SIEMENS

Reducing the turnaround time on live event content repurposing by 85%



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Background

Siemens Business Conference 2023: An internal event for the international top management

Annual Global Leadership Conference | **500 Top Managers** | **1 Main Stage** | **4 Side Stages** | **2 Days Networking**

About the Organizer

Communication Services (CMS) is an internal service provider and partner of choice for all Siemens units for tailor-made Live Communication. With a strong emphasis on raising the efficiency and effectiveness of communication activities we are here to create memorable and valuable experiences to enable brand and business growth. As a one-stop shop Siemens CMS offers a holistic service along the entire value chain of consulting, planning, and realization. By leveraging strong in-house expertise and network we enable synergies, assure consistency, and drive the digital transformation.

About the Event

The Siemens Business Conference is the annual internal global conference with the 500 Top Managers. 2 days of networking, strategic direction and topic breakouts. 1 Main Stage, 4 Side Stages.

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Challenges

The primary challenges involved ensuring the quality, accuracy and timeliness of AI-generated content. “(Before Spark) Summaries would be written by someone in person after attending all the sessions,” says Stephen Rose, Head of Communications Services at Siemens. They painstakingly attend each session and needed to create summaries for each one of them that were precise and free of misinterpretations to avoid any potential reputation risks.

Additionally, integrating AI into such a large-scale event would require seamless coordination among different departments like GBS, Communications, IT, SCM, and Cybersecurity.

Usual Method & Content Utilization

Content captured in-person or on-demand, post-event

Usual Content Turnaround Time

2-3 weeks

> “(Before Spark) summaries would be written by someone in-person after attending all the sessions.”



Stephen Rose
Head of Communication Services,
Siemens

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Solutions

Leveraging Spark's solutions for near real-time summaries and live repurposing of content

Siemens utilized AI (referred to as Spark solutions) in several ways during the SBC 2023:

- **Real-Time Summaries**
  AI was used to create summaries and key takeaways of each session in near real-time.

- **Quality Control**
  Communications professionals quality-checked the AI-generated results for accuracy and appropriateness.

- **Distribution via Event App**
  The summaries were made available to participants through the event app, allowing attendees to catch up on sessions they missed.

- **Feedback Analysis**
  AI was used to evaluate session feedback and comments for sentiment analysis and to identify areas for optimization.

- **Transparency**
  Siemens was transparent about using AI, introducing the summaries as being produced by an "AI reporter."

Tasks Used

Repurpose into blogs **Repurpose into social media posts**

Extract impactful quotes **Takeaways in real time**

> "Spark made the process more efficient and significantly improved the speed and quality of our work."



Stephen Rose
Head of Communication Services,
Siemens

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Results

Reduction in Time-to-Action for the team and increased value from the event for the attendee

With the integration of AI, Siemens achieved a remarkable 85% decrease in their Time-to-Action (TAT) for producing summaries and communications. Previously, it used to take 1-2 weeks to generate these summaries without AI. The adoption of AI allowed for near real-time summary creation and significantly faster publication of communications.

This timeliness ensured that the information was still fresh in the attendees' minds, reinforcing their learning and understanding and resulting in enhanced engagement getting increased value from the event for the attendees.

85%

Reduction in content turnaround time

Advanced qualitative analysis

Enhanced engagement & access to content

> "Spark elevated our offer as communication and event services. (It) helped us to timely prepare content from the sessions as added value for efficient communication with all participants via the event app."



Stephen Rose
Head of Communication Services,
Siemens

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