

cvent

# MASTERING AI FOR EVENTS

A Handbook for Event Organizers and Marketers



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# INTRODUCTION

AI: it seems everyone's talking about it. The sudden popularity of generative AI tools like Chapt GPT, Midjourney, Google Gemini, and DALL-E in 2023 hit the industry like a hurricane.

According to [a forecast by Forrester](#), generative AI will have an average annual growth rate of 36% up to 2030, capturing 55% of the AI software market. This meteoric rise illustrates why having the ability to use generative AI is an increasingly important skill for event planners and marketers.

**But you may be wondering what AI means for you and how it may impact the events you run. Will it help you be more efficient or put your job security at risk?**

The truth is that there are many ways AI can help you automate routine tasks, be more efficient, and enhance your skill set. And if you're not already using AI in events, you may be missing out on opportunities for success.

But there are also potential challenges to be aware of, especially as the technology continues to evolve.

In this guide, we'll explore the power of generative AI and how it can impact your event planning and marketing strategies.

Read on to discover:

- What generative AI is and how it can help you
- Real-life examples of how event planners and marketers are using AI tools
- A handy checklist of real-world example prompts you can use
- A spotlight on some of the most useful AI tools currently on the market



# CHAPTER 1

# INVESTIGATING GENERATIVE AI



AI is a widely used term, but does it mean the same thing to everyone? Hardly. Different AI tools use a variety of methods to work.

In this eBook, we'll focus primarily on generative AI, but we'll also mention other AI capabilities and tools to give you a comprehensive overview.

## **What is Generative AI?**

Generative AI is a type of artificial intelligence that can create new and original content, such as text, images, video, and even sounds, by learning from patterns in existing information.

For example, ChatGPT can generate relevant human-sounding text based on input prompts.

## **What Content Can Generative AI Produce?**

Generative AI takes many forms. You can use it to write emails, summarize reports, generate convincing photos or illustrations from text prompts, and more.

Here are some ways to use generative AI that are particularly useful to event planners and marketers:

### **Text**

This type of generative AI can create written content, such as articles, emails, etc., that matches the prompt you provide.

### **Images**

These AI tools produce images, whether it's realistic artwork, cartoons, abstract designs, or even faces of people who don't exist in the real world.

## **Music and Sound**

Some generative AI tools can compose music, generate sound effects, or create voiceovers.

## **Video**

Video generative AI can create videos, animations, or deepfake content based on text prompts. They often involve combining image and text generation techniques.

## **Translation**

AI translation models generate text in one language based on input text in another, helping overcome language barriers.

These are just a few examples of the diverse applications of generative AI. The field continues to evolve, and one of the challenges lies in keeping up with the latest tools.

## How Generative AI Helps Event Organizers and Marketers

### 1. Time Savings

Generative AI can reduce the time spent on time-consuming tasks like content creation, scheduling, and data analysis. This allows you to focus on activities involving more strategic planning and creativity.

### 2. More Personalized Content

AI is a game-changer for event marketers, as it allows you to create more high-quality, personalized content. With AI, you can produce tailored promotional materials, email campaigns, and event content at scale.

### 3. Improved Attendee Engagement

AI can enhance engagement by dynamically generating tailored content based on attendee preferences. By learning from attendee feedback, AI tools can craft personalized experiences, from event recommendations to interactive materials.

This captivates attendees and ensures the content resonates, fostering a more engaging and memorable event atmosphere.

### 4. It's Your Personal Technology Assistant

It's useful to think of AI as being your personal technology assistant. In the blink of an eye, you now have an assistant who never tires, can work all night, and doesn't need coffee or conversation.

Delegating tasks to your new personal technology assistant can make you much more efficient and effective in your role.



## CHAPTER 2

# HOW ARE EVENT ORGANIZERS AND MARKETERS USING AI TOOLS TODAY?

Some forward-thinking event organizers and marketers have been using AI tools for some time. If you haven't yet, now is the time to get started.

Here are some top ways planners and marketers use generative AI tools today.

### AI for Content Creation

Marketers know that great content is crucial to the success of an event promotional campaign. But it's not easy coming up with just the right words every time, especially when you're under pressure and against the clock. Sometimes, we could use a little help, and that's why content-generating AI tools have been adopted so quickly.

#### 1. Brainstorm Ideas

Stuck for ideas? Don't panic. Instead, use your AI assistant as a brainstorming partner. Simply ask the AI to suggest options and use this to get your creative juices flowing.

Whether you need help brainstorming themes, session topics, or unique event formats, AI can help you come up with fresh ideas you may not have thought of.

#### 2. Craft Engaging Emails

Use tools like ChatGPT as your copywriting assistant when you need to write email copy quickly. With the right prompt, it's great at producing emails that entice and excite potential attendees to want to know more about your event. From welcome emails to special offers, AI can help you craft compelling messages quickly.





If you're looking for an easy way to get started with AI, the **Cvent AI Writing Assistant** can help you craft winning content in just a few simple steps. From event content to session descriptions, you can create personalized content all in one place.

### 3. Highlight Your Event Program

Before committing to your event, attendees need to know what's on offer. AI can help you organize and present your event's program in fresh, easily digestible ways.

### 4. Provide Speaker Q&A Teasers

Ask your AI assistant to generate teaser questions that offer a sneak peek into what your speakers will address. Share these teasers across your platforms and take the opportunity to create curiosity and reinforce value for attendees.

### 5. Create Compelling Speaker Bios

Speakers are integral to events, but writing inspiring, exciting intros for a whole list of speakers is hard. Get AI to craft impressive speaker introductions that precisely match each speaker's unique qualities. Wave goodbye to generic speaker bios.

### 6. Write Content for Event Websites

By combining your event details with an understanding of audience preferences, AI can help you produce compelling copy for your event website that converts prospects to registrants, all in a fraction of the time it would normally take.

### 7. Develop Session Descriptions

Writing session descriptions and exhibitor descriptions can be time-consuming. But all those little details must be attended to, so using your generative AI assistant to take care of the legwork makes sense.



## AI for Event Marketing

AI can enhance event marketing by streamlining processes, personalizing attendee experiences, and optimizing promotional strategies.

### 1. Reach International Audiences

If your event attracts an international audience, use AI to facilitate real-time language translations and cultural exchanges among attendees. Translating content is a good way to help further your reach.

### 2. Maximize Post-Event Engagement

Attendee engagement doesn't stop when the event ends. Use AI to do a lot of the heavy lifting by getting it to assist with devising survey questions, collating responses and creating content summaries.

In addition, ask it to analyze any key points or trends buried in data you collected during the event and put it into a summary document.

### 3. Personalize Invitations

Start by analyzing your existing database of attendees to identify what they are interested in. Then, use that information to enable your AI tool to customize and

fine-tune your email invites to pique recipients' interest and boost attendance.

### 4. Write Social Media Copy

Constantly writing fresh social media messages can be time-consuming. Use AI to suggest ideas for intriguing social media copy across all your channels.

For example, you can use AI tools to help you craft different messages on channels like LinkedIn and Facebook based on your event's themes.

Or you could go one step further and ask it to help you produce a brief social media strategy to maximize the impact of your posts.

### 5. Repurpose Event Content

Repurposing event content such as audio interviews or keynote speeches is a time-saving win for marketers.

Once you have the content, making the most of it is important. Use AI tools to find new ways of repurposing your valuable content, for example, as infographics or blog posts. You can also ask your AI tool for specific recommendations on how to optimize a particular piece of content.





## AI for Event Planning

You already know that planning outstanding events takes much more than a clipboard and a checklist. You need the ability to handle a seemingly infinite number of (sometimes unexpected) tasks, often against the clock. AI can help you speed up certain tasks, which is especially useful when dealing with short lead times.

The following examples use AI systems that are non-generative. These AI tools can't generate new content, but they can assist with other planning-related tasks.

### 1. Scheduling

Whether conducting site visits, holding weekly client calls, or planning multiple events at once, juggling a packed calendar can quickly become a mammoth task in and of itself. It's a challenge that event planners know all too well.

AI can enhance event planners' time management and scheduling by automating repetitive tasks and predicting potential scheduling conflicts.

### 2. Use Chatbots to Streamline Communication

Answering the same questions for different people becomes dull very quickly.

Unfortunately, it's hard to avoid. Every year, you can count on getting the same kind of questions about your event from attendees, speakers, and stakeholders alike.

What time is the event? Where is it taking place? What time are the speaker sessions? The list of potential questions seems endless. But you can use chatbots for much of the heavy lifting. Chatbots never get less enthusiastic, even after they've been asked the same question twenty times.

You can add chatbots to your event websites, social media channels, and messaging apps. Not only can you program them to answer questions, but they also gather data, which you can analyze to improve your future events.

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“As planners, we all want to make our clients happy and ensure that our events go off without a hitch – but at what cost? There’s only so much time in the day. So having an intuitive tool...that can help me schedule personal time as well so that I don’t become overwhelmed helps to take a little bit of the load off.”

**Joey Rodriguez**, Manager of Event Planning Services, Meeting Tomorrow

### 3. Organize Your Thoughts

Juggling multiple projects while keeping track of all your ideas can be challenging. But you don't need to worry, as AI can help by tracking your tasks and helping you design an efficient work schedule. For example, some AI tools can automatically generate meeting notes for you.

### 4. Improve Networking with AI-Powered Matchmaking

One of the main reasons people attend events is to connect with others and build their professional networks.

Finding the right people at networking events is often daunting for attendees. You can help them by getting AI to analyze profiles and interests in advance and offer a customized list for each attendee.

### 5. Evaluate Your Event

Analyzing feedback is vital to see what can be improved. For example, you can optimize your event's networking opportunities by digging into attendee preferences and making recommendations.

This task is made easier by using carefully selected AI tools to help you analyze and evaluate your data.

Processing large volumes of data is what AI does best. It can even help you draw out insights you may not have spotted, enabling you to make recommendations for your event evolution.

### 6. Document Your Meetings

Keeping track of meeting follow-ups, summaries, and action items can quickly become time-consuming for event planners, especially with back-to-back calls. But what if you had an AI meeting assistant to help?

Incorporating AI into your event planning and marketing processes means you can streamline your workflow and focus on what matters – creating meaningful and memorable experiences for your attendees.

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“As long as it's okay with the person you're meeting with, I find that any type of recap or summarization tool can be a real time-saver.”

**Joey Rodriguez**, Manager of Event Planning Services, Meeting Tomorrow

# CHAPTER 3

## PROMPTS FOR EVENT PLANNING AND MARKETING

ChatGPT is arguably the most well-known generative AI tool. It's probably the one tool, more than any other, that has opened up the potential of AI for event professionals.

ChatGPT is useful for answering questions, offering ideas, and making suggestions. It can respond to prompts that ask it to write in different styles or tones. Try asking it to be whimsical; it will produce different results than if you had asked it to write in a serious, authoritative style.

Unlocking the full potential of ChatGPT and other AI chatbot tools relies on writing great prompts. Experienced users know that the right prompts guide the AI to deliver the most desirable and dynamic responses. It's like having a skilled partner within the digital world.

So, if you're looking to use ChatGPT or any other AI chatbot in your day-to-day work, it's a good idea to set aside time to experiment with generating prompts. It may take some time, but the payoff is valuable.



**Pro tip:** A bit of roleplay goes a long way. Try giving ChatGPT the persona for the role that you have. For example, you could state, "You are an event planner and need to brainstorm ideas." Try different approaches until you work out what works best as you experiment with prompt writing.

## Prompts Checklist

In this checklist, you'll find prompts that you can adapt for your particular event or marketing activity. The mini prompts (simple one-liners) show the vast scope of the AI's capabilities.

## Creating Content

1. You are an event planner. Brainstorm ideas for a new Awards event in the [INDUSTRY]. The awards will attract [AUDIENCE]. Please provide your response in no more than 200 words.
2. You are event marketer. Come up with a theme for a new aviation sustainability summit. The summit will be open to all American airlines, companies providing ground handling services and airline catering providers. Please provide your response in no more than 100 words.
3. What are 5 key elements to attract attendees to be included in the program for a one-day conference?



4. Please provide FAQs for event attendees. The conference will be held at [VENUE NAME], and one of the main sponsors is [SPONSOR NAME]. [SPEAKER NAME] is the opening keynote speaker. The event takes place on [DATE]. FAQs should fit one side of a 8.5 x 11 inch piece of paper.
5. Come up with 3 ways attendees can be involved in panel discussions.
6. Write a follow-up email to speakers, thanking them for participating and request any materials they wish to share as post-event content.
7. Analyze these three key event industry conferences and highlight the best things attendees love about them.
8. Devise a social media campaign of 6 months for dentists for a conference to learn the latest in dental hygiene.
9. Generate three event taglines for a tech conference aimed at entrepreneurs.

How can I help?



You are an event planner. You are creating a new event tech conference. The conference will attract event planners, event marketers, and early adopters of technology. The conference will be future-focused and inclusive and enable in-person and virtual delegates to take part. [SPEAKER NAME] will be the opening keynote speaker. [They] will talk about the need to embrace technology to move business and society forward. Please craft an introduction that the event host can read out as [SPEAKER NAME] is invited to the stage to speak. The introduction is to be no more than 2 paragraphs. Ensure the language is conversational and professional in tone.

## Why it Works

Our prompt provides information on the event and the speaker so that the AI can understand the context in which your intro will be used. It also specifies the length of introduction you'll need to prevent the AI from generating too much information.

## Research

1. I am an event planner. I am producing a new conference. There will be around 1,000 people attending in person. Please provide suggestions of 3 audiovisual providers based in Nashville that can handle this event. Please summarize each provider in 75 words.
2. Please provide the top 5 questions I should ask a catering provider to ensure they suit my event needs.
3. What are the key questions for gluten-free attendees to ask the catering provider?
4. Please provide 5 key evaluation questions for attendees relating to content for a new diversity event conference.
5. Generate a list of the key risks to consider when livestreaming an event.
6. List the solutions to overcome the top challenges of livestreaming an event.
7. Create a safety plan for an outdoor team-building event that involves making fires, cooking food, and axe throwing.
8. Provide a simple contract for volunteers working at my conference.

## Sponsors and Exhibitors

1. Come up with 10 potential sponsors for a conference on new advances in AI.
2. List 7 ways sponsors could be involved in co-creating content at an event on health and wellbeing.
3. What boundaries should be established with a sponsor when co-creating conference content?
4. What information must I provide potential exhibitors to attract them to my conference?
5. What information should I include in an exhibitors' manual?
6. Provide 5 compelling reasons for a virtual event sponsor to come on board.

How can I help?



I am an event marketer. I am promoting a Caribbean food festival. [SPEAKER NAME] will be the opening speaker. There will be around 3000 people attending in person. The festival will last 2 days and end with an awards ceremony celebrating the latest food advances. There are several sponsorship opportunities. Please write an email aimed at food companies asking them to consider sponsoring an element of the event. The email needs to be professional and concise. No more than 3 headline reasons for sponsors to get involved. No more than 150 words.

## Why it Works

The prompt accurately specifies the task, states the tone of voice, identifies the audience, and provides context.

## Top Tips for Writing Great Prompts

### Be Clear and Specific

Make sure your prompt is clear and concise. Use complete sentences and avoid ambiguous language. Specify the topic you want the AI to focus on.

### Set the Tone

Tone is important. By stating the tone of voice you want, you can elevate any response from sounding robotic to human. For example, you can specify whether you want professional, playful or academic responses.

### Provide Context

Provide background information at the beginning to help the model understand the context. For example, including the type of attendee, industry sector, event location, etc., will help paint a more complete picture for the AI to generate accurate responses.

### Experiment

You'll need to experiment with your prompts, as it's unlikely the AI will get it right the first time. If its initial response is not what you want, try rephrasing your prompt. Based on the AI's responses, refine your prompts to obtain the information needed.

### Break Down Complex Questions

Rather than ask a complex question, break it down into smaller, more digestible parts. This will help the AI focus on each component and provide more accurate answers.

### Use Examples and Clarifications

Provide examples or clarify your request with additional information when necessary. This can help the AI better understand your intent.





### **Avoid Yes/No Questions**

Avoid asking questions that can be answered with a simple “yes” or “no.” It’s better to ask open-ended questions that encourage detailed responses.

### **Specify the Response Length**

Unless you specify the length of the response you want, you’ll end up with either too much information or too little. It’s best to mention word count, the number of sentences, etc., required in your prompt.

Once it has responded, check that it’s what you asked for. Also, check the word count to see if it meets your requirements. If not, ask again.

### **Review and Edit**

After receiving a response, always review it for accuracy, relevance, and alignment with your goals. Make sure you always edit and put your spin on it, especially when creating content.

#### **Always Remember:**

- Go back and forth as needed to ensure ChatGPT is answering your question.
- Ignore the easy option of using ChatGPT responses verbatim; always edit.
- ChatGPT provides responses in English. Change to localize the copy as required.
- Provide prompts as if you’re speaking to a colleague. Speak naturally and use full sentences.
- The free version of ChatGPT only goes up to 2021. For more recent data, you’ll need to subscribe to the paid version.



## CHAPTER 4

# TIPS ON GETTING STARTED WITH AI FOR EVENT MARKETING FROM TIMEA KADAR

Whether creating promotional content, managing post-event follow-ups, or analyzing event success, there's a lot to do and little time to do it all. So, how can event marketers make the most of AI tools?

**Timea Kadar, Director of the London Business Society,** shares her top AI tips for marketers.

### 1. Integrate AI Tools Into Your Workflows

To get the most out of AI tools, it's important to integrate them into your existing processes.

Timea shares this example: "When I have the theme for the event, I use tools like Buzzsumo to understand the trending topics on that theme. You can see stats like how much a post has been shared on various social media channels and the authors posting about it. This can help you reach out to potential speakers or people who might help promote your event."

### 2. See Your Prompt as a Brief

The more specific information you give the AI, the better the output.

"You have to teach the AI, almost like you would an assistant," says Timea. "So include details like the persona(s) attending the event, the topic or theme, the benefits of attending, key takeaways, agenda, testimonials, etc. This is the same information you'd need to put together were you to write a brief for an agency."

### 3. Be Open-Minded

Demos can be a great way to understand what's out there. As Timea says, "With demos, you'll not only learn about that tool, but also broaden your horizons on what can be done with AI in general."





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“You’ll find things that you’ll want to change. But that annoying part of having to rework or rewrite again and again, that’s time can be saved with AI – which I think we can all agree is a big thing.”

**Timea Kadar**, Director of the London Business Society

#### **4. Try One Tool at a Time**

At the same time, Timea cautions against getting carried away. “I would introduce one tool at a time. Choose an area to optimize and find a tool to help you with that use case.”

#### **5. Don’t Rely On AI For Everything**

“When we feel overwhelmed, there’s a risk that we just accept whatever our AI tool gives us because that’s easier,” says Timea. “But we should always ask, ‘Can this be done better? What’s wrong with this? What else could I add?’”

#### **6. Know the Limitations of the Specific Tool**

“It’s not just knowing the limitations of AI generally; it’s also about knowing the limitations of the platform you’re using,” says Timea. “For example, ChatGPT won’t show you the most recent trends. It can’t give you stats on how much a particular piece of content was shared.”

#### **7. Check, Check, and Check Again**

While AI can automate many tasks, it’s important not to accept the output it produces unquestioningly. “You always need to fact-check and, when it comes to research, check the source.”

#### **8. Don’t Fear AI - Embrace It**

Marketers have nothing to fear about AI replacing them. The biggest takeaway, Timea says, is this: “AI won’t replace us. What it will replace is the aspects of our jobs that we probably already dislike. The aspects that used to leave us feeling drained at the end of the day.”

## CHAPTER 5

# SPOTLIGHT: AI TOOLS THAT CAN HELP YOU

There are numerous AI tools available – here are some that are perfect for helping you plan and promote your events.

### **Cvent AI Writing Assistant**

Helps you automate your event content creation. The [Cvent AI Writing Assistant](#) can help generate personalized, engaging event content that resonates with your audience in just a few steps.

### **Aragon**

Turn selfies into professional headshots. Perfect for occasions when your speakers don't have professional headshots. Just ask them to take some selfies and use this app.

### **Audiopen**

Allows users to transform unstructured voice notes into clearly summarized text. This tool is especially useful for people who like to think out loud.

### **Audo Studio**

Ideal for podcasters who conduct interviews on location. Users can remove background noise, reduce echoes, and adjust volume levels with a single click.

### **Beautiful AI**

Helps you create professional-looking presentations quickly.

### **Calendly**

A scheduling automation platform that can help reduce the time spent on back-and-forth emails.

### **Canva**

A design tool that leverages AI to help create high-quality graphics, images, and other visuals for social media, email marketing and other channels.

### **ChatGPT 3.5**

ChatGPT is the AI system that broke the mold. It responds to user input, learns from it and then provides a conversational response. Using OpenAI technology, the system can understand and process natural language input, such as speech and text.

### **ChatGPT 4 (ChatGPT Plus)**

ChatGPT 4 is OpenAI's most advanced system, and its knowledge is not restricted to 2021. It can access the internet to improve its service.

### **Clone Dub**

An AI dubbing platform that delivers dubbed videos quickly and easily. It keeps the music, sounds, and the original speaker's voice, and videos can be translated into over 20 languages.

### **Drift**

AI-powered platform and chatbot that automatically listens, understands, and learns from buyers to create personalized online experiences.

### **Gigapixel AI**

Improves low-resolution images through upscaling and enhancement. Perfect for those occasions when suppliers send you low-resolution images.

### **Kaiber**

An AI-powered video generation tool that enables users to create visuals from their own images or text descriptions. Various styles are available, such as anime, concept art and impressionism.

### **Murf AI**

Text-to-speech software that allows users to go instantly from text to voice. It has over 120+ realistic text-to-speech voices in 20 languages.

### **Otter**

Provides automatic speech recognition and transcription for audio and video files. It can record and transcribe live meetings and help you capture, organize, and share notes from meetings, interviews, podcasts, and more.

### **Runway**

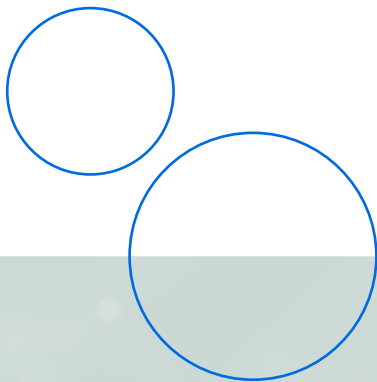
Turns static images into videos. It's designed to help users create, edit and collaborate on content. It offers a range of AI-powered creative tools, such as text-to-image generation and image-to-image generation.

### **Synthesisia**

An AI video generation platform that helps you create videos with AI avatars and turn text into voiceovers.

### **Tray.io**

An AI-powered integration platform that helps you connect your apps and automate processes.



## CHAPTER 6

# IMPLEMENTING AI TOOLS: TIPS FROM MEETING TOMORROW'S JOEY RODRIGUEZ

With so many AI tools available, it can be hard to know where to begin. [Joey Rodriguez, Manager of Event Planning Services, at Meeting Tomorrow](#), shares how she has implemented AI tools in her event planning.

If you feel apprehensive about incorporating AI into your event planning process, you're not alone. According to Joey, it's common to feel intimidated by the many AI tools available.

"Whenever a new technology comes out, it can be scary to jump on board at first. I was in the same boat initially," she says.

"There seem to be so many AI experts now, and feeling like you're not in the know can be intimidating. There isn't an easy intro to this because these tools are new and constantly evolving."

But for Joey, the benefits of embracing AI far outweigh any initial hesitation.

"I've come to see AI as a tool," she explains. "It won't take over anything that doesn't already need to be taken over. It's a tool that can help us, as event planners, take things to the next level so that we can focus on what we do best and not waste time on the administrative or tedious tasks that AI can do for us instead."



## Joey's Tips for Using AI Tools

"In using AI in my event planning, I find it's most useful when the tool sparks something within me. That can be creativity, inspiration, or even just the energy to help me beat 'blank page syndrome'."

### 1. Start Small

Adopting AI doesn't have to be a huge transformational affair; it may be more prudent to start small.

"A big reason why people are hesitant to adopt AI is because they don't realize that you can just start small and use it to help you write an email or brainstorm ideas," says Joey.

"People think it must be this big, huge project from the get-go. The reality is that you can use these tools on a much smaller scale to make your day more efficient."

### 2. Focus on the Why

AI is rapidly evolving, with new tech and solutions constantly popping up. To narrow your focus, Joey recommends homing in on why you want to experiment with AI.

"A lot of the AI tools being talked about weren't relevant to me at all," she says. "Were they impressive? Sure. But I wouldn't use them in my everyday life as an event planner."

"Ask yourself: what parts of my job feel hardest and most time-consuming? What aspects of my work will AI help make more efficient? What kinds of tasks do I truly need help with?"

### 3. AI is No Replacement for Expertise

AI is a powerful tool, but it is just that – a tool. It's not a replacement for the expertise that event planners bring to their role.

"As event planners, so much of our work is about working with people, bringing our clients fresh ideas, being calm onsite, and delivering on an experience — all things AI can't do."

But AI can provide a springboard for ideas, brainstorming, and dedicating more time to the tasks that truly matter.

"I may now have a beautiful schedule, but I still need to lead my meetings," says Joey. "And I have a wonderful notetaker, but those summaries aren't going to do anything other than sit there until I edit, review, and put my stamp of approval on them."

### 4. Stay Curious

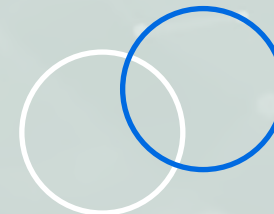
AI tools are always evolving, so having a spirit of experimentation is crucial. "It's important to stay curious and continue trying things out, personally and professionally," says Joey.

"I use a lot of these AI tools personally as well. But I'd have never done that if I didn't just start trying things out – and then realizing that it wasn't as scary as I thought."

### 5. Take the Leap

Perhaps the biggest takeaway from Joey's experience experimenting with AI is just to take the leap and get started.

"There's no substitute for experience," she says. "The important thing is to ask yourself what you need to make your life easier and find a tool for that. That way, you can start to find tools that work and feel right and slowly incorporate them into your day."



## CHAPTER 7

# LIMITATIONS OF AI TOOLS (AND HOW TO SOLVE THEM)



AI is an evolving technology, and while it can help you be more effective, it's important to consider the risks and limitations.

Not all AI tools, especially generative ones, have updated and relevant content. For example, The free version of ChatGPT may have outdated data on a particular subject.

Here are ways to overcome some of the key challenges.

### **Data Privacy**

Data privacy is a key issue for event planners and marketers. You have to be diligent when working with AI tools.

For example, personal attendee information you share with an AI tool could end up in the public domain unless you're careful. Everything you type into tools

like ChatGPT becomes part of that tool's training data, which puts it into the public domain.

So, avoid sharing sensitive or confidential data with an AI tool. Or if you do, at least make sure you anonymize it first.

### **Biases**

AI can only draw from the information which is available to it. It can't necessarily identify correct or fake information, nor can it correct any inherent biases in the supplied data.

Therefore, if survey programs have been created with (inadvertent) in-built bias, the results of any AI data analysis will contain that same inherent bias.

It's essential to keep this in mind when looking at the responses generated by AI models.

### **Mediocre Content**

If you and your competitors are writing similar prompts, the content provided by AI will be very similar — and you'll probably end up producing mediocre content.

Never copy and paste verbatim — that would be a big mistake. You should always add your brand's style, point of view, and tone of voice to your communications to ensure they resonate with your audience.

Make sure someone is responsible for checking and editing the copy that AI generates. Otherwise, you put the quality of your content at risk.

If you combine the results from the AI tool(s) with human creativity, you'll get more innovative results.

### **Breaching Copyright**

Determining ownership and copyright of AI-generated content can be complex.

When using AI for content creation, ensure you don't accidentally breach copyright law or infringe on trademarks. It's also best practice to cite any sources.

### **Security Risks**

Unfortunately, malicious use of AI-generated content, for example, fake news or scams, is a growing concern.

It's good practice to raise awareness with your team of the potential for malicious use of AI and enhance cyber security measures to detect and mitigate AI-based threats.

### **Hallucinations**

Did you know that AI can hallucinate? An AI hallucination can occur when an AI tool generates fake information but presents it as a fact. It could be embarrassing and misleading if we don't check before repeating that information.

Sometimes, it can be like conversing with someone who sounds like an expert but has absolutely no compunctions about making up facts to do so.

Any AI is only as good as the data it has been trained on, so don't expect wisdom from an infant. Avoid using too many idioms, slang or imprecise language when you craft prompts.

And always do your own fact-checking.

### **Ethics**

Although most countries don't have laws around AI at the time of writing, being transparent and ethical about how you use AI and when it helps create content will help to build trust with your audience.



# THE ONGOING EVOLUTION OF AI

We're right in the heart of an exhilarating AI gold rush, where every day brings forth a fresh wave of cutting-edge tools. The future of AI is a dynamic, ever-changing frontier. It's a thrilling journey of exploration that demands our attention.

Your mission? Uncover how AI can become your tech-savvy sidekick, custom-tailored to supercharge your work.

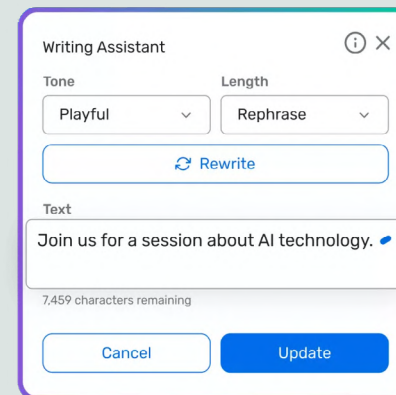
One thing's crystal clear: when you embrace AI, you'll unearth a treasure trove of competitive advantages. In an era where event attendees and stakeholders hunger for events that are not just interesting but extraordinary, there's no better time than now to bring AI into your events.

Blend the power of people with the magic of technology, and you've got the secret sauce for achieving business and event success.

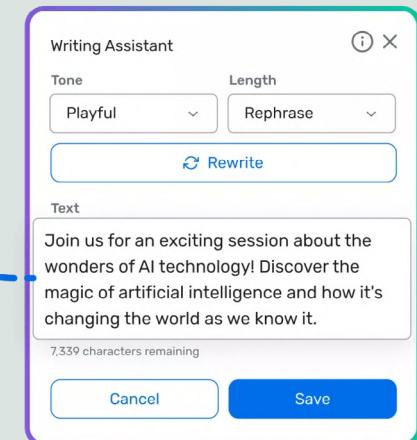
## Streamline Your Event Content with Cvent's AI Writing Assistant

Discover how the Cvent AI Writing Assistant can help you generate personalized, engaging event content that resonates with your audience in just a few steps.

GET STARTED >



The screenshot shows the 'Writing Assistant' interface. At the top, there are two dropdown menus: 'Tone' set to 'Playful' and 'Length' set to 'Rephrase'. Below these is a 'Rewrite' button with a circular arrow icon. The 'Text' input field contains the text: 'Join us for a session about AI technology.' Below the text field, it says '7,459 characters remaining'. At the bottom, there are 'Cancel' and 'Update' buttons.



The screenshot shows the 'Writing Assistant' interface after generating content. The 'Tone' and 'Length' dropdowns remain the same. The 'Rewrite' button is still present. The 'Text' input field now contains the generated text: 'Join us for an exciting session about the wonders of AI technology! Discover the magic of artificial intelligence and how it's changing the world as we know it.' Below the text field, it says '7,339 characters remaining'. At the bottom, there are 'Cancel' and 'Save' buttons. A dashed blue line connects the 'Update' button from the first screenshot to the 'Save' button in this one.



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