

# ARTIFICIAL INTELLIGENCE

## CHRISTCHURCH MEETUP GROUP





# Hierarchical Reasoning Models & Context Engineering



***Andy Masters***

*Presented by*



***Caelan Huntress***



# Caelan Huntress

- Head of Learning and Enablement
- The Newest Zealander
- From Portland, Oregon

## WHAT I DO

- Train knowledge workers to improve their Strategy, Creativity, and Productivity with GenAI
- Interactive training workshops
- Step-by-step tutorials
- Copy-paste prompts







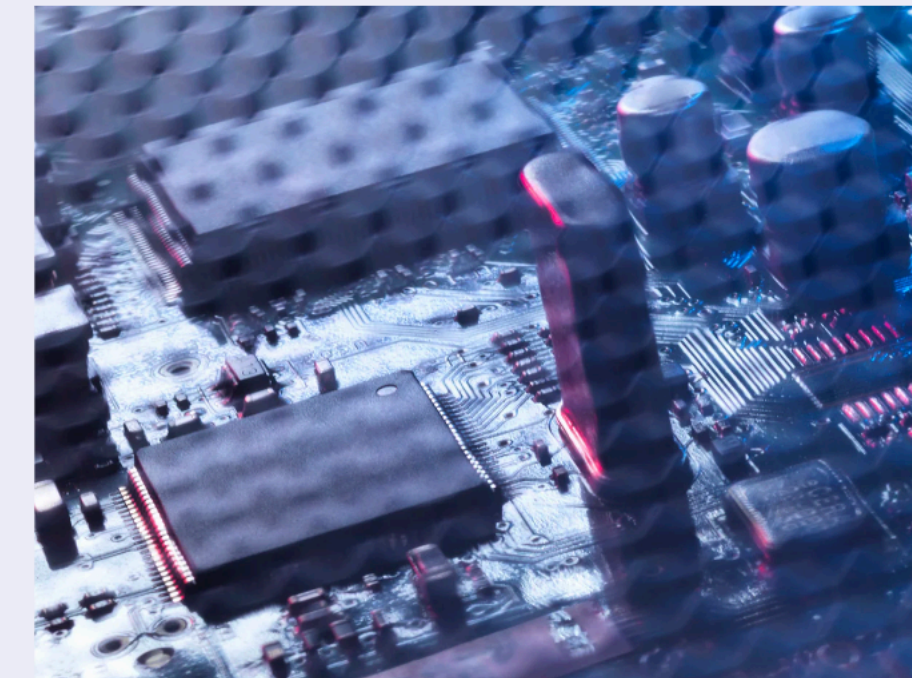
## AI Training

Transform your business capabilities with our hands-on AI training workshops, delivered on-site in Christchurch or on Zoom



## AI Consulting

Rapidly validate AI use cases to meet the unique business challenges and capabilities of New Zealand businesses.



## AI Platform Development

Build, deploy, and scale customised AI platforms built specifically for your business.



# MEETUP AGENDA

- ✦ 5:30-6pm - Drinks and networking
- ✦ 6:05-6:45 - **Hierarchical Reasoning Models** with Andy Masters
- ✦ 6:50-7:30 - **Context Engineering** with Caelan Huntress
- ✦ 7:30-8pm - Drinks and Open Q&A



**[HTTP://TWITCH.TV/CLAUDEPLAYSPOKEMON](http://TWITCH.TV/CLAUDEPLAYSPOKEMON)**

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Claude Opus 4.5  
Plays Pokemon  
CURRENTLY THINKING

look like they're ALREADY the stair tile Wait - maybe the stairs aren't at (6, 0). Let me reconsider. The dark tiles I see at rows 0-1 could be a different elevation marker, not stairs. Looking at the layout: - Row 0: Has the green door on the left at (4, 0), and dark tiles on the right at (6, 0), (7, 0) - Row 1: My current position (6, 1), and (7, 1) is navigable The darker tiles at (6, 0), (7, 0) look like stairs... but maybe they're stairs coming DOWN from 2F, not going UP? Actually wait - I'm now noticing something. The Clefairy NPC has moved to (4, 4) which means some tiles might now be accessible that weren't before! Let me check: - (4, 0) - green door - CYAN (unreachable) - (3, 1), (4, 1) - CYAN (unreachable) - (4, 3), (4, 2) - CYAN (unreachable because of divider at col 5) The Clefairy is at (4, 4) but the divider at column 5 still blocks access to the left section from my position at (6, 1). I see a potential navigation strategy emerging. The vertical barrier prevents direct movement between sections, so I'll need to explore alternative routes. The 2F might offer a different pathway around this obstacle, potentially allowing me to bypass the current blockage and access the left side of the mansion.  
I'm stuck at (6, 1). The stairs visual is at (6, 0) but I can't seem to walk onto them. Let me try going to (7, 1) and then up:

Using tool: use\_emulator - Buttons: ['right', 'up']

BLAZE Lv. 40 125/125

NIBBLES Lv. 7 21/21

LEAFY Lv. 18 44/44

WINGS Lv. 22 49/49

12,773 steps

Claude Plays Pokemon

Claude Opus 4.5 Plays Pokemon! lopus45 !harness

LIVE

Pokémon Red/Blue English AI TwitchPlays

Follow

99 3:27:31

About ClaudePlaysPokemon

14.8K followers

This is a passion project made by a person who loves Claude and loves Pokémon. Follow along as Claude navigates the Kanto region, trains adorable Pokémon with creative names, and attempts to earn all 8 gym badges. Claude has never been trained to play any Pokémon games—this is a new adventure!

Chat with Claude

Stream Chat

namdnaarm: yea CC would say "remove the defeatist attitude" and then he'd delete everything he'd tried from the KB and restart the loop from the beginning

MrCheeze\_: btw Claude's behaviour here is surprisingly different to Gemini's

Replying to @genos3: We hope the dev...

zenishira: Opus 4.5 launched 3 days ago

MrCheeze\_: it took 3 days to understand the mechanics of the goldenrod underground switch puzzle

Replying to @genos3: We hope the dev...

gordellgrossbee: around February probably

Replying to @genos3: We hope the dev...

namdnaarm: speak for yourself. I want to see what \*claude\* does. I already know you can beat the game if human tweak the harness every time he's stuck

MrCheeze\_: but after understanding the mechanics, it did a search of different switch orders and only took an hour and a half to beat the puzzle

gordellgrossbee: Gemini is a man

Animated Emotes can be disabled in Settings

Show me

Send a message


Chat



# UPCOMING EVENTS



# PROMPT LIKE A PRO @ MINISTRY OF AWESOME



Mon, Dec 8 · 1:00 PM NZDT

## Prompt Like a Pro: Practical AI Techniques

📍 Ministry of Awesome, Barbadoes Street, Christ...

**Prompt Like A Pro** is a high-energy, hands-on workshop where you'll practice live with ChatGPT, Gemini, Claude, and Perplexity while learning the...

The image shows a man in a dark hoodie sitting at a desk with a computer. He has a backpack on his back that is covered in a complex network of glowing yellow and blue wires, resembling a neural network or data connections. The background is a dimly lit room with bookshelves and hanging lamps.





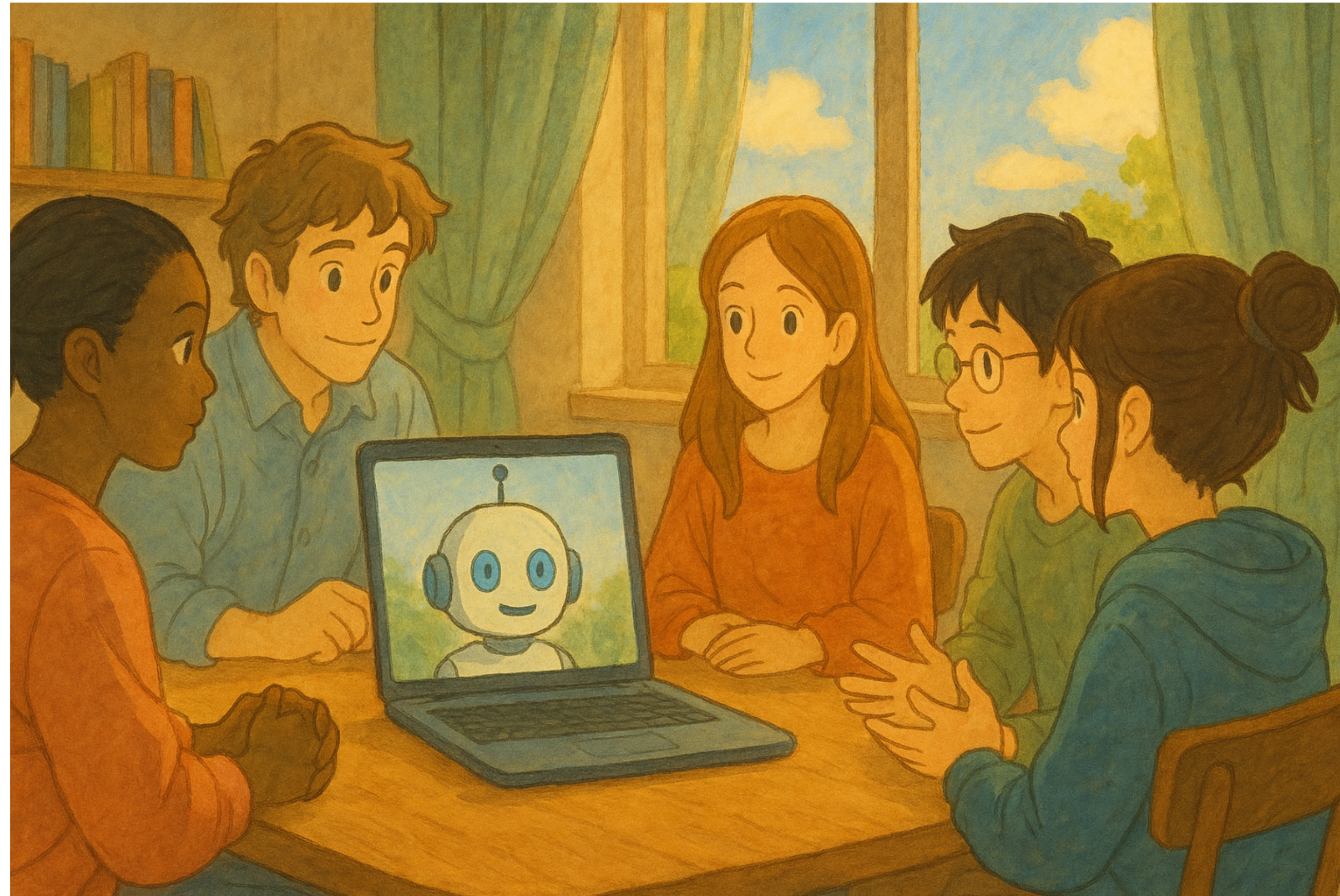
# NO MONTHLY MEETUP IN JANUARY





# 4 X WEEKLY ZOOMS IN JANUARY

## AI Coaching Power Hour



**Mondays 3-4 PM**





# 4 X WEEKLY ZOOMS IN JANUARY

## AI Coaching Power Hour


- ✦ **15 min** - we talk to each other, on Zoom
- ✦ **15 min** - we talk to an AI coach, individually
- ✦ **10 min** - we come back together and debrief
- ✦ **10 min** - breakout room 1:1s
- ✦ **5 min** - weekly commitments
- ✦ **5 min** - show & tell, open Q&A

**Mondays 3-4 PM**







# CALL FOR SPEAKERS



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## Christchurch Artificial Intelligence

★★★★☆ 4.7 • 216 ratings

Christchurch, New Zealand

1,178 members • Public group

Share



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### What we're about

How do we prepare for the Future of Work? By becoming proficient AI Operators.


This is a group for people who want to explore, share, and learn about artificial intelligence, machine learning, neural networks, intelligent machines etc. and understand the creative minds behind these creations.


We meet on the **First Monday** of every month at EPIC Innovation. We typically feature a couple of speakers, mingle with drinks, and share new tools and insights about AI.

Give feedback on the group, or apply to speak, by [filling out this form](#).

[Read more](#)

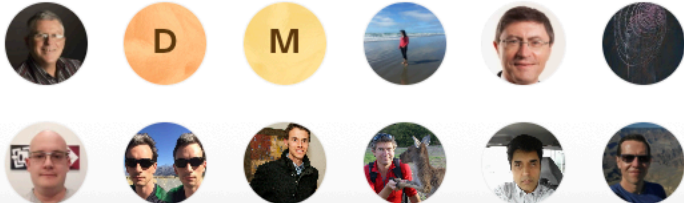
#### Organizers

 You and 1 other



#### Members 1,178

[See all](#)









# AI Data Testing & Coaching with AI

📍 Where? EPIC Innovation  
🕒 When? 5:30 - 8:00 PM  
📅 Monday, 2 February



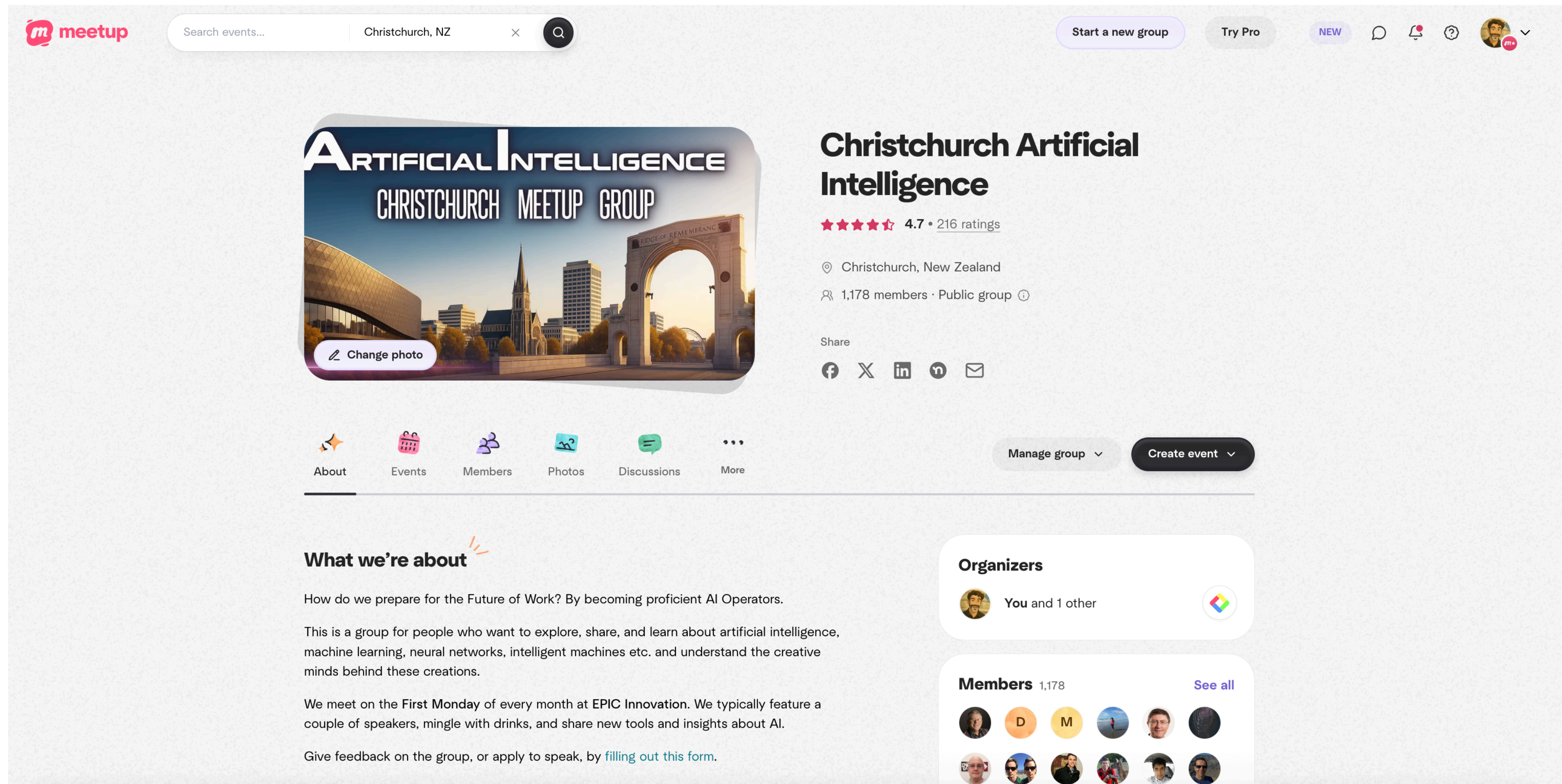
# FIRST MONDAY & THIRD THURSDAY IN 2026

- ✦ **First Monday** - General AI Topics
- ✦ **Third Thursday** - Technical AI Topics





# VIDEO VOLUNTEER





# GREG DICKSON



- ✦ **Bridge Media Limited** - Director of AI Search Marketing
- ✦ **Fractional CMO/CTO** specialising in AI-powered performance marketing automation
- ✦ **20+ years in financial services** performance marketing across UK and NZ markets
- ✦ **Focus areas:** Building performance marketing systems that drive qualified leads



# GREG DICKSON



- ✦ **Marketing Automation:** Complex n8n workflows that actually work
- ✦ **Lead Generation System:** Focused on ROI, not vanity metrics
- ✦ **AI Integration:** Fixing bottlenecks across the marketing stack
- ✦ **Business Systems:** CRM integration, lead processing, content automation





# GREG DICKSON



- ✦ **Connect on LinkedIn:** <https://www.linkedin.com/in/greg-dickson-nz/>
- ✦ **Email:** [greg@aisearch.marketing](mailto:greg@aisearch.marketing)



# GAME: GHIBLIFY A SELFIE

- ✦ **GOAL:** Turn a selfie photo into a Studio Ghibli illustration automatically.
- ✦ **RULES:** Take a selfie with your phone, upload, and Ghiblify with a Project.
- ✦ **FEEDBACK:** Does this look like a cartoon version of you? Can you do this with fewer steps?





# Ghiblify a Selfie





# GAME: GHIBLIFY A SELFIE

1. {Take a selfie photo, upload to ChatGPT (slow) or Gemini (fast).}
2. **Create an illustration of this photo in Studio Ghibli style.**
3. {Post with hashtag #CHCHAI }







# AI Reasoning & Context Engineering

📍 Where? EPIC Innovation

🕒 When? 5:30 - 8:00 PM

📅 17 Monday, 1 December



# 7 PILLARS of a Good GenAI Prompt

**PERSONA**

**INTENT**

**LAYOUT**

**LIMITS**

**AUDIENCE**

**REQUIREMENTS**

**STYLE**

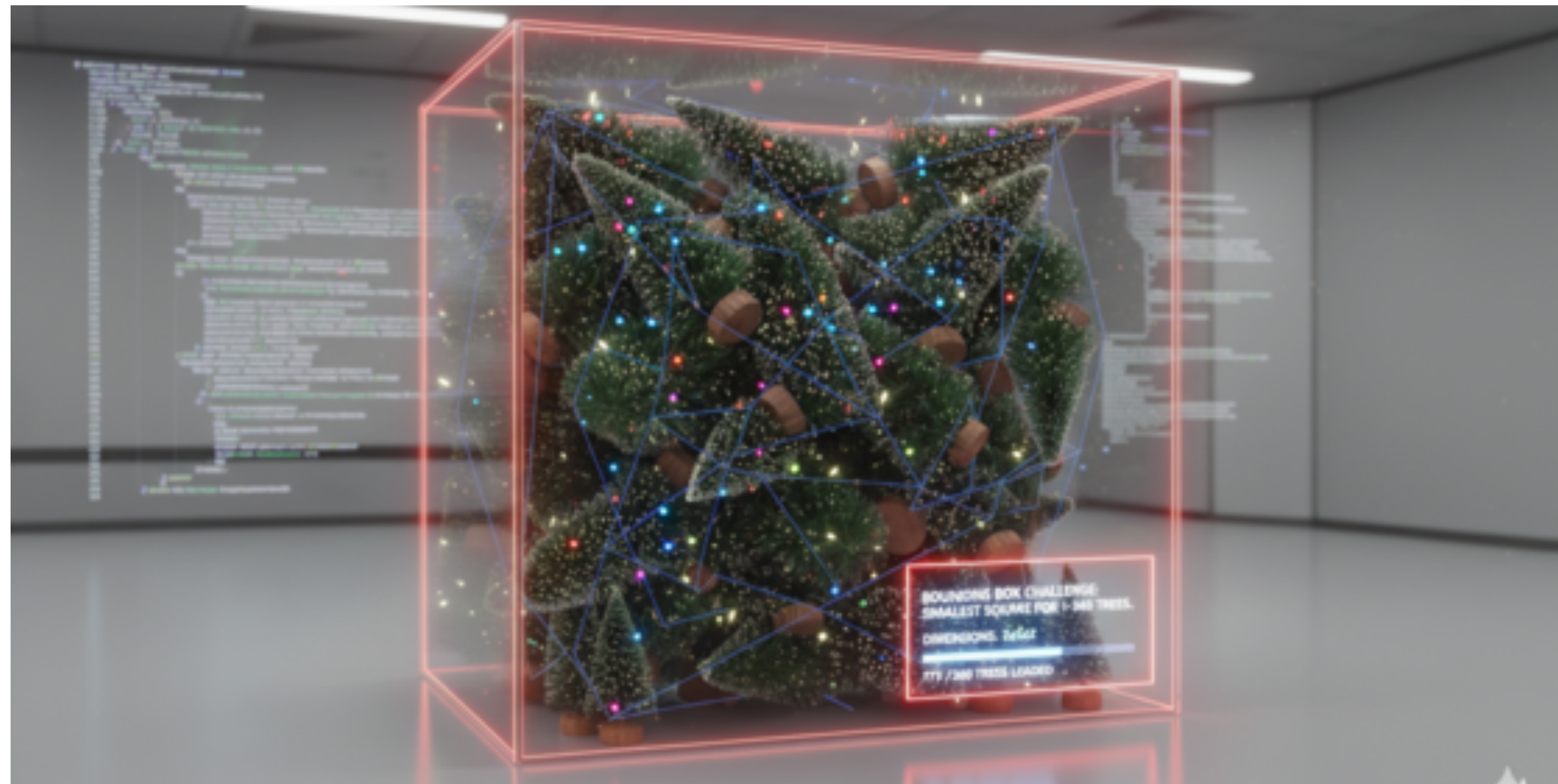


**GenAI**  
**Training**  
.co.nz



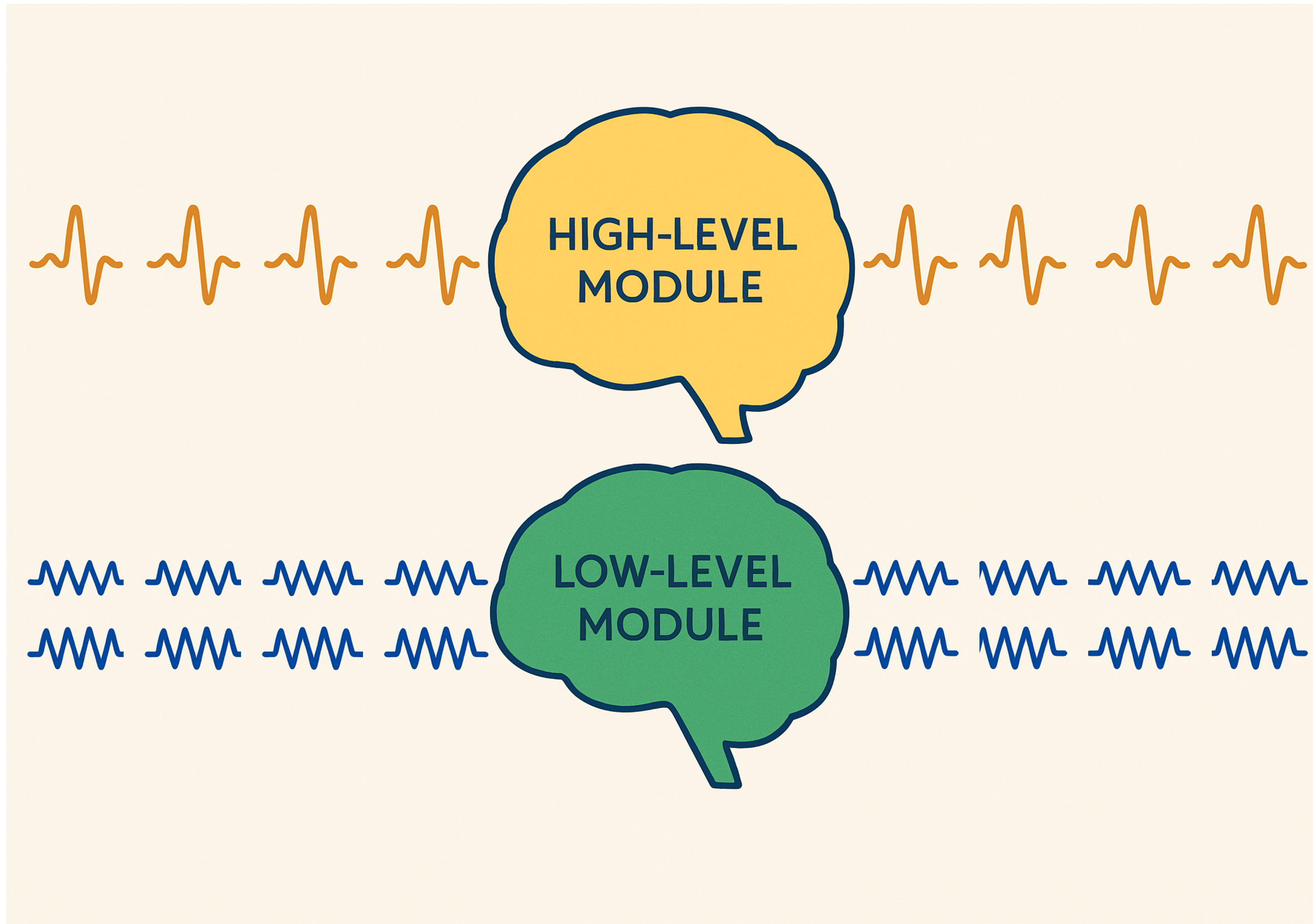
# HIERARCHICAL REASONING MODEL

<https://www.kaggle.com/competitions/santa-2025/overview>





# HIERARCHICAL REASONING MODEL









# GAME: PROMPT LADDER

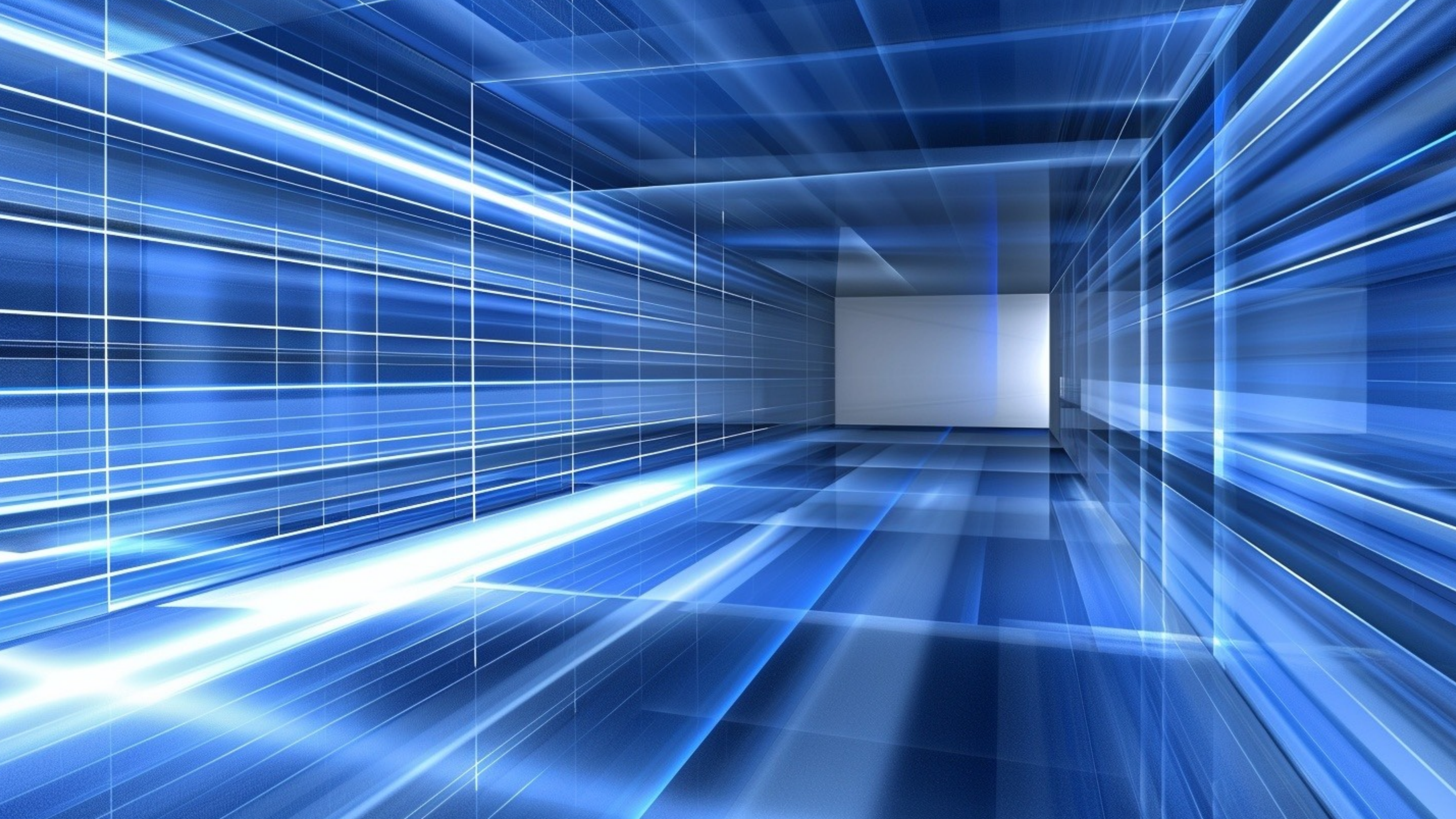
- ✦ **GOAL:** Demonstrate the difference between one-shot and multi-shot prompting.
- ✦ **RULES:** Ask AI to complete a task in 1 prompt, and then in 3 sequential prompts.
- ✦ **FEEDBACK:** Compare the two. Which is better?



# GAME: PROMPT LADDER

1. Write a 100-word story about an underdog who wins. // List 3 underdog character ideas.
2. Create a short plot outline for the most interesting one.
3. Now write a 100-word story based on that character and outline.







# CONTEXT ENGINEERING PREPARES EVERYTHING PRIOR TO THE PROMPT.

Even the best prompts will fail without the right context. Giving AI backstory and reference material will create a landscape that is suitable to your scenario.



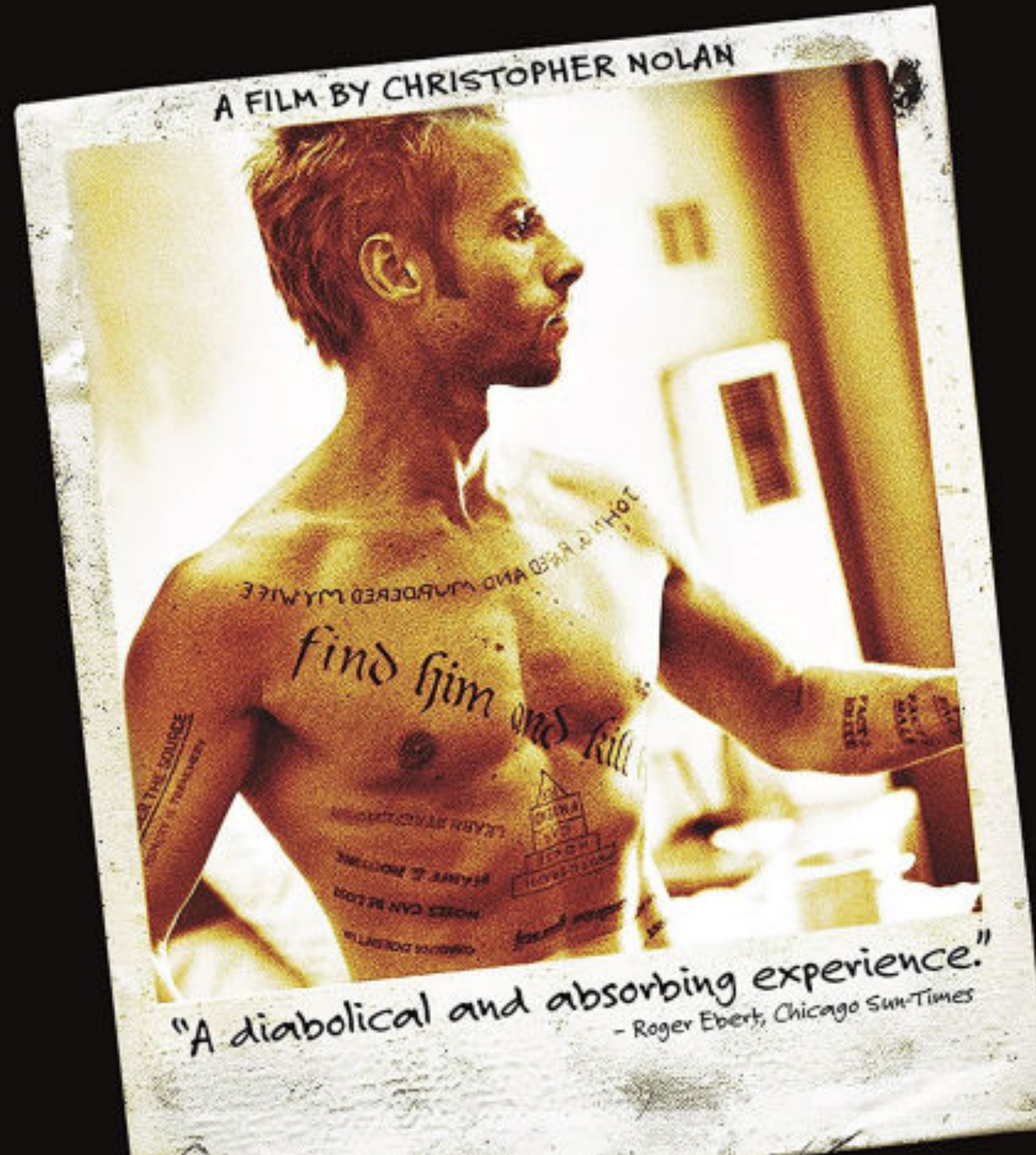


# CONTEXT ENGINEERING

GUY PEARCE CARRIE-ANNE MOSS JOE PANTOLIANO

## MEMENTO

A FILM BY CHRISTOPHER NOLAN





**“CONTEXT ENGINEERING IS THE STRATEGIC PROCESS OF SELECTING, PACKAGING, AND MANAGING THE MOST RELEVANT INFORMATION FOR EACH STEP.”**



**— ANTONIO GULLI**



# CLAUDE TESTS

WITH AND WITHOUT CONTEXT

- ✦ +22% Improvement, Especially in Complex Decision-Making Tasks





# CONTEXT WITH RAG

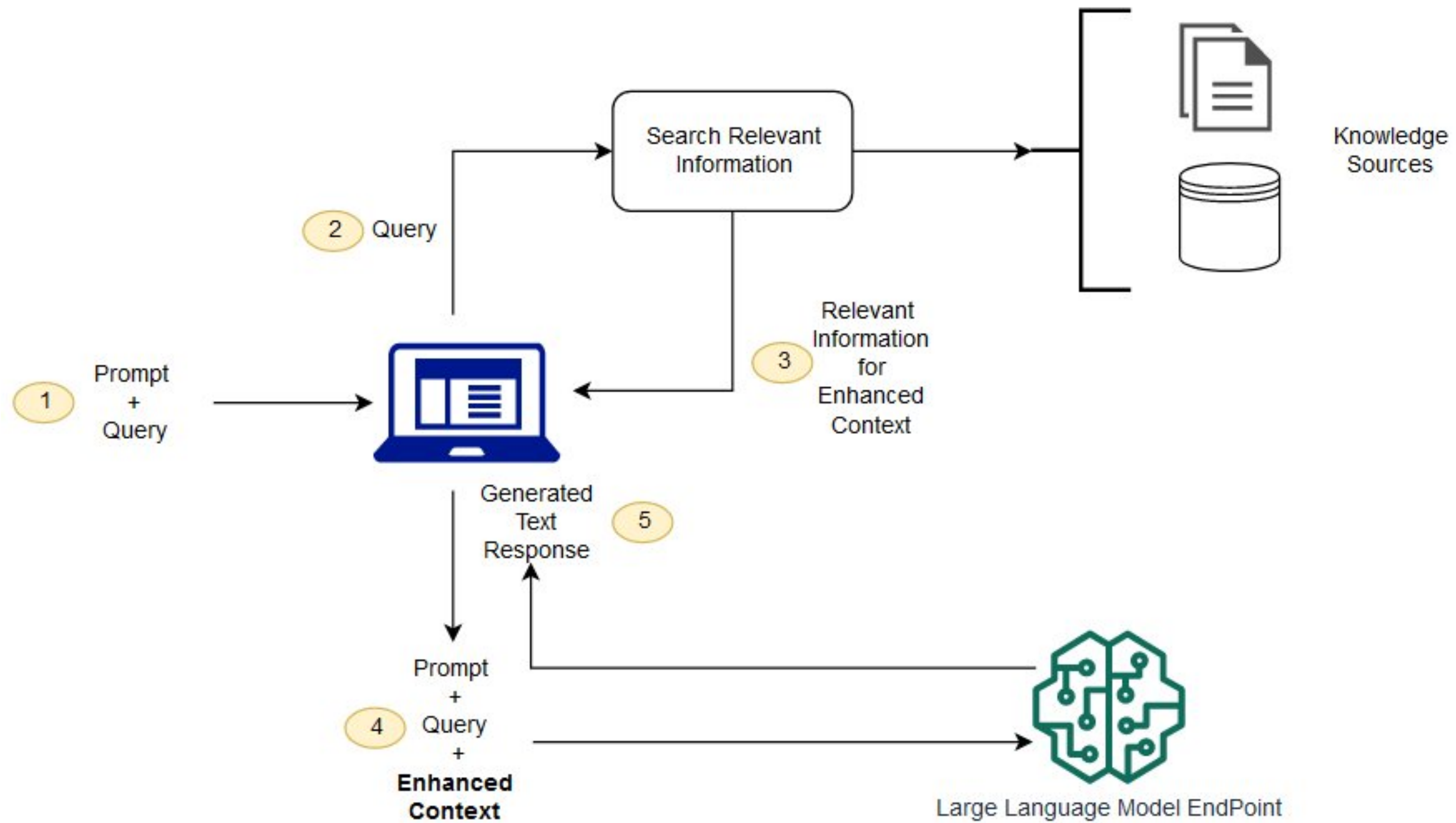
RETRIEVAL-AUGMENTED GENERATION FOR KNOWLEDGE-INTENSIVE NLP TASKS

✦ +29% Accuracy

- ✦ Question Encoder
- ✦ Retriever
- ✦ Generator



# AWS FLOWCHART





# STANFORD CRFM, 2024

CENTER FOR RESEARCH ON FOUNDATION MODELS

- ✦ Guardrails and Goal Framing reduced prompt injection success by 44%





# GAME: ADDING CONTEXT

- ✦ **GOAL:** Understand how adding context improves the quality and relevance of AI responses.
- ✦ **RULES:** Use a simple prompt first, then add detailed context using multiple sources. Compare responses to see how AI reasoning changes with additional context.
- ✦ **FEEDBACK:** Which output was more helpful? Did the extra context change tone, detail, or insight?





# GAME: ADDING CONTEXT

1. What are some good ways to set New Year's resolutions?
2. Read 5 articles from <https://caelanhuntress.com/tag/resolutions> and then answer: What are some good ways to set New Year's resolutions?
3. Compare the responses from Prompts 1 and 2. What changed, and how does added context improve the result?





# CONTEXT ENGINEERING





# GAME: PROGRESSIVE PROMPTING

- ✦ **GOAL:** Compare the results of progressive prompting vs single prompting.
- ✦ **RULES:** Ask an LLM to "**Write a short, inspiring motivational speech for a group of students.**" Then try progressive prompting, and compare the results.
- ✦ **FEEDBACK:** Which one is a better speech?





# GAME: PROGRESSIVE PROMPTING

1. What are 3 key messages students need to hear to stay motivated?
2. Turn those messages into a short speech outline.
3. Now write a full speech using that outline in an inspiring tone.





**“CONTEXT ENGINEERING IS THE DISCIPLINE OF DESIGNING, CONSTRUCTING, AND DELIVERING A COMPLETE INFORMATIONAL ENVIRONMENT TO AN AI MODEL PRIOR TO GENERATION.”**



**— ANTONIO GULLI**

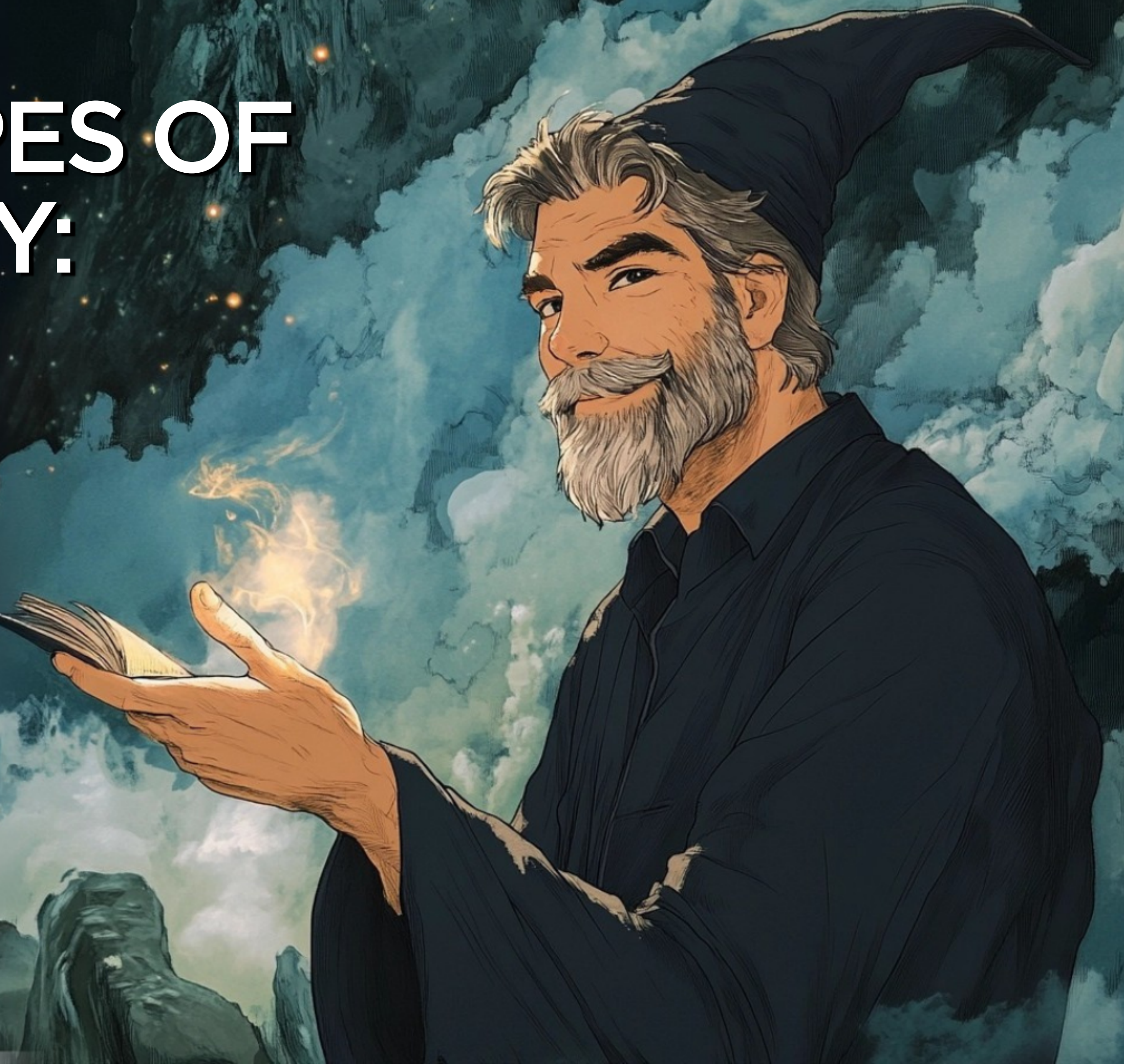






# THERE ARE 2 TYPES OF AGENTIC MEMORY: IMMEDIATE AND PERSISTENT.

Short-term, immediate memory lasts only within a session - an individual chat thread. Long-term, persistent memory is all of the searchable facts, experiences, and rules that are stored outside of the session.





# ROUGH CONVERSION

- ✦ 1.5 Tokens Per Word
- ✦ 10,000 Tokens = 6600 Words





# ROUGH CONVERSION

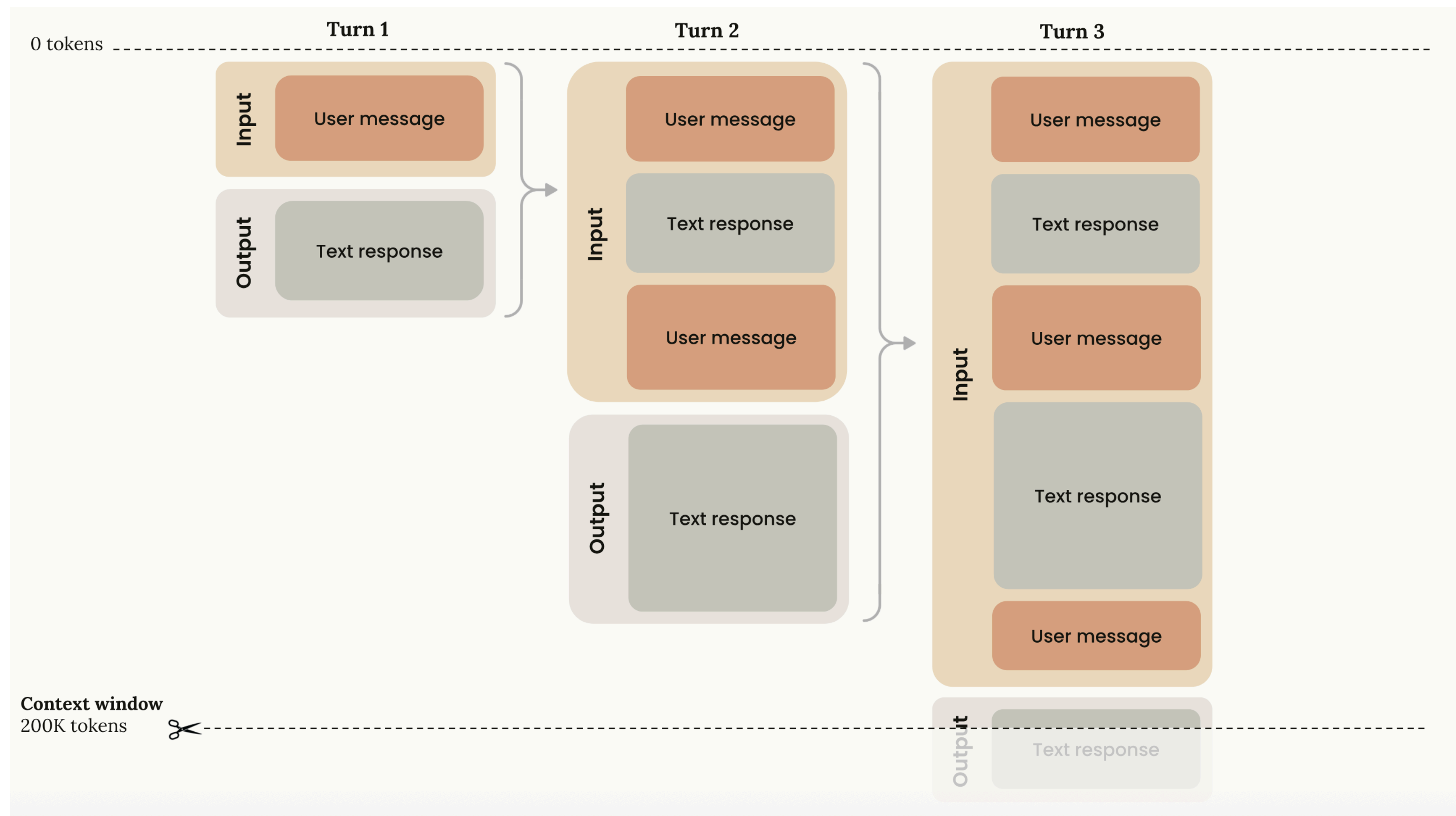
**MEMORY IS STATEFUL CONTENT, NOT JUST FACTS.**

- ✦ 1.5 Tokens Per Word
- ✦ 10,000 Tokens = 6600 Words





# CLAUDE'S CONTEXT WINDOW





# CONTEXT ROT





# CONTEXT ROT



"The model will just get very confused and potentially focus on the wrong part of the information."



**“YOU’LL HAVE MULTIPLE AGENTS,  
ALL WITH A SET OF GOALS AND A  
SET OF CONTEXTS THAT ARE  
GERMANE TO THEIR PARTICULAR  
PART OF THE WORKFLOW.”**



**— AARON LEVINE  
CO-FOUNDER OF BOX**



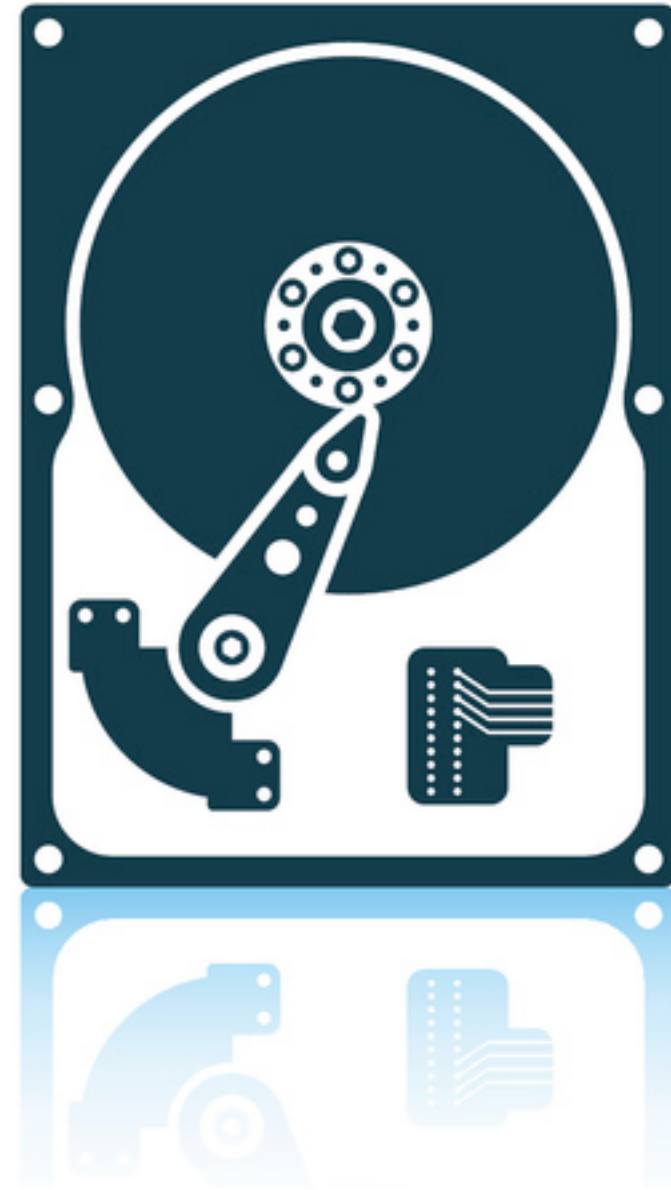
# SHORT TERM VS LONG-TERM

Immediate	Persistent
Context Window	Database
Session + State	Storage
Costly	Efficient
Relevant	Repository
Conversation	Relationship





# ROM VS RAM





# ROM VS RAM





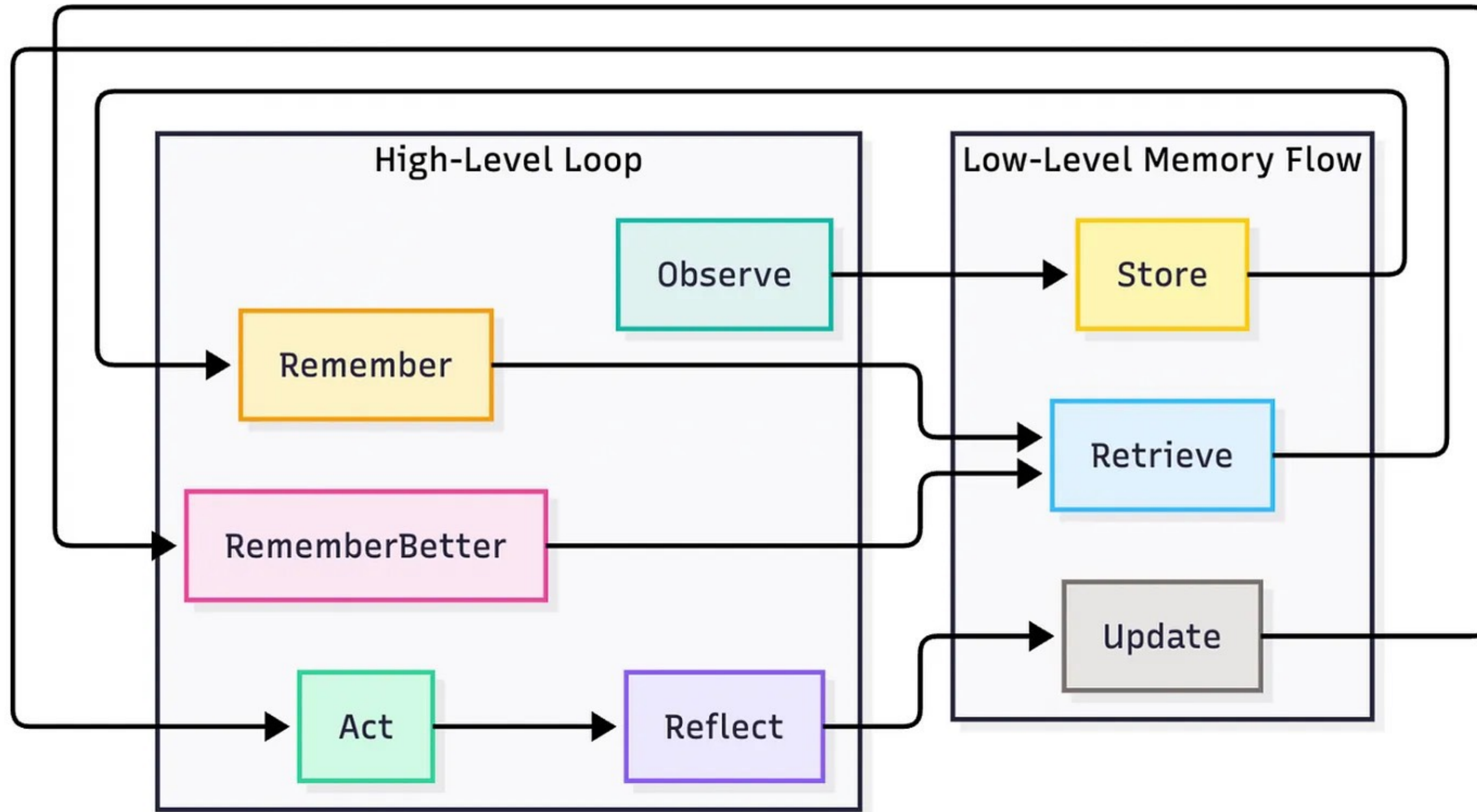
# LONG TERM MEMORY COMPONENTS

Semantic	Library	Facts	Domain Knowledge	JSON
Episodic	Diary	Experiences	Past Events	Few-Shot
Procedural	Toolbox	Rules	System Prompt	Reflections



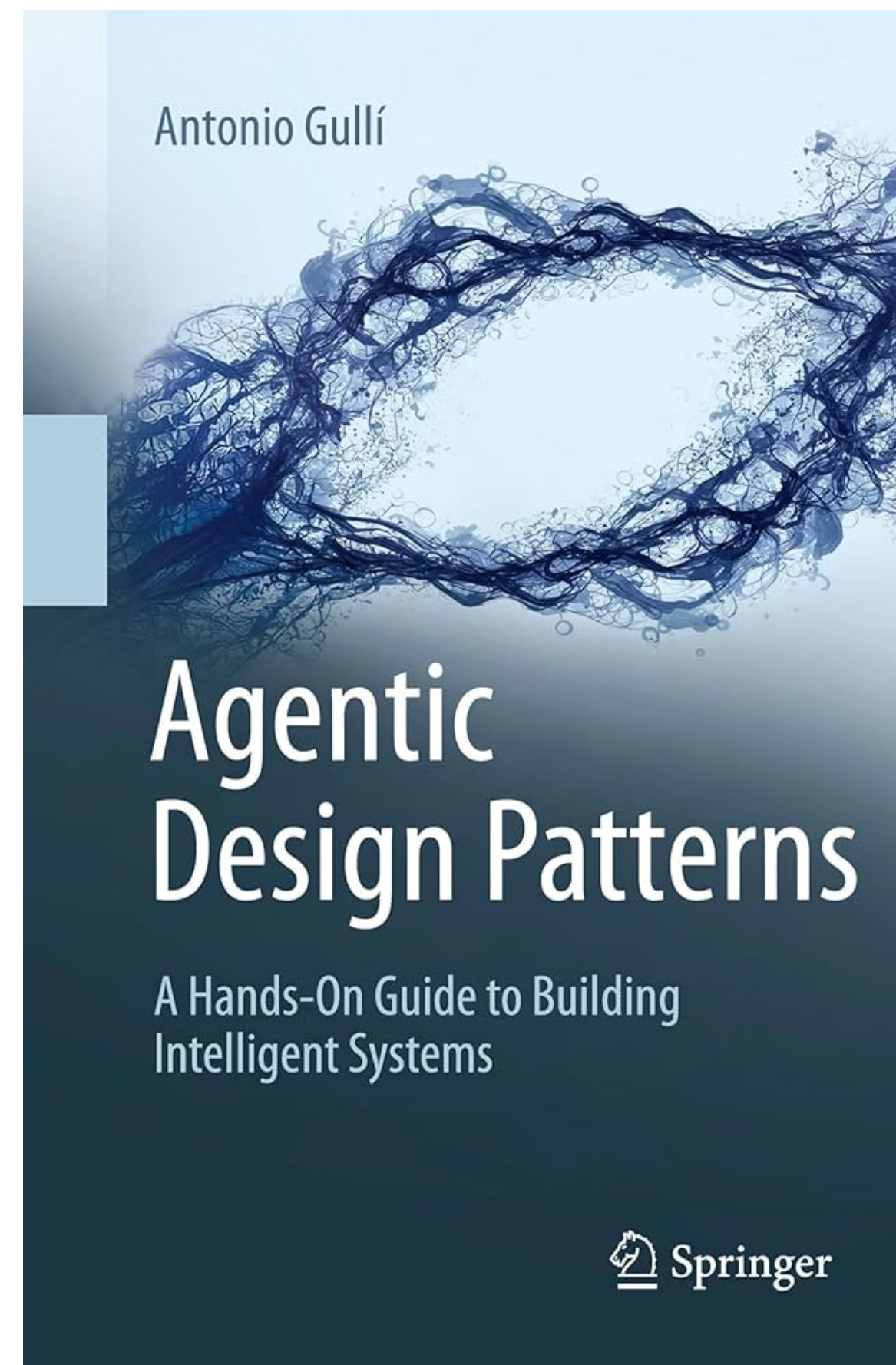


# AGENTIC MEMORY LOOP





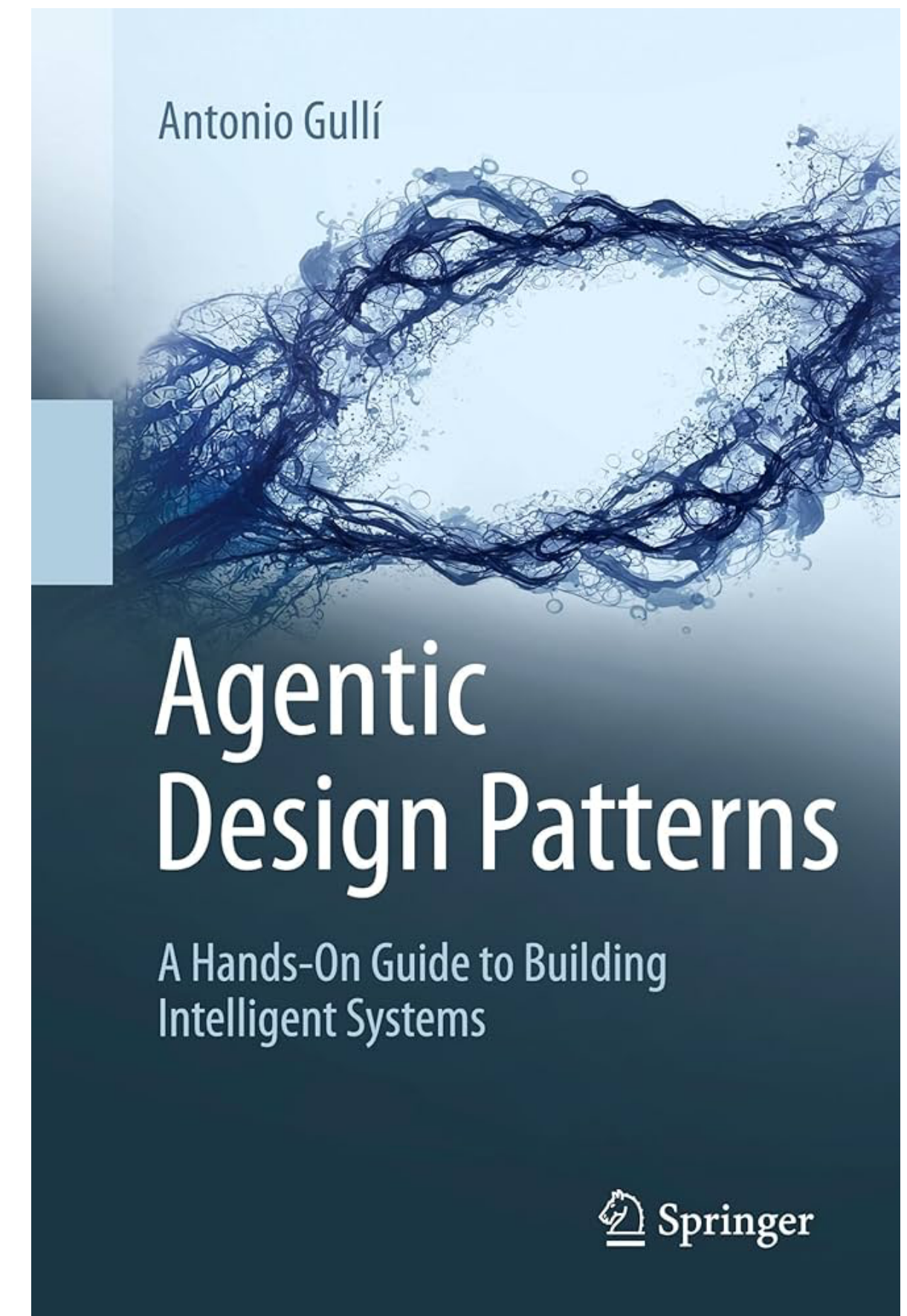
# 20% OFF WITH CODE ADPPRESALE





# 20% OFF WITH CODE ADPPRESALE

- ✦ <https://link.springer.com/book/9783032014016>
- ✦ **order the book by December 12, and use the coupon code ADPPreSale at checkout.**
- ✦ **\$74.22 euro**
- ✦ **\$100 nzd**





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SCAN ME





# BOOK CLUB IN JANUARY

- ✦ Agents Design Patterns Book Club
- ✦ Tuesdays at noon on Zoom
- ✦ Right hand - interested in attending at that time
- ✦ Left hand - interested in attending, but not at that time



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# VOTE FOR THE LOGO YOU LIKE





# VOTE FOR THE LOGO YOU LIKE





# AI TRAINING CURRICULUM

6 x 90-Minute Workshops  
Over 2 weeks

## Foundation Series

**101**

AI & The  
Future of Work

**102**

Applied AI  
Ideation Lab

**103**

Prompting  
Techniques

**\*\*The Foundation Series is prerequisite to the Electives\*\***

Each interactive workshop is 90 minutes long

Delivered at your venue, over Zoom, or @ The Loft Coworking  
146a Lichfield St in Christchurch

## Electives

- **201 – AI FOR PRODUCTIVITY**
  - *ACCOMPLISH* – GET MORE DONE
- **202 – AI FOR KNOWLEDGBASES**
  - *RETRIEVE* – BUILD ORGANISATIONAL INTELLIGENCE
- **203 – AI FOR COMMUNICATION**
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- **212 – AI FOR GOVERNANCE**
  - *OVERSEE* – STEWARD ETHICAL RESPONSIBILITY













# LET'S PLAY WITH THE TOOLS



OpenAI



Gemini



Grok



DeepSeek



Copilot



Claude



Perplexity



Midjourney



# LEARN BY DOING







# Ai Agentic INTELLIGENCE



## AI Training

Transform your business  
capabilities with our hands-on AI  
training workshops, delivered on-  
site or in our state-of-the-art facility.



## AI Consulting

Identify, evaluate, and implement AI  
solutions to meet your specific  
business goals and challenges.

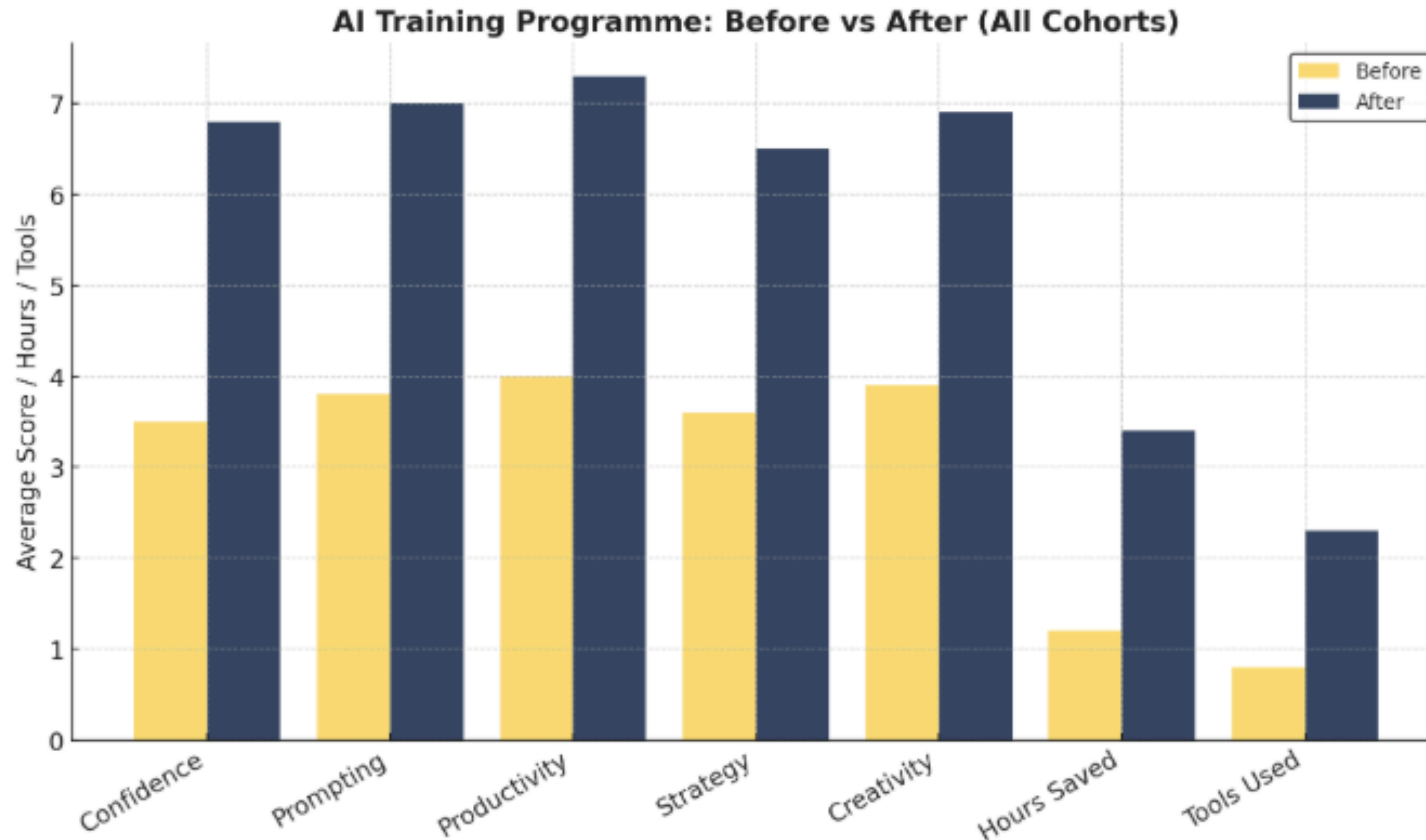


## AI Platform Development

Build, deploy, and scale  
customized AI platforms for  
your business.



# BEFORE-AND-AFTER SURVEY RESULTS





*"I use AI every day now, and I hardly did before taking this training programme. Caelan's positivity and enthusiasm is really engaging. His workshops are full of facts and anecdotes, and a lot of fun."*

Testimonial



*Silena Kirkconnell-Kawana*



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*"I came into Caelan's workshop not knowing anything about custom GPTs or comparing prompts between different AI models. Now I can draft blog articles in my own voice, iterate across tools, and polish them in a fraction of the time. This training gave me the confidence to try new things, and a clear way of cutting through to what works. Caelan's workshop was memorable and absolutely worth it."*

## Testimonial



*Andrew Pitts*



***“This was probably the best workshop that I have attended, and multiple people said the same thing.***

***The shift in confidence and engagement across the team is exactly what we were hoping for.”***

Testimonial



***Matt Harris***



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# DIGITAL BADGES





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146a Lichfield St in Christchurch

**\$1000 PER WORKSHOP FOR UP TO 7 PEOPLE**

**8-20 PEOPLE - \$150 PER PERSON/PER WORKSHOP, EXCL GST**

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# ROI OF AI INVESTMENT

MICROSOFT, 2024

- ✦ Average New Zealand worker can free up to 275 hours per year





# ROI OF AI INVESTMENT

MICROSOFT, 2024

- ✦ Average New Zealand worker can free up to 275 hours per year
- ✦ Equivalent to 7.5 weeks per year





# ROI OF AI INVESTMENT

MICROSOFT, 2024

- ✦ Average New Zealand worker can free up to 275 hours per year
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- ✦ 5.7 hours per week





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- ✦  $\$23 \times 275 = \$6,325$





# AI TRAINING CURRICULUM

6 x 90-Minute Workshops  
Over 2 weeks

## Foundation Series

**101**

AI & The  
Future of Work

**102**

Applied AI  
Ideation Lab

**103**

Prompting  
Techniques

**\*\*The Foundation Series is prerequisite to the Electives\*\***

Each interactive workshop is 90 minutes long

Delivered at your venue, over Zoom, or @ The Loft Coworking  
146a Lichfield St in Christchurch

## Electives

- **201 – AI FOR PRODUCTIVITY**
  - *ACCOMPLISH* – GET MORE DONE
- **202 – AI FOR KNOWLEDGBASES**
  - *RETRIEVE* – BUILD ORGANISATIONAL INTELLIGENCE
- **203 – AI FOR COMMUNICATION**
  - *AMPLIFY* – CRAFT CONSISTENT MESSAGING
- **204 – AI FOR SALES**
  - *GROW* – ACCELERATE LEADS & CONVERSIONS
- **205 – AI FOR MARKETING**
  - *SCALE* – EXPAND REACH & ENGAGEMENT
- **206 – AI FOR CREATIVITY**
  - *INNOVATE* – GENERATE NEW IDEAS
- **207 – AI FOR LEARNING**
  - *DEVELOP* – TURN CURIOSITY TO GROWTH
- **208 – AI FOR THINKING**
  - *STRATEGISE* – PLAN SMART SCENARIOS
- **209 – AI FOR MULTIMEDIA**
  - *VISUALISE* – GENERATE VIDEO & VOICE
- **210 – AI FOR AUTOMATION**
  - *STREAMLINE* – INTELLIGENT SYSTEM SUPPORT
- **211 – AI FOR DECISIONS**
  - *EVALUATE* – MAKE BETTER CHOICES
- **212 – AI FOR GOVERNANCE**
  - *OVERSEE* – STEWARD ETHICAL RESPONSIBILITY





# AI PROJECT MANAGEMENT

## WEEKLY AI COACHING SESSIONS

1. Scope
2. Automate
3. Generate
4. Evaluate

## WEEKLY REPORT CONTAINING

- ◆ Recaps
- ◆ Research
- ◆ Resources
- ◆ Recommendations

**+ 1 HOUR WEEKLY AI RESEARCH**





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**\$3000 / MONTH**





*"This AI Training programme gave our team a shared language about how to think about AI internally. Caelan educated us on the benefits and the pitfalls, and took away many of the fears we had around data security. We've already achieved payback on the time we spent in this programme, and we're now thinking big time about how we can use AI to support our growth plans, securely."*

## Testimonial



**Geoffrey Sullivan**





# AI Data Testing & Coaching with AI

📍 Where? EPIC Innovation  
🕒 When? 5:30 - 8:00 PM  
📅 17 Monday, 2 February





Open Q&A