



# Artificial Intelligence: The Basics

How to make AI your trusted  
assistant for boosting event value.



## Today, everybody is talking about AI

**even though** this learning technology has been around since the mid-1950s. But with newly released tools that use generative AI, such as ChatGPT, AI has become front and center of the tech world, and ours.

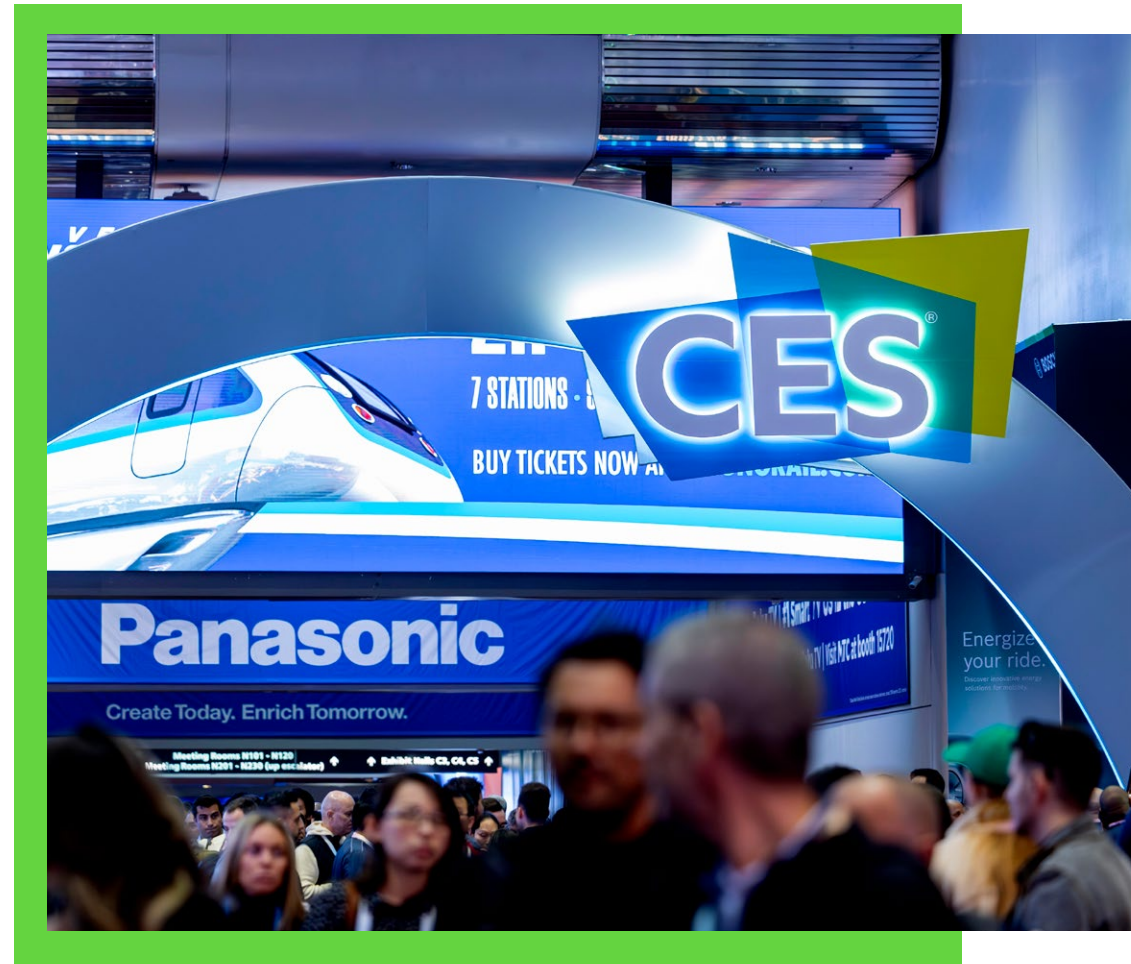
But what exactly is AI? And what can it do to help us better plan events and exhibits? You may be wondering about this or even have concerns about the potential impact on jobs.

**We've got answers to these questions and more.**

This handy guide will help boost your AI IQ without any complications.

# Say “Hi” to understanding AI

AI is the ability of software to perform functions similar to that of a human mind that is adaptable through machine learning. And you’ve likely been using AI in everyday life more often than you may realize!



## Two types of AI: Traditional and Generative

1. Traditional AI learns how to respond based on a series of inputs (think, analyze data).
2. Generative AI learns how to create something new based on collected input (think, create data).

# What

# is AI

# & What

# isn't AI?

**Predictive text (traditional AI):** When a word suggestion comes up (or autocorrect jumps in) as you're typing, these are examples of AI at work.

**Alexa functions (traditional AI):** Those extra notices (are they annoying or helpful?) that follow when you give Alexa a command or ask a question are based on AI learning.

**ChatGPT (generative AI):** Not your run-of-the-mill chatbot, this tool lets users enter prompts to receive humanlike images, text, or videos that are created by AI\*.

\*<https://www.techtarget.com/whatis/definition/ChatGPT>

**Devices that need human intervention to operate are not part of AI technology.**

**Smart TV:** Your television may be smart, but it doesn't have a learning adaptation — though the apps on your TV use AI.

**Food packaging:** Advanced machinery and programming goes into bagging your favorite snacks, but not one bite of AI is applied.

**MRI and CT scans:** If you scan for artificial intelligence, you won't find any in these machines, though AI is used to interpret data from the results.

# Turn AI into ROI

There are plenty of benefits to adopting artificial intelligence as part of your event planning and execution.

And fear not, AI won't be replacing the need for human experience anytime soon. However, it's pretty clear that those who learn to use and embrace AI as part of their job will be more successful than those who don't.

You can use AI tools to help plan and create better events, from everyday tasks such as grammar and translation checks to more complex work such as market research and implementing event tech.



# How AI Turns Into ROI

Personalizing the attendee experience is one of the biggest challenges facing both event planners and exhibitors. And now AI is here to help make this process easier and better.

## Some places AI can provide smart info include:

**Keynotes and breakouts.** Which kind of sessions and topics were attended the most and the least. Also get a window into real-time attendee sentiment. (More on this insightful topic below.)

**Where crowds build.** Determine where networking centers should be placed and how to improve the flow of traffic through your show.

**Places that “peek” interest.** Show where attendees’ eyes are drawn for prime sponsorship placements and important signage.

## Stir up the value of sponsorships (and your show)

AI can help you turn facial expressions into sentiment-based data, while still protecting the privacy of attendees. That information is then turned into objective data, helping showcase and prove value for sponsorships, booth location, and more.

## Combat budget-invading inflation

With costs on the rise, event planners may be taking a closer look at their bottom lines. But using AI-based tools can help you increase the value of your show and bring more power to your budget.

The American Public Health Association (APHA) used behavior-mapping technology to capture attendee sentiment during keynotes and breakout sessions — showing where to spend budget.

[Find out more about the everyday use of AI.](#)

# Implement AI

We've partnered with these forward-thinking, AI-infused applications (and witnessed the results) to help our clients deliver better event experiences and increase the ROI of their events. ➤



## 42Chat

Brings attendees together based on common interests for networking and brainstorming solutions based on a common need.

## Zenus

Captures sentiment, determining how your attendees are feeling, based on facial expressions, and turns findings into objective, behavior-mapping data.

**Watch how the American Society of Cataract and Refractive Surgery (ASCRS) captured sentiment to showcase the value of its event.**

## Conference IO

Brings attendees together based on common interests for networking and brainstorming solutions based on a common need.



**AI won't replace people—but people who use AI will replace people who don't."**

- IBM *Augmented work for an automated, AI-driven world*

So, it seems AI is here to stay (though it's really been here all along). But it's good to know that we can use this smart tech to our advantage — as the event industry continues to evolve at such a fast pace, and we look for new ways to reach today's audiences.



Ready to connect with AI?

Connect with us

