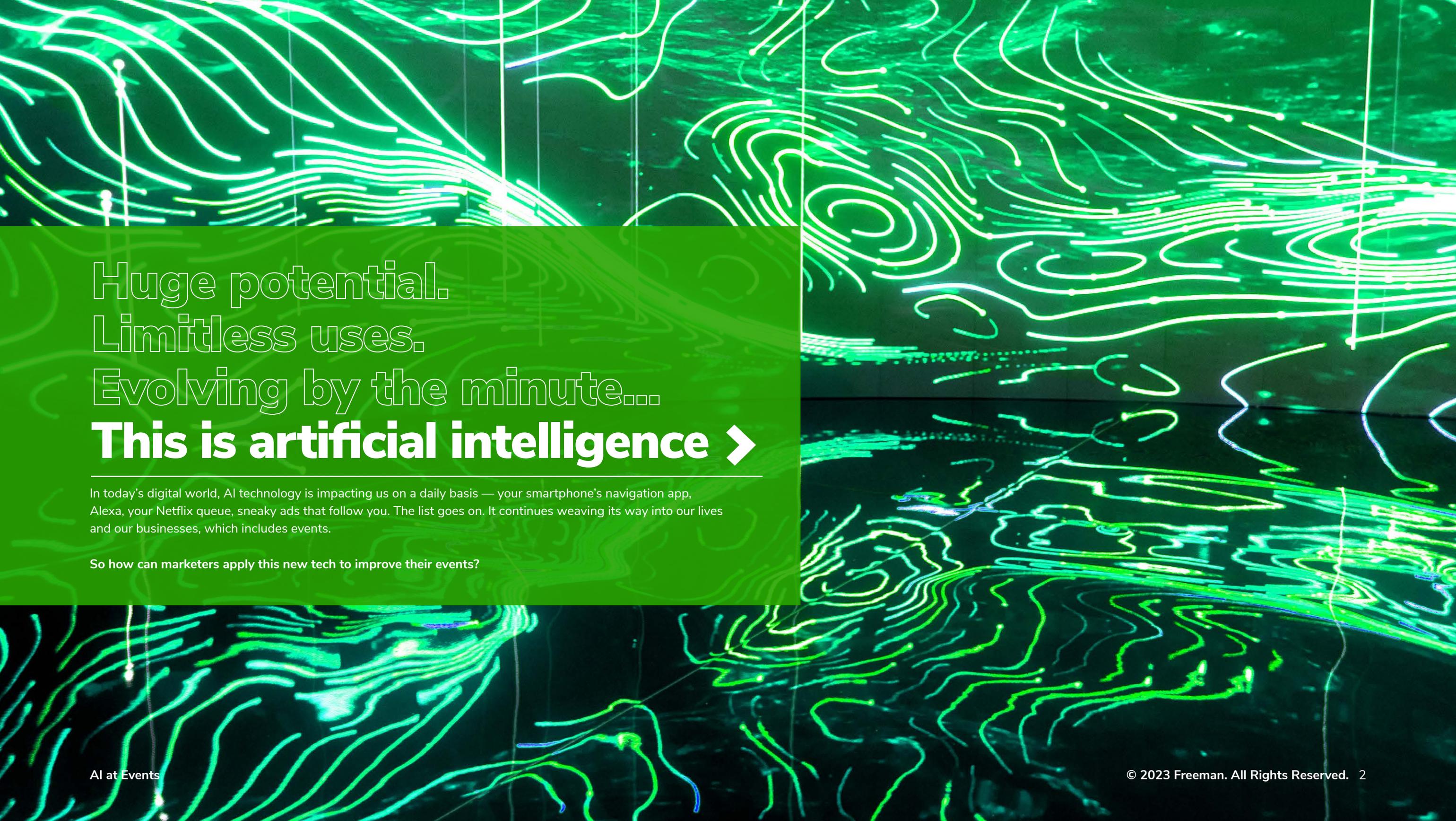


# AI at Events

How artificial intelligence  
can enhance in-person  
experiences

**Freeman<sup>1</sup>**



# Huge potential. Limitless uses. Evolving by the minute... **This is artificial intelligence** ➤

In today's digital world, AI technology is impacting us on a daily basis — your smartphone's navigation app, Alexa, your Netflix queue, sneaky ads that follow you. The list goes on. It continues weaving its way into our lives and our businesses, which includes events.

So how can marketers apply this new tech to improve their events?

## Here are 3 ways AI can level up the attendee experience >

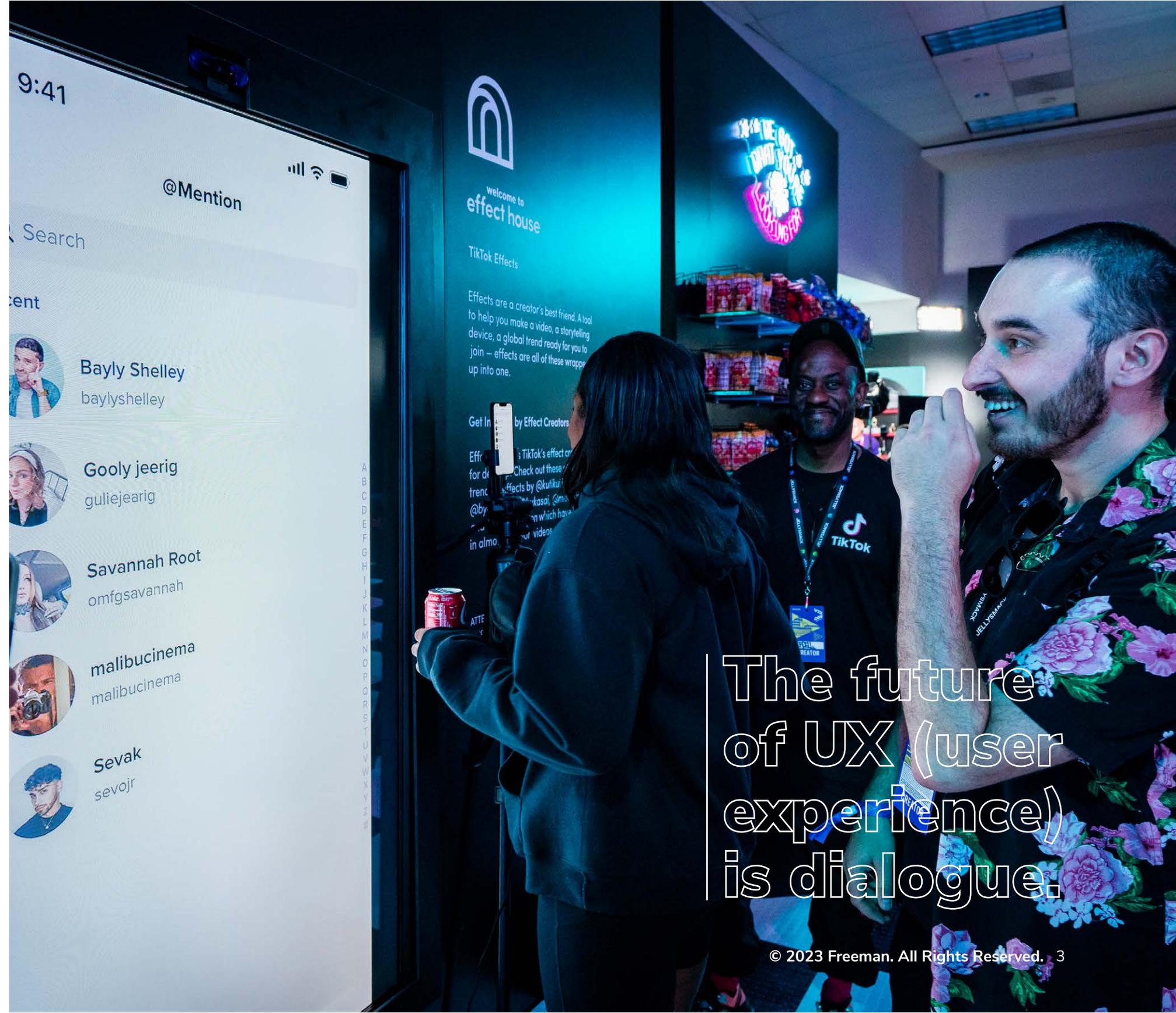
### Elevate the conversation

As these platforms evolve, they will allow people to have two-way conversations with brands that are tuned to that individual's journey preferences and goals of attending an event. These personalized interactions could create a channel for engagement, one that extends long after the event ends and remains as a source of assistance while preparing to attend the next one.

### Activate the content

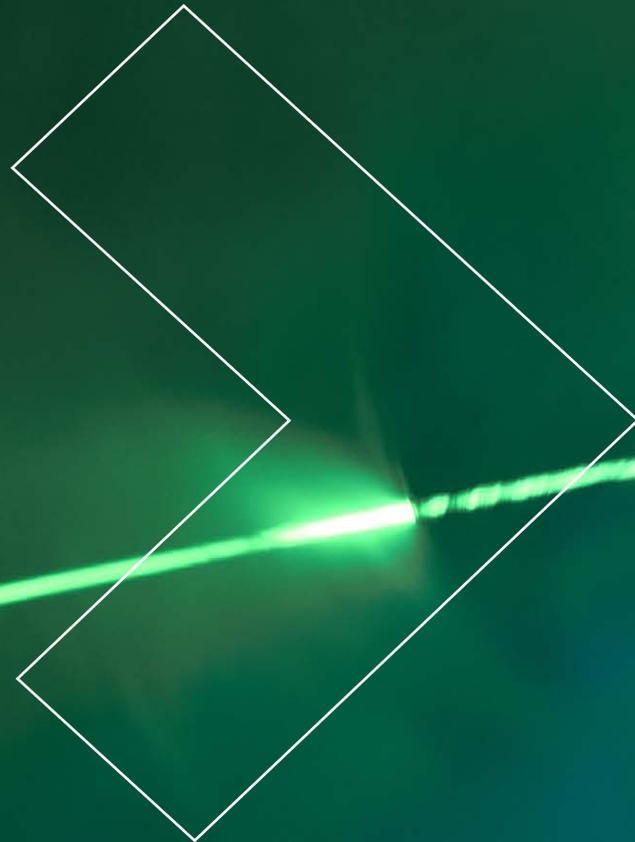
Speaking of personalization, rich media will be the engine that can personalize these conversations even more. Through the genius of AI, your database of content can be used to create content dynamically. Creating content pieces with the requested context and delivered in the format, tone, and accessibility that they want to consume, all while retaining any core messaging.

Some examples include combining content from across the event into bite-sized, digestible pieces, providing event highlights each day, session recaps, and more. All of these can be specifically tailored to attendee needs and preferences. Not preferences that are simply pre-determined and asked of the attendee, but ones that are inferred through these two-way conversations.



The future of UX (user experience) is dialogue.

Obtaining real-time data on traffic flow and dwell time provides insights that can help event managers...



**Manage crowds and flow within the space**

**Redesign future event layouts and activations for a more enjoyable journey**

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**Invigorate the audience experience (using real-time data)**

Artificial intelligence can also uncover new audience insights through [vision technology](#) that captures and analyzes attendee movement and behavior in a physical space. These applications can provide valuable information on attendee behavior and demographics without requiring personal information.

**Analyze the effectiveness of activities within the event space**

**Better align sponsorship opportunities to reach the intended audiences**

# Your AI-enabled event future is here

AI is evolving fast, which means marketers need to stay on the pulse and start experimenting with different approaches tuned to their industries and audiences.

When used appropriately and creatively, this new wave of tech can help marketers deliver experiences that will surprise and delight audiences while also providing real value to the attendee experience. All while helping brands tell stories at events that build more meaningful connections with their most important audiences.





# Ready to explore how AI can enhance your event experience?

Let's get real

Visit us at [freeman.com](https://freeman.com) or contact us at [freeman.com/contact](https://freeman.com/contact)

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