cvent

MASTERING AI
FOR EVENTS

CONTENTS

INTRODUCTION

After a swift introduction to the masses, AI has become an integral part of our day-to-day lives. While generative AI led the way, new AI tools are being created every day to improve efficiency and productivity, enhance personalization, automate data analysis, and so much more.

According to [a forecast by Forrester](#), the off-the-shelf AI software market will have an annual growth rate of 22% up to 2030, reaching $227 billion in global spending.

What's more, organizations stand to gain far more than they spend on their investments in AI, with [market projections](#) indicating AI could contribute up to $15.7 trillion to the global economy by 2030—$6.6 trillion of which is likely to come from increased productivity.

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?

For event organizers and marketers, many emerging AI tools can be game changers—it's simply a matter of finding the right tools to fit your needs.

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 to plan, promote, execute, and measure the success of your events, you may be missing out on opportunities for success.

Of course, there are also potential challenges to be aware of, especially as this technology continues to evolve.

In this guide, we'll explore the power of AI for events, use cases for an ever-expanding selection of AI tools, and how AI can impact your event planning and marketing strategies.

AN OVERVIEW OF AI TECHNOLOGIES

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

While generative AI has a major following due to its immense capabilities and use cases, we'll also explore several other applications of AI, including how they make generative AI possible, and how you might use them for your events.

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.

Machine Learning

Machine Learning (ML) is a form of AI that allows machines to learn from and make predictions or decisions based on data algorithms. Machine Learning is the bedrock of many AI subsets, including Natural Language Processing (NLP) and Large Language Models and the evolution of generative AI.

Natural Language Processing

Natural Language Processing (NLP) is what allows computers to understand, interpret, and respond to human languages. Using Machine Learning, NLP AI can perform tasks like language translation, speech recognition, and sentiment analysis by observing language patterns.

Large Language Models

Large Language Models (LLMs) are trained using immense datasets of human language examples to help them generate sophisticated and "human" responses. NLP systems are at the heart of how LLMs work. Everything an LLM knows stems from its ability to process language and learn from its datasets. The most common application of LLMs is chatbots like ChatGPT or Gemini.

Expert Systems

Expert Systems are AI programs intended to make decisions much like a human expert. This form of AI relies on a specific, fixed knowledge base and a set of "if-then" rules to form conclusions and make decisions rather than learning from data, as ML systems do.

You might use an Expert System to help coordinate event travel, manage logistics, evaluate venues and vendors, or create an event marketing strategy that maximizes ROI.

Computer Vision

Computer Vision AI allows computers to interpret visual data out in the world (as if the computer is "seeing" the world around it) and make decisions based on this data. Facial recognition technology, self-driving cars, and medical imaging analysis are all common applications of Computer Vision AI.

You might use Computer Vision AI's facial recognition capabilities to improve the event check-in experience or analyze attendee sentiment or demographics in real-time.

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 key ways you can use 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 become so popular.

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.

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. 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.

> "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

AI for Venue and Vendor Sourcing

Venue and vendor sourcing are critical components of the event planning process, and venue and vendor spend often accounts for a large portion of an event budget. With that in mind, it bears mentioning the different ways AI can be used to make sourcing simpler and more cost effective.

The following examples use various types of AI, including NLP, LLMs, and Expert Systems.

1. Search for the Perfect Venue
Sourcing venues requires sifting through options to find the best fit for each event, which can be cumbersome and time-consuming.

Using a venue sourcing platform like the Cvent Supplier Network can speed up the process. Its AI-powered search helps you quickly narrow results based on your event criteria and save you time comparing available options.

2. Find the Right Vendors
There are a seemingly endless number of vendors out there, and whether you're planning a small or large-scale event, the vendors you partner with can make or break the experience.

Choosing the right suppliers is critical to your event's success, but it can take hours to search for options, compare capabilities and offerings, confirm availability, and find pricing—and to do this for every single vendor.

Using an AI-powered tool like Cvent Vendor Marketplace can help you find the right vendors quickly by matching you to best-fit suppliers based on your needed categories and event criteria.

3. Build Your RFPs and Negotiate
It's one thing to find the right venue or supplier, but how can you speed up the RFP process? An RFP will likely contain event details suppliers need to know, such as attendance expectations, preferred dates, agenda items, budget, and more.

With the help of AI, writing and sending RFPs can be a breeze. Let's take the Cvent Supplier Network as an example. With a simple prompt, AI can add a full event agenda into the RFP, saving you valuable time inputting the details. Similarly, Cvent Vendor Marketplace offers an RFP assistant powered by AI, guiding you through the RFP process and ensuring you get responses quickly.

From there, you can use your sourcing platform to send off RFPs to every venue and vendor you're considering. You'll be able to view any proposals you receive in one place, making comparisons and negotiations simpler.

4. Communicate with Suppliers and Partners

With so many moving parts and people involved in an event, communication is key to making sure everything runs smoothly. Of course, communicating takes time, and time is a limited resource.

Whether you're communicating logistics, negotiating pricing, seeking sponsorships, or inviting prospective exhibitors to your event, you can save time drafting all of your communications with the help of AI chatbots.

5. Choose Your Event Space Layout

Having trouble visualizing your event space layout? Need to know exactly how many tables you can fit into a room or which setup would allow for the most attendees in a session?

These are common concerns, and often, site visits are necessary to make any decisions. Fortunately, there's a way to save time and money on those site visits by working with AI-powered event diagramming software like Cvent Event Diagramming.

You can simplify diagram creation with step-by-step guidance. Easily choose from room layout options,

visualize different table configurations, calculate the best layout to maximize attendance or create the best flow of activities, and so much more.

AI for Event Analysis

It should come as no surprise that AI and analysis go hand in hand. Who better to collect huge amounts of data, create comparisons, draw conclusions, and summarize the findings than a computer?

Whether it be predictive analysis before your events or post-event analysis and reporting, AI-enhanced survey and reporting software and even Computer Vision AI can help you achieve and prove your ROI goals.

1. Conduct Predictive Analysis

Imagine being able to craft an event that gives your audience exactly what they're looking for—the right content, the right speakers, the right activities, the right connections. There's so much that goes into getting an event right. But how do you know what attendees want?

With predictive analytics, AI can help you identify the right direction for your event by analyzing variables like former attendee feedback and preferences, forecasting industry trends, and making data-driven conclusions about topics, themes, and speakers that might be popular among your target demographics.

You can even use AI to help you price your event well by asking a chatbot for pricing and ticketing details for events like yours.

2. Track Attendance and Sentiment

Knowing who attended each session and getting a firm understanding of how attendees felt about a session or event can be difficult, to say the least. No matter how many surveys you send out, you'll never get as many responses as you'd like.

AI can take the guesswork out of your analysis by tracking attendees on their journey through your event and even measuring attendee satisfaction.

With facial recognition software, you can track which attendees enter a session and how long they stay. Want to know how attendees are feeling about a session in real-time? Computer Vision AI can read facial expressions to understand when attendees appear satisfied.

3. Conduct Post-Event Analysis

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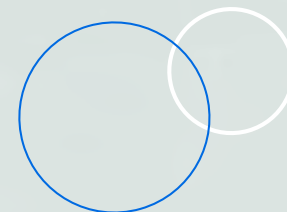
Processing large volumes of data is what AI does best. It can even help you draw out insights you may not have spotted, enabling you to make recommendations for your event evolution.

4. Create Post-Event Reports and Presentations

Data analysis is great, but when it comes time to report your findings to key stakeholders, they'll probably expect a highly polished presentation with beautiful graphics that make the data easy to understand.

Simple, right? Sure—for a data expert. Fortunately, AI systems are precisely that.

There are many AI-powered design tools out there to help take your refined data and turn it into a presentation that clearly demonstrates your most important findings, from your most successful source of lead generation to overall event ROI.

AI for Personalization

Personalization is becoming non-negotiable for event attendees, from personalized emails to custom agenda recommendations. Attendees want to know that they're getting the most of your event, and the more personalized their experience, the more satisfied they'll be with your event and your brand.

Of course, personalizing every attendee's journey would be next to impossible without a little help from your friends in AI.

1. 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.

2. Agenda Building Assistance

Particularly if you're hosting a multi-day event or have overlapping session scheduled for attendees to choose from, finding the best sessions to attend can be overwhelming for attendees.

AI-powered tools within your event software can identify and recommend the best sessions for each attendee by analyzing attendees' industries, roles, peer interests, past engagement, and more.

3. Summarize Each Attendee's Event Experience

When your event wraps, attendees want to remember all the great things they've experienced, and it's up to you to remind them why your event was worth attending.

Event summaries are a great way to capture the highlights from your event, but AI can help you take it a step further by creating personalized event summaries for each attendee that include recaps of session they attended, highlights from group activities, and on-demand content they might enjoy.

4. Make Check-In Simpler

No one likes waiting in line to check in at an event. While there are ways to make the badging process smoother to limit wait times, AI can make things even faster.

If you're using an event app, attendees can upload a photo into their event profiles, and when they arrive at your check-in desk, facial recognition software can identify them and print off their badge in seconds.

5. Provide Real-Time Attendee Support

During your event, it's inevitable that attendees will have questions, from "Where's my next session?" to "How do I get from my hotel to the venue?"

You can, of course, set up an FAQ page for the more commonly asked questions, but for those questions that pop up on the day of your event, you'll want to be sure attendees have the support they need to navigate and make the most of their experience.

An AI chatbot on your event website and app can help by answering attendees' questions about their agendas, travel, other attendees, exhibitors, and more.

6. Make Your Event Content More Accessible

Accessibility is something that's of critical importance to many attendees. From mobility limitations to audio-visual impairments, these considerations should be top of mind for planners building an attendee-centric event.

From an event content perspective, AI can help ensure everything is presented with attendees' needs in mind, from translating content in real-time and providing live captioning to offering AI voice assistants that help with navigation, agendas, and more.

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. Simplify Email Follow-Up:

- Choose an AI bot or use Cvent's AI Writing Assistant to generate email copy.
- Use pre-suggested prompts to get started, or write one of your own. Here's an example:
  - "Write a follow-up email from an event planner to speakers. Thank them for participating and request any materials they wish to share as post-event content."
- Chat back and forth with the bot to refine the draft until it fits your needs, then insert it directly into Cvent.

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.

17

Research

1. Find the Right Vendor:

- Outline your event's critical details, including location, size, and amenities.

- Begin your research by submitting your request to a chatbot:

  - "I am an event planner. I am producing a new conference. There will be around 1,000 people attending in person. Please provide suggestions for 3 audiovisual providers based in Nashville that can handle this event. Please summarize each provider in 75 words."

- Use an AI-powered venue sourcing tool like the Cvent Vendor Marketplace to check availability and pricing, communicate with vendors, and compare options.

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.

18

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.

- Avoid the easy option of using ChatGPT responses verbatim; always edit.

- Provide prompts as if you're speaking to a colleague. Speak naturally and use full sentences.

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."

> **"**

"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."

CHECKLIST: 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.

Content Creation Tools:

Beautiful.AI
Helps you quickly create professional-looking presentations.

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.

Cvent AI Writing Assistant
Helps you automate your event content creation, including webpage copy, promotional content, follow-up email copy, and more. The AI Writing Assistant can help you create personalized, engaging event content that resonates with your audience in just a few steps.

Cvent Video Tools
Cvent Video Tools can help you amplify and extend the life of your valuable video content by improving the viewer experience, making videos more accessible, and repurposing long-form videos to highlight specific content.

Large Language Model (LLM) Chatbots
Trained using large-scale text-based datasets, LLM chatbots respond to user input, learn from it, and provide conversational responses. Chatbots popularly used today include:

1. Anthropic's Claude
Claude can process extensive conversations, coding, documents, and images. With a focus on safety and ethics, Claude is built to reduce harmful outputs.

2. Google's Gemini
Gemini can generate text, code, images, and videos and operates as an online search companion.

3. Microsoft's Copilot
Integrated into Microsoft's suite of products, Copilot is designed to enhance productivity by assisting users with tasks and workflows.

4. OpenAI's ChatGPT Models
ChatGPT led the way for other chatbots, becoming popular among the masses for its advanced reasoning abilities. Today, there are multiple versions available with different knowledge cutoff dates:

a. ChatGPT-4 / Turbo: A model introduced in 2023, GPT-4 includes a faster and cheaper "turbo" option.

b. ChatGPT-4o: With an added "o" for "omni," this model processes and generates text, audio, and visual information and is said to be faster and more "human" than GPT-4.

c. ChatGPT-4o mini: A smaller and cheaper option, GPT-4o mini replaced GPT-3.5.

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

Organization and Planning Tools:

ClickUp AI
A workflow management tool that aims to help you work more efficiently. ClickUp AI can help you create and assign tasks to team members, track project progress, generate content, and more.

Cvent Venue and Vendor Sourcing
Cvent Vendor Marketplace is an AI-powered vendor sourcing tool that helps you find best-fit suppliers and collaborate on proposals and payment efficiently. Similarly, the Cvent Supplier Network allows you to quickly source venues and build RFPs using AI to help refine your search and compare options.

Evenda
Event sponsorship software that uses data-driven insights to match event organizers with the best sponsors for their events.

NotebookLM
Keep track of ideas, notes, and documents, and turn them into new types of content. Summarize complex documents, consolidate notes, and transform them into briefings, content guides, and even podcasts.

Onsite Engagement Tools:

Cvent Matchmaking
Use AI-driven matchmaking to enhance networking opportunities by connecting attendees with similar interests or goals using Attendee Hub.

Kampfire
Enhances attendee engagement and brand impact by curating personalized, ready-to-share event photo albums for attendees, exhibitors, and sponsors to share. Once shared, you can track digital engagement to help calculate ROI.

Snapbar
Turn ordinary selfies and event photos into themed, photo booth-style portraits using descriptive prompts to influence image backgrounds, clothing, and even facial expressions.

Data Insights Tools:

Vendeleux
An event intelligence platform that provides attendee and sponsor data from more than 250,000 B2B events to help event organizers and marketers make smarter decisions about which events they choose to attend.

Zenus
Facial analysis tool used to capture audience demographics, impressions, sentiment, and dwell time to help gather attendee "feedback."

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 seems 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."
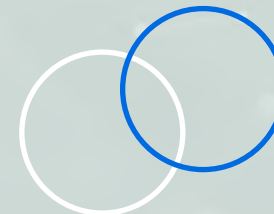
4. Stay Curious

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."

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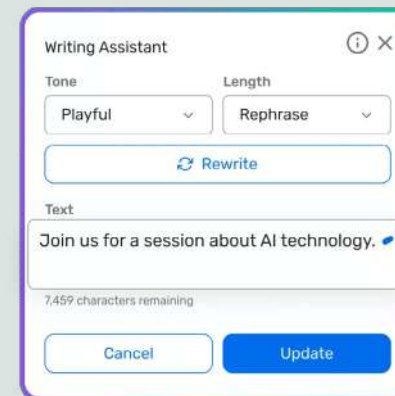
One thing's crystal clear: when you embrace AI, you'll unearth a treasure trove of competitive advantages. In an era where event attendees and stakeholders hunger for events that are not just interesting but extraordinary, there's no better time than now to bring AI into your events.

Blend the power of people with the magic of technology, and you've got the secret sauce for achieving business and event success.
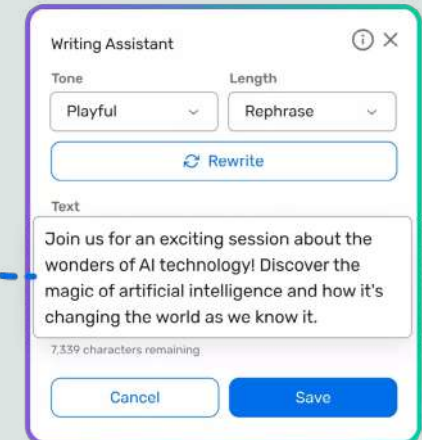
Streamline Your Event Content with Cvent's AI Writing Assistant

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 >

Writing Assistant (i) X

Tone: Playful

Length: Rephrase

🔁 Rewrite

Text: Join us for a session about AI technology.

7,459 characters remaining

Cancel | Update

Writing Assistant (i) X

Tone: Playful

Length: Rephrase

🔁 Rewrite

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.

7,339 characters remaining

Cancel | Save

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Cvent provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events of all sizes. We help organizations plan and market events, execute onsite, engage audiences, and measure and analyze results.

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