**AI EVENT PLANNER:**

**Growth and Formalization of Event Planning Industry:**

Events can vary widely in scale and purpose, ranging from corporate conferences, trade shows, seminars, and product launches to non-corporate events including weddings, birthday parties, and music and food festivals. Regardless of the type of event, successful planning and management are essential to ensure that the event meets its goals and objectives while providing a positive experience for attendees (Getz, 2012).

In recent years, the event management industry has experienced growth, and formal events are organized, driven by individuals increasing demand for attending well-organized gatherings. Event planning and management encompass a diverse range of activities aimed at organizing, and executing events that meet specific objectives (Allen, O'Toole, Harris, & McDonnell, 2016).

The field of event planning and management has undergone significant changes, partly due to shifts in consumer behavior and technological advancements. The rise of digital and social media has transformed the way events are marketed and promoted, now able to reach a global audience with relative ease (Bowdin, Allen, O'Toole, Harris, & McDonnell, 2016). Additionally, the use of event management software and mobile applications has simplified many aspects of event planning, from registration and ticketing to attendee engagement and feedback (Allen et al., 2016).

As events continue to play an important role in business, culture, and society, this has led to the development of academic programs and professional certifications in event management, as well as the establishment of specialized event planning organizations and advanced software platforms that cater to specific industries. (Getz, 2012).

**Challenges of traditional Event Planning: (usaid)**

**Integration of Artificial Intelligence in Event Planning: (saud)**

**AI Revolution in Event Planning Software: (shaheer)**

-estimation methods for guest accommodation **(shaheer)**

-drag and drop event setup in application **(shaheer)**

-prompt to image model **(maryam)**  
-theme setting **(Maryam)**