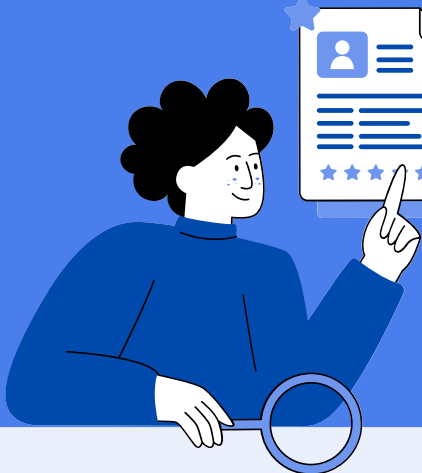


Explore AI

USED CASES, OPPORTUNITIES & CHALLENGES



- Utilise AI to increase efficiency and support value creation
- Most valuable when combined with human intelligence
- Essential first step: Experiment & educate yourself and your team on AI, then select relevant tool(s)

ON THE MICRO LEVEL

- Support logistic processes like the creation of speaker bios, descriptions, summaries or RFP's
- Create prediction of food consumption, room usage, attendance numbers, audience movement, late cancellations etc.
- Analyse education content and audience reactions to ensure relevant of future agendas

ON THE MACRO LEVEL

- Rethink business and pricing models as efficiency increases. Shift from input to output concepts
- Challenge value of social media as content creation & interaction is increasingly driven by AI



OPPORTUNITIES

- Possibility to tailor tones in tools allow for increased personalisation
- Positive impact on sustainability with prediction functions
- Increase collaboration with partners
- Reverse learning to champion the experts and support AI NewBees



CHALLENGES

- GDPR & IP regulations
- Clarity on who owns the data
- Trust challenges due to mis- or vague information provided/ created by tools
- Buy-in from team members to embrace the landscape of AI



REMINDER

- AI is not replacing relationship building, which sits at the core of the business events industry
- When selecting an AI tool, it's key the provider does understand your needs and values

