this specifically to Australia/NZ regulatory constraints

Just say the word.

Sources

Turn those trends into three campaign angles. For each angle: target audience, key message, and best channels.

Copilot

Below are three distinct campaign angles derived directly from the trends we identified. Each is designed to be practical for a small brand

Create a 12-week content plan

Message Copilot

Al-generated content may be incorrect

Top Social Media T...RE

Create

DocumentPresentationPDF

Campaign Angle 1: "Protein That Fits Real Life"

AB Avery Blake help with adding your research below and vote on the campaign angle

Voting table

	Idea	Pros
1	What's your idea?	• Add pros
2	What's your idea?	• Add pros

+ New

Target audience

- Busy professionals (25–45)
- Parents, shift workers, time-poor office workers
- Light-moderate exercisers (not hardcore athletes)

Key message

"Protein isn't just for the gym — it's everyday fuel."

Create

DocumentPresentationPDF

WorkWeb

Top Social Media T...

Create

...

×

- Build a 90-day content calendar
- Map this specifically to Australia/NZ regulatory constraints

Just say the word.

Sources

Turn those trends into three campaign angles directly from the trends we identified. Each i declared to be essential for a small brand

Copilot

Below are three distinct campaign angles d directly from the trends we identified. Each i

Create a 12-week content plan

Message Copilot

+

AI-generated content may be incorrect

Campaign Angle 1: "Protein That Fits Real Life"

Avery Blake help with adding your research below and vote on the campaign angle

Pros	Cons
Add pros	• Add cons
Add pros	• Add cons

Key message

"Protein isn't just for the gym — it's everyday fuel."

Ready to create your presentation

ContinueCancel

Create a presentation

Create a presentation with Copilot



Hi, how can I help?

Create a presentation about [Top Social Media Trends for Fi](#)

 Top Social Media... 

58 / 2000

 Reference files



Create a
presentation

Create a presentation with Copilot

AI generated

Create a presentation about Top Social Media Trends for Fi

Copilot will create a new presentation using your current theme but will replace any content. Save a copy to avoid losing your work.

Top Social Media Trends for Fitness Supplements

Overview of Social Media Trends in Fitness Supplement



Current Landscape and Key Shifts

Add new topic



Campaign Strategies for Fitness Supplement Brands



Protein That Fits Real Life: Targeting Everyday Consumers



Creative Approaches and Channel Selection



Nothing to Hide: Building Trust Through Transparency



Creative Tactics and Best Platforms for Transparency



Real People, Real Routines: Leveraging Authenticity

Review
presentation
plan and add
new topics

Create a presentation with Copilot AI generated

Select your
template

Presentation style

Recommended

Your organization



Suggested



Presentation Title

Quick study



Presentation Title

Square harmony



PRESENTATION TITLE

New century modern



PRESENTATION TITLE

Stock overprint



PRESENTATION TITLE

Modern serenity



PRESENTATION TITLE

Pitch black



PRESENTATION
TITLE

Northern lights

Show all

> Image settings

Recommended

Your organization



Suggested



Quick study



Square harmony



New century modern



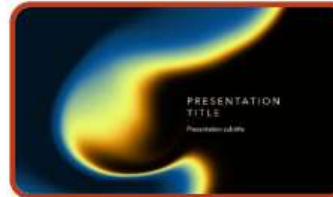
Stock overprint



Modern serenity



Pitch black



Northern lights

Show all

> Image settings

Estimated number of slides: 23 (maximum)



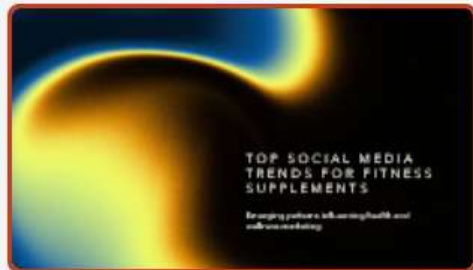
Generate slides



Generate slides



Top Social Media Trends for Fitness Supplements



1



2



Overview of Social Media Trends in Fitness Supplements



3



4



Campaign Strategies for Fitness Supplement Brands





Strategic Takeaways for Fitness

23



24



Conclusion: Harnessing Social

25



Presentation title

KEY SUCCESS FACTORS AND NEXT STEPS

Winning Brand Traits

Successful protein and fitness brands focus on relatability, transparency, and community engagement over polish and loudness.

Strategic Support Offers

Offers include board-ready briefings, 90-day content calendars, and regulatory mapping for Australia and New Zealand.

A short, solid orange diagonal line is positioned to the left of the main text.

Turn a presentation into a video

Turn the presentation
into a video

What do you want to create?



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Workforce Insights (Frontier)

EcoSense sales assistant

New agent

All agents

Notebooks

Construction Project for Clie...

Fabrikam Mobile Banking Ap...

Apps

Rishona Elijah

M365 Copilot

Create an image

PowerPoint

Word

Excel

Create a video

Design an infographic

More...

Describe what you want to create

+ Add a file

Brand and colour

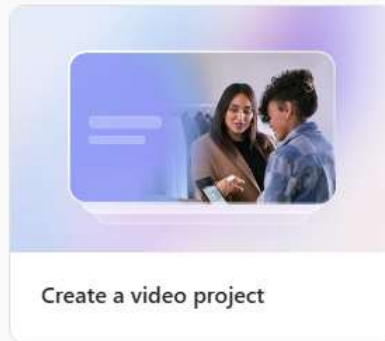
Create →

Create videos with Copilot

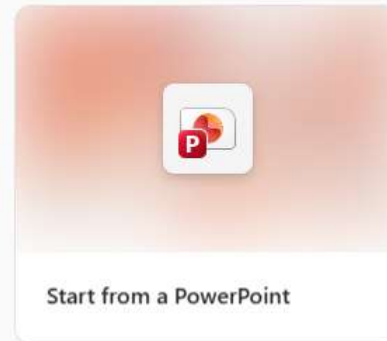
My videos



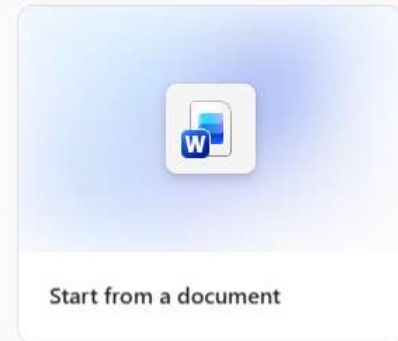
Generate clip



Create a video project



Start from a PowerPoint



Start from a document

Generate A Clip



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

Workforce Insights (Frontier)

EcoSense sales assistant

New agent

All agents

Notebooks

Construction Project for Clie...

Fabrikam Mobile Banking Ap...

Apps

Rishona Elijah



M365 Copilot

What do you want to create?

Create an image

PowerPoint

Word

Excel

Create a video

Design an infographic

More...

Describe what you want to create

+ Add a file

Brand and colour



Create a video

Create →

Create videos with Copilot ⓘ

My videos



Generate clip



Create a video project



Start from a PowerPoint



Start from a document

Generate A Clip ⓘ

Attach the
presentation

What do you want to create?

Create an image

PowerPoint

Word

Excel

Create a video

Design an infographic

More...

Describe what you want to create

+ Add a file

Brand and colour

Create →

Files



Top Social Media Trends for Fitness Supplements

Opened by you January 25th



Start from a PowerPoint



Start from a document

Generate A Clip ⓘ



New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

HR Self-Service Assistant

Workforce Insights (Frontier)

New agent

All agents

Notebooks

EcoSense

Construction Project for Clie...

All notebooks

Apps

Rishona Elijah



M365 Copilot

What do you want to create?

Create an image

PowerPoint

Word

Excel

Create a video

Design an infographic

More...

Top Social Media... X

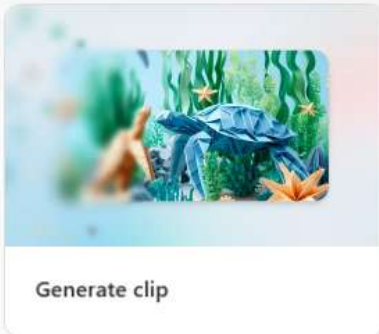
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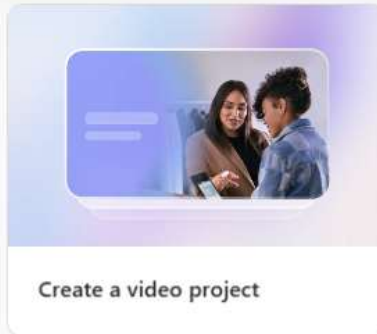
Create →

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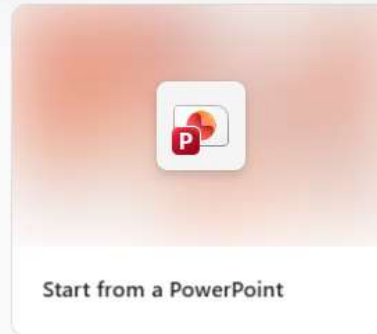
My videos



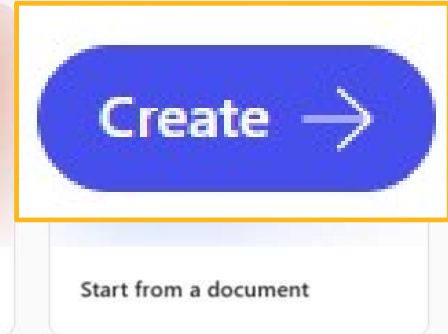
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Create > Top Social Media Trends for Fi...



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HR Self-Service Assistant

Workforce Insights (Frontier)

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All agents

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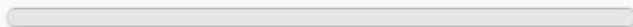
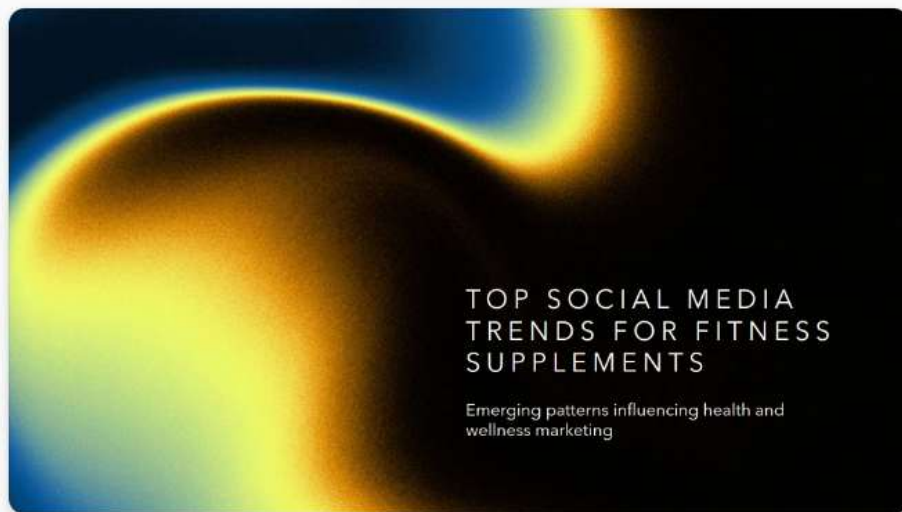
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Rishona Elijah



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0:00 / 6:31

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Transcript

Edit this transcript to make changes to the voiceover.

Transform

Transcript

Adjust

Top Social Media Trends for Fitr

Welcome to Top Social Media Trends for Fitness Supplements. In this presentation, we'll examine the emerging patterns that are shaping health and wellness marketing today.

Agenda Highlights

Here's what we'll cover: an overview of social media trends in fitness supplements, campaign strategies for supplement brands, integrating campaign angles for maximum impact, the top five social media and marketing trends for 2025 to 2026, a 90-day action plan for small fitness supplement brands, and key strategic takeaways.

Overview of Social Media Trend

Let's start with a broad overview of the current landscape and key shifts affecting social media trends in the fitness supplements industry.

Current Landscape and Key Shift

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Prompt Coach

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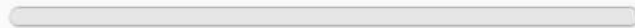
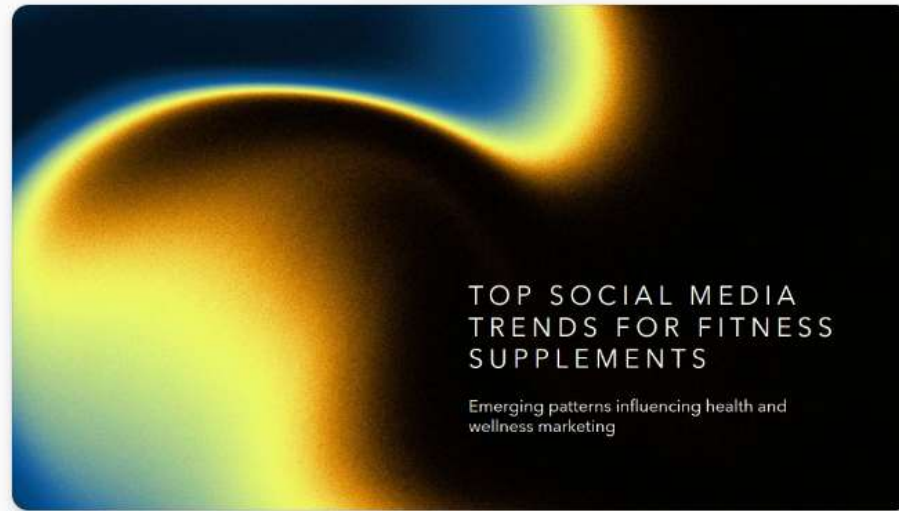


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0:00 / 6:31

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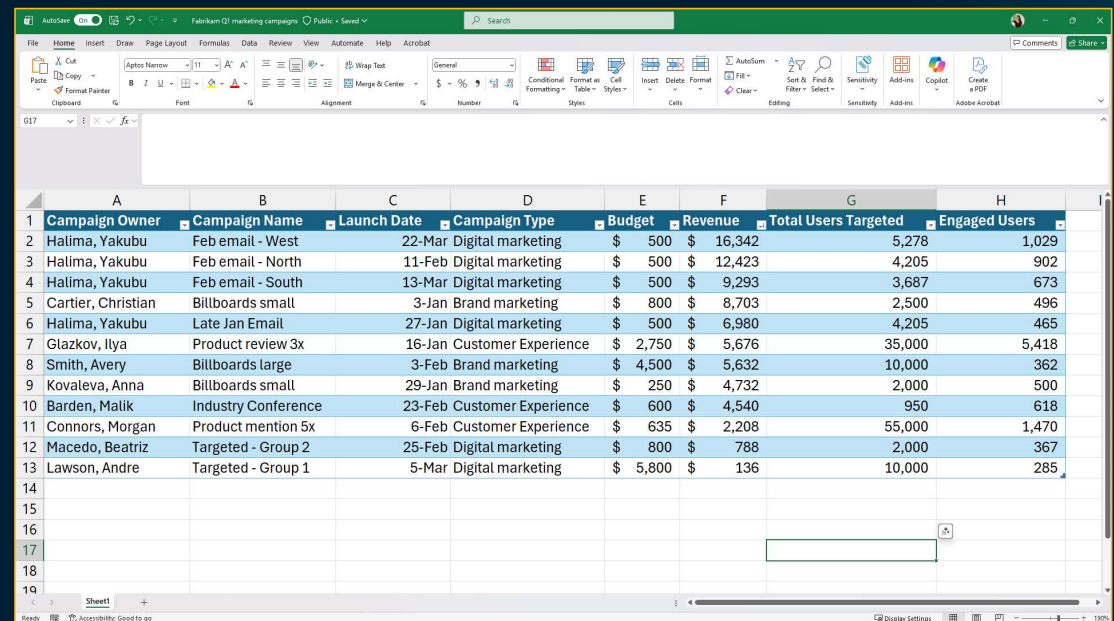
Adjust

Report on campaign results

Report on campaign results

You want to analyse how effective the company's Q1 marketing campaigns were.

Build a report in Excel to highlight the effectiveness of each campaign type.



	A	B	C	D	E	F	G	H
1	Campaign Owner	Campaign Name	Launch Date	Campaign Type	Budget	Revenue	Total Users Targeted	Engaged Users
2	Halima, Yakubu	Feb email - West	22-Mar	Digital marketing	\$ 500	\$ 16,342	5,278	1,029
3	Halima, Yakubu	Feb email - North	11-Feb	Digital marketing	\$ 500	\$ 12,423	4,205	902
4	Halima, Yakubu	Feb email - South	13-Mar	Digital marketing	\$ 500	\$ 9,293	3,687	673
5	Cartier, Christian	Billboards small	3-Jan	Brand marketing	\$ 800	\$ 8,703	2,500	496
6	Halima, Yakubu	Late Jan Email	27-Jan	Digital marketing	\$ 500	\$ 6,980	4,205	465
7	Glazkov, Ilya	Product review 3x	16-Jan	Customer Experience	\$ 2,750	\$ 5,676	35,000	5,418
8	Smith, Avery	Billboards large	3-Feb	Brand marketing	\$ 4,500	\$ 5,632	10,000	362
9	Kovaleva, Anna	Billboards small	29-Jan	Brand marketing	\$ 250	\$ 4,732	2,000	500
10	Barden, Malik	Industry Conference	23-Feb	Customer Experience	\$ 600	\$ 4,540	950	618
11	Connors, Morgan	Product mention 5x	6-Feb	Customer Experience	\$ 635	\$ 2,208	55,000	1,470
12	Macedo, Beatriz	Targeted - Group 2	25-Feb	Digital marketing	\$ 800	\$ 788	2,000	367
13	Lawson, Andre	Targeted - Group 1	5-Mar	Digital marketing	\$ 5,800	\$ 136	10,000	285
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	A	B	C	D	E	F	G	H	I
1	Campaign Owner	Campaign Name	Launch Date	Campaign Type	Budget	Revenue	Total Users Targeted	Engaged Users	
2	Halima, Yakubu	Feb email - West	22-Mar	Digital marketing	\$ 500	\$ 16,342	5,278	1,029	
3	Halima, Yakubu	Feb email - North	11-Feb	Digital marketing	\$ 500	\$ 12,423	4,205	902	
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6	Halima, Yakubu	Late Jan Email	27-Jan	Digital marketing	\$ 500	\$ 6,980	4,205	465	
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10	Barden, Malik	Industry Conference	23-Feb	Customer Experience	\$ 600	\$ 4,540	950	618	
11	Connors, Morgan	Product mention 5x	6-Feb	Customer Experience	\$ 635	\$ 2,208	55,000	1,470	
12	Macedo, Beatriz	Targeted - Group 2	25-Feb	Digital marketing	\$ 800	\$ 788	2,000	367	
13	Lawson, Andre	Targeted - Group 1	5-Mar	Digital marketing	\$ 5,800	\$ 136	10,000	285	
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	C	D	E	F	G	H
1	Launch Date	Campaign Type	Budget	Revenue		Users
2	23-Feb	Customer Experience	\$ 600	\$ 4,540	950	618
3	3-Jan	Brand marketing	\$ 800	\$ 8,703	2,500	496
4	6-Feb	Customer Experience	\$ 635	\$ 2,208	55,000	1,470
5	16-Jan	Customer Experience	\$ 2,750	\$ 5,676	35,000	5,418
6	22-Mar	Digital marketing	\$ 500	\$ 16,342	5,278	1,029
7	11-Feb	Digital marketing	\$ 500	\$ 12,423	4,205	902
8	13-Mar	Digital marketing	\$ 500	\$ 9,293	3,687	673
9	27-Jan	Digital marketing	\$ 500	\$ 6,980	4,205	465
10	29-Jan	Brand marketing	\$ 250	\$ 4,732	2,000	500
11	5-Mar	Digital marketing	\$ 5,800	\$ 136	10,000	285
12	25-Feb	Digital marketing	\$ 800	\$ 788	2,000	367
13	3-Feb	Brand marketing	\$ 4,500	\$ 5,632	10,000	362

Sheet1

Ready Accessibility: Good to go Display Settings 160%

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	B	C	D	E	F	
1	Campaign Name	Launch Date	Campaign Type	Budget	Revenue	Total Users
2	Industry Conference	23-Feb	Customer Experience	\$ 600	\$ 4,540	
3	Billboards small	3-Jan	Brand marketing	\$ 800	\$ 8,703	
4	Product mention 5x	6-Feb	Customer Experience	\$ 635	\$ 2,208	
5	Product review 3x	16-Jan	Customer Experience	\$ 2,750	\$ 5,676	
6	Feb email - West	22-Mar	Digital marketing	\$ 500	\$ 16,342	
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8	Feb email - South	13-Mar	Digital marketing	\$ 500	\$ 9,293	
9	Late Jan Email	27-Jan	Digital marketing	\$ 500	\$ 6,980	
10	Billboards small	29-Jan	Brand marketing	\$ 250	\$ 4,732	
11	Targeted - Group 1	5-Mar	Digital marketing	\$ 5,800	\$ 136	
12	Targeted - Group 2	25-Feb	Digital marketing	\$ 800	\$ 788	
13	Billboards large	3-Feb	Brand marketing	\$ 4,500	\$ 5,632	
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Let's edit together

Show data insights

Show data insights

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Editing

Sensitivity

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K6

$\text{=SUM(Table1[Revenue])}$

	H	I	J	K	L
1	Engaged Users		DATA INSIGHTS		
2	950	618			
3	2,500	496	SUMMARY STATISTICS		
4	5,000	1,470	Total Campaigns	12	
5	5,000	5,418	Total Budget	\$18,135	
6	5,278	1,029	Total Revenue	\$77,453	
7	4,205	902	Net Profit	\$59,318	
8	3,687	673	ROI %	\$3	
9	4,205	465	Avg Budget/Campaign	151125.0%	
10	2,000	500	Avg Revenue/Campaign	\$6,454	
11	0,000	285	Total Users Targeted	\$134,825	
12	2,000	367			
13	0,000	362	ENGAGEMENT METRICS		
14			Total Engaged Users	12,585	
15			Avg Engagement Rate	9.33%	
16			Highest Engagement	5,418	
17			Lowest Engagement	285	
18					
19			TOP PERFORMERS		
20			Highest Revenue Campaign	Feb email - West	

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Key Insights

- Excellent ROI: Revenue exceeds budget by \$59,318 (327% return!)
- Revenue per user targeted: \$0.57
- Cost per engaged user: \$1.44
- Revenue per engaged user: \$6.15
- 9 unique campaign owners managing 12 campaigns

Notable Finding: Digital marketing campaigns

Describe what you'd like to create or edit

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K6 =SUM(Table1[Revenue])

	A	B	C	D	E	F	G
1	Campaign Owner	Campaign Name	Launch Date	Campaign Type	Budget	Revenue	Total Users Ta
2	Barden, Malik	Industry Conference	23-Feb	Customer Experience	\$ 600	\$ 4,540	
3	Cartier, Christian	Billboards small	3-Jan	Brand marketing	\$ 800	\$ 8,703	
4	Connors, Morgan	Product mention 5x	6-Feb	Customer Experience	\$ 635	\$ 2,208	
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13	Smith, Avery	Billboards large	3-Feb	Brand marketing	\$ 4,500	\$ 5,632	
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Notable Finding: Digital marketing campaigns are your powerhouse, generating 60% of total revenue with half of all campaigns. Halima, Yakubu's email campaigns are particularly effective!

All formulas are live in columns J-L so you can explore the data further!

Create a pivot table to analyse the total revenue generated by each campaign type

→

Create a pivot table to analyse the total revenue generated by each campaign type

Adobe Acrobat

A1 f_x

	A	B
	Total Revenue by Campaign Type	
Row Labels		Sum of Revenue
Brand marketing		\$19,067
Customer Experience		\$12,424
Digital marketing		\$45,962
Grand Total		\$77,453

Auto

Key Insights:

- **Digital marketing** is the top performer, generating **\$45,962** (59% of total revenue)
- **Brand marketing** comes second with **\$19,067** (25% of total revenue)
- **Customer Experience** contributes **\$12,424** (16% of total revenue)

The pivot table is now on the new "PivotTable_Revenue" sheet and is fully interactive. You can:

Describe what you'd like to create or edit.



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A1 : fx Total Revenue by Campaign Type

	A	B	C	D	E	F	G
1	Total Revenue by Campaign Type						
2							
3	Row Labels	Sum of Revenue					
4	Brand marketing	\$19,067					
5	Customer Experience	\$12,424					
6	Digital marketing	\$45,962					
7	Grand Total	\$77,453					
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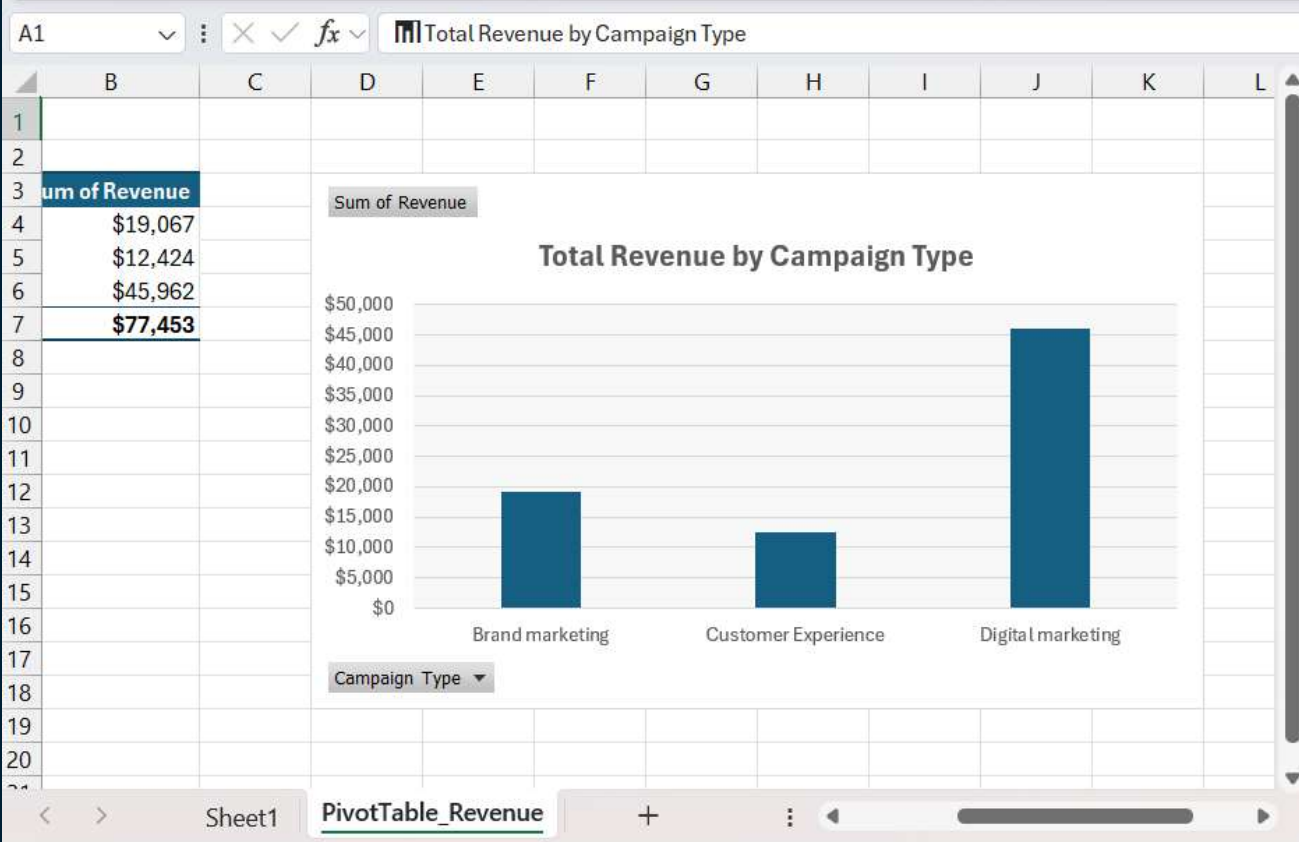
"PivotTable_Revenue" sheet and is fully interactive. You can:

- Expand/collapse rows
- Add more fields (like Campaign Owner or Campaign Name)
- Apply filters
- Refresh the data if your source table changes

Create a chart to visualise the data

Create a chart to visualise the data





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Chart Created: Total Revenue by Campaign Type

The chart is now displayed on the "PivotTable_Revenue" sheet next to your pivot table data.

Chart Details:

- Chart Type: Clustered Column Chart
- Data Dislaved:

Describe what you'd like to create or edit

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K6       =SUM(Table1[Revenue])

	A	B	C	D	E	F	
1	Campaign Owner	Campaign Name	Launch Date	Campaign Type	Budget	Revenue	Total U
2	Barden, Malik	Industry Conference	23-Feb	Customer Experience	\$ 600	\$ 4,540	
3	Cartier, Christian	Billboards small	3-Jan	Brand marketing	\$ 800	\$ 8,703	
4	Connors, Morgan	Product mention 5x	6-Feb	Customer Experience	\$ 635	\$ 2,208	
5	Glazkov, Ilya	Product review 3x	16-Jan	Customer Experience	\$ 2,750	\$ 5,676	
6	Halima, Yakubu	Feb email - West	22-Mar	Digital marketing	\$ 500	\$ 16,342	
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8	Halima, Yakubu	Feb email - South	13-Mar	Digital marketing	\$ 500	\$ 9,293	
9	Halima, Yakubu	Late Jan Email	27-Jan	Digital marketing	\$ 500	\$ 6,980	
10	Kovaleva, Anna	Billboards small	29-Jan	Brand marketing	\$ 250	\$ 4,732	
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13	Smith, Avery	Billboards large	3-Feb	Brand marketing	\$ 4,500	\$ 5,632	
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3.  **Customer Experience** contributes the least at approximately **\$12K**

The chart is positioned to the right of your pivot table data (columns D-K) so you can see both the numbers and the visual representation side by side. You can resize, move, or customize the chart further by clicking on it in Excel!



Separate the Campaign Owner column into
First Name and Last Name

Separate the Campaign Owner column into
First Name and Last Name



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	A	B	C	D	E	F
1	Campaign Owner	Last Name	First Name	Campaign Name	Launch Date	Campaign Type
2	Barden, Malik	Barden	Malik	Industry Conference	23-Feb	Customer Experience
3	Cartier, Christian	Cartier	Christian	Billboards small	3-Jan	Brand marketing
4	Connors, Morgan	Connors	Morgan	Product mention 5x	6-Feb	Customer Experience
5	Glazkov, Ilya	Glazkov	Ilya	Product review 3x	16-Jan	Customer Experience
6	Halima, Yakubu	Halima	Yakubu	Feb email - West	22-Mar	Digital marketing
7	Halima, Yakubu	Halima	Yakubu	Feb email - North	11-Feb	Digital marketing
8	Halima, Yakubu	Halima	Yakubu	Feb email - South	13-Mar	Digital marketing
9	Halima, Yakubu	Halima	Yakubu	ate Jan Email	27-Jan	Digital marketing
10	Kovaleva, Anna	Kovaleva	Anna	Billboards small	29-Jan	Brand marketing
11	Lawson, Andre	Lawson	Andre	argeted - Group 1	5-Mar	Digital marketing
12	Macedo, Beatriz	Macedo	Beatriz	argeted - Group 2	25-Feb	Digital marketing
13	Smith, Avery	Smith	Avery	Billboards large	3-Feb	Brand marketing
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Formulas Used

The new columns use Excel formulas so they update automatically:

- Last Name (Column B): =TRIM(LEFT(A2, FIND(",", A2) - 1))
- First Name (Column C): =TRIM(MID(A2, FIND(",", A2) + 1, LEN(A2)))

The existing columns have been shifted to the right to accommodate the new columns. The

Describe what you'd like to create or edit

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Sheet1PivotTable_Revenue

ReadyAccessibility: Good to go

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	A	B	C	D	E	F	
1	Campaign Owner	Last Name	First Name	Campaign Name	Launch Date	Campaign Type	Bud
2	Barden, Malik	Barden	Malik	Industry Conference	23-Feb	Customer Experience	\$
3	Cartier, Christian	Cartier	Christian	Billboards small	3-Jan	Brand marketing	\$
4	Connors, Morgan	Connors	Morgan	Product mention 5x	6-Feb	Customer Experience	\$
5	Glazkov, Ilya	Glazkov	Ilya	Product review 3x	16-Jan	Customer Experience	\$
6	Halima, Yakubu	Halima	Yakubu	Feb email - West	22-Mar	Digital marketing	\$
7	Halima, Yakubu	Halima	Yakubu	Feb email - North	11-Feb	Digital marketing	\$
8	Halima, Yakubu	Halima	Yakubu	Feb email - South	13-Mar	Digital marketing	\$
9	Halima, Yakubu	Halima	Yakubu	Late Jan Email	27-Jan	Digital marketing	\$
10	Kovaleva, Anna	Kovaleva	Anna	Billboards small	29-Jan	Brand marketing	\$
11	Lawson, Andre	Lawson	Andre	Targeted - Group 1	5-Mar	Digital marketing	\$
12	Macedo, Beatriz	Macedo	Beatriz	Targeted - Group 2	25-Feb	Digital marketing	\$
13	Smith, Avery	Smith	Avery	Billboards large	3-Feb	Brand marketing	\$
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First Name (Column C): =TRIM(MID(A2, FIND(",", A2) + 1, LEN(A2)))

The existing columns have been shifted to the right to accommodate the new columns. The original "Campaign Owner" column (A) is preserved in case you need it for reference.

Calculate the ROI for each campaign.

Calculate the ROI for each campaign

Sheet1PivotTable_Revenue

ReadyAccessibility: InvestigateDisplay Settings100%

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Percentage

B I U A

A

K6 : $=([@Revenue]-[@Budget])/[@Budget]$

	C	D	E	F	G	H
	First Name	Campaign Name	Launch Date	Campaign Type	Budget	Revenue
1	Malik	Industry Conference	23-Feb	Customer Experience	\$ 600	\$ 4,540
2	Christian	Billboards small	3-Jan	Brand marketing	\$ 800	\$ 8,703
3	Morgan	Product mention 5x	6-Feb	Customer Experience	\$ 635	\$ 2,208
4	Ilya	Product review 3x	16-Jan	Customer Experience	\$ 2,750	\$ 5,676
5	Yakubu	Feb email - West	22-Mar	Digital marketing	\$ 500	\$ 16,342
6	Yakubu	Feb email - North	11-Feb	Digital marketing	\$ 500	\$ 12,423
7	Yakubu	Feb email - South	13-Mar	Digital marketing	\$ 500	\$ 9,293
8	Yakubu	Late Jan Email	27-Jan	Digital marketing	\$ 500	\$ 6,980
9	Anna	Billboards small	29-Jan	Brand marketing	\$ 250	\$ 4,732
10	Andre	Targeted - Group 1	5-Mar	Digital marketing	\$ 5,800	\$ 136
11	Beatriz	Targeted - Group 2	25-Feb	Digital marketing	\$ 800	\$ 788
12	Avery	Billboards large	3-Feb	Brand marketing	\$ 4,500	\$ 5,632

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- 3. Customer Experience has the lowest ROI at 211.77%, though still very profitable
- 4. Overall portfolio ROI is an impressive 327.09%

All campaign types are profitable, but Digital marketing (primarily email campaigns) delivers nearly double the ROI of other campaign types!

Add data bars to the revenue column and sort by revenue in descending order.

Add data bars to the revenue column and sort by revenue in descending order.



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Clipboard Font Alignment Number Styles Cells

Conditional Formatting Format as Table Cell Styles

Insert Delete Format

Editing Sensitivity Add-ins Copilot Create a PDF

K6
$$=([@Revenue]-[@Budget])/[@Budget]$$

	D	E	F	G	H	I	J
1	Campaign Name	Launch Date	Campaign Type	Budget	Revenue	Total Users Targeted	Engaged Users
2	Mail - West	22-Mar	Digital marketing	\$ 500	\$ 16,342	5,278	
3	Mail - North	11-Feb	Digital marketing	\$ 500	\$ 12,423	4,205	
4	Mail - South	13-Mar	Digital marketing	\$ 500	\$ 9,293	3,687	
5	Ads small	3-Jan	Brand marketing	\$ 800	\$ 8,703	2,500	
6	Email	27-Jan	Digital marketing	\$ 500	\$ 6,980	4,205	
7	Review 3x	16-Jan	Customer Experience	\$ 2,750	\$ 5,676	35,000	
8	Ads large	3-Feb	Brand marketing	\$ 4,500	\$ 5,632	10,000	
9	Ads small	29-Jan	Brand marketing	\$ 250	\$ 4,732	2,000	
10	Conference	23-Feb	Customer Experience	\$ 600	\$ 4,540	950	
11	Mention 5x	6-Feb	Customer Experience	\$ 630	\$ 2,208	55,000	
12	Ad - Group 2	25-Feb	Digital marketing	\$ 800	\$ 788	2,000	
13	Ad - Group 1	5-Mar	Digital marketing	\$ 5,800	\$ 136	10,000	
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Auto

1. Data Bars Added to Revenue Column

- Visual data bars have been added to all revenue values in column H
- The bars are displayed in blue color
- Longer bars indicate higher revenue values, making it easy to visually compare performance

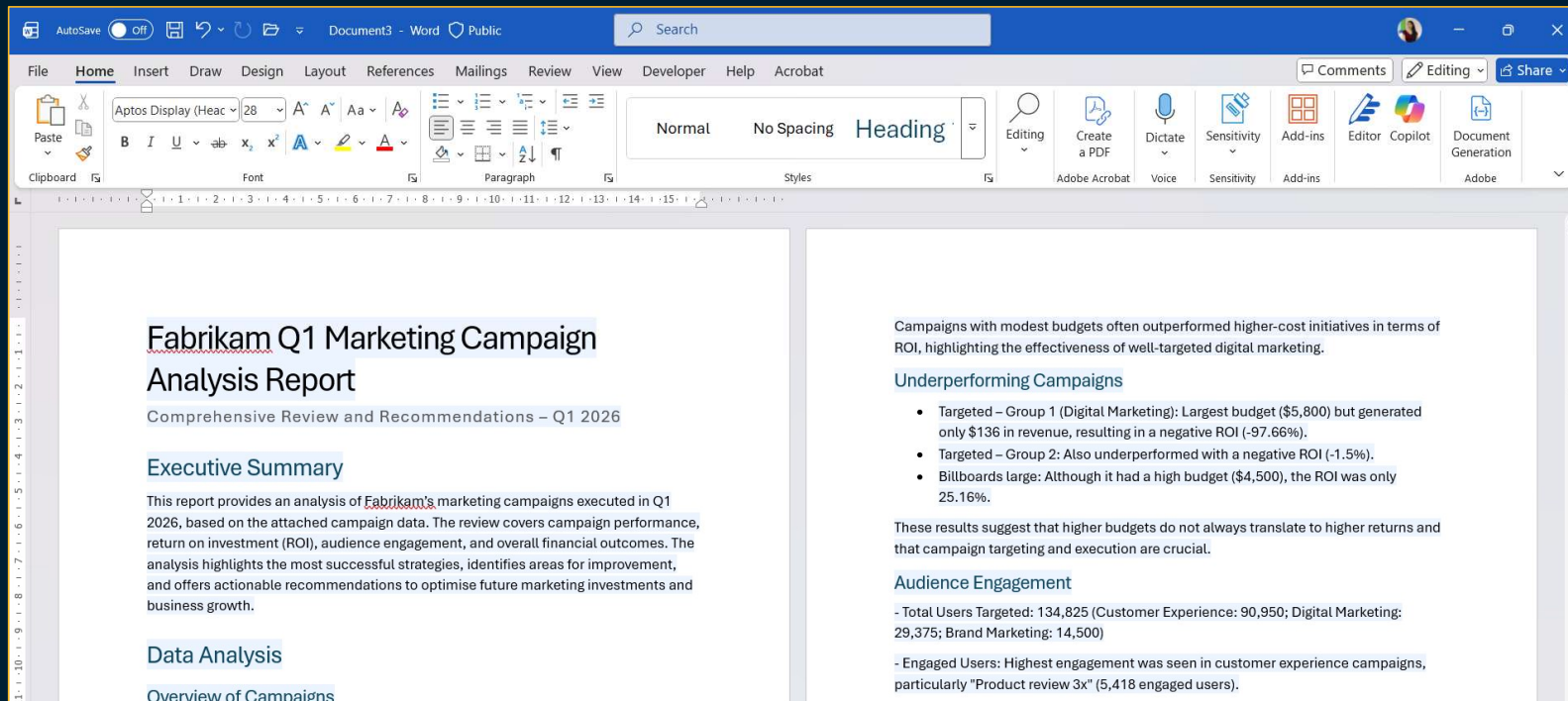
2. Sorted by Revenue

Describe what you'd like to create or edit

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Report on campaign results

You now need to write a report on the marketing campaigns results



Document1 - Word Public*

File Home Insert Draw Design Layout References Mailings Review View Developer Help Acrobat

I am the Director of Marketing for Fabrikam. Please create a Q1 Marketing Campaign Analysis report based on the attached file, which provides data on our Q1 marketing campaigns. Include the following sections in the report: Executive Summary, Data Analysis, and Recommendations.
/Fabrikam

All Files Meetings Emails

- Speech for **Fabrikam** Stakeholders
- Fabrikam** Q1 marketing campaign data
- Speech for **Fabrikam** Stakeholders
- Fabrikam** stakeholder briefing.pptx
- Speech for **Fabrikam** Stakeholders.pptx

Open a new Word document and reference an existing file

Page 1 of 1 0 words English (Australia) Text Predictions: On Display Settings Focus 90%

Fabrikam Q1 Marketing Campaign Analysis Report

Comprehensive Review and Recommendations – Q1 2026

Executive Summary

This report provides an analysis of Fabrikam's marketing campaigns executed in Q1 2026, based on the attached campaign data. The review covers campaign performance, return on investment (ROI), audience engagement, and overall financial outcomes. The analysis highlights the most successful strategies, identifies areas for improvement, and offers actionable recommendations to optimise future marketing investments and business growth.

Data Analysis

Overview of Campaigns

During Q1, Fabrikam ran a diverse mix of campaigns including digital marketing, and customer experience initiatives. The analysis covers campaign performance, objectives, targeting a broad audience through billboards, and product reviews.

Campaigns with modest budgets often outperformed higher-cost initiatives in terms of ROI, highlighting the effectiveness of well-targeted digital marketing.

Underperforming Campaigns

- Targeted – Group 1 (Digital Marketing): Largest budget (\$5,800) but generated only \$136 in revenue, resulting in a negative ROI (-3.5%).
- Targeted – Group 2: Also underperformed with a negative ROI (-1.5%).
- Billboards large: Although it had a high budget (\$4,500), the ROI was only 25.16%.

These results suggest that higher budgets do not always translate to higher returns and that campaign targeting and execution are crucial.

Audience Engagement

- Total Users Targeted: 134,825 (Customer Experience: 90,950; Digital Marketing: 29,375; Brand Marketing: 14,500)

- Engaged Users: Highest engagement was seen in customer experience campaigns, particularly "Product review 3x" (5,418 engaged users).

Budget Allocation Insights

Contrast to "Targeted – Group 1" and "Billboards large", but lower-budget campaigns like "Feb" delivered outstanding ROIs.

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✓ Keep it ↻ 🗑 For example, "Make it formal" →

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Document3 - Word

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CommentsEditingShare

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Paragraph

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Change a section

Overview of Campaigns

During Q1, Fabrikam ran a diverse mix of campaigns, including digital marketing, and customer experience initiatives. The campaigns varied in budget and objectives, targeting a broad audience through different channels such as social media, email, billboards, and product reviews.

Financial Performance

- Total Revenue Generated: \$77,453
- Total Budget Allocated: \$17,435
- Overall Average ROI: 1,027.09%

Digital marketing campaigns accounted for the majority of revenue (\$45,962), followed by brand marketing (\$19,067) and customer experience (\$12,424). Digital marketing also delivered the highest average ROI (1,418.07%), outperforming brand marketing (935.28%) and customer experience (336.93%).

Top Performing Campaigns

- Feb email – West (Digital Marketing): Highest revenue (\$16,342) and exceptional ROI (3,168.4%) with a modest budget of \$500.
- Billboards small (Brand Marketing): Second-highest revenue (\$13,435) and strong ROI (1,792.8%) with a total budget of \$1,050 (multiple campaigns).
- Feb email – North and Feb email – South: Both delivered high returns (\$12,423 and \$9,293 respectively), with ROIs above 1,700%.

Recommendations

- Increase Investment in Digital Marketing Emails: Allocate more budget to email campaigns, particularly those with proven high ROI (e.g., regional email blasts). These campaigns consistently deliver high revenue and engagement for minimal cost.
- Reassess High-Budget, Low-ROI Campaigns: Review the strategy and execution of campaigns with large budgets but poor performance, such as "Targeted – Group 1" and "Billboards large". Consider reallocating funds to more effective channels.
- Optimise Campaign Targeting: Enhance segmentation and personalisation to improve the effectiveness of targeted campaigns. Use data-driven insights to refine audience selection and messaging.
- Leverage Customer Experience Initiatives: Continue investing in customer experience activities, which have demonstrated the ability to engage large audiences and provide steady returns.

Page 2 of 3149 of 570 wordsEnglish (Australia)Text Predictions: OnAccessibility: Good to go

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Describe what you'd like to edit

- Structure and refine
- Keep writing this
- Make shorter
- Make formal
- Writing suggestions
- Visualize as a table
- Chat with Copilot

Visualize as a table

- Increase Investment in Digital Marketing Emails: Allocate more budget to email campaigns, particularly for high-performing initiatives like "Feb email – West". These campaigns have shown exceptional ROI and revenue.
- Reassess High-Cost Campaigns: Review the performance of "Billboards large" and "Billboards small". Consider reallocating funds to more effective channels.
- Optimise Campaign Targeting: Enhance segmentation and personalisation to improve the effectiveness of targeted campaigns. Use data-driven insights to refine audience selection and messaging.
- Leverage Customer Experience Initiatives: Continue investing in customer experience activities, which have demonstrated the ability to engage large audiences and provide steady returns.

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performance tracking to enable rapid adjustments during campaigns, maximising ROI and engagement.

- Further Analyse Engagement Metrics: Explore engagement patterns to identify what drives higher user interaction, especially in campaigns with high user targeting but variable engagement rates.

Recommendation	Details
Increase Investment in Digital Marketing Emails	Allocate more budget to email campaigns, particularly those with proven high ROI (e.g., regional email blasts). These campaigns consistently deliver high revenue and engagement for minimal cost.
Reassess High-Budget, Low-ROI Campaigns	Review the strategy and execution of campaigns with large budgets but poor performance, such as "Targeted – Group 1" and "Billboards large". Consider reallocating funds to more effective channels.
Optimise Campaign Targeting	Enhance segmentation and personalisation to improve the effectiveness of targeted campaigns. Use data-driven insights to refine audience selection and messaging.

< 1 of 1 > Visualize as a table AI-generated content may be incorrect

Keep it

Replace

For example, "Remove the row about..."

Page 3 of 3731 wordsEnglish (Australia)Text Predictions: OnAccessibility: Good to goDisplay SettingsFocus100%

A single orange diagonal line is positioned to the left of the main text.

Compare supplier agreements

Compare supplier agreements

You are a new Sales Manager at Northwind Traders, a supplier of grocery products.

You need assistance comparing terms between supplier agreements.

The image displays three Microsoft Word documents side-by-side, each showing a different supplier agreement. Each document has a blue ribbon at the top with tabs for File, Home, Insert, Draw, Design, Layout, Refer, Mailin, Review, View, Devel, Help, and Acrob. The ribbon also includes icons for Paste, Font, Paragraph, Styles, Editing, Create a PDF, Dictate, Sensitivity, and Add-ins. The documents are titled 'Tailwind Traders Supplier Agreement', 'Wide World Importers Supplier Agreement', and 'Contoso Supplier Agreement'. Each document contains a summary of the agreement and a table of terms.

Tailwind Traders Supplier Agreement

Summary: Northwind Traders is the exclusive supplier of dairy products and eggs to Tailwind Traders under an agreement signed on July 25, 2025, which includes payment terms of net 60 days, a 1% late fee, and a 5% early payment discount if paid within 10 days. The cost...

Northwind Traders is the sole supplier of dairy products and eggs for Tailwind Traders. Supplier Agreement terms as negotiated with Tailwind Traders on July 25, 2025 include:

Payment Terms	net 60
Late fee	1% per month
Early payment discount	5% discount within 15 days
Expiration date	July 25, 2026 (3 years from date of signing)
Renewal terms	The agreement will automatically renew for another three years unless either party gives a written notice of termination at least 90 days before the expiration date.
Minimum order amount	20 cases per month
Maximum order amount	100 cases per month
Pricing terms	Market price at time of purchase
Price adjustments	Price adjustments are allowed based on the quality and availability of the products.

Wide World Importers Supplier Agreement

Summary: Northwind Traders is designated as the preferred supplier of beer and cider for Wide World Importers under an agreement dated February 1, 2025, which includes payment terms of 2% net 45 days, a 2% late fee, and a 10% discount for early payment within 10 days. The cost...

Northwind Traders is the preferred supplier of beer and cider for Wide World Importers. Supplier Agreement terms as negotiated with Wide World Importers on February 1, 2025 include:

Payment Terms	2 10 net 45
Late fee	2% per month
Expiration date	February 1, 2027 (2 years from date of signing)
Renewal terms	The agreement will not automatically renew and requires a new negotiation and signing by both parties before the expiration date.
Minimum order amount	50 cases per month
Maximum order amount	No maximum
Pricing terms	Price per case is fixed at \$25
Price adjustments	Price adjustments are not allowed

Contoso Supplier Agreement

Summary: Northwind Traders is the exclusive supplier of soft drinks and juices for Contoso under an agreement signed on September 15, 2024, which includes payment terms of 2% net 30, a 1.5% late fee, and a 10% discount for early payment within 10 days. The cost...

Northwind Traders is the exclusive supplier of soft drinks and juices for Contoso. Supplier Agreement terms as negotiated with Contoso on September 15, 2024 include:

Payment Terms	2 10 net 30
Late fee	1.5% per month
Early payment discount	10% discount within 10 days
Expiration date	September 15, 2028 (4 years from date of signing)
Renewal terms	The agreement will automatically renew for another year unless either party gives a written notice of termination at least 30 days before the expiration date.
Minimum order amount	100 cases per month
Maximum order amount	500 cases per month
Pricing terms	Market price at time of purchase
Price adjustments	Price adjustments are allowed based on the market conditions and the cost of production.

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Summary Northwind Traders is the exclusive supplier of dairy products and eggs to Tailwind Traders under an agreement signed on July 25, 2025, which includes payment terms of net 60 days, a 1% discount for early payment within 10 days, and a 5% early payment discount if paid within 15 days. The agreement lasts...

Tailwind Traders Supplier Agreement

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Payment Terms	net 60
Late fee	1% per month
Early payment discount	5% discount within 15 days
Expiration date	July 25, 2026 (3 years from date of signing)
Renewal terms	The agreement will automatically renew for another three years unless either party gives a written notice of termination at least 90 days before the expiration date.
Minimum order amount	20 cases per month
Maximum order amount	100 cases per month
Pricing terms	Market price at time of purchase
Price adjustments	Price adjustments are allowed based on the quality and availability of the products.

Page 1 of 1Display SettingsFocus70%

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Summary Northwind Traders is designated as the preferred supplier of beer and cider for Wide World Importers under an agreement dated February 1, 2025, which includes payment terms of 2% discount for early payment within 10 days, net payment due in 45 days, and a late fee of 2% per month.

Wide World Importers Supplier Agreement

Northwind Traders is the preferred supplier of beer and cider for Wide World Importers. Supplier Agreement terms as negotiated with Wide World Importers on February 1, 2025 include:

Payment Terms	2 10 net 45
Late fee	2% per month
Expiration date	February 1, 2027 (2 years from date of signing)
Renewal terms	The agreement will not automatically renew and requires a new negotiation and signing by both parties before the expiration date.
Minimum order amount	50 cases per month
Maximum order amount	No maximum
Pricing terms	Price per case is fixed at \$25
Price adjustments	Price adjustments are not allowed

Page 1 of 1Display SettingsFocus70%

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Late fee	1.5% per month
Early payment discount	2% discount within 10 days
Expiration date	September 15, 2028 (4 years from date of signing)
Renewal terms	The agreement will automatically renew for another year unless either party gives a written notice of termination at least 30 days before the expiration date.
Minimum order amount	100 cases per month
Maximum order amount	300 cases per month
Pricing terms	Market price at time of purchase
Price adjustments	Price adjustments are allowed based on the market conditions and the cost of production.

Page 1 of 1Display SettingsFocus70%



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Apps

Rishona Elijah



M365 Copilot

Begin in Copilot Chat

What can I help you with?

Contoso Supp...



Tailwind Trade...



Wide World I...



I'm the Sales Manager for Northwind Traders, a supplier of various grocery and beverage products. Please create a report that compares the supplier agreements for three of our customers. Provide a recommendation on contract renewals that can provide Northwind Traders with more favourable terms. The supplier agreements for these three customers are attached. [Contoso Supplier Agreement.docx](#) [Tailwind Traders Supplier Agreement.docx](#) [Wide World Importers Supplier Agreement.docx](#)



Tools



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Is a close collaborator



List key points from **Financial_Analysis_Workbook.xlsx**

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Here's a comparative report on the three customer supplier agreements, with renewal recommendations optimised for **Northwind Traders**. I've drawn directly from the three uploaded contracts and highlighted practical negotiation levers you can use next.

Executive summary

- **Best current economics:** [Contoso Supplier Agreement](#) offers **shorter DSO** via "2/10 net 30" and automatic **annual renewal** (low churn risk), but exposes us to **market-price volatility** and relatively high monthly **minimums**. Contoso Supplier Agr...
- **Most immediate action needed:** [Tailwind Traders Supplier Agreement](#) **expires 25 July 2026** (the document says "3 years from signing" but lists 2026—see note below). Its auto-renewal is **three years** with **90-day notice**, so our drop-dead date is **26 April 2026** to prevent an automatic three-year lock-in on current terms. Tailwind Traders Suppl...
- **Most room to improve margin predictability:** [Wide World Importers Supplier Agreement](#) has a **fixed price per case (\$25)** but **no adjustments** and **no auto-renewal**—it forces a renegotiation by **1 Feb 2027**; this is an ideal window to reset pricing and add indexation. Wide World Importers...

Top-line recommendation:

1. Tailwind Traders: Renegotiate **now** to avoid an unfavourable auto-renewal and to lift pricing caps,

Provide more details on the negotiation tactics



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Side-by-side snapshot

Clause	Contoso	Tailwind Traders	Wide World Import
Category / Exclusivity	Exclusive supplier of soft drinks & juices. Contoso Supplier Agr...	Sole supplier of dairy & eggs. Tailwind Traders Suppl...	Preferred supplier o beer & cider. Wide World Importers...
Payment Terms	2/10 net 30 (2% discount if paid within 10 days). Late fee 1.5%/month. Contoso Supplier Agr...	Net 60; 5%/15 days early-pay discount. Late fee 1%/month. Tailwind Traders Suppl...	2/10 net 45; late fee 2%/month. Wide World Importers...
Expiration	15 Sep 2028. Contoso Supplier Agr...	25 Jul 2026 (document states "3 years from signing" though signing is 25 Jul 2025—see note). Tailwind Traders Suppl...	1 Feb 2027. Wide World Importers...

Provide more details on the negotiation tactics



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Negotiation playbook (tactics you can use)

- **Anchor on supply assurance:** Emphasise that Northwind secures **category exclusivity/sole supply** for critical lines (soft drinks/juices; dairy/eggs), which reduces their vendor management overhead and stockout risk—justify tighter **notice and higher mins.** Contoso Supplier ... +1
- **Trade payment vs. price:** Offer **early-pay incentives** in exchange for **index adoption** or **volume floor increases** (works especially with Tailwind and WWI). Tailwind Traders S... +1
- **Remove artificial growth caps:** Where we have **maximum order amounts**, propose lifting caps conditional on **forecast sharing** and **service-level KPIs**; this unlocks revenue without committing to blanket discounts. Contoso Supplier ... +1
- **Clarify adjustment triggers:** Convert broad “market conditions/quality” wording into **objective indices**, **inspection protocols**, and **caps** to prevent opportunistic down-adjustments. Contoso Supplier ... +1

Key dates & notice diary (Sydney time)

- **Tailwind Traders:** Target **26 April 2026** (90 days before 25 July 2026) as the **latest** date to issue notice if we don't have a renegotiated deal; earlier is safer given the term ambiguity. Tailwind Traders Suppl...
- **Wide World Importers:** Begin renewal work by **Q3 2026** to conclude before **1 Feb 2027**.

Provide more details on the negotiation tactics



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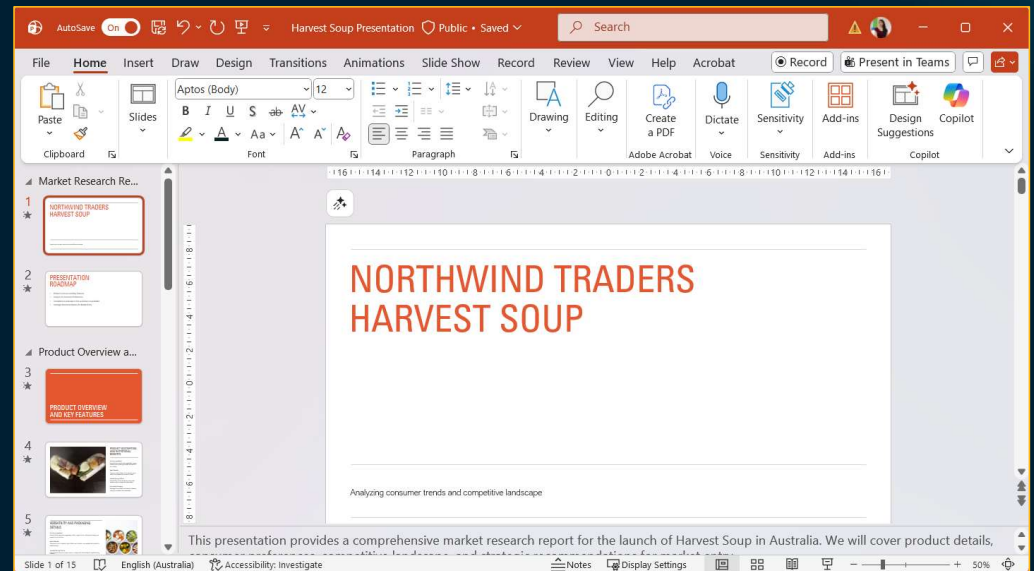
Prepare for a customer
presentation

Prepare for a customer presentation



You have an upcoming presentation to a customer about one of your products.

The presentation deck has already been created.



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Harvest Soup Presentation

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Market Research Re...

1 NORTHWIND TRADERS HARVEST SOUP

2 PRESENTATION ROADMAP

Product Overview a...

3 PRODUCT OVERVIEW AND KEY FEATURES

4

5

NORTHWIND TRADERS HARVEST SOUP

Analyzing consumer trends and competitive landscape

This presentation provides a comprehensive market research report for the launch of Harvest Soup in Australia. We will cover product details,

Slide 1 of 15

English (Australia)

Accessibility: Investigate

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Market Research Re...

1 NORTHWIND TRADERS HARVEST SOUP

2 PRESENTATION ROADMAP

3 PRODUCT OVERVIEW AND KEY FEATURES

4

5

Analyzing consumer trends and competitive landscape

This presentation provides a comprehensive market research report

Slide 1 of 15 English (Australia) Accessibility: Investigate Notes Display Settings 50%

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Translate this presentation

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Market...

Product...

Analysis...

Compet...

NORTHWIND TRADERS HARVEST SOUP

Analyzing consumer trends and competitive landscape

This presentation provides a comprehensive market research report for the launch of Harvest Soup in Australia. We will cover product details, consumer preferences,

Summarize this presentation

Copilot

You asked for a summary of the "Harvest Soup Presentation" for Northwind Traders, which analyses consumer trends and the competitive landscape for launching Harvest Soup in Australia. I'll use the content from the presentation to provide a concise overview.

Provide a shorter summary

Highlight the key action items

Draft an email summarizing this

Message Copilot

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Slide 1 of 15English (Australia)Accessibility: InvestigateNotesDisplay Settings50%

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Summarize this presentation

Copilot

You asked for a summary of the "Harvest Soup Presentation" for Northwind Traders, which analyses consumer trends and the competitive landscape for launching Harvest Soup in Australia. I'll use the content from the presentation to provide a concise overview.

Provide a shorter summary

Highlight the key action items

Draft an email summarizing this

Message Copilot

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Add a slide for Q&A

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- The screenshot shows the Microsoft Copilot sidebar menu. A red rectangular box highlights the 'Add a slide' option, which is preceded by a slide icon. Other visible options include 'Create a new presentation', 'Create a new presentation with file', 'Summarize this presentation', 'Translate this presentation', and 'Ask Copilot'.

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STRATEGIC RECOMMENDATIONS FOR MARKET ENTRY

13

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MARKETING AND PROMOTIONAL STRATEGIES

14

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DISTRIBUTION CHANNEL STRATEGIES

15

★

CONCLUSION

Add a slide with Copilot

Add a slide about Question and Answer (Q&A)

44 / 800

Reference a file

Start with a prompt

...the pros and cons of [topic] from file

...key terms from file

...benefits of a mentorship program

Ensure wide availability of Harvest Soup through multiple distribution channels:

Green Street, Boston with various markets, chain stores, Cafes, Workplaces, and Local Food Hubs

12 Strategic Recomm...
13
14
15 Q&A
16 Conclusion

Click to add notes

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COMPETITIVE LANDSCAPE

STRATEGIC COMMUNICATIONS

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Conclusion

Click to add notes

Create a list of 10 questions about this presentation that might be asked by viewers. I am delivering this presentation to our customer, Fabrikam. Consider any meetings, emails, or Teams messages regarding this customer from the last 3 months for additional context. For each question, provide a suggested response.

+ -

🎤 ➡

Q&A

Suggest Q&A

Dictate Voice

Sensitivity

Add-ins

Design Suggestions

Copilot

Need insights or images? Just ask.

Create a list of 10 questions about this presentation that might be asked by viewers. I am delivering this presentation to our customer, Fabrikam. Consider any meetings, emails, or Teams messages regarding this customer from the last 3 months for additional context. For each question, provide a suggested response.

+ -

🎤 ➡

Brainstorm topic ideas for a presentation on Topic

Slide 15 of 16

English (Australia)

Accessibility: Good to go

Notes

Display Settings

50%

Harvest Soup PresentationPublic • Saved

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FileHomeInsertDrawDesignTransitionsAnimationsSlide ShowRecordReviewViewHelpAcrobat

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Editing

Create a PDF

RecordPresent in TeamsShare

VoiceSensitivityAdd-insDesign SuggestionsCopilot

111213141516

Strategic Recomm...

STRATEGIC RECOMMENDATIONS FOR MARKET ENTRY

CONCLUSION

Q&A

Click to add notes

Copilot

Thanks Rishona — here are ten questions that viewers from Fabrikam might ask about your **Harvest Soup Market Entry** presentation, with suggested responses.

These questions draw on the content of your presentation and the broader context of your Fabrikam-related work, including recent files and Teams interactions where Fabrikam strategy emphasises **AI, cloud, innovation, customer centricity and sustainable growth**.

Fabrikam stakeholder ...

Try it with Researcher

Draft speaker notes for these questions

Tailor the questions for a specific Fabrikam stakeholder audience

Message Copilot

AI-generated content may be incorrect

Slide 15 of 16English (Australia)Accessibility: Good to go

Harvest Soup Presentation Public • Saved

Search

File Home Insert Draw Design Transitions Animations Slide Show Record Review View Help Acrobat

Record Present in Teams Share

Paste New Slide New Slide with Copilot

Clipboard Slides Font Paragraph Drawing Adobe Acrobat Voice Sensitivity Add-ins Design Suggestions Copilot

Competitive... Strategic Rec... Conclusion

Q&A

Copy response and paste in speaker notes

Succession: Suggested response: Key indicators include supermarket sell-through rates, online conversion, repeat purchase behaviour, customer sentiment, sustainability-focused engagement and overall category share gained in the first 6-12 months.

If you'd like, I can also format these into a slide-ready table, create speaker notes, or tailor the questions further to a specific Fabrikam stakeholder audience.

Sources

Copy response

Try it with Researcher Draft speaker notes for these questions

Tailor the questions for a specific Fabrikam stakeholder audience

Message Copilot

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Slide 15 of 16 English (Australia) Accessibility: Good to go

Notes Display Settings

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Search

File Home Insert Draw Design Transitions Animations Slide Show Record Review View Help Acrobat

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Competitive...
9
10
11
Strategic Rec...
12
13
14
15
Conclusion
16

Q&A

Copy response and paste in speaker notes

Succession:
Suggested response:
Key indicators include supermarket sell-through rates, online conversion, repeat purchase behaviour, customer sentiment, sustainability-focused engagement and overall category share gained in the first 6–12 months.

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Sources

Copy response

Try it with **Researcher** Draft speaker notes for these questions

Tailor the questions for a specific Fabrikam stakeholder audience

Message Copilot

AI-generated content may be incorrect

Slide 15 of 16 English (Australia) Accessibility: Good to go

Notes Display Settings

A single orange diagonal line is positioned to the left of the main text.

Identify sales opportunities from
data

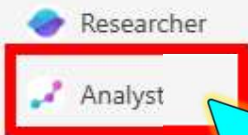
Identify sales opportunities from data

Sales and marketing have a small budget for next month and need to pick one focus: which region and product to promote.

Last quarter's sales data of 1000+ rows is in a CSV file.

	A	B	C	D	E	F	G	H
1	Date	Region	Salespersc	Product	Units Sold	Revenue	Profit	
2	1/01/2026	North	Alice	Product A	69	899.0961	146.3157	
3	1/01/2026	North	Bob	Product B	18	867.608	86.80979	
4	1/01/2026	North	Charlie	Product A	2	58.96557	16.95846	
5	1/01/2026	North	David	Product B	9	531.5499	85.81332	
6	1/01/2026	South	Alice	Product C	82	4674.381	575.1595	
7	1/01/2026	South	Bob	Product D	64	3357.377	814.5085	
8	1/01/2026	South	Charlie	Product B	19	399.2673	65.87238	
9	1/01/2026	South	David	Product C	9	676.9009	71.18406	
10	1/01/2026	East	Alice	Product C	54	3077.702	791.2456	
11	1/01/2026	East	Bob	Product A	67	3189.525	611.8639	
12	1/01/2026	East	Charlie	Product A	63	818.4333	206.4807	
13	1/01/2026	East	David	Product B	54	3082.135	747.6446	
14	1/01/2026	West	Alice	Product B	32	2156.482	510.0295	
15	1/01/2026	West	Bob	Product C	63	5108.788	988.8612	
16	1/01/2026	West	Charlie	Product B	84	6657.903	1370.552	
17	1/01/2026	West	David	Product C	80	3970.709	473.1596	
18	2/01/2026	North	Alice	Product C	40	2969.389	399.5752	
19	2/01/2026	North	Bob	Product A	20	1010.171	275.3378	
20	2/01/2026	North	Charlie	Product B	1	52.13968	11.99231	
21	2/01/2026	North	David	Product D	36	1263.295	283.0531	

Launch Analyst agent for M365 Copilot Chat



...y asking, 'what can you do?'



Analyst

MA

What's the latest from [Microsoft Power Apps](#) , organised by...

Is a close collaborator



Who is currently led by [person](#)?

See more ▾



 Analyst



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 Researcher

 **Analyst**

 Prompt Coach

 Skills (Frontier)

 Microsoft 365 Admin

 Learning (Frontier)

 Apps

 Rishona Elijah



M365 Copilot 



Analyst

Ask Analyst to analyse your data and generate insights



Analyze data

What are the trends you see in the uploaded files? Which...



Get insights

What are some quick insights about the data from the...



Visualize

Create a table with the volume of planets, add a column to...

Uses for Analyst

AKKODIS



Analyst

Ask Analyst to analyze your data and generate insights



Sales Performance Analysis

A sales manager reviews sales data to identify trends, top-performing products, and areas needing improvement.

Customer Insights

Summarise reviews, survey comments, and support emails: identify top issues, quick fixes, and messaging updates.

Market Trend Exploration

A marketing team analyses industry reports and competitor data to identify emerging trends and inform campaign strategies.

Forecasting

Predict future sales performance

Load and
check the data



Analyst demo ...

Review the attached CSV: explain columns, date range, and any missing or unusual values.

Review the attached CSV: explain columns, date range, and any missing or unusual values.



Analyst > Review the attached CSV: explain columns, date ran



New chat

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Researcher

Analyst

Prompt Coach

Skills (Frontier)

Microsoft 365 Admin

Learning (Frontier)

Apps

RE Rishona Elijah



M365 Copilot ⓘ

Analyst demo sa...

Review the attached CSV: explain columns, date range, and any missing or unusual values.



Analyst

Reasoning... ^

- ✓ Loading and executing... >
- ✓ Checking category count >
- ✓ Coding and Executing... >
- ✓ Investigating date parsing issues >

Ask Analyst to analyse your data and generate insights



AI-generated content may be incorrect

Here's a detailed review of the uploaded CSV:

Columns and Their Meaning

The dataset has **1,440 rows** and **7 columns**:

1. **Date** – When the sale occurred. Initially stored as text; after parsing, it spans from **2026-01-01** to **2026-03-31**.
2. **Region** – Sales territory. Four categories: *North, South, East, West* (each appears 360 times).
3. **Salesperson** – Who made the sale. Four names: *Alice, Bob, Charlie, David* (each with 360 records).
4. **Product** – Item sold. Four categories: *Product A–D* (counts: B = 387, C = 382, A = 344, D = 327).
5. **Units Sold** – Integer count of units (range: **1–100**, no zeros or negatives).
6. **Revenue** – Monetary value of the sale (float; range: **\$30.65 – \$9,783.38**, mean $\approx$ \$2,662).
7. **Profit** – Monetary gain (float; range: **\$3.68 – \$2,684.73**, mean $\approx$ \$533).

Date Range

After converting to datetime, the data covers **Q1 2026**:

- **Earliest date:** 2026-01-01
- **Latest date:** 2026-03-31
- **90 unique dates** (every day in the quarter).

Missing or Unusual Values

- **No missing values:** All columns have 1,440 non-null entries.
- **No NaT values** after parsing dates.
- **Numeric checks:**
 - No zeros or negatives in *Units Sold, Revenue, or Profit*.

Show revenue and profit trends over time

Break down sales by region and salesperson



Ask Analyst to analyse your data and generate insights



AI-generated content may be incorrect.



Analyst > Review the attached CSV: explain columns, date ran



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Analyst



Product



Support



Health Day Support Bot



Microsoft 365 Admin



Apps



Rishona Elijah



M365 Copilot

- **Profit/Revenue ratio:** median ≈ 0.20 .



The dataset is clean, complete, and internally consistent.

Would you like me to **visualise trends** (e.g., revenue and profit over

highlight top performers/products?

Sources >

Show what
changed and
where

Break results down by month and region: revenue, profit, profit margin, and units sold.
Highlight the biggest month to month changes and what might be driving them.

Break results down by month and region: revenue, profit, profit margin, and units sold.
Highlight the biggest month to month changes and what might be driving them.



AI-generated content may be incorrect

Monthly & Regional Summary (Q1 2026)

(Values rounded for clarity; months = Jan(1), Feb(2), Mar(3))

Month	Region	Revenue (\$)	Profit (\$)
1	East	344,656	68,924
1	North	294,015	58,437
1	South	325,506	65,239
1	West	293,567	57,584
2	East	309,617	59,030
2	North	256,308	51,090
2	South	323,734	66,535
2	West	307,671	55,933
3	East	330,628	66,473
3	North	355,710	74,605
3	South	356,120	72,650
3	West	336,308	70,816

Overall totals per month:

- Jan: Revenue \$1.258M, Profit \$250K, Units 24,438, Margin 19.9%
- Feb: Revenue \$1.198M, Profit \$233K, Units 22,263, Margin 19.4%
- Mar: Revenue \$1.379M, Profit \$285K, Units 24,710, Margin 20.6%

Show charts for revenue and profit trends by region

Visualise margin swings with a heatmap



Ask Analyst to analyse your data and generate insights



Drivers Behind Swings

- February dip:
 - Broad-based slowdown across regions except West (slight revenue rise).
 - Likely seasonal or operational factor (shorter month, campaign lull, supply constraints).
 - Margins fell most in East and West, suggesting heavier discounting or low-margin product mix.
- March rebound:
 - All regions recover strongly; North leads with the largest surge in revenue and units.
 - Margins improve across most regions, especially West (+2.9 pts), hinting at a shift back to higher-margin products or better pricing.
- Product mix effect (North example):
 - Feb decline driven by sharp drops in **Product B** and **Product D**; March rebound sees these lines surge past January levels.
 - Salesperson performance mirrors this: Alice, Bob, Charlie all dip in Feb and rally in Mar; David is the exception (Feb up vs Jan).

Key insights:

- February is the trough for Q1; March is a strong recovery.
- North is the most volatile region; South is the most stable.
- Margin swings in West suggest pricing or product mix changes.
- Product-level and salesperson-level dynamics explain much of the volatility.

Would you like me to **visualise this** (e.g., charts for revenue/profit trends by region, margin heatmaps, or product mix shifts) or **prepare a short executive summary for your leadership team**?



Show charts for revenue and profit trends by region

Visualise margin swings with a heatmap



Ask Analyst to analyse your data and generate insights





Analyst > Review the attached CSV: explain columns, date ran



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Decide on one focus for next month

Rank region and product combinations by revenue and profit margin: show the top 10 in a table.

Recommend one region and product focus for April with a clear reason and a simple watch out. Also, find anything that looks risky or unusual: lowest margin items, biggest revenue spikes by day, and any patterns by product or salesperson.

Give 3 likely explanations and what to check next.



Analyst

Reasoning... ^



Planning analysis steps >



Ask Analyst to analyse your data and generate insights



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Recommended Focus for April

South / Product C

- **Why:** Highest revenue in Q1 (310K) and solid margin (~20%). Stable month-to-month performance compared to volatile regions/products.
- **Watch-out:** Margin rank is mid-tier (7th of 16). Aggressive discounting or cost creep could erode profitability even if volume stays strong.

(Alternative if margin is priority: South / Product D – top margin but lower volume and more volatility.)

Risky or Unusual Patterns

1. Lowest-margin combos:

Visualise daily revenue spikes and trends for March

Draft an executive summary for April planning



Ask Analyst to analyse your data and generate insights



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Generate charts

Create three charts from this dataset:

- 1) Bar chart: revenue by region
 - 2) Bar chart: profit by product
 - 3) Line chart: monthly revenue and profit margin
- Under each chart, add 2 key takeaways in plain English.



Analyst

Working on generating the response.

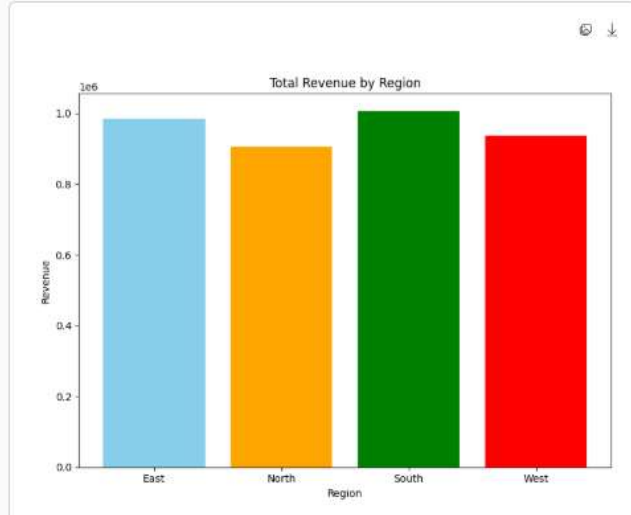


Ask Analyst to analyse your data and generate insights



AI-generated content may be incorrect

1) Revenue by Region (Bar Chart)



Key takeaways:

1. South leads with about \$1.01M in Q1 revenue, followed by East (~\$985K), West (~\$938K), and North (~\$907K).
2. The gap between regions is modest, suggesting balanced geographic coverage. North is the laggard and could be a focus for growth.

2) Profit by Product (Bar Chart)



Build an executive dashboard with these charts

Summarise these insights for April planning

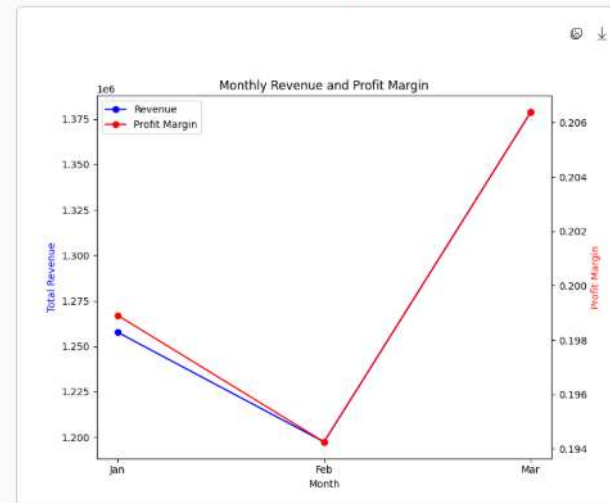
Ask Analyst to analyse your data and generate insights



Key takeaways:

1. Product C is the top performer for profit (~\$215K), followed by B (~\$207K), A (~\$179K), and D (~\$168K).
2. The spread is relatively narrow, but Product D consistently underperforms—worth reviewing pricing or cost structure.

3) Monthly Revenue & Profit Margin (Line Chart)



Key takeaways:

1. Revenue dipped in February (~\$1.20M) before rebounding strongly in March (~\$1.38M), indicating a mid-quarter slowdown and recovery.
2. Profit margin mirrors this trend: 19.9% in Jan → 19.4% in Feb → 20.6% in Mar, suggesting the dip affected both sales and profitability.

Build an executive dashboard with these charts

Summarise these insights for April planning

Ask Analyst to analyse your data and generate insights



Create a sales enablement agent

Create a sales enablement agent



Sales and marketing are losing time searching for the latest versions and accurate information regarding their EcoSense 360 product, a smart energy management solution.

They need to move fast with retrieving consistent, accurate responses.



For Training Purposes – Fictitious Data

1. Product Overview

EcoSense 360 is Fabrikam's next-generation energy management solution for hotels, resorts, and hospitality venues. It provides real-time analytics, and cloud-based controls to optimize energy usage and achieve sustainability goals.

2. System Architecture

Core Components:

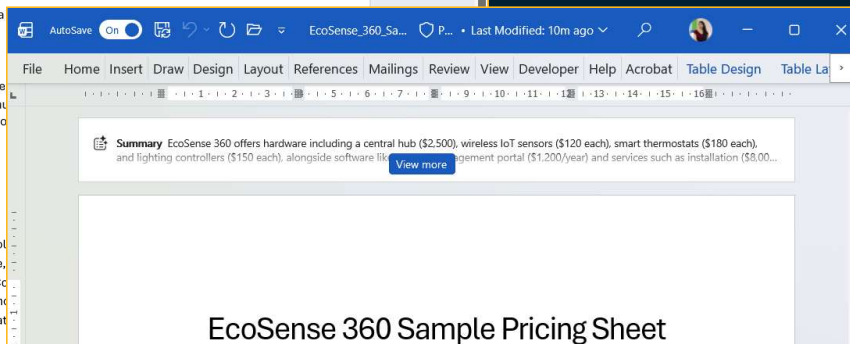
- EcoSense 360 Hub (central control unit)
- Wireless IoT Sensors (temperature, occupancy, humidity, light)
- Smart Thermostats and Lighting Controls
- Cloud Management Portal (web/mobile app)
- API Gateway for third-party integration

Network Protocols:

- Zigbee, Wi-Fi 6, Bluetooth LE
- Secure TLS/SSL encryption for all data

Supported Platforms:

- Windows, iOS, Android (mobile and tablet)

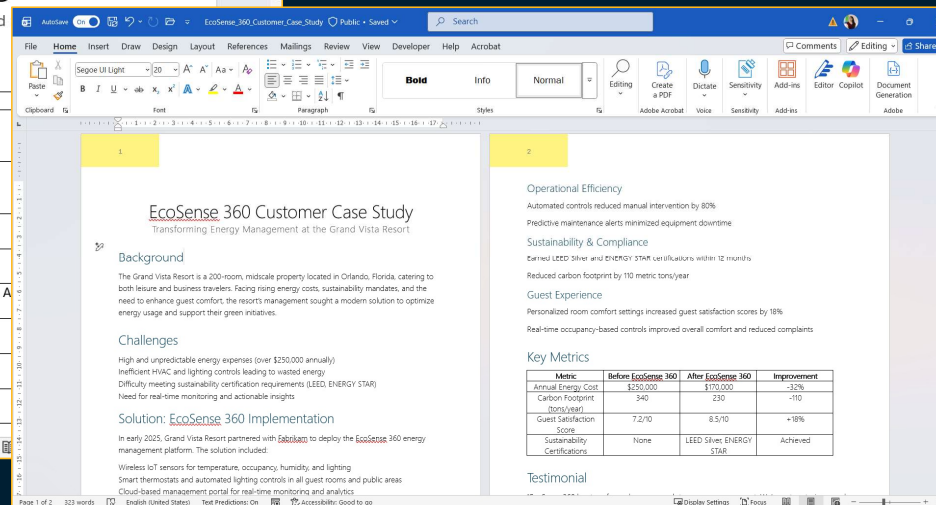


EcoSense 360 Sample Pricing Sheet

Illustrative Pricing for Hardware, Software, and Services

1. Standard Pricing

Item / Service	Description	Unit Price (USD)
EcoSense 360 Hub	Central controller for up to 500 devices	\$2,500
Wireless IoT Sensor	Temperature, occupancy, humidity, light	\$120
Smart Thermostat	Room-level HVAC control	\$180
Lighting Controller	Automated lighting control	\$150
Cloud Management Portal	Web/mobile access, analytics	\$1,200/year
Installation & Commissioning	On-site setup and training	\$8,000
Integration Services	PMS/BMS/API setup and testing	\$3,500
Support & Maintenance	24/7 helpdesk, remote diagnostics	\$2,000/year



EcoSense 360 Customer Case Study

Transforming Energy Management at the Grand Vista Resort

Background

The Grand Vista Resort is a 200-room, midscale property located in Orlando, Florida, catering to both leisure and business travelers. Facing rising energy costs, sustainability mandates, and the need to enhance guest comfort, the resort's management sought a modern solution to optimize energy usage and support their green initiatives.

Challenges

High and unpredictable energy expenses (over \$250,000 annually)
Inefficient HVAC and lighting controls leading to wasted energy
Difficulty meeting sustainability certification requirements (LEED, ENERGY STAR)
Need for real-time monitoring and actionable insights

Solution: EcoSense 360 Implementation

In early 2025, Grand Vista Resort partnered with **Sabotek** to deploy the **EcoSense 360** energy management platform. The solution included:

Wireless IoT sensors for temperature, occupancy, humidity, and lighting
Smart thermostats and automated lighting controls in all guest rooms and public areas
Cloud-based management portal for real-time monitoring and analytics

Operational Efficiency

Automated controls reduced manual intervention by 80%
Predictive maintenance alerts minimized equipment downtime

Sustainability & Compliance

Secured LEED Silver and ENERGY STAR certifications within 12 months
Reduced carbon footprint by 110 metric tons/year

Guest Experience

Personalized room comfort settings increased guest satisfaction scores by 18%
Real-time occupancy-based controls improved overall comfort and reduced complaints

Key Metrics

Metric	Before EcoSense 360	After EcoSense 360	Improvement
Annual Energy Cost	\$250,000	\$170,000	-32%
Carbon Footprint (tons/year)	340	230	-110
Guest Satisfaction Score	7.2/10	8.5/10	+18%
Sustainability Certifications	None	LEED Silver, ENERGY STAR	Achieved

Testimonial

You have multiple files relating to EcoSense 360

SharePoint

Search this library

Home

Conversations

Documents

Notebook

Pages

Site contents

Recycle bin

Edit

E3 EcoSense 360

+ New

Upload

Edit in grid view

Documents

Name

EcoSense_360_Compliance_Certification_Summary.docx

A few seconds ago

Rishona Elijah

EcoSense_360_Customer_Case_Study.docx

A few seconds ago

Rishona Elijah

EcoSense_360_Integration_Compatibility_Guide.docx

A few seconds ago

Rishona Elijah

EcoSense_360_Sample_Pricing_Sheet.docx

A few seconds ago

Rishona Elijah

EcoSense_360_Technical_Specifications.docx

A few seconds ago

Rishona Elijah

Uploaded 5 items to Documents

Return to classic SharePoint

Create a SharePoint site and upload the latest approved content

SharePoint

Search this library

E3 EcoSense 360

Public group 3 members

Home

Conversations

Documents

Notebook

Pages

Site contents

Recycle bin

Edit

Return to classic SharePoint

+ New

Documents

Modified

Modified By

Summarize

Create an FAQ

Create an audio overview

Ask a question

Create an agent

Summarize

Create an FAQ

Create an audio overview

Ask a question

Create an agent

Obtain quick summaries and ask questions about the files

Home Conversations Documents Notebook Pages Site contents Recycle bin Edit

Ask questions grounded in the file

Docu

Name

EcoSense_360_Compliance_Certification_Su...

EcoSense_360_Customer_Case_Study.docx

EcoSense_360_Integration_Compatibility_Guide.docx

E3 EcoSense 360

Hello Rishona Elijah!

Welcome! Enhance your productivity with this agent. Start a conversation by asking a question or selecting one of the suggested prompts.

Summarize these files

Compare these files

Find common themes across these files

Draft a friendly email to VanArsdel explaining the product's compliance

Draft a friendly email to VanArsdel explaining the product's compliance

+ [Microphone icon] [Send icon]

E3

EcoSense 360

Public group 3 members

Select all files and
create an agent

Edit in grid view

AI actions

All Documents

5 selected

Details

Summarize

Compare files

Ask a question

Create an agent

AI actions

Summarize

Compare files

Ask a question

Create an agent

Notebook

Pages

Site contents

Recycle bin

Edit

Return to classic SharePoint



Name



EcoSense_360_Compliance_Certification_Su



EcoSense_360_Customer_Case_Study.docx



EcoSense_360_Integration_Compatibility_G



EcoSense_360_Sample_Pricing_Sheet.docx



EcoSense_360_Technical_Specifications.docx



11 minutes ago

Rishona Elijah



Copilot

Every employee
has a Copilot



Agents

Every business
process transformed
by agents

When to use agents?

Repeated tasks with a predictable output

Information scattered across documents and notes

A standard way of writing or reporting that people need to follow

First draft work that still needs human review



- Time saved per week
- Faster turnaround for updates and responses
- More consistent quality and formatting

Create your new agent

Overview

Sources

Behavior



Work smarter with your own AI assistant

Agents are AI assistants that can help you stay on track by simplifying complex tasks and providing guidance based on what you're working on. Create your own by naming it, choosing its [sources](#), and defining its [behavior](#).

Customize your agent to fit your business needs. Share your agent with your team or keep it as your own. [Learn more.](#)

Name *

EcoSense sales assistant

E3

Change

Purpose *

Provide a brief description of the agent's objective.

Help sales and marketing respond to customer questions and RFPs using only approved EcoSense 360 content stored in this SharePoint hub.

Purpose *

Provide a brief description of the agent's objective.

Help sales and marketing respond to customer questions and RFPs using only approved EcoSense 360 content stored in this SharePoint hub.

Agent preview

Give Feedback

E3 EcoSense sales assistant

Hello Rishona Elijah!

Ask a question or get started with one of these prompts:

Summarize recent files

+ Ask questions or type / to add file

Create

Create your new agent

Overview **Sources** Behavior

Responses from agents are based on the experience when sharing this agent. Cons are more widely available. Up to 20 sources

Prioritize the knowledge sources you add

Sources

permissions to these sources for an optimal to avoid permission issues, as these files

edge Learn more 

Add a source

 Search by site title or enter a URL

— or —

From OneDrive

E3 EcoSense 360

 EcoSense_360_Compliance_Certificati... 

 EcoSense_360_Customer_Case_Study.... 

 EcoSense_360_Integration_Compatibil... 

 EcoSense_360_Sample_Pricing_Sheet.... 

 EcoSense_360_Technical_Specification... 



Create

Agent preview

Give Feedback

E3 EcoSense sales assistant

Hello Rishona Elijah!

Ask a question or get started with one of these prompts:

Summarize recent files

Tell me more about...

How can you help me?

+ Ask questions or type / to add file 

Create your new agent

Overview Sources **Behavior**

Welcome messaging

Help users understand how to best use this agent

Ask a question or get started with one of these prompts

Behavior

Starter prompts

Help users by providing questions or requests that showcase how this agent can help.

Summarize recent files

Tell me more about...

How can you help me?

Agent instructions

Define the agent's role, tone, and limitations. Be specific about what responses you'd like and give examples if needed.

Provide accurate information about the content in the selected files and reply in a formal tone.

Create

Agent preview

Give Feedback

E3 EcoSense sales assistant

Hello Rishona Elijah!

Ask a question or get started with one of these prompts:

Summarize recent files

Tell me more about...

How can you help me?

+ Ask questions or type / to add file

Create your new agent

Overview Sources **Behavior**

Welcome messaging

Help users understand how to best use this agent

I help sales and marketing respond to customer questions using the approved EcoSense 360 content in this SharePoint hub.

Welcome messaging

Help users understand how to best use this agent

I help sales and marketing respond to customer questions using the approved EcoSense 360 content in this SharePoint hub.

Define the agent's role, tone, and limitations. Be specific about what responses you'd like and give examples if needed.

You are the EcoSense sales assistant for sales and marketing.

Create

Agent preview

Give Feedback

EcoSense sales assistant

Hello Rishona Elijah!

I help sales and marketing respond to customer questions using the approved EcoSense 360 content in this SharePoint hub.

customer friendly overview of 360

pricing estimate for a 200 room
g our pricing sheet

sales talk track for a 15 minute
call

+ Ask questions or type / to add file

Create your new agent

Overview Sources **Behavior**

Welcome messaging

Help users understand how to best use this agent

I help sales and marketing respond to customer inquiries about approved EcoSense 360 content in this SharePoint site.

Starter prompts

Help users by providing questions or requests that showcase how this agent can help.

Give me a customer friendly overview of EcoSense 360

Create a pricing estimate for a 200 room hotel using our pricing sheet

Create a sales talk track for a 15 minute discovery call

Agent instructions

Define the agent's role, tone, and limitations. Be specific about what responses you'd like and give examples if needed.

You are the EcoSense sales assistant for sales and marketing.

Starter prompts

Help users by providing questions or requests that showcase how this agent can help.

Give me a customer friendly overview of EcoSense 360

Create a pricing estimate for a 200 room hotel using our pricing sheet

Create a sales talk track for a 15 minute discovery call

Create a pricing estimate for a 200 room hotel using our pricing sheet

Create a sales talk track for a 15 minute discovery call

+ Ask questions or type / to add file

Create

Create your new agent

Overview Sources **Behavior**

Starter prompts

Help users by providing questions or requests that showcase how you can help.

Give me a customer friendly overview of EcoSense 360

Create a pricing estimate for a 200 room hotel using our pricing tool

Create a sales talk track for a 15 minute discovery call

Agent instructions

Define the agent's role, tone, and limitations. Be specific about what you'd like and give examples if needed.

You are the EcoSense sales assistant for sales and marketing.

Write in plain English for a non technical audience.

Common outputs you should produce

Product answers: features, integration approach, security and compliance statements grounded in hub files.

Sales enablement: talk tracks, objection responses, FAQs, and what to send after a call.

Marketing support: approved proof points, short customer story, and customer friendly summaries.

RFP support: once the user provides the RFP text, create a requirements mapping, draft response outline, and a clarification questions list.

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Overview Sources **Behavior**

Starter prompts

Help users by providing questions or requests that showcase how this agent can help.

Give me a customer friendly overview of EcoSense 360

Create a pricing estimate for a 200 room hotel using our pricing sheet

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Marketing support: approved proof points, short customer story, and customer friendly summaries.

RFP support: once the user provides the RFP text, create a requirements mapping, draft response outline, and a clarification questions list.

Agent preview

Give Feedback

EcoSense sales assistant

Hello Rishona Elijah!

I help sales and marketing respond to customer questions using the approved EcoSense 360 content in this SharePoint hub.

Give me a customer friendly overview of EcoSense 360

Create a pricing estimate for a 200 room hotel using our pricing sheet

Create a sales talk track for a 15 minute

Create

Create

Rishona Eljah

Share and chat with the agent



E3 EcoSense sales assistant



New chat

Search

Libra

Cre

Front

Appears in Agents in
M365 Copilot Chat

E3

EcoSense sales assistant

Created by Rishona Elijah (EcoSense 360)

Agents



Researcher



Analyst



Prompt Coach



Skills (Frontier)



EcoSense sales assistant



Microsoft 365 Admin



Apps



Rishona Elijah



M365 Copilot ⓘ

Message Copilot



Give me a customer friendly
overview of EcoSense 360



Create a pricing estimate for a
200 room hotel using our pricin...



Create a sales talk track for a 15
minute discovery call



Agents



M365 Copilot ⓘ



EcoSense sales assistant



Create a pricing estimate for a 200 room hotel using our pricing sheet



EcoSense sales assistant

Here's a clear pricing estimate for a **200-room hotel**, based directly on the items and pricing in your **EcoSense 360 Sample Pricing Sheet**.  <File> EcoSense_360_...

EcoSense 360 – Pricing Estimate for a 200-Room Hotel

Apply the 10% hardware discount and recalculate

Show a sample proposal PDF for this estimate



Message Copilot



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New chat

Search

Library

Create

Frontier

Agents

Researcher

Analyst

Prompt Coach

Skills (Frontier)

EcoSense sales assistant

Microsoft 365 Admin

Apps

Rishona Elijah

M365 Copilot



EcoSense sales assistant



1. Hardware Costs

Smart Thermostats

- 1 per guest room (typical installation)
- 200 units $\times$ \$180 = \$36,000  <File>EcoSense_360_...

Wireless IoT Sensors

Typical bundle per room includes temperature, occupancy, humidity, and light.

Assuming 2 sensors per room (common for hotel deployments):

- 400 total sensors $\times$ \$120 = \$48,000  <File>EcoSense_360_...

Lighting Controllers

Assuming 1 per room (standard)



<File>EcoSense_360_Sample_Pricing_Sheet.docx</File>

Word

Apply the 10% hardware discount and recalculate

Show a sample proposal PDF for this estimate



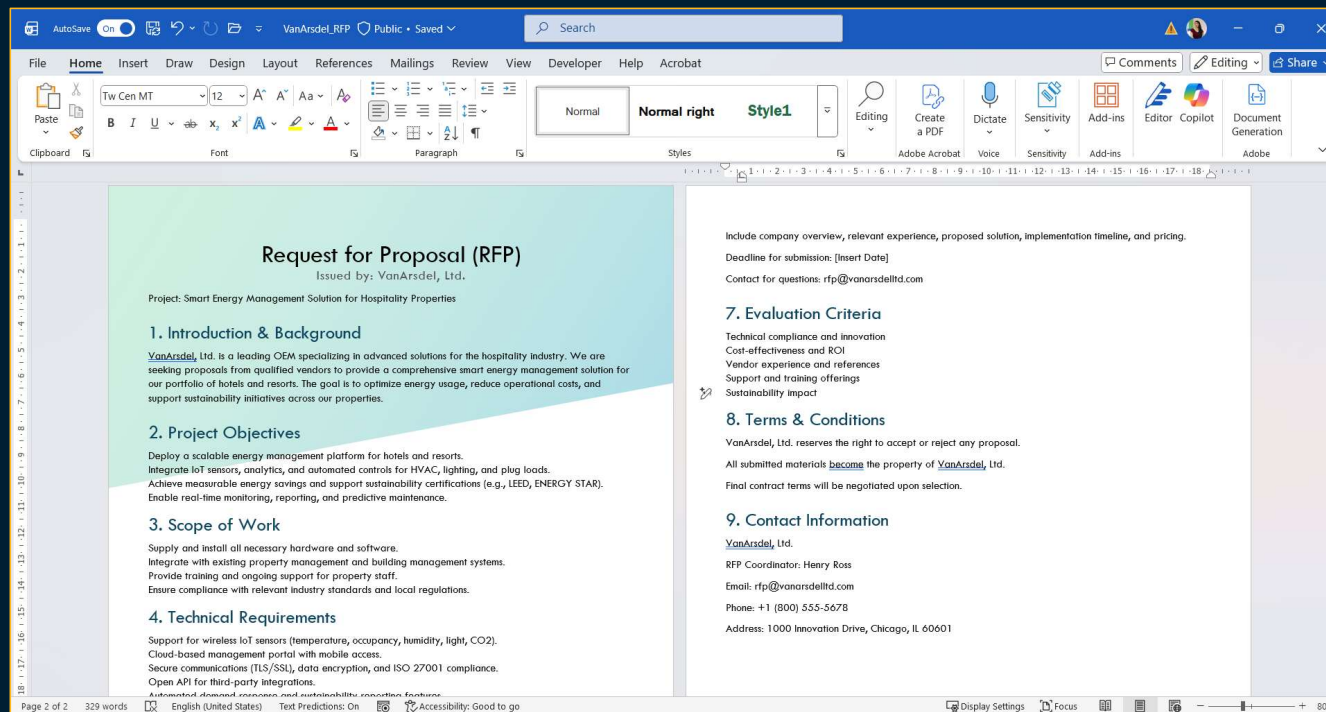
Message Copilot



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Respond to an RFP using agent

Sales need to respond to a Request for Proposal (RFP) from VanArsdel, Ltd. for *EcoSense 360*, across hotels and resorts.





EcoSense sales assistant



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Map RFP requirements to the product

E3

EcoSense sales assistant

Created by Rishona Elijah (EcoSense 360)



VanArsdel_RF...



Using the attached VanArsdel RFP.docx, create a requirements mapping table. It should have the columns:

- RFP requirement
- EcoSense response
- Source file used (file name)
- Gap or clarifying question



1) Requirements mapping table

You can paste this into Word/Excel and adjust wording as needed.

RFP requirement	EcoSense response	Source file used (file name)	Gap or clarifying question
Deploy a scalable energy management platform for hotels and resorts. 	EcoSense 360 is a next-generation smart energy management platform specifically designed for hotels, resorts, and hospitality venues, with centralized control via the EcoSense 360 Hub and support for up to 500 devices per hub, enabling scalable deployments across single or multi-property portfolios. 	EcoSense 360 Technical Specifications 	How many properties and rooms (by property type) are in the initial roll-out and what is VanArsdel's target timeline for scaling across the full portfolio?
Integrate IoT sensors, analytics, and automated controls for HVAC, lighting, and plug loads. 	EcoSense 360 integrates wireless IoT sensors (temperature, occupancy, humidity, light, CO2), smart thermostats, and lighting controllers with AI-driven analytics to	EcoSense 360 Technical Specifications , EcoSense 360 Integration Compatibility Guide  +1	Are there any existing in-room devices (thermostats, lighting systems, smart plugs) that must be retained? Should preferred vendors be prioritized?

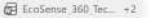


Message Copilot

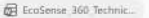


2) Proposal response outline

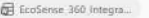
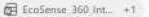
Executive summary

- VanArsdel's objectives and challenges in hospitality energy management. 
- Overview of the EcoSense 360 solution and how it aligns to these objectives (savings, sustainability, guest experience).  +2
- High-level outcomes: expected % energy reduction, payback horizon, and certification support.  +2

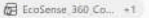
Proposed solution

- EcoSense 360 platform components: hubs, sensors, controllers, cloud portal, and APIs.  +1
- How the system manages HVAC, lighting, and plug loads based on occupancy and environmental data. 
- Example results from Grand Vista Resort as evidence of impact (energy savings, carbon reduction, guest satisfaction). 

Integration approach

- PMS and BMS integration strategy, including supported platforms (Opera, Maestro, Protel, RoomKey; Johnson Controls, Honeywell, Siemens, Schneider Electric). 
- Use of open RESTful APIs, BACnet/IP, and Modbus for interoperability and future integrations.  +1
- Phased integration plan: pilot property, validation, then rollout across the portfolio. 

Security and compliance

- Communication security: TLS/SSL for all device communications, encrypted Azure cloud storage, API security (OAuth 2.0, API keys).  +1
- Information security and privacy: ISO 27001, SOC 2 Type II, GDPR and CCPA compliance.  +1
- Sustainability and regulatory alignment: ENERGY STAR, LEED v4.1, ISO 50001, Green Key, OSHA.  +1

Send the requirements mapping table as a CSV

Summarize the case study for the proposal



Message Copilot



3) Top 8 clarification questions for VanArsdel

These are tuned to scope and pricing decisions.

1. Portfolio scope & phasing

- How many properties and rooms are in scope for phase 1, and what is the desired rollout schedule across the broader VanArsdel portfolio?  VanArsdel RFP +1

2. Existing systems landscape

- Which PMS, BMS, and other key systems (with versions) are currently deployed across your hotels, and are there any custom or legacy systems we must integrate with?  VanArsdel RFP +1

3. Energy and sustainability targets

- What specific energy savings, carbon reduction, and certification targets (e.g., LEED level, ENERGY STAR scores, payback period) should this project be designed to meet?  VanArsdel RFP +1

4. Deployment constraints

- Are there any site constraints (heritage buildings, guest disruption limits, union rules, local regulations) that could impact installation methods, working hours, or timeline?  VanArsdel RFP +1

5. Data, security, and residency requirements

- Do you have specific information security, privacy, or data residency requirements beyond ISO 27001/GDPR/CCPA, such as regional hosting or custom retention policies?  VanArsdel RFP +2

6. Operational model and ownership

- How does VanArsdel envision the split of responsibilities between corporate, property teams, and the vendor for ongoing system administration, support, and optimization?  VanArsdel RFP +2

7. Training and change management

- Which stakeholder groups (engineering, operations, sustainability, IT, brand) need structured training, and what training formats (on-site, virtual, train-the-trainer) are preferred?  VanArsdel RFP +1

8. Commercial preferences

- Does VanArsdel prefer a capex-heavy model or an EMS-as-a-Service subscription model, and are there multi-year or multi-property commitments we should align to in pricing?  EcoSense 360 Sa... +1

Send the requirements mapping table as a CSV

Summarize the case study for the proposal



Message Copilot



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[EcoSense 360 Customer Case Study](#)

[EcoSense 360 Sample Pricing Sheet](#)

VanArsdel_RFP

EcoSense_360_Technic...

EcoSense_360_Integra...

EcoSense_360_Compli...

EcoSense_360_Custo...

EcoSense_360_Sample...

Would you like a version of the requirements table in CSV format so you can paste it straight into Excel?



VanArsdel_RFP

https://rishonamvp-my.sharepoint.com/personal/Rishona_Elijah modified 11 hours ago

Ask

Sources



Schedule this prompt

Read aloud

Open in Word



Schedule this prompt



Read aloud



Open in Word

AI-generated content may be incorrect

Summary of M365 Copilot skills covered

AKKODIS



- **Copilot Chat (Work):** Run and schedule daily briefings
- **Copilot Chat (Work):** Ask questions about meetings, emails files and more
- **Teams:** Recap meetings
- **Outlook Calendar:** Schedule and prepare for meetings
- **Copilot Chat (Web):** Research trends
- **Copilot Pages:** Capture, collaborate, and export ideas
- **PowerPoint:** Generate and summarise branded presentations
- **Excel:** Create charts, formulas and formatting rules
- **Word:** Draft reports and rewrite sections
- **Copilot Create:** Turn presentations into videos
- **Analyst:** Identify opportunities and compare performance
- **SharePoint:** Summarise and ask questions about files
- **Agents:** Create an agent to handle a specific task



Prompting best practices

Prompts are how you communicate with Copilot.

Think of it like giving instructions to a helpful assistant.

Quality Prompts = Quality Results

What are some prompts?



Learn about projects and concepts:

"What is [Project X]?"



Edit text

"Check this product launch rationale for inconsistencies"



Transform documents

"Transform this FAQ doc into a 10-slide onboarding guide"



Summarise information

"Write a session abstract of this [presentation]"



Create engaging content

"Create a value proposition for [Product X]"



How can we improve these prompts to make them more effective?

Goal, Context, Source, Expectation (GCSE)

To get the best response, it's important to focus on some of the key elements when phrasing your Copilot prompts.

Goal

What response do you want from Copilot?

Context

Why do you need it and who is involved?

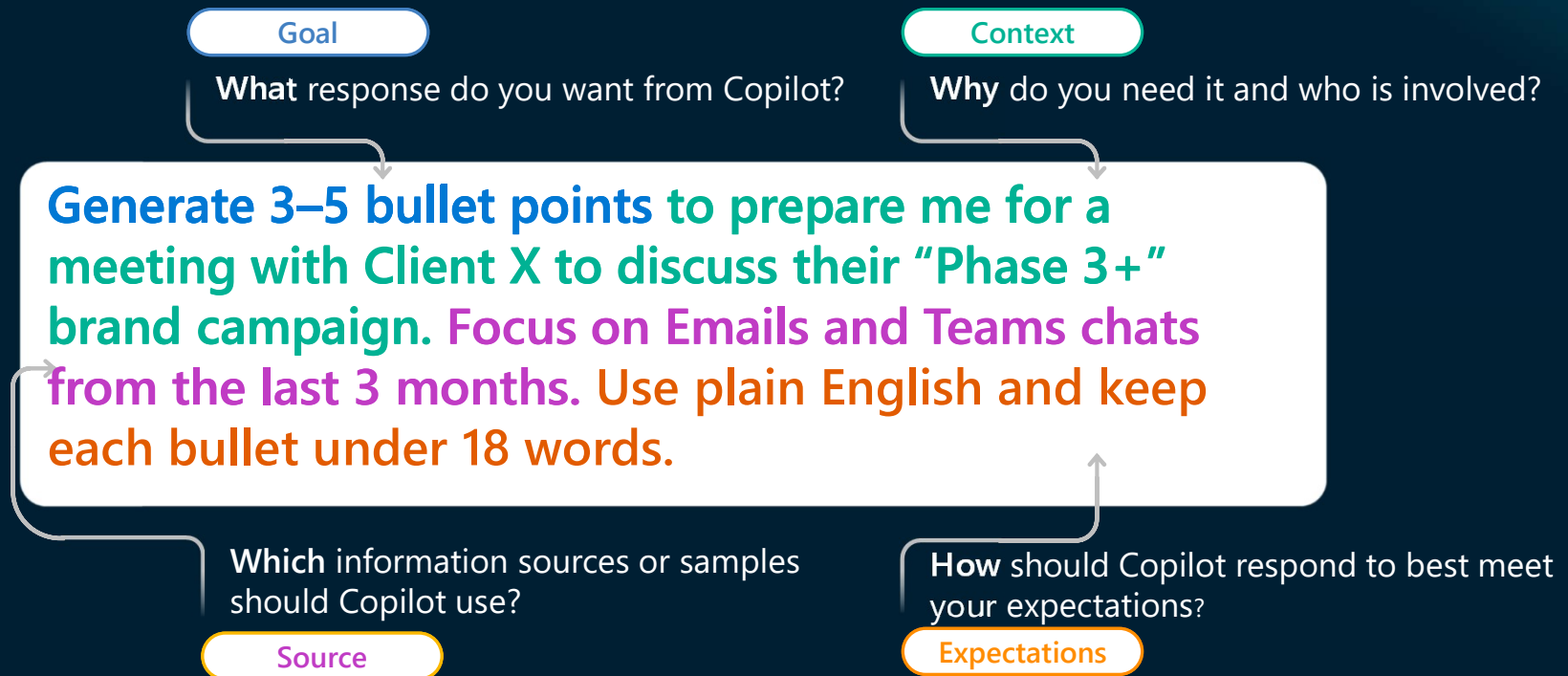
Source

Which information sources or samples should Copilot use?

Expectation

How should Copilot respond to best meet your expectations?

Include the right prompt ingredients



Compare the prompts: GCSE example

Prompt 1

Write a sales email to book an intro call.

Prompt 2

Write a first outreach email to a local services business owner to book a 15 minute intro call this week. Include 3 benefits and one short customer example. The email should be 120 words max, friendly tone, one clear call to action, and add a subject line.

Goal

Context

Source

Expectations

Keep iterating to improve your prompts

You are a marketing manager who needs to launch a small campaign to generate leads for a new service. Create a prompt that will help you plan the campaign.



Good

Help me plan a lead generation campaign by creating a list of ideas



Better

I'm a Marketing Manager planning a lead generation campaign for a new service. Please suggest 10 campaign ideas and include the channel and target audience for each.



Best

I am a Marketing Manager at a small business launching a lead generation campaign for a new service. The aim is to generate 20 qualified leads in 14 days. We have a small budget and limited design support. Use /Brand voice guide.docx and /Past campaign results.xlsx as reference material. Provide a 2-week plan with daily actions, 6 post ideas, 2 email drafts, and 5 success metrics.

Goal

Context

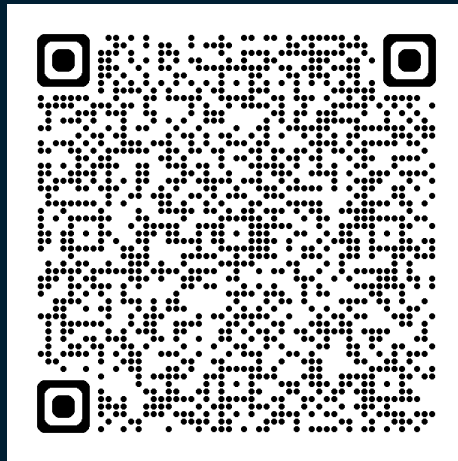
Source

Expectations

Try it out: Keep iterating to improve your prompts

AKKODIS

*Help me improve my prompt:
Generate campaign ideas*



<https://shorturl.at/wNJg9>

M365 Copilot Tech Talk

3 | Can Microsoft Copilot be ...

11 minutes ago

Help me improve my prompt: Generate campaign ideas

A minute ago

Here's how to make your prompt stronger:

Tips for a Better Campaign Ideas Prompt

- Be specific: Mention your goal, audience, and channel (e.g. "Generate social media campaign ideas for young adults about healthy eating").
- Add context: Share what's worked before or any themes to avoid.
- Request a format: Ask for a list, table, or even a catchy slogan.
- State your goal: "I want ideas that drive engagement" or "Focus on brand awareness."

Try this:
"Generate 5 campaign ideas for [your product/service], targeting [audience], to boost [goal], suitable for [channel]."

Want to give me a bit more detail to tailor it? ⓘ

1 reference ▾

1 | ⓘ 61+ Powerful ChatGPT Pr...

A minute ago

Type your message

0/2000

✎ ➤



Keep it conversational

Keep the conversation going

AKKODIS

Following up
on your
prompts
helps you
collaborate
with Copilot,
to gain more
useful,
tailored
responses



Generating content ideas

Lead with broader requests, then give specific details about the content



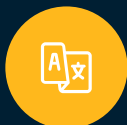
Storytelling assistance

Ask Copilot to write a story, then guide it by giving more specific, relevant details



Gaining insights

Ask for a summary of a specific file, then ask relevant questions to gain deeper insights



Translating languages

Ask Copilot to translate a sentence to one of the supported languages, then ask for more context or a regional dialect



Solving technical problems

Present a technical problem, then narrow it down, or ask for step-by-step guidance

Give feedback

Prompt

This sentence is too vague, can you be more specific?

Thank you, this is much better. Can you please add a sentence that summarises the main point of the paragraph?



Don't give up after your first prompt if you don't get your ideal response. Giving Copilot feedback let's it adapt the output and deliver what you expect!

Why Viva Dashboard is useful? Pls use one sentence

Viva Dashboard provides fast and easy access to information and job-related tasks, enabling quick task completion and fostering collaboration to help you stay focused on reaching company goals. 1

Copy

1 of 30 responses AI-generated content may be incorrect 1 2 3 4 5 6
FCFR: 9617ms

1 reference

14 March 2024 at 18:16

This setence is too vague, can you be more sopesific?

Viva Dashboard provides a personalized and curated experience for employees, enabling quick task completion, fostering collaboration, and helping them stay focused on reaching company goals. It offers a central destination for employees to discover company resources, complete tasks, and stay up to date with critical information without leaving their flow of work. 1 2 3 4 5 6

Copy

2 of 30 responses AI-generated content may be incorrect 1 2 3 4 5 6
FCFR: 18751ms

6 references

14 March 2024 at 18:18

Thank you. Can you please add a sentence that summarizes the main point of the paragraph?

In summary, Viva Dashboard is a central destination for employees to discover company resources, complete tasks, and stay up to date with critical information, all while staying in their flow of work.

Extending the prompt's purpose

Consider how to make your prompts more **impactful** by thinking about how Copilot can help in your **entire workflow**.

Ask yourself these questions when prompting



Why am I using this prompt?

What is the context for this task



What will I do with the output of this prompt?

Am I going to send it on to someone else? Transform it into a different format?



Can I extend Copilot's remit to save more time

Can I ask Copilot to do a bigger task to automate more work?

Extending the prompt's purpose

Why are you doing this? If it is to send to someone else then why not get Copilot to write the email for you.

Prompt 1

Recap the /Meeting creating a table for action items, owners and due dates.

Prompt 2

Write a follow up e-mail to the attendees of the /Meeting with a table showing decisions made, another showing actions and owners and lastly a list of considerations for the next meeting.

Goal

Context

Source

Expectations

Give examples

Prompt

Create me a proposal for my upcoming sales call with customer Contoso using [Business Proposal Fabrikam Corporation.docx](#) as a template for formatting.

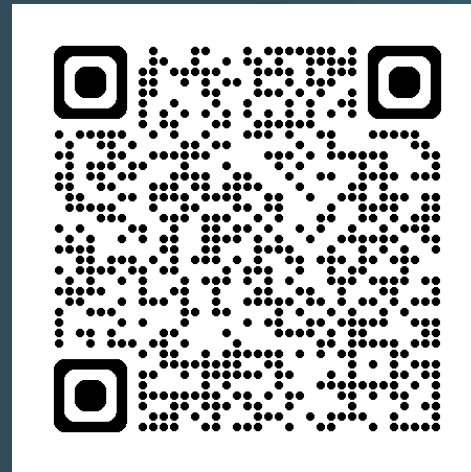


Providing a sample sentence, paragraph, or existing document to Copilot offers a guideline and enhances the quality of the output.

This ensures it is formatted in a friendly and ideal way, minimising the time you need to spend reviewing and mending your Copilot generated draft.

Q&A

AKKODIS



Contact Akkodis Academy

Implementation | Guidance | Training | Agent Building

akkodisaustralia.com.au/ai-academy

Connect on LinkedIn:

Rishona Elijah

<https://www.linkedin.com/in/rishonaelijah/>

Thank you



Understanding your Copilot options

Free Microsoft Copilot

Consumer Version
<https://copilot.microsoft.com/>

No Enterprise Data
Protection
Don't use this for work!



Part of Microsoft 365

Copilot App

<https://m365.cloud.microsoft/chat/>

- Available with M365 license
- Use Copilot Chat
- Enterprise data protection



Microsoft 365 Copilot (Add-on License)

Copilot App

<https://m365.cloud.microsoft/chat/>

- Full Copilot experience
- Use your work data: SharePoint, Emails, Calendar, Teams and more
 - Notebooks
- Copilot in M365 apps
- Researcher & Analyst agent for deep reasoning
- Enterprise data protection

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Presented by:

Valentina Lazarevska

AI Adoption and Enablement Evangelist



SMBs wear many hats

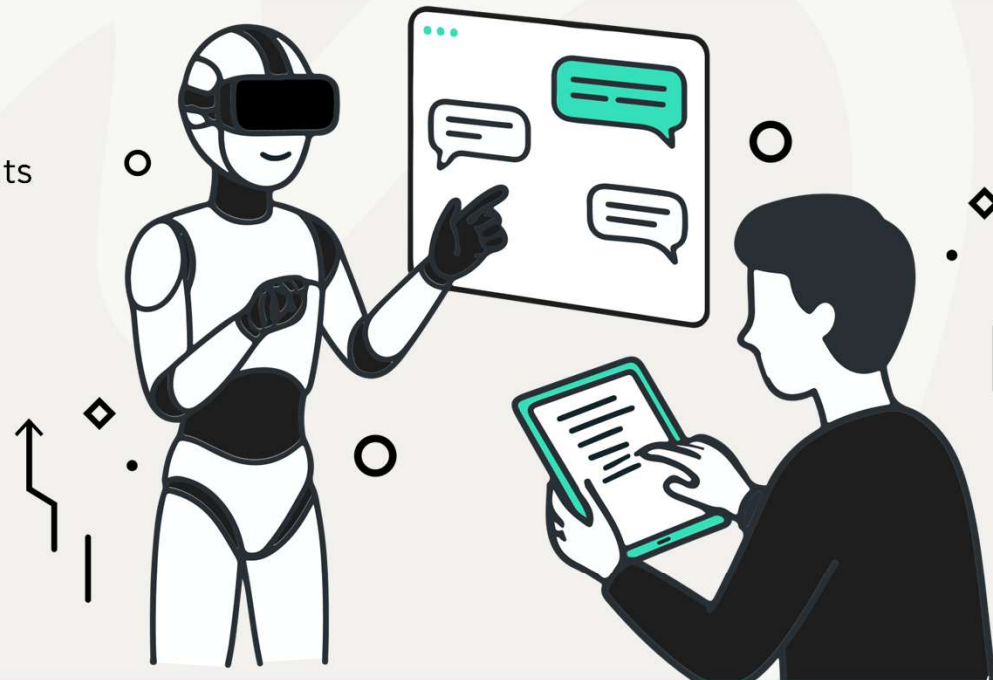
- ✓ Accounting
- ✓ Payroll
- ✓ HR and IR
- ✓ Law
- ✓ Sales and Marketing
- ✓ Office Administration
- ✓ Customer Service
- ✓ And everything else

mySMB.com Always On Support Model

AI and Business support for Australian SMBs

We provide:

- ✓ AI Education and learning
- ✓ AI-powered workspace to store and search documents
- ✓ Ready-to-go Business and Legal Templates
- ✓ Engagement – Community, Webinars & Events
- ✓ Governance
- ✓ Copilot AI Agents
- ✓ Support



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FREE

MEMBERS ONLY

Always On is a membership model built around five layers of learning, designed to grow with your business and fit around real working life.

FREE FOR ALL

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01

FREE

Copilot Quick Wins

15 min, a few times a week

High-impact micro learning sessions on Copilot skills your team applies immediately.

Live

02

FREE

mySMB.com Expert Briefing Series

30 min, every Friday

SMBs receive briefing on legal topics that impact business, no matter the size. Open to all, every week.

Live and recorded

03

MEMBERS

Copilot Live

Weekly webinars with live Q&A

Members-only deep dives into Copilot functionality, facilitated by an expert and shaped around known pain points experienced by most SMBs.

Live plus replay access

04

MEMBERS

Copilot On Demand

Pre-recorded, watch any time

A growing library of AI productivity and Copilot tutorials available to all members.

Pre-recorded

05

MEMBERS

Copilot Certified

Self-paced with a certificate

A structured course that takes members from Copilot basics to confident daily use, recognised with a certificate on completion.

Fully self-paced

Always on, always available to support your AI journey.

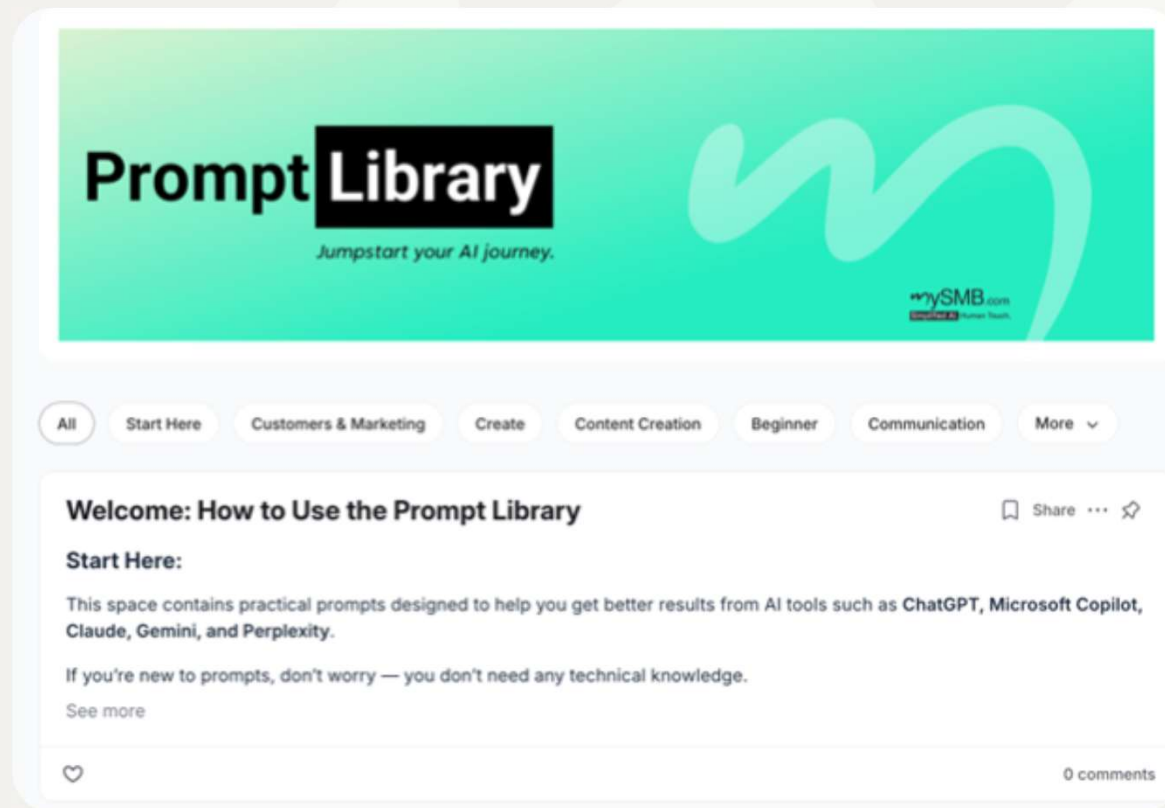
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myConnect

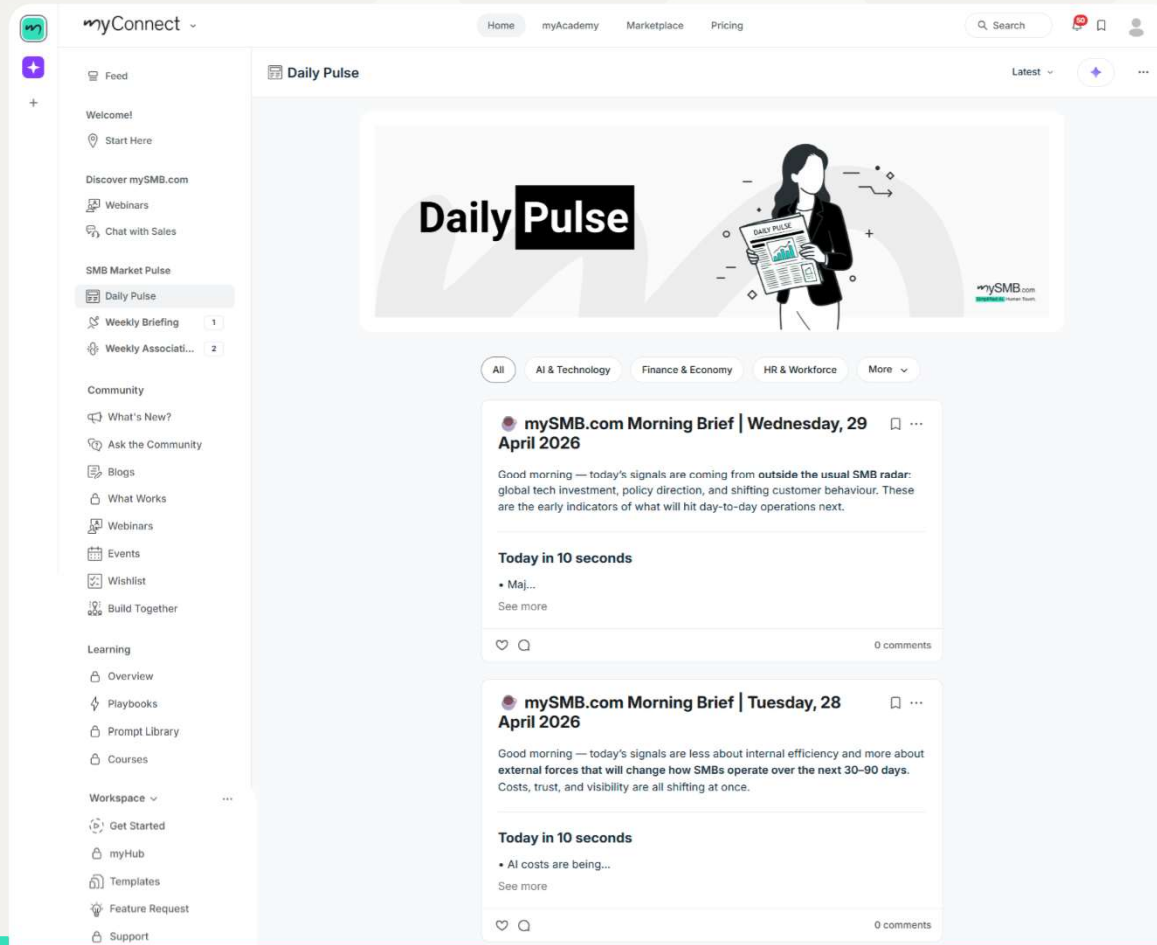
The screenshot displays the myConnect website interface. The top navigation bar includes links for Home, myAcademy, Marketplace, and Pricing, along with a search bar and user profile icons. A left sidebar contains a 'Feed' section with links to 'Welcome!', 'Start Here', 'Discover mySMB.com', 'Webinars', 'Chat with Sales', 'SMB Market Pulse', 'Daily Pulse', 'Weekly Briefing', and 'Weekly Association'. The main content area is titled 'Webinars' and features a large banner with the text 'Webinars' and logos for @ChatGPT, Gemini, Claude, Monday.com, and mySMB.com. Below the banner, there are filters for 'Upcoming', 'All', 'AI for SMB', and 'sole traders'. The 'Next event' section lists three upcoming webinars: 'Copilot in Teams: Stay Focused & Capture Actions in Busy Meetings' (Wednesday, May 6, 12:00 - 12:30 PM CST), 'Using Copilot in Teams to Understand Shared Screens and Key Points' (Thursday, May 7, 12:00 - 12:30 PM CST), and 'Copilot Free vs Paid: What You Actually Get — and What SMBs Usually Need' (Saturday, May 9, 12:00 - 12:30 PM CST). Each event includes a thumbnail image, a title, a date and time, and a 'Live stream' option. A 'Join space' button is visible in the top right corner of the main content area.

This screenshot shows a close-up of an Outlook calendar interface. The calendar is set to April 2022, with the date 7th highlighted. A webinar event titled 'Copilot in Outlook: How to Prioritise Your Inbox Without Missing What Matters' is visible, scheduled for Tuesday, May 5, 12:00 - 12:30 PM CST. The event is presented by 'Nowie Esposo' and is marked as 'Starts in 6 days'. An 'RSVP' button is located next to the event title.

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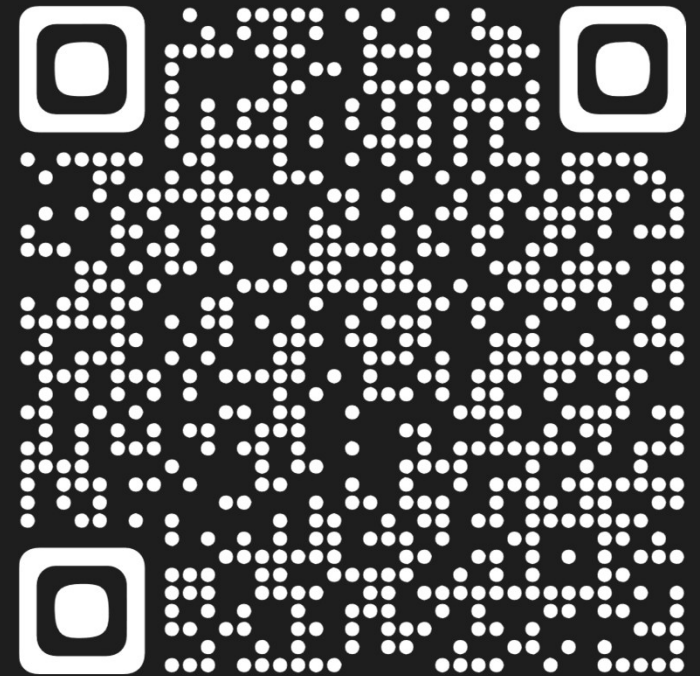
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Valentina Lazarevska
*AI Adoption and
Enablement Evangelist*

<https://www.linkedin.com/in/valentinainnovation/>



Thank you!

CONTACT US

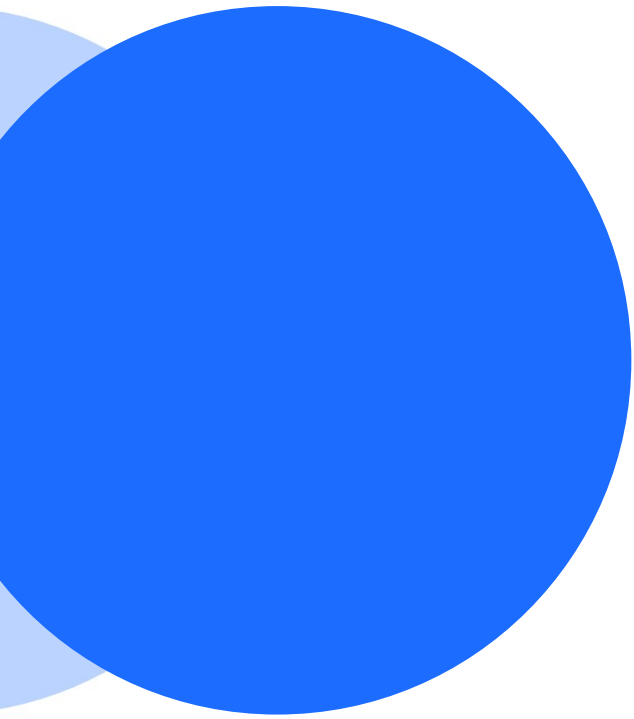


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A large solid blue circle is positioned on the left side of the slide. A smaller, lighter blue circle is partially visible behind it, also on the left.

Russell Kelly

Chief Executive Officer
TasICT