The Impact of AI on the Event: A Software Vendor's Perspective



After 20 years of hands-on event marketing and planning experience, this is the perfect time for me to have transitioned to a 25-year-old innovative event tech software company. AI will revolutionize the events industry and I have a front row, participatory seat. From image and content creation to automating processes and data intelligence, AI presents a wealth of opportunities.

At our industry events, AI is now a major topic for sessions, and it is increasingly important to stay relevant and open to opportunities to use AI safely, effectively, and ethically. AI will profoundly reshape our world. Event marketers and designers can use AI-based tools and technologies to simplify routine tasks, create more engaging, deeply personalized experiences and gather real-time insights and intelligences from data-fueled software. Adopting a holistic platform is necessary to build, sustain, and leverage trustworthiness and the guardrails of AI Governance to provide you with the knowledge and confidence you need to transform you and your organization.

The chart below illustrates a few examples of how we view Event Marketing & Management Platforms will be innovations before AI and with AI:

Today	AI- Enhanced
CONTENT GENERATION	
Manually create content or upload spreadsheets to populate conference sessions and web content pages.	Ideate and draft content in seconds dramatically shortening the time to create content.
IMAGE CREATION & EDITING	
Image editing, formatting, and optimization.	Generate images based on natural text prompts. Simply describe the image you want or edit existing images by removing backgrounds, layers and more.
REGISTRATION WEBSITE	
Create complete website and mobile app with one-click by cloning existing program, editing and launching as new. No coding required with WYSIWYG interface.	Text-prompt based website creator/builder
PERSONALIZATION	
Personalize registrant's digital journey ---via manual settings for registration form questions, content pages, housing selections, travel, etc., based on their history, preferences, and other contextual factors.	Automate and deeper personalized engagement.
CHATBOTS AND VIRTUAL ASSISTANTS	
Chatbots and virtual assistants capable of providing customer service.	Shift to more natural, intuitive communication for more accessibility, and deeper engagement.
SENTIMENT ANALYTICS	
Surveys	Reading participant facial emotions.
DATA ANALYTICS	
Real-time, self-configurable reports, analytics and dashboarding, for single programs and consolidated across all programs, enterprise wide.	Ability to sift through and make sense of massive datasets in real time providing unprecedented depth and insights. From predictive analytics to enhanced personalized attendee experiences. A capacity to understand complex patterns and predict outcomes to transform, in real-time strategic decision-making.
SOURCING & RFP MANAGEMENT	
Built-in RFP negotiator tool automates reports include benchmarking and first and final bid pricing.	Property recommendation engine based on historical and contextual variables.

Establishing Responsible AI Software Development Guiding Principles

Resembling the development of the Internet, AI has been developing for decades. Only in the last 18 months that development has suddenly accelerated with companies like ChatGPT which was 75 years in the making, generating massive entrepreneurial excitement and creativity.

While there is tremendous excitement about the absolute potential of AI to transform society, there is also a realistic concern and fear of unintended consequences.
There are equal potential benefits and misuses of these emerging technologies. An established school of thought in critical technology studies and computer ethics known as Values in Design (ViD) asserts technologies are built using assumptions that express value commitments. For example, common surveillance technologies (e.g., sentiment analysis) can assist a show producer to measure in real-time attendee participation, but it can also infringe on users' privacy and requires consent. Because of unintended consequences, emerging technologies have a range of potential impacts, both beneficial and harmful. The key for Event Entrepreneurs building solutions that delight Event Marketing Professionals is to strategically be navigating this landscape, focusing on innovation, ethical considerations, and long-term value creation.