

**LYYTI**

# **AI & EVENTS**

Your ultimate guide to unlock  
event potential with AI

**GUIDE 2024 / 2025**

# Content

## Introduction to AI

**04** AI: Breakthrough or Hazard?

**06** Before we Get Started; Recognizing and Managing Risks

## Before, During & After the Event

**08** Pre-event Prep: Let AI Do the Heavy Lifting

**09** Pre-event: Elevate Your Event Marketing & Communication Game

**10** Step-by-Step: The Event Communication Timeline

**12** During the Event: Let AI Handle the Stress

**13** After the Event: Let AI Help with the After Party

## AI Starter Pack: All the Tools You Need to Get Going

**16** Dive into AI: Our Favorite Tools for Success

**17** ChatGPT: Your Ultimate Event Assistant

**19** Must-have AI Prompts for Event Makers

**21** AI Glossary

# 01

## Introduction to AI

**04** AI: Breakthrough or Hazard?

**06** Before we get started; recognizing  
and managing risks

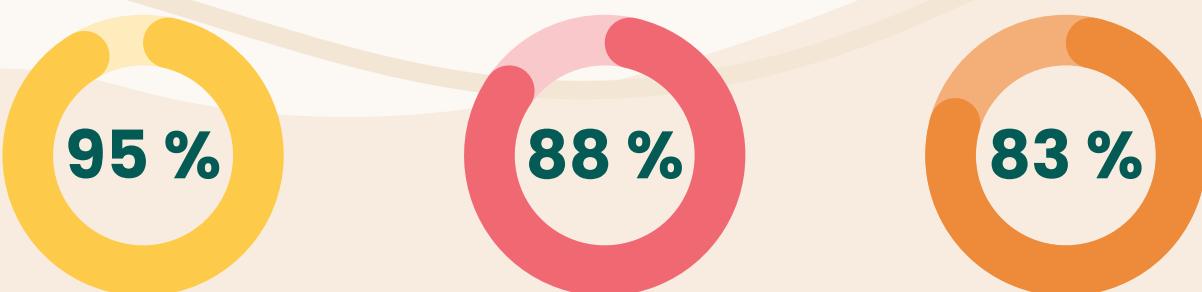


# AI: Breakthrough or Hazard?

AI has been part of our daily lives for much longer than we may realize – already in the 60s, the first chatbot was created to explore communication between humans and machines. We are sure you also use it in your daily lives without always realizing it because it became an habit. Using Waze to navigate for example, or saying "tell me Siri" to your phone are concrete example of daily usage of AI. Now, imagine how this technology can revolutionize your workflow, letting you focus on the most enjoyable aspects of your job. AI is transforming the event industry by offering innovative ways to analyze data, automate tasks, and personalize experiences.

But first, let's address the elephant in the room. We understand that AI can feel uncertain and even intimidating, with many fearing it will take our jobs. But we need to remember, in the events industry we event pros know that meaningful encounters and true impact come from physical meetings and the human touch. **AI is not here to replace you**; it's here to **enhance your productivity**, especially in generating new ideas, planning, and content creation. Whether you're already using AI or still considering it, it's clear that our work is about to become significantly more efficient and creative.

Just have a quick glance at the numbers below and see what other professionals are saying about AI and how it helps them focus on the **more enjoyable aspects of their jobs** while reducing the manual and perhaps less enjoyable tasks.



of professionals using AI say it helps them spend less time on manual tasks\*

of professionals using AI say it helps them spend more time on the most important parts of their role\*

of professionals using AI say it helps them spend more time on the creative aspects of their role\*

Embracing AI can help alleviate the concerns and open up new possibilities for enhanced productivity and success in your event work efforts, like **enhance efficiency, boost attendee satisfaction, and gain valuable insights**. In this guide, we'll show you how to use AI at every stage of event planning—from preparation to post-event analysis. You'll also find practical examples and tips to help you create better, more impactful events.

Let's **dive into AI** and see how it can take your events to the **next level!**

**Psst!** Do you find AI lingo tricky? No problem, check out our **Glossary on page 21** where we have gathered all the AI terms.

### **Remember:**

AI isn't replacing people – it's simplifying tasks and enabling humans to achieve higher efficiency.



# Before we Get Started; Recognizing and Managing Risks

Before diving into the benefits of AI for event planning, it's essential to recognize and manage potential risks. Here are some key considerations:

## Data privacy & security

AI relies on data to function, and this data can include sensitive customer and company information. Data privacy and security are paramount when utilizing AI in events and you should always carefully consider what data you provide to your AI.

Before you start feeding your AI with data, it is important to ensure that you align your AI usage with your company's policies and ethical guidelines. This includes respecting data governance standards and ensuring transparency in AI processes against your customers. By following these practices, you not only protect sensitive information but also maintain the trust and integrity of your business operations. If your company doesn't have this in place, it's important to implement it before starting using AI.

## Reliability of AI

Assessing the credibility and accuracy of AI-generated information is essential. While AI can offer valuable insights, it's crucial to critically evaluate and validate these outputs with human expertise.

Thoroughly review all AI-generated content to ensure it aligns with your company's standards and tone of voice. You must be able to stand behind the published content, ensuring it is accurate and reflects your brand authentically.

## Copyrights

Using AI carries the risk of potentially violating copyrights. Therefore, it is advisable to use AI primarily as inspiration or to create a foundation that you can then rewrite and personalize. Additionally, be transparent about any AI-generated content, clearly stating that it was created by AI.

### Did you know?

A high level of security is of primary importance to us at Lyyti. When you entrust Lyyti with your event data, you can relax knowing that it will stay safe. [Read more about our Event Data protection here.](#)



# 02

## Before, During & After the Event

- 08** Pre-event Prep: Let AI Do the Heavy Lifting
- 09** Pre-event: Let AI Elevate your Event Marketing & Communication Game
- 10** Step-by-Step The Event Communication Timeline
- 12** During the event: Let AI Handle the Stress
- 13** After the Event: Let AI help with the After Party



# Pre-event Prep: Let AI Do the Heavy Lifting

Alright, event planners, let's dive into how AI can transform the pre-event chaos into a symphony of organized brilliance. Imagine having a super-smart sidekick who knows everything about your audience, loves to crunch numbers, and never needs a coffee break – AI is the reliable teammate you can always count on.

## Data diving: discovering your audience's secrets

One of the primary benefits of AI is its ability to analyze large datasets quickly and accurately. Before your event, use AI tools to:

- Understand your audience:* AI can analyze data from previous events, social media, and other sources to give you a detailed understanding of your target audience's preferences and behaviors.
- Segment your audience:* Based on the analysis, segment your audience into different groups to tailor your marketing and event content more effectively.

 "Always remember to remove sensitive or personal data before providing it to your AI."

**Tuuli Halsvaha, Legal Counsel & DPO at Lyyti**

## AI-powered brainstorming

Use AI as your secret weapon for seamless event planning. Ask it to craft:

- captivating themes and formats
- find the ultimate event date and time
- recommend engaging speakers and perfect venues
- curates delicious catering options based on the latest trends and preferences



## INSPO!

Utilize our ultimate event guide, which provides a step-by-step walkthrough of the entire event planning process, covering all essential aspects you need to consider. [You find it here >>](#)

# Pre-event: Let AI Elevate your Event Marketing & Communication Game

One of the most exciting areas where AI can work its magic for event planners is in event marketing and communication activities. Imagine crafting engaging and personalized messages effortlessly, preparing your entire communication timeline before the event, and coming up with catchy headlines that boost participation—all with a little help from AI.

Event marketing and communication is a broad field, so we'll spend some extra time and space on it to help you create better events. Let's explore all the fun and innovative ways AI can take your events to the next level!

## The power of copy

ChatGPT can help you create engaging and persuasive text for your event, ensuring potential attendees understand why they should join and are motivated to sign up. Here are some copy areas we use ChatGPT for:

### Copy magic for event websites & registration pages

Ask your AI to:

- Highlight the value
- Create urgency
- Personalize the copy
- Add a clear call-to-action
- Engaging tone and your company's tone of voice

### Nail your event messaging

Leverage AI to create engaging and personalized event communication effortlessly for your event. AI can draft your emails, sms, and notifications tailored to each attendee's preferences. Use the filtering feature (if it's available) in your event management tool to segment participants and send targeted messages, ensuring the right information reaches the right people. This approach **not only saves you time but also enhances attendee engagement**, making your event more successful.

With the right communication you can also minimize no-show. Check out our communication timeline on next page, to see which communication you should prepare before the event.



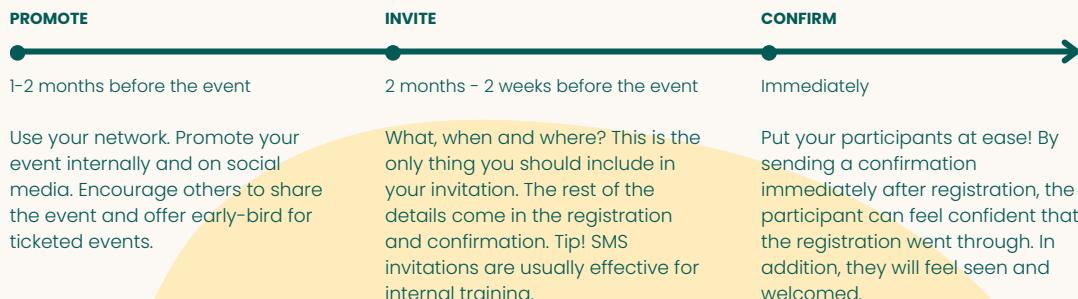
**Tip!** Ask AI to generate multiple headline and text suggestions, then choose the one that fits best and don't forget to adapt it to your tone of voice.

# Step-by-Step

## The Event Communication Timeline

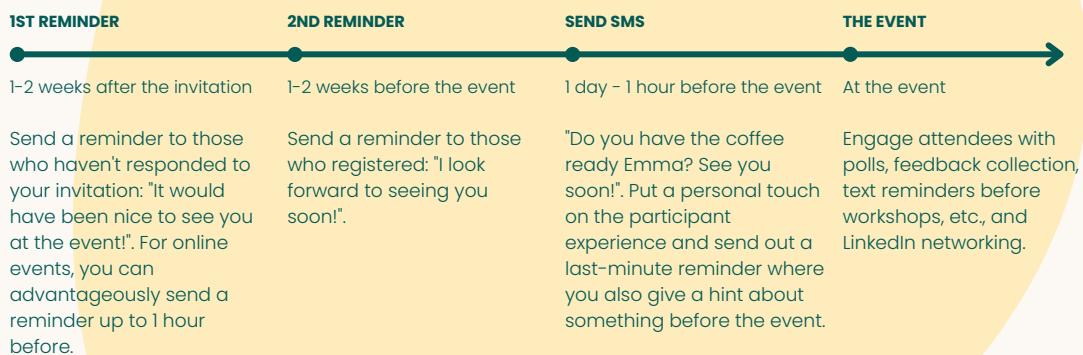
### 1 Marketing of the event

Goals: How to get your target audience to engage and sign up



### 2 Event communication

Goals: How to get your target audience to show up and engage



### 3 Communication after the event

Objective: How to get participants to buy



## Scroll-stopping social media content

AI can significantly enhance your social media content creation by generating engaging posts, crafting compelling captions, and suggesting optimal posting times. It can analyze trends and audience preferences to tailor content that resonates. Ask your AI to also provide you with hashtags to boost visibility, ensuring your social media strategy is both efficient and effective. And don't forget to specify which channel you are going to use - you need different content for different channels.

## Event content that keeps them hooked

AI can save you significant time by conducting research and drafting the foundation for your content, including e-books, guides, reports, and blogs aligned with your event theme. While AI streamlines this process, it's crucial to revise the text to match your tone of voice and ensure accuracy.

Tools like Perplexity can simplify this task by providing source information and follow-up questions, helping you delve deeper into topics and demonstrate expertise (providing sources is not ChatGPT's strength). By leveraging AI, you can efficiently create engaging, exclusive materials that build event hype and offer valuable insights to attendees.

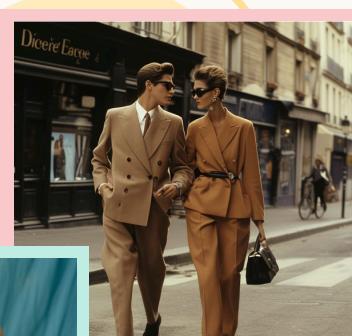
## The art of asking

Incorporating eye-catching visuals for your event can significantly enhance the overall appeal and professionalism of your event. Tools like **Midjourney** or **Canva** is our best friends when it comes to this. But remember, using AI to generate images can be a bit tricky at first and requires practice to achieve the desired results. A great example of someone skilled in creating AI images with Midjourney is [@florin.ai](#).

We often use Canva's plugin in ChatGPT to create the base, and then we adjust it in Canva to get the results we want. AI can set the foundation, but the final touches may need your input.

### We often ask AI for help with creating visuals like:

- Event banners
- Background pictures for event websites and registration pages
- Pictures for blogs
- Ideas for e-book covers
- Presentation material



[@florin.ai](#)

# During the event: Let AI handle the stress

While AI might not yet be the star player during the event itself (though who knows – maybe in a few years, AI will be setting up the venue and arranging the furniture for us!), there are still several areas where it can be incredibly useful.

Here are some key ways we often use AI to enhance and streamline event operations:

## Quick fixes & on-the-fly changes

When unexpected changes arise during your event, AI can help you adapt quickly. Use AI to draft and send out last-minute messages, update event schedules, or create impromptu announcements, ensuring your communication stays seamless and your attendees remain informed.

## Live virtual sidekick

Managing your event is also managing your participants and help them navigate through your event. You can use Chatbots or Virtual Assistants for your participants to interact with your event organisation and get real-time information, such as session schedules, site maps, or personalized recommendations based on their preferences.

## Content redaction

AI can also take your conference's notes & minutes and help you reuse this content in the after-event part of your planning. What better way to brief your post-event marketing than by recording your during-event key points ?

## Real-time social buzz

When things get hectic and you're busy with the event, a quick copywriting or visual-creating assistant can be a real lifesaver. AI can generate engaging social media copy in real-time, allowing you to share updates, highlights, and behind-the-scenes moments as they happen. This keeps your event visible and engaging across platforms, boosting attendee participation and online buzz.

## Translations on the go

For international events, AI can provide simultaneous translations of presentations or conversations between participants, facilitating communication between people speaking different languages.



# After the Event: Let AI help with the After Party

Just because your event has wrapped up doesn't mean the work is over. This is where AI steps in to keep the momentum going. From crafting follow-up messages to analyzing data and creating post-event content, AI can handle the after-party with ease. Let AI take care of the post-event tasks, so you can continue to deliver value to your attendees and set the stage for even more successful events in the future.

## Turn feedback into gold

Analyse the verbatim of 1500 feedbacks from participants has never been easier. AI help you summarize all the comments & feedbacks you can get and in that, helps you create better events next time.

## Effortless event highlights

Creating summaries for blogs, social media, or other content after the event is easier than ever with AI, regardless event format. Simply record the event, transcribe the audio, and use AI to generate a concise and engaging summary. This method helps you capture key points and insights from panels, speeches, or discussions, making it easy to repurpose content across various platforms like blogs, social media posts or e-mail content.

## Marketing automations magic

AI can significantly streamline your post-event marketing efforts by helping you create effective workflows. By automating follow-up campaigns, AI ensures that your messages are timely and relevant. **TIP!** For even better results, consider creating segmented workflows that tailor your marketing to specific audience groups based on titles, industries, or other key factors. This approach enhances personalization, making your marketing more impactful and engaging for each segment of your audience.



**Tip!** Host a retro right after the event to celebrate wins and find improvements for next time. [Use our retro template.](#)

### Captioned conversations

Want to repurpose your webinar or online event? AI tools make it easy to add subtitles and turn your content into something new. Use Veed.io to quickly generate accurate subtitles, and even translate them into different languages, making your videos more accessible and ready for reuse. It's a simple way to give your event material a second life!

### Uncover the secrets of your event's success

Analyzing all your event data is key to understanding what worked and what can be improved. By diving into attendee feedback, engagement metrics, and other data points, you can uncover valuable insights that help optimize future events. Whether it's refining your content, enhancing attendee experiences, or boosting ROI, data analysis ensures your events keep getting better.



Do you want more inspiration on how to repurpose content? Check out Agathe's session from **Future of Events** where she talks about exactly this. English subtitles are available.

**Check it out! >**

### Give your content a second life

AI tools help accelerate the trend of repurposing content. It allows you to make your content accessible not only to your participants but also to anyone else by re-using your content in different formats (e-books, webinars, short stories, social media content, illustrations etc).

### For sales: keep the conversation going

Segmenting your audience by titles, industries, or other key factors is crucial for an effective sales strategy. AI can revolutionize this process by creating highly targeted, segmented sequences. By analyzing customer data, AI helps you craft personalized messages and automate follow-up sequences tailored to specific segments of your audience. This ensures that each lead receives relevant content at the right time, increasing the chances of conversion and making your sales process more efficient and effective.

FUTURE OF

**EVENTS  
2024**



# 03

## AI Starter Pack: All the Tools You Need to Get Going

- 16** Dive into AI: Our favorite Tools for Success
- 18** ChatGPT: Your Ultimate Event Assistant
- 19** Must-have AI prompts for Event Makers
- 21** AI Glossary



# Dive into AI: Our favorite Tools for Success

With the right tools and approach, you can quickly **unlock the power of AI**.

Some find it challenging to get the desired results from AI, but it's important to remember that the quality of the output depends heavily on the quality of the input. If you provide sparse information with vague instructions, you're likely to receive an unsatisfactory response. On the next page we'll talk more about how you provide your AI with the right information to get the best possible output.

But first, to help you get started in the best possible way with AI, we want to present our **favorite AI tools**:



**ChatGPT**, by OpenAI, can elevate your events by generating creative ideas, create engaging content, analyze event data etc.



**Veed.io** transforms your video creation experience with intuitive AI tools; editing, automatic subtitles, and a variety of effects, making it easy to produce professional and captivating videos.



**Grammarly** enhances your writing by providing real-time grammar and spell-checking, style suggestions, and tone adjustments, ensuring your event content is clear, professional, and engaging.



**Midjourney** helps you create magic events by creating unique, visually stunning content and generating imaginative designs using its AI-driven capabilities.



**Canva** can help you create stunning events by generating creative designs and crafting visually engaging content using its AI-powered tools.



**TextFX** offers various features like generating similes, metaphors, and other creative text elements to help users explore new ideas and refine their writing.



**Perplexity AI** is an AI-powered search engine that provides concise, accurate answers and information with citations and follow-up suggestions for more refined searches.

Marketers save  
**3+ hours**  
per piece of content  
by using AI\*

# ChatGPT: Your Ultimate Event Assistant

When it comes to AI, ChatGPT is perhaps the most talked-about tool. ChatGPT from OpenAI have a free and paid version. Our best tip to effective ChatGPT usage is to build your specialized ChatGPT assistants tailored to specific tasks rather than relying on a single GPT for everything.

Here's a step-by-step guide on how to build a specialized ChatGPT assistant:

## 1. Define the purpose

Clearly outline what you want your ChatGPT assistant to do. Is it for data analysis, idea generation, content creation, or another specific task? The clearer the purpose, the better the AI can perform.

## 2. Provide context

Give the GPT relevant background information. See the GPT as an intern that you need to train and clear instructions to (relax, it learns at lightning speed 😊).

For example, if you want to create an *event idea generator*, tell the GPT that it is an event idea specialist you need. Provide detailed information about your organization, event goals, target audience, and any specific guidelines.

## 3. Create detailed prompts

The prompt is the input you provide to the AI. A good prompt includes:

**Context:** Background information that sets the scene.

**Specific Instructions:** Clear directives on what you want the AI to generate.

**Examples:** If possible, provide examples of the kind of output you're looking for.

Example

**Context:** We are organizing a tech conference for young professionals focusing on networking and learning opportunities.

**Specific Instructions:** Generate five innovative event ideas that incorporate interactive elements and encourage attendee participation.

**Examples:** Ideas like hackathons, interactive workshops, and panel discussions with audience Q&A.

## 4. Refine and improve

After receiving the AI's output, review it and provide your feedback. Adjust your prompts to be more specific or include additional context if needed. Continuous refinement helps improve the quality of the responses.

## 5. Test and train

Test your GPT with various prompts and use cases. Train it by providing corrections and more detailed instructions based on its outputs.

For example, whenever you need new event ideas, return to the event idea generator GPT you've created. The more interaction you have, the better it becomes at understanding your needs.

## 6. Explore already-made GPTs

Besides building your own GPTs, you can explore pre-made GPTs that have already been trained with extensive data. Find these under "Explore GPTs" in ChatGPT, where you can search for the ones you need. Here are some of our Marketing Specialist Olivia's favorites:



### Write For Me

Helps me craft the foundation for engaging and qualitative event invitations and communications.

By puzzle.today



### Canva

Gives me ideas and help me create event presentations, event banners, event content, etc.

By canva.com



### Advanced Data Analysis

My super analyze assistant when it comes to analyzing my event data and give me insights to develop our events and event concepts.

By community builder



### SEO Assist | SEO GPT | SEO CORE AI

My go-to assistant for creating SEO-optimized content for event websites or our website.

By seovendor.co



### image generator

I still learning how to generate AI pictures to use for blogs, events, and other content - and when I do I use this GPT.

By NAIF ALOTAIBI



OLIVIA ANDSBERG  
MARKETING SPECIALIST, LYYTI

# Must-have AI prompts for Event Makers

Finding prompting difficult? No worries! Here, we share some of our most used prompts for creating content.

Like earlier mentioned, prompt is the input you provide to the AI. And before you start with you prompting, remember to create a GPT that fits the purpose, or use an existing one, and providing relevant background information about the sender and the event to achieve the best results. Remember, you can also give feedback on the responses until you get the desired outcome.

## Event website and registration

### Prompt

Write a compelling description about why **[target audience]** in **[industry]** should not miss our event, **[event title]**, on **[date]**. Focus on the unique value they will receive, such as networking opportunities, industry insights, and exclusive content. We want guests to feel a sense of **[description of feeling]** when they read the text.

### Prompt

Create a design keeping in mind our **[brand guidelines]** to be used in our **[event]** registration page to compel guests to participate. It has to be attractive, playful, exciting and available in **[formats]**. We will also use it on social media afterwards.

## Event marketing

### Prompt

Create a short, engaging social media post for **[platform]** to generate excitement for **[event title]** with a **[event theme]** theme. Emphasize unique aspects of the event, such as special guest speakers or interactive activities, and use a **[tone of voice]** tone. Include a link to the registration page.

### Prompt

Please analyse the comments and feedbacks from **[event]** and provide a detailed summary, a sentiment analysis and suggestions for improvements. Here is the **[list of feedbacks]** to be analysed.

### Prompt

My event will include **[details of scheduled activities]**. Can you draft a series of communications for this event including an invitation email for **[types of guests]**, social media posts for **[social media platform]**, a reminder email and a thank you email. Please use warm and professional tone for emails and a more dynamic and engaging tone for social media posts.

### Prompt

Create 10 eye-catching subject lines for our event invitation emails that will grab attention and boost open rates. The event, titled **[event title]**, is scheduled for **[date]** and focuses on **[topic]**. It's happening **[virtually or in-person at location]** and the target group are **[target group]**.

## Event Content

### Prompt

Create a blog post that highlights the main points from my event, **[event title]**, on **[topic]**. Structure the post with sections on **[sub topic 1]**, **[sub topic 2]**, and **[sub topic 3]**, and focus on how these insights will benefit **[target audience]**. The post should be 800-1200 words, and make use of the event transcription to create the content: **[copy and paste webinar transcript]**

### Prompt

Create a short guide on **[topic]**. The guide should include key insights, practical tips, and be written for **[target audience]**. Keep it concise and to the point, aiming for around **[word count]** words. Make sure the content is engaging and easy to follow.

## Social Media

### Prompt

Create a captivating social media campaign for **[channel]** to build excitement for our upcoming event, **[event title]**. Focus on the event's theme with the tagline '**[event tagline]**' and make sure to mention the date, **[event date]**, and location, **[location]**, in each post.

### Prompt

Suggest three LinkedIn post ideas to effectively promote my event, **[event title]**, happening on **[date]** at **[time]**, focused on **[event topic]**.

# AI Glossary

From confusing to clear, one term at a time!



Which terms do I need to know about AI?

## **Artificial Intelligence (AI)**

The simulation of human intelligence in machines that are programmed to think and learn.

## **Generative AI**

A type of artificial intelligence that creates new content, such as text, images, or music, based on patterns and data it has been trained on.

## **Prompts**

Specific instructions or inputs given to an AI model to guide its response or output generation.

## **Machine Learning**

A subset of AI that involves computers learning from data and improving their performance over time without being explicitly programmed.

## **Algorithm**

A set of rules or instructions given to a computer to help it solve a problem or perform a task. In AI, algorithms are used to process data and make decisions.

## **Chatbot**

An AI-powered program that simulates human conversation through text or voice interactions. Chatbots are often used in customer service, marketing, and virtual assistants.

# LYYTI

All-in-one platform for  
ALL your events

made by event professionals for  
event professionals

See Lyyti in action! >



[www.lyyti.com](http://www.lyyti.com)