

HOW TO USE ARTIFICIAL INTELLIGENCE IN THE EVENT PLANNING INDUSTRY



INTRODUCTION

ARTIFICIAL INTELLIGENCE HAS BECOME INCREASINGLY POPULAR AND POWERFUL OVER THE PAST COUPLE YEARS. THIS INCREASE IN POPULARITY HAS LED TO THE CREATION OF MANY AI TOOLS FOR EVERY INDUSTRY, INCLUDING THE EVENT INDUSTRY.

AS AN EVENT PLANNER, IT'S IMPORTANT TO BE AWARE OF TRENDS IN THE EVENT INDUSTRY AND EXPLORE WAYS YOU CAN USE NEW TOOLS IN YOUR OWN EVENT PLANNING.

THAT'S WHY WE'VE COMPILED THIS FREE E-BOOK WITH NINE CHAPTERS ABOUT DIFFERENT WAYS AI CAN HELP EVENT PLANNERS, AND HOW AI HAS EFFECTED THE EVENT INDUSTRY AS A WHOLE.

USE THIS FREE E-BOOK AS A GUIDE TO HELP YOU PLAN YOUR NEXT EVENT OR AS A RESOURCE FOR WHEN YOU WANT TO DO RESEARCH ON AI IN THE EVENT INDUSTRY.

IF YOU'RE INTERESTED A SPECIFIC CHAPTER, CHECK OUT THE FULL BLOG ON OUR WEBSITE FOR MORE INFORMATION.

HAPPY EVENT PLANNING!

FROM,
YOUR FRIENDS AT WHOVA

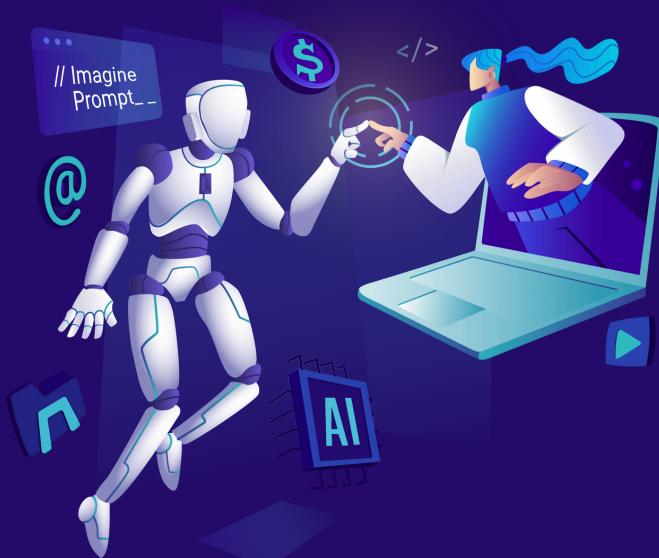


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CHAPTER ONE:

HOW TO USE AI IN 2025 EVENT PLANNING

AI's moment has arrived. While 50% of major corporations (from explodingtopics.com) are just beginning to explore artificial intelligence, event professionals are leading the charge, with 67% (from gevme.com) already using AI for event planning.

As events grow more complex and organizers face mounting demands, AI offers a cost-effective way to streamline work and increase efficiency. Whether you're using AI event tools like ChatGPT or others, the principles are pretty much the same. Let's discuss how the pros are actually using these tools, what's delivering real results, and where you need to proceed with caution.

Why Should You Use AI for Event Planning in 2025

Broadly speaking, AI saves time and money. It handles the grunt work - assistant, writer, planner, brainstorming partner - without complaining or needing leave, working 24/7. Tasks that take you days, like creating multiple social posts, detailed schedules, or personalized emails, can be done in a fraction of the time.

With so many free AI tools for event planning, you can work smarter, not harder, planning more events, reducing stress, and focusing on the high-value work that only humans can do, like building relationships and making creative decisions.

What Should You Use AI For While Planning An Event?

Here's how using AI for event planning makes work faster, smarter, and more efficient:

Get Professional Document Frameworks

Feed ChatGPT your event specifications and get a structured starting point for sponsorship proposals, event briefs, and marketing materials. While the initial draft will need your professional touch, laying out the core elements saves valuable planning time.

Solve Venue Problems Fast

Input your challenging venue requirements, and ChatGPT will provide multiple practical layouts and configurations. Whether you're working with an awkward space, tight capacity limits, or complex setup restrictions, it offers fresh perspectives on space utilization.

Fix Guest Communication Headaches

When 50 guests email asking about parking or dietary requirements, paste their questions into ChatGPT and your bullet-point answers. ChatGPT can do the finessing. Edit quickly and send a mass email - no need to type the same info repeatedly.

Turn Vague Client Requests into Plans

When a client says, "We want something innovative," - ask ChatGPT to translate that into concrete event concepts. "Generate three event concepts for a tech company that wants innovative but not gimmicky, budget \$100k, 150 guests."

Make Budgets Work

Input your budget constraints and let AI suggest where to save. "How can I create a luxury feel at a corporate dinner for 100 people with only \$15k?" It'll break down realistic options across catering, decor, and entertainment.

EVENT BUDGET WORKSHEET				Total Estimate	Difference
				\$14,160.00	\$33,600.00
Event Name		# of Attendees			
Category	Item	Cost	Quantity	Estimate Expense	Actual Expense
Registration Income	General	\$20.00	350	\$7,500.00	\$7,000.00
	Add-ons	\$20.00	100	\$3,000.00	\$2,000.00
	VIP	\$100.00	20	\$2,500.00	\$2,000.00
Exhibitor Income	Regular booth	\$500.00	20	\$10,000.00	\$10,000.00
	Large booth	\$800.00	2	\$1,600.00	\$1,600.00
	Corner booth	\$550.00	4	\$2,200.00	\$2,200.00
Sponsorship Income	Gold	\$500.00	8	\$5,000.00	\$4,000.00
	Platinum	\$1,000.00	5	\$5,000.00	\$5,000.00
	Diamond	\$3,000.00	1	\$6,000.00	\$3,000.00
Other funding	Donations			\$200.00	\$0.00
	Investment(s)			\$2,000.00	\$2,000.00
Venue	Space rental			\$8,000.00	\$0.00
	Furniture			\$2,000.00	\$0.00
	Staffing			\$0.00	\$0.00
	Vendors			\$500.00	\$0.00
	Booth equipment			\$0.00	\$0.00
	Parking			\$0.00	\$0.00
	Liability insurance			\$0.00	\$0.00
Food and Beverage	Breakfast	\$300.00	1	\$300.00	\$300.00
	Lunch	\$400.00	2	\$800.00	\$800.00
	Dinner	\$500.00	1	\$500.00	\$500.00

Whova's budget template as seen in <https://whova.com/blog/creating-event-budget-template/>

How to Write Successful Prompts for AI Event Planning

ChatGPT delivers best when fed specifics. Vague prompts get vague results. So, like any tool, output quality directly matches your input.

Here are five simple tips to help you get better results from ChatGPT:

1. Start with what, where, when, and who: For any event task, giving these basic details helps ChatGPT understand exactly what you need. "Create a checklist for our sustainability conference - 50 people, Saturday morning in July, 6 hours" clearly states what you need.
2. Mention your audience: "Create social media posts about our business conference targeting CEOs, CFOs, and COOs" works better than "Write social media posts for business people"
3. Add numbers and details: Instead of "Make a timeline," try "Create an hour-by-hour timeline for a one-day corporate conference from 8 AM setup to 6 PM cleanup, including breaks."
4. Share the tone you want: "Write a warm welcome speech for Harvard University's science faculty gathering" or "Create an opening speech for HBO's corporate event" ensures the content matches your event's atmosphere and audience expectations.
5. Use role-specific prompts: "Write as if you're a director of one of the best AI conferences explaining key trends" or "Respond as an experienced tech event organizer sharing engagement strategies" to get more targeted, industry-specific insights.

The Downsides of Using AI for Event Planning

AI can crunch numbers and generate schedules in seconds, but it can't replicate human intuition (yet!).

Imagine asking it to suggest entertainment options, and it confidently recommends a band that broke up years ago or invents a catering company that never existed. It could generate detailed reviews and pricing for these phantom vendors.

These "creative moments" mean you need to verify every suggestion against reality, especially when it comes to specific vendors, artists, or services it recommends.

Then there's the robot-speak problem. AI loves phrases like "I'm happy to assist you with your event planning needs" or "Let me help you create a memorable experience."

Real event planners don't talk like customer service bots! They say things like, "Let's make this wedding amazing" or "I've got some great ideas for your corporate retreat."

Another Pro tip: When using AI-generated content, read it aloud. Is it something you'd actually say to a client? Look for stiff phrases and replace them with your own voice. Break up long sentences, add some personality, and don't be afraid to throw in industry-specific lingo that real event planners use.

Remember, using AI for events is like employing an assistant. It's not your replacement. Use it to handle the heavy lifting of schedules and budgets, but let your human expertise shine through!

The Shift Isn't Coming; It's Here.

According to [Amex GBT Meetings & Events 2025 Global Forecast](#), 50% of meeting planners worldwide will use AI in 2025. While you can use ChatGPT for specific tasks like writing copy or creating checklists, consider how much time you could save with an all-in-one solution.

Whova's [event management software](#) has already integrated AI capabilities into our core features. Instead of juggling different tools, you get AI-powered content creation, attendee engagement, analytics, and essential planning features all in one.

Don't wait until AI becomes industry standard. Start exploring these tools now, understand their capabilities, and give yourself a competitive edge.

Ready to see how AI can transform your event planning? [Schedule a Whova demo](#) today.

CHAPTER TWO: BEST CHATGPT ALTERNATIVES FOR EVENT PLANNING

ChatGPT has become the default AI assistant for brainstorming event ideas, creating content, and solving planning problems on the fly. But just because it's everywhere and 49% of companies use it (according to masterofcode.com), doesn't mean it's the best AI event planning tool.

Relying on ChatGPT to manage your entire AI event organization process is like asking your keynote speaker to simultaneously handle registration, create an event website, and assign exhibitors to booths. Maybe not such a great idea? Although it has valuable strengths, it isn't designed to be your all-in-one event solution. So, let's discuss the best ChatGPT alternatives for event planning.

What Are the Benefits and Disadvantages of Using ChatGPT for Event Organization?

ChatGPT works well for text-based tasks like brainstorming ideas, creating content, and planning logistics, but its capabilities are limited for more complex event planning tasks.

Benefits

- Brainstorm Ideas: Quickly generate creative ideas for themes, venues, and activities, as well as attendee engagement strategies.
- Create Content: Draft event descriptions, invitations, and social media posts.
- Logistics Planning: Generate event schedules and timelines in no time.

Disadvantages

- Integration Complexity: Additional plugins may be needed for tasks like managing RSVPs, tracking attendee engagement, or integrating with event software.
- Lack of Originality: Generic prompts generate generic text. If everyone uses ChatGPT, we'll all be the same—boring, predictable, and forgettable.
- Robotic Language: Responses can sound automated and lack the warmth of human interaction.
- Inaccurate Information: May not always understand the specific context or provide up-to-date information.
- Privacy Concerns: Potential issues with data collection and privacy.

Things to Look For When Finding An Alternative to ChatGPT

Given ChatGPTs limitations, specialized event planning software can offer better value, with targeted features that understand the complex ecosystem of event management,

Key functionalities to look out for in ChatGPT alternatives include:

- All-in-One Event Planning: A good event planning platform will be able to offer a variety of event features that all integrate with each other. Find a platform that has an event app, registration and more that all update when one feature is changed.
- Event Marketing: Can the platform assist with event invitations, social media posts and creating an event website? A good event tool excels at creative promotion that sells event tickets.
- Attendee Engagement Tools: Features tools that enhance interaction, such as personalized recommendations or Q&A sessions. For instance, an event platform like Whova offers 1:1 meeting scheduling.
- Data Analysis: Ability to analyze attendee feedback and provide insights for future events. Precise analytics reveal which speakers resonated most, which topics generated the most interest, and where you can optimize future event experiences.

Better yet, attendees get real-time updates, maps that make sense of complex venues, and engagement tools like virtual polling and 1:1 meeting scheduling that works. With AI assistance, we help you create events where everyone stays engaged.

A corporate event planner organizing a three-day industry conference with 500+ attendees can use Whova to manage complex scheduling across multiple rooms, automate check-ins, and facilitate networking between professionals.

After your event, use our [AI Event Summary](#) instead of ChatGPT to take hours of post-event reporting in just a few clicks, pulling together the highlights and numbers that your stakeholders want to see.

Post-event summary X

This summary was requested by {Admin name} in [Event Basics](#).

Introduction
The Innovation Expo, held in San Francisco from July 20-22, welcomed 5,000 attendees from across the globe. This highly anticipated event was a gathering of industry leaders, innovators, and professionals eager to explore the latest advancements and trends.

Stellar Speaker Lineup
This year's event featured an impressive lineup of 50 excellent speakers. Among the standout keynote speakers were Dr. Jane Smith, Chief Innovation Officer of TechCorp, Dr. John Doe, CEO of Future Enterprises, and Dr. Emily Brown, Head of Research at Innovate Labs. Their insightful presentations set the tone for a truly enlightening experience.

Diverse Exhibitors
The Innovation Expo boasted 200 exhibitors from 5 tiers, showcasing a wide range of categories including AI, healthcare, robotics, renewable energy, cybersecurity,

[Download summary](#) [Email this to myself](#)

Whova's AI Event Summary

Whova is ideal for large-scale conferences where organizers struggle with attendee check-in bottlenecks, hybrid events where teams need to connect virtual and in-person participants, and multi-track programs where schedule conflicts create confusion.

Event planners who need comprehensive post-event ROI data will benefit from our automated analytics and reporting features.

- Automation of Routine Tasks: Can automate scheduling, reminders, and RSVP management tasks. The goal is to free up your team's time, reduce manual errors, and create a seamless planning experience from start to finish.
- Integration with Other Tools: Compatibility with event management software like Zoom, Salesforce, and Google Workspace.

Finding alternatives is easier with review platforms like [G2](#) and [Capterra](#), which offer candid insights from professionals who've tested these AI event planning tools. You should also use free trials to validate marketing hype and compare pricing models. Pro tip: focus on value over cost – the right tool will save you hours of manual work.

Best Event Planning Alternatives to ChatGPT:

Here are some popular AI event organization alternatives you can use instead of ChatGPT.

Whova

Whova is built specifically to manage every part of your event. Features integrate with each other and include an event app, event registration, event website and more. Want your event app to feel like yours? You can personalize branding. Need to juggle hybrid events? Our platform lets in-person and remote attendees access the same features from mobile and desktop.

The graphic displays Whova's accolades and its integrated features across four main categories: EVENT APP, VIRTUAL / HYBRID EVENT PLATFORM, EVENT MANAGEMENT, and EVENT ENGAGEMENT.

Awards:

- Best Event App Event Technology Awards
- 4.8 stars (76,620 ratings)
- 4.8 stars (13,710 ratings)
- 4.8 stars (625 ratings)
- 4.8 stars (761 ratings)

Event App:

- Personalized Agenda
- Interactive Maps
- Document Sharing

Virtual / Hybrid Event Platform:

- Livestreaming
- Video Recordings
- Session Chat and Q&A

Event Management:

- Online Registration
- Check-in
- Badge Generation

Event Engagement:

- Live Poll/ Survey
- Attendee Networking
- Exhibitor Solution

Cvent

Cvent joins the ranks of event management platforms that harness AI but with its own distinctive approach. Their AI Writing Assistant eliminates the tedious back-and-forth with generic AI tools by generating event communications that sound like a human wrote it.

Forget complex spreadsheets; their predictive tools can tell you who's coming and when, saving you from registration guesswork. And what about the attendee experience? Well, Cvent handles that, too, with summaries and recaps that capture the essence of each session.

Venue hunting becomes a natural conversation instead of a tedious keyword search - simply tell Cvent what you're looking for in plain language. Cvent delivers tools that make life easier, events more personal, and teamwork smoother throughout the planning journey.

However Cvent is limited for some event tools including and some organizers looking for an all-in-one event solution may prefer another option.

Cvent is best suited for those event planners who are invested in the venue their event will be held at, event teams drowning in repetitive tasks that steal creative planning time, and planners looking for a longer term event solution with a contract.

Google Gemini

Google Gemini joins the AI assistant landscape as another chat-based tool where you type in what you need and get AI-generated responses. Unlike event-specific platforms, it wasn't built with the event industry in mind, so you'll likely need to craft specific prompts to get useful event-planning information.

That said, powered by Google's extensive knowledge base, Gemini can answer many queries beyond events alone, making it a valuable all-purpose assistant for planners seeking help with everything from content creation to research.

Event professionals who need versatile assistance with both event-specific and general business questions will benefit using Gemini's broad knowledge base and ability to handle diverse queries from a single interface, though they'll need to develop effective prompting skills to maximize its value for specialized event applications.

Bizzabo

Bizzabo, an event management platform, offers its own AI Copilot that works alongside you in real-time, providing guidance and automating tasks as you navigate its system. Simply click the book icon, and it immediately understands what you're working on, offering relevant guidance without requiring you to explain the basics.

The co-pilot is trained specifically on Bizzabo's knowledge base, videos, and platform details, which means it avoids "hallucination" problems that plague general AI assistants when tackling specialized tasks. As the platform evolves, so does Copilot, which automatically updates with new features and information without you having to relearn how to use it.

Event professionals who struggle with technology adoption or need ongoing guidance will enjoy using Bizzabo's context-aware AI Copilot that provides relevant, accurate support precisely when needed without requiring extensive platform expertise or repetitive explanations.

However, Bizzabo may lack features in their event platform as a whole so it's a good idea to research what they offer before choosing to use them.

Bing Chat

Bing Chat is Microsoft's version of ChatGPT, integrated directly into the Bing search engine. It gives event planners a conversational interface for researching venues, generating content ideas, and exploring logistics while leveraging Microsoft's search capabilities.

Similar to Google Gemini, it wasn't built with the event industry in mind, so you'll likely need to customize prompts more.

It has three conversation styles: creative for brainstorming event concepts, balanced for planning questions, and precise for logistics. For teams using Microsoft products, Bing Chat allows research to flow directly into existing planning documents and workflows.

Event managers who regularly toggle between creative brainstorming and precise logistics planning will benefit using Bing Chat's specialized conversation modes that adapt to different planning phases while maintaining continuity within their Microsoft-based workflow.

The Future of AI and Event Planning

Event planning is changing fast, but don't worry - AI isn't coming for your job. Instead, it's becoming the extension of the expertise you've always needed, like having a super-powered assistant who handles the data so you can direct your focus on building stakeholder and vendor relationships.

Logistics will get easier as AI systems identify potential scheduling conflicts (another tip: Whova already has an [Agenda Conflict Report](#)), but you'll still be the decision-maker determining what takes precedence.

Regardless of the tools you decide to use, you should always research alternatives, and stay knowledgeable about industry trends. Beyond platform functionality and marketing promises we recommend you assess:

- ROI: Request case studies with measurable outcomes for events similar to yours in size, audience, and objectives.
- Implementation timeline: Understand the realistic onboarding period needed to fully integrate AI systems into your existing workflow.
- Ownership rights: Clarify who retains rights to attendee data and behaviour patterns AI collects during your events.
- Adaptability: The true test of AI isn't automation but intelligent adaptation to unexpected scenarios.

Conclusion: Use an All-in-one Event Management Platform

While ChatGPT, a leading chatbot, streamlines planning and execution, it's not flawless, and its outputs can lack event-specific depth or precision. Information often doesn't transfer seamlessly between systems, leading to duplicated efforts and potential inconsistencies.

Rather consider alternatives tailored to your specific event planning needs that integrate more naturally with your existing tech stack.

All-in-one-platforms like Whova, built for events, excel at generating detailed schedules, attendee engagement features, or targeted promotional content, such as a session-by-session agenda or a branded invite for a 210-person conference. Exploring these options ensures your planning aligns with the practical demands of your event.

CHAPTER THREE:

USES FOR AI IN EVENT PLANNING

5 Things AI Can Do For Your Event Right Now

From our hands-on testing, we've found ChatGPT for events works best for writing tasks. Here are some quick wins to get you started:

1. Create Event Website Content

AI can help create an event webpage and generate content for your website. From landing pages to speaker bios, schedules to registration pages, give it the key details, and it'll write a tailored copy for each page's specific purpose.

For editing, AI helps refine clunky sections, tighten wordy paragraphs, and maintain a consistent voice across your site. Bored of the same old "Register Now" button? Ask AI for fresh call-to-action phrases that still drive sign-ups.

Pro tip: Whova has a built-in AI companion to enhance event descriptions, saving you hours of editing time.

The screenshot shows the homepage of the TAA ONE Conference & Expo website. At the top, there's a navigation bar with links for Agenda, Speakers, Travel, Experience, Blog, Help, Sponsors | Exhibitors, and a prominent red 'Register Now' button. Below the navigation is the event title 'TAA ONE Conference & Expo'. A social media sharing section follows. The main content area is titled 'Event Schedule' and features a calendar view for May 7, 8, and 9. The schedule includes events like 'Registration Check-In Open' and 'Ignite, an Executive Leadership Event (by Invitation Only)'. On the right side, there's a sidebar with a search bar and a list of tracks categorized by color: All, Affordable Housing, Building ONE Community, Corporate Execs, Efficiency Tools, Exceeding Expectations, Executive Leadership E..., Independent Owners, Leadership Blueprint, Main Stage, Marketing, Networking Events, Property Operations, Regionals, Rockstar (The Making Of), Service Professionals, Service Professionals - ..., and Service Teams. Below the tracks is a list of speakers with their profiles and details.

Whova's customizable agenda webapge

2. Come Up With Poll Questions

Stuck on what to ask your audience? AI can generate live poll questions for any event at the moment. Simply input your topic or theme and get questions tailored to your specific sessions.

When we asked ChatGPT, it offered the following:

- Icebreaker Questions: "What's your biggest industry challenge right now?" "Which skill do you most want to develop at this conference?"
- Live Session Questions: "Which of these strategies would be hardest to implement at your company?" "What's your key takeaway from this presentation?"

Pro tip: Give AI your audience's seniority level and industry to get questions that hit the right note.

3. Come Up With an AI Event Planning Checklist

AI simplifies checklist creation for your event. Tell it about your conference, gala, or workshop, and it'll create a thorough task list customized to your needs.

The more specific your prompt, the more detailed your event planning checklist will be, covering everything from early planning through to post-event tasks.

Pro tip: download Whova's free event planning checklist template to get you started, or check out some commonly missed event planning checklist details below:

Already have a checklist? Use AI to spot anything you might have missed, from backup power to dietary tracking, and help organize your timeline in a way that makes sense. It's like having an experienced AI event planner double-check your work.

4. Write speaker bios

Whova's speaker webpage

We've all seen those flat speaker bios filled with endless job titles and certifications. Give ChatGPT your speaker's information (experience, achievements, current role), and it will create bios highlighting what matters to your audience.

For better networking, ask it to add conversation starters like "Ask me about transforming remote teams" or "Let's discuss the future of sustainable tech." These hooks give attendees natural opening lines for those coffee break conversations.

5. Write an event summary

Whova's AI event summary is a great tool using AI to write an event summary. Need to report different things to different stakeholders? ChatGPT converts event data into targeted summaries. For sponsors, ask it to focus on ROI and engagement numbers. For attendees, request summaries of key learnings and next steps. For speakers, have it highlight their session impact.

Share your numbers, highlights, and feedback, and ChatGPT organizes it into a clear format. You can request anything from bullet points to a detailed report outline. Or simply use Whova.

Our [AI-Generated Event Summary feature](#) is already built in. It automatically pulls together your key metrics and produces a report with basic event details, attendance numbers, session counts, speaker highlights, registration revenue, and exhibitor and sponsor participation.

CONCLUSION

ARTIFICIAL INTELLEGENCE CAN BE A POWERFUL TOOL FOR THE EVENT PLANNING INDUSTRY, AND EVENT PLANNERS SPECIFICALLY.

THERE ARE MANY WAYS YOU CAN USE AI FOR EVENT PLANNING, FROM CREATING WEBSITE CONTENT TO CREATING AN EVENT PLANNING CHECKLIST.

MANY EVENT PLATFORMS AHVE INTEGREATED AI INTO THEIR SOFTWARE IN ORDER TO HARNESS THE POWER OF AI IN THEIR EVENT PLANNING FEATURES.

IT'S IMPORTANT TO LEARN ABOUT EVENT INDUSTRY TRENDS AS AN EVENT PLANNER AND RESEARCH WHICH AI TOOLS WILL MATCH YOUR EVENT PLANNING NEEDS BEST.

WE HOPE THIS E-BOOK WAS HELPFUL IN PROVIDING YOU WITH INSIGHTS!

BYE FOR NOW,
WHOVA

LIKE THIS E-BOOK?

**WHOVA'S EVENT MANAGEMENT SOFTWARE
HAS POWERED OVER 50,000 EVENTS! LEARN
MORE ABOUT HOW OUR SOFTWARE CAN HELP
YOU WITH YOUR EVENT PLANNING NEEDS AND
BOOK A FREE DEMO WITH US, OR VISIT OUR
WEBSITE WHOVA.COM!**

