



cvent™

MASTERING AI

FOR EVENTS

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INTRODUCTION

AI has moved well beyond the experimental stage. For event professionals and marketers, that means access to capabilities that would have been out of reach just a few years ago: deeper personalization, faster decisions, and clearer proof of what their programs are delivering.

But getting value from AI starts with knowing where it can have the biggest impact across your program. This guide is designed to help you do that.

Inside, you'll find practical guidance on applying AI across the full event lifecycle, with real-world applications, expert tips, and a framework for proving what it delivers.



AN OVERVIEW OF AI TECHNOLOGIES

AI is a widely used term, but does it hold the same meaning for everyone? Not exactly. Different AI tools and functions serve distinct purposes and use various methods to operate.

Generative AI is the most well-known due to the prominence of chatbots and large language models (LLMs) such as OpenAI's ChatGPT, Google's Gemini, and Anthropic's Claude.

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.

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 professionals 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. While these technologies each serve a unique purpose, the next wave of innovation is about combining them to create AI systems that not only respond but also actively take action.

Agentic AI

The latest evolution in AI goes beyond responding to prompts; it acts on your behalf. Agentic AI refers to systems that can also autonomously perform tasks, make decisions, and coordinate workflows across multiple tools. Instead of behaving like a passive assistant, agentic systems operate more like proactive teammates, driving tasks forward.

For events, this opens up powerful new possibilities. Imagine a world in which an AI agent reviews registration data to flag likely no-shows and automatically adjusts your catering order. Or one that monitors session engagement in real time, generates instant summaries, and routes feedback to the right teams for follow-up. It could even schedule meetings between attendees based on shared interests, all without requiring constant human input.

By taking on these kinds of routine but critical responsibilities, agentic systems free up your time to focus on strategy, creativity, and human connection. As these technologies mature, they promise to become less of a back-office helper and more of an active partner in delivering seamless, impactful event experiences.

HOW ARE EVENT PROFESSIONALS AND MARKETERS USING AI TOOLS TODAY?

Some forward-thinking event professionals 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.

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.

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.



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.

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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 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 nongenerative. 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.

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 largescale 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 sessions 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 sessions 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 audiovisual 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.



MASTERING PROMPTS: HOW TO GET THE MOST FROM AI

Generative AI tools like ChatGPT, Claude, and Gemini are now part of how many teams work. Getting the most out of whichever tool you use starts with knowing how to communicate with it effectively.

These tools have become significantly better at understanding what you're asking for. But clear, specific communication still has a direct impact on the quality of what you get back.

Think of it as essential literacy for working with AI. You don't need to master complex techniques, but knowing how to frame a request with the right context, a clear goal, and specific detail is what separates a useful response from a generic one. If you're drafting event content, analyzing data, or brainstorming ideas, the way you communicate with AI shapes what it delivers.

Think of it like briefing a colleague: the clearer and more precise you are, the better the result.

ALWAYS REMEMBER

1. Treat it as a conversation. Refine and iterate until you get a response that genuinely meets your needs.
2. Never use AI responses verbatim. Always edit and make them your own.
3. Be mindful of what you share. Avoid entering sensitive, confidential, or personal information.

Top tips for writing great prompts

Be clear and specific

The more precise your prompt, the more useful the response. Include exactly what you need, who it's for, and the outcome you're looking for.

Set the tone

Tell the AI how you want the response to sound. Specifying a tone upfront, such as professional, conversational, or persuasive, saves editing time later.

Provide context

Give the AI relevant background before asking your question. The more it knows about your event, your audience, and your goals, the more relevant the output will be.

Experiment

Treat every prompt as a starting point. If the first response isn't quite right, adjust your prompt, add more context, or reframe your request until it meets your needs.

Break down complex tasks

For bigger or more involved tasks, breaking them into smaller steps often produces better results. Start with a clear first question, then build from there.

Use examples and clarifications

Sharing examples helps the AI understand exactly what you're looking for. Paste a previous event email and ask it to write a new one in the same style, or share a sample agenda format and ask it to follow the same structure.

Avoid Yes/No questions

Open-ended questions generate richer, more useful responses. Instead of "Is this agenda good?" try "What improvements would you suggest for this agenda and why?"

PRO TIP

Most major AI tools now let you build skills: customized, reusable instruction sets that tell the tool how you work before you type a single prompt.

Inside these skills, you can store your brand voice guidelines, event context, target audience profiles, or any other standing information relevant to your work.

The result is more consistent, more relevant output every session without having to re-brief the AI each time. For marketers and event professionals running multiple programs, setting up skills is one of the most practical ways to get more value from AI, faster.

Specify the response length when it matters

For outputs where length is important, such as a social post or a one-page summary, tell the AI upfront how long the response should be. For more open-ended tasks, this isn't always necessary.

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.

Why it works: the good prompt provides a role, audience, format, length, tone, and key content. It also provides a clear goal. With these details, the AI has the context it needs to produce something specific and usable, rather than a generic draft you'll have to completely rewrite.

Example**Good versus bad prompt**

- ✗ Bad prompt: "Write an email promoting my event."
- ✓ Good prompt: "You are an event marketer. Write a 150-word promotional email inviting technology executives to a two-day leadership summit in London. Ensure that the tone is professional but engaging. Highlight networking opportunities and a keynote on AI innovation, and make the call to action clear to drive registrations."

REMEMBER

Prompting is a skill. The more you practice, the faster you'll learn how to guide AI tools to deliver the insights, copy, or ideas you need.



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."

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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



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."

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

Content creation tools

Beautiful.AI

Helps you quickly create professional looking presentations.

Canva

A design tool that uses AI to help create high-quality graphics, images, and other visuals for social media, email marketing, and other channels.

Cvent's AI writing assistant

Helps you generate and refine event content directly within the Cvent platform. Use it to draft event descriptions, emails, and session copy without leaving your workflow or switch between tools.

Goldcast Content Lab

Content Lab takes event and webinar recordings and generates clips, social posts, blog drafts, and email copy. It also lets you search across your video library by topic to find relevant moments quickly.

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.

2. Google's Gemini

Google's AI assistant, integrated across Google Workspace tools. Handles text, images, and data across a range of everyday tasks.

3. OpenAI's ChatGPT

One of the most widely used AI tools, available across a range of models suited to different tasks. Supports text, images, and voice.

4. Microsoft's Copilot

AI built into Microsoft 365 that assists with drafting, summarizing, and analyzing content across Word, Excel, Outlook, and Teams.

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 professionals 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 [Cvent 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 professionals 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.”

Cvent session summarisation

Apply AI-driven sentiment analysis to speaker performance, session content, event logistics, and more. Instead of manually combing through survey comments, you get a concise summary based on attendees’ responses that highlights what worked, what didn’t, and where to improve.

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.

Best practices for adopting AI tools

Adopting AI is most effective when done with intention. These best practices will help you integrate new tools smoothly and responsibly:

- **Review privacy policies:** Make sure all AI tools protect attendee privacy and company data.
- **Use closed-model AI tools:** Avoid systems that train on your company's proprietary information.
- **Create an AI council:** Create cross-team policies and standards for evaluating new tools.
- **Encourage experimentation:** Start small and pilot use cases. Test widely and share learnings across teams.
- **Provide training:** Upskill your teams and ensure adoption by providing training on how to use AI.
- **Plan to measure impact:** Agree on how you'll measure value and impact (e.g. time saved, engagement gains, cost reduction, etc.)

Taking these steps will help you achieve the benefits of AI while minimizing risks, ensuring smarter adoption, and lasting impact.



BEYOND EXPERIMENTATION: PROVING AI'S VALUE

AI is most valuable when it moves beyond experimentation and starts driving measurable outcomes. For event professionals and marketers, that means using it to surface insights faster, personalize at scale, and build a clear picture of what your programs are delivering.

The teams getting the most from AI are the ones using it with intention, applying it consistently across the event lifecycle, and measuring its impact at every stage. That combination of human judgment and AI capability is what turns individual events into a high-performing program.





AI for events that perform

CventIQ™ brings AI capabilities directly into the Cvent platform, purpose-built for events. The result is faster execution, more personalized experiences, sharper analysis, and events that perform.

GET STARTED

