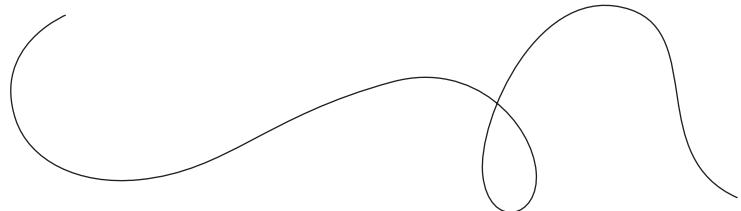


# The ultimate guide to AI chatbot prompts for event professionals



Harness the power of generative  
artificial intelligence to scale your  
event strategy.

Sizzabo

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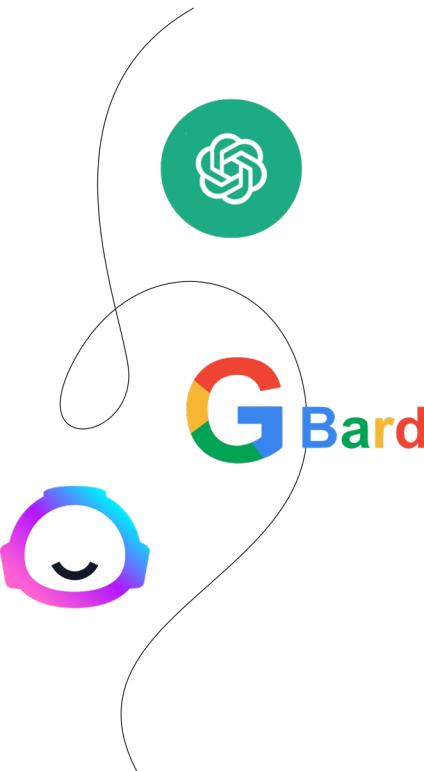
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# Introduction



If you've been putting off adding generative AI chatbots to your event toolkit, this guide with 101 prompts is the sign you've been waiting for. Thanks to tools like ChatGPT, Google Bard, and Jasper, generative AI has officially gone mainstream.

Although it remains to be seen just how profound an impact generative AI will have on industries over the long term – some believe these tools will [eliminate as many as 300 million jobs](#) while others believe they will [enhance them](#) – early adopters of these technologies are already putting them to use to great effect. Not only are forward-thinking event marketers using tools like ChatGPT to accelerate content creation efforts, but they're also leveraging them to figure out where to host events, who to invite to speak at events, and even what food and beverages should be served.

Generative AI tools can help event professionals accomplish more, but they're not without challenges. ChatGPT, for example, is only [trained on available information through 2021](#) and is known to produce harmful or biased content. The tool has also been found to spit out [false information](#) every so often. That means you may end up with suggestions for event venues that closed down in 2022 post-pandemic or get ad copy that's insensitive or downright false.

Add it all up, and event professionals need to walk a tightrope to unlock the full potential of this burgeoning technology while protecting against its risks. Keep reading to learn more about what generative AI is, why it matters, how to write effective generative AI prompts, how event professionals can use gene

01

# What generative AI is and why it matters

[Generative AI](#) refers to algorithms trained by [large language models](#) that use neural networks to produce high-quality content — including text, computer code, images, and [even videos](#). Beyond simple content creation, generative AI technology can also help formulate drug compounds, solve math problems, and optimize computer chip designs. The AI isn't sentient, however, and still requires a human prompt to jumpstart production.

70%

of organizations have already started exploring generative AI tools.

Taking a step back from these specific use cases, we can abstract the benefits of the technology to include the following:

- Automating manual processes to save time
- Simplifying and summarizing information
- Accelerating the brainstorming process

Because of the transformative nature of the technology, it comes as no surprise that the [generative AI market](#) is expected to reach nearly \$110 billion by 2030, growing 35.6% each year until then. According to [Gartner](#), 70% of organizations have already started exploring generative AI tools to see how they might be able to leverage them.

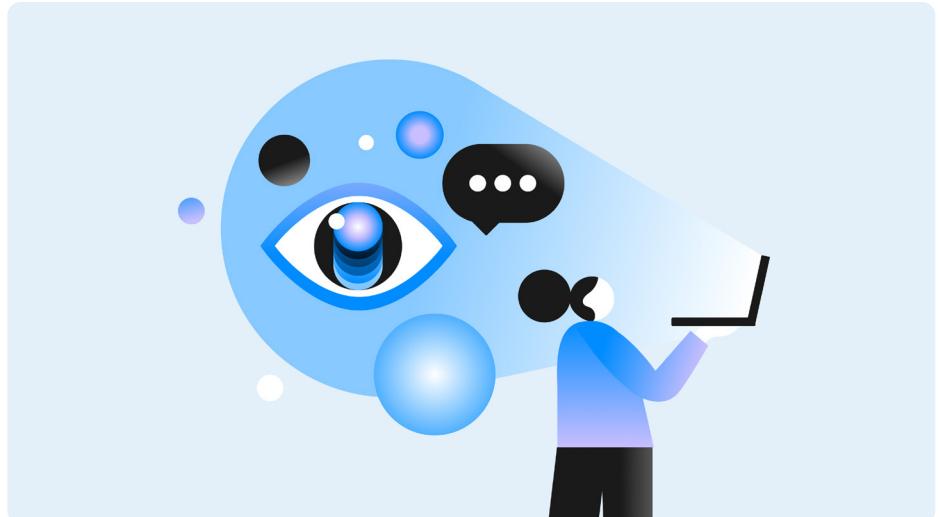
Furthermore, according to Statista, 37% of advertising and marketing professionals are already using AI to [assist with work related tasks](#), which means a fair amount of event marketers are likely already on board with chatbots. In April 2023, we asked our LinkedIn audience of event leaders how they're [feeling about generative AI](#), and the answers were positive with 52% saying they're curious and 32% feeling excited about the potential of generative AI.

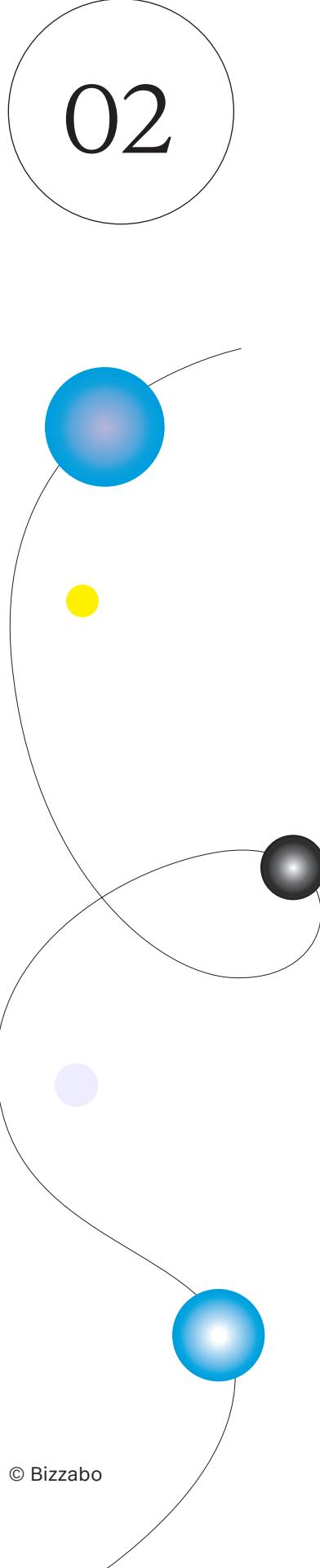
How are you feeling about generative AI?



Although ChatGPT, Bard, and Jasper tend to dominate the generative AI conversation, one report found that there are more than [210 startups around the world](#) building in this space. Other tools that should be on your radar include Bing Chat, Claude, Chatsonic, and NeevaAI. It's worth noting that, out of all the generative AI tools mentioned in this ebook, ChatGPT is the only one not connected to the internet.

[\*\*Read: 9 ChatGPT Alternatives for Event Professionals\*\*](#)





02

# 6 tips for writing effective generative AI prompts

Though many people believe that generative AI tools will make writers obsolete, in an ironic twist of fate the opposite is true. After all, unleashing the full power of generative AI is only possible when you can effectively prompt the tool. In other words, [great writing](#) is perhaps more important than ever before; feed a generative AI tool a perfect prompt, and you'll get a perfect output, or something close enough to it.

With that in mind, let's examine some key elements that all effective generative AI prompts share.

## 1. Start with an action word

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What do you want the AI to do for you? Kickstart the process by using an action word to guide the tool in the direction you want to go. You can ask it questions, too; it's just that action words help the technology focus. Here are some words to kickoff your chatbot prompts:

- Build
- Explain
- Generate
- Rephrase
- Shorten
- Answer
- Persuade
- Create
- Summarize
- Act

## 2. Provide context and details

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Need help figuring out when and where to host your next event? Generative AI tools can help, but only if you give them the right context and details. Include dates, times, names, and locations in your prompts to give the AI a more precise idea of what you have in mind.

## 3. Use role play

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Enter the world of make-believe and prompt your generative AI tool of choice to pretend it's something else – like an event planner, a CMO, or even a celebrity whose voice you're trying to emulate. Once you instruct the tool to channel a [specific persona](#) into creating content, its output will align closer to your expectations.

## 4. Be as specific as possible

The more specific your prompts are, the more likely the AI's response will resemble what you're looking for. For example, if you aim to have a smaller, intimate gathering of roughly 20 professionals, be sure to tell the AI that. Otherwise, when you ask for the best event venue in New York City, the tool might suggest something like the 100,000-square-foot Javits Center when you'd be best off renting a private room at a restaurant.

## 5. Include the length of the desired response

Depending on your use case, you may want longer or shorter responses. For example, if you need help writing social media posts, you want your generative AI tool of choice to stay within the constraints of each platform (e.g., 280 characters on Twitter).

Although your mileage may vary, ChatGPT tends to write three-paragraph summaries when responding to general requests, questions, and prompts. If you want something particularly short or long – perhaps a one-sentence summary or 3,000-word essay – instruct it accordingly. If necessary, include character or word counts.



### What is return on event?



"Return on event" (ROE) is a metric used to measure the success and profitability of an event. It measures the financial returns generated by an event relative to the costs incurred to produce it.

ROE is calculated by subtracting the total cost of organizing and running the event from the total revenue generated by the event, and then dividing the result by the total cost of the event. The resulting percentage represents the return on investment (ROI) for the event.

For example, if an event costs \$10,000 to produce and generates \$15,000 in revenue, the ROE would be 50%:

$$\text{ROE} = (\$15,000 - \$10,000) / \$10,000 \times 100\% = 50\%$$

A higher ROE indicates a more successful event, as the revenue generated exceeds the costs incurred. However, it's important to note that ROE does not capture the intangible benefits of an event, such as brand awareness or customer loyalty, which can also contribute to its overall success.



**Write a one-sentence summary of what "return on event" is.**



"Return on event" (ROE) is a metric used to measure the financial returns generated by an event relative to the costs incurred to produce it.

## 6. Include a desired tone or voice

Don't like what the generative AI tool spit out? Refine your prompt by asking the AI to rewrite it using a different tone or voice – or even asking it to respond as if it were a well-known celebrity.



**Write a three-sentence summary of "return on event" in the voice of Matthew McConaughey.**



Alright, alright, alright! Return on event, or ROE for short, is all about the money, folks! It measures how much green you're making compared to how much green you're spending to put on an event. Now that's what I call a good ol' fashioned return on investment!

03

# AI prompts for event professionals

Now that you know some of the best practices to keep in mind as you prompt your favorite generative AI tools, let's take a look at some specific examples that should make it easier for you to execute your event strategy.

## **Event planning prompts**

1. Help me source potential speakers for an event that caters to the cloud computing industry.
2. Explain some popular event goals and how event planners can achieve them.
3. Give me some ideas for event themes that might excite individuals who work in the cybersecurity field.
4. Suggest some sustainable swag that we can give to event attendees. Our event theme is “prioritizing customer happiness.”
5. Recommend some local food and beverage options that will impress attendees at an event we’re hosting in Portland, Ore.
6. Suggest some good dates to host a corporate event in Dallas, Texas, and dates that should be avoided due to competing events, holidays, and bad weather.
7. Tell me what kind of decorations my corporate event should have to match our theme of networking and togetherness.

8. Recommend venues in Chicago that can accommodate at least 2,000 event attendees.
9. I'm planning a 100-person workshop at a smaller event venue in Boise, Idaho. I want to hire one professional speaker and serve attendees food and drink. What's a good ballpark budget to consider?.
10. Recommend an eclectic, health-conscious catering menu for my next event. We will have attendees who are kosher, vegan, vegetarian, and halal.
11. What kind of insurance do I need to buy for a 1,000-person event my company is hosting?
12. List all of the audio, visual, and other technological considerations for planning an in-person conference.



**List all of the audio, visual, and other technological considerations for planning an in-person conference.**



When planning an in-person conference, there are several audio, visual, and other technological considerations to take into account. Here's a comprehensive list:

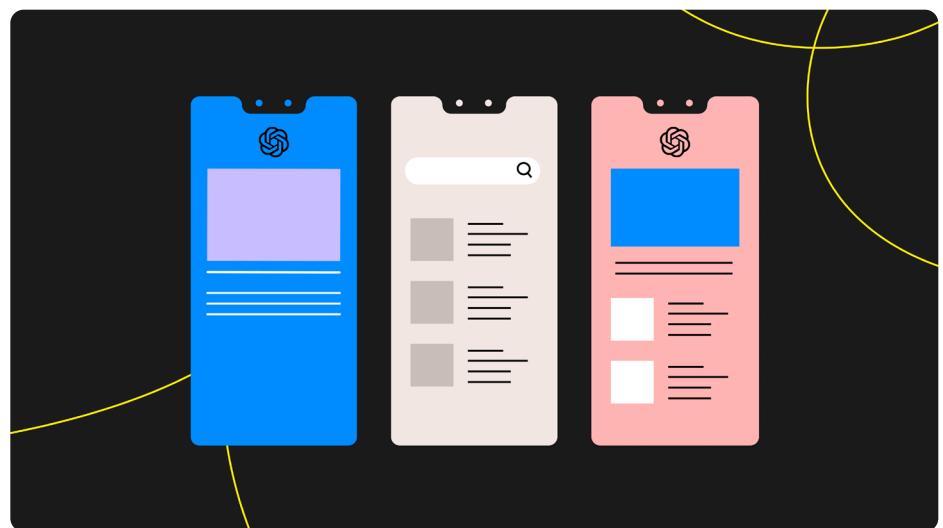
Audio Considerations:

1. Sound System: Determine the appropriate sound system setup, including speakers, microphones, and mixers, based on the size and layout of the conference venue.
2. Microphones: Choose the type and number of microphones needed, such as handheld, lapel, or podium microphones, to ensure clear audio for presenters, panelists, and attendees.
3. Audio Recording: Plan for audio recording equipment if you intend to capture and archive conference sessions or make them available as podcasts.
4. Soundproofing: Assess the venue for potential noise disturbances, both internal and external, and take steps to minimize unwanted sounds that may disrupt presentations or discussions.

13. We're hosting an event in July 2024. How long ahead of time should we start planning the event?
14. Give me an idea for some breakout sessions and workshops that might be engaging for attendees at an event on generative AI tools.
15. Recommend some transportation options for our event that's taking place at the Exploratorium in San Francisco in August.
16. Tell me how I can make the registration process as smooth as possible for event attendees.
17. What security measures do I need to think about for a 500-person event at our corporate headquarters?

18. Create a list of ticketing options I can offer attendees to encourage more people to attend my event. Some ideas I have are early bird discounts and group discounts.
19. Suggest 15 companies that might be interested in sponsoring an event focused on database technology.
20. What can I do to make sure my next corporate event is unique, gets people excited to register, and delivers a strong attendee experience?
21. Our CEO is giving a keynote at our upcoming corporate event. How long should her speech be, and how many slides does she need? We want something short, sweet, and high-impact
22. How many staff members do we need to accommodate 1,000 people at an event?
23. Recommend some contests, giveaways, and raffles we can have at our event, which is geared toward professional marketers.
24. We are planning a one-day event and expect 300 people to attend. Give me an idea of how many sessions we should have and how long each of them should be to optimize the attendee experience.
25. What kind of team-building activities would a group of 200 employees, most of whom are millennials and Gen Z, like the most?
26. What are the most common unpredictable occurrences that could hinder the success of my event, and how can I prepare for them?

**Read: [How To Use AI Content Tools Like ChatGPT To Plan and Market Your Event](#)**



## **Event promotion and marketing prompts**

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27. Suggest some innovative social media strategies for promoting our event. The focus of our event is blockchain technologies in the year 2025 and beyond.
28. What are some creative offline marketing tactics we can use to promote our event?
29. Recommend some experiential marketing ideas that will help attract more attendees to our event.
30. What are the best practices for event promotion across digital properties, and which platforms are best to use?
31. How often should we send emails announcing and promoting our event to our customer database? The event is in six months.
32. Tell me how we can use artificial intelligence and chatbot technology to promote our event.
33. Create a referral program strategy that we can use to encourage event attendees to tell their friends and colleagues to come to our event, too.
34. How often should we promote our upcoming event on social media? The event is next summer.
35. We just landed a big-name speaker for our corporate event. How should we leverage this opportunity to increase awareness of our event and drive more registrations?
36. What kind of content do we need to create to promote our event about women in technology and leadership roles? Where should we publish it?
37. We have tons of content and video footage from our big event last year. How can we repurpose it to attract attendees to this year's event?
38. Give me some ideas on using social proof to promote our upcoming event.
39. What are some strategies to increase attendance at our upcoming webinar?

40. Tell me how I can increase the chances that a publication like VentureBeat or Techcrunch writes an article about our upcoming trade show.
41. Show me what a robust content marketing strategy for an event looks like. Do you know how companies like HubSpot and Salesforce promote their events?
42. What are the best tactics for building and maintaining an online community around our annual corporate event? How can an online community help with event promotion?
43. How can I leverage influencer marketing to promote my event that caters to the financial services industry?



**How can I leverage influencer marketing to promote my event that caters to the financial services industry?**

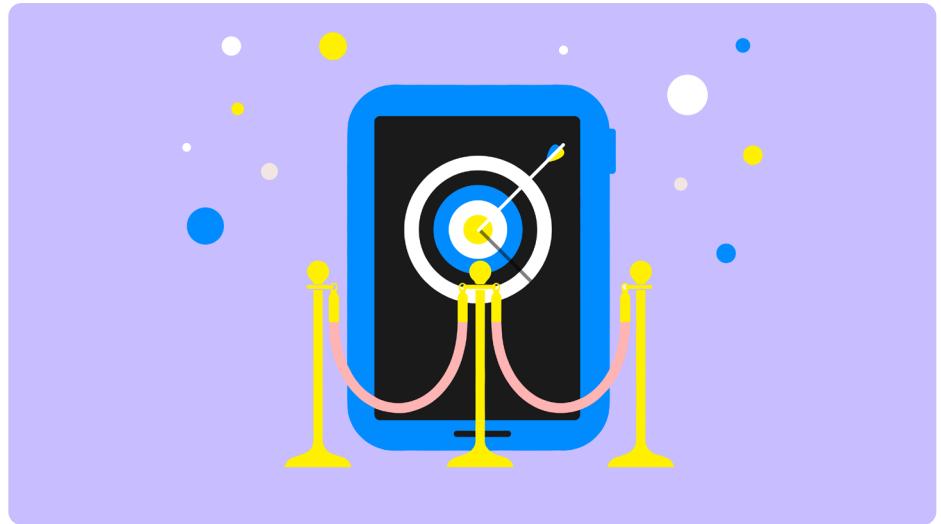


Leveraging influencer marketing can be an effective strategy to promote your event targeting the financial services industry. Here are some steps to help you utilize influencer marketing for event promotion:

1. Define Your Event's Target Audience: Identify the specific segment within the financial services industry that your event caters to. Consider factors such as job roles, interests, and demographics to understand your target audience better.
2. Identify Relevant Influencers: Look for influencers who have a significant following and influence within the financial services industry or related niches. They could be finance professionals, industry experts, bloggers, podcasters, or social media personalities known for their expertise in finance.
3. Research and Shortlist Influencers: Conduct thorough research to find influencers whose content aligns with your event's theme and target audience. Evaluate their engagement rates, authenticity, and audience demographics to ensure they can effectively reach and resonate with your target audience.
4. Engage Influencers: Reach out to the selected influencers and explain the value proposition of your event. Offer complimentary tickets, exclusive access, or incentives that align with their interests and provide value to their audience. Emphasize how their involvement can benefit their followers and enhance their own reputation as industry influencers.
5. Collaborate on Content Creation: Collaborate with influencers to create engaging and informative content about your event. This can include sponsored blog posts, social media posts, videos, podcasts, or interviews. Encourage them to share their perspectives on the event's topics, highlight key speakers, or discuss the value attendees can expect.
6. Leverage Social Media: Encourage influencers to promote your event on their social media channels, sharing details, updates, and any exclusive content related to the event. This can generate buzz, increase awareness, and attract their followers to register or engage with your event.

44. Our company makes software development tools. Where should we promote our upcoming event online?
45. How can I use virtual events to promote our big in-person event later this year?
46. List some best practices and tactics my company can use to encourage our partners to sponsor and/or promote our event.
47. How can I get well-funded companies that we have no relationship with to sponsor and promote our events?
48. Generate some SEO strategies and tips and tricks my team can use to increase event awareness and get more signups.
49. How can PR help me increase event awareness and what are some tactics I can use to create organic PR opportunities?
50. Our company makes components for the aerospace industry, and we're putting together an event later this year. What publications are best for us to promote the event to this audience?
51. What are some of the best podcasts we should advertise on to promote our upcoming event geared toward cybersecurity professionals?

**Read: [Your Ultimate Guide to Successful Event Promotion](#)**



## Event content prompts

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52. What types of content should I create for my upcoming event for HR professionals?
53. Create several “thank you for attending” [email templates](#) my team can use to express our gratitude to three different attendee personas: C-suite executives, software developers, and IT decision-makers.
54. Suggest 10 [webinar email subject lines](#) I can test out to increase attendance at our upcoming webinar.
55. Write an event announcement marketing email that lets our audience know about our upcoming event. It seeks to inform attendees about the latest breakthroughs in artificial intelligence and machine learning, and how to register for it.
56. Come up with five social media posts for LinkedIn, five social media posts for Twitter, and five social media posts for Instagram to promote our upcoming event about leading-edge audio technology. Include at least one emoji in each post..
57. Suggest 10 hashtags we can use to promote our event about leading-edge audio technology.
58. Write an 800-word blog article about our upcoming event, which will include keynote speeches from Derek Jeter, Elon Musk, and Tim Cook and is geared toward creative professionals. The event will take place in New York City in June and include a live performance by Bruce Springsteen.
59. Create speaker bios for Derek Jeter, Elon Musk, and Tim Cook that will live on our website.
60. Build a social media cadence we should use to promote content on LinkedIn, Twitter, and Instagram in the six months leading up to our event. We don’t want to overwhelm our audience by posting too much, but we want to make sure the event stays top of mind.
61. Build out a comprehensive marketing strategy that covers all digital, print, and offline strategies we should use to promote our event over the next year.

62. Come up with 10 catchy hero headlines for our upcoming event that brings project management salespeople together to discuss the latest innovations in the industry.
63. Write some witty landing page copy for the same event.
64. Create some good paid advertising copy we can use to promote our upcoming event.
65. Suggest 10 topics we can write about that can help us increase attendance at our next webinar about partner channel management.



**Suggest 10 topics we can write about that can help us increase attendance at our next webinar about partner channel management.**



Certainly! Here are ten topics that you can write about to increase attendance at your webinar about partner channel management:

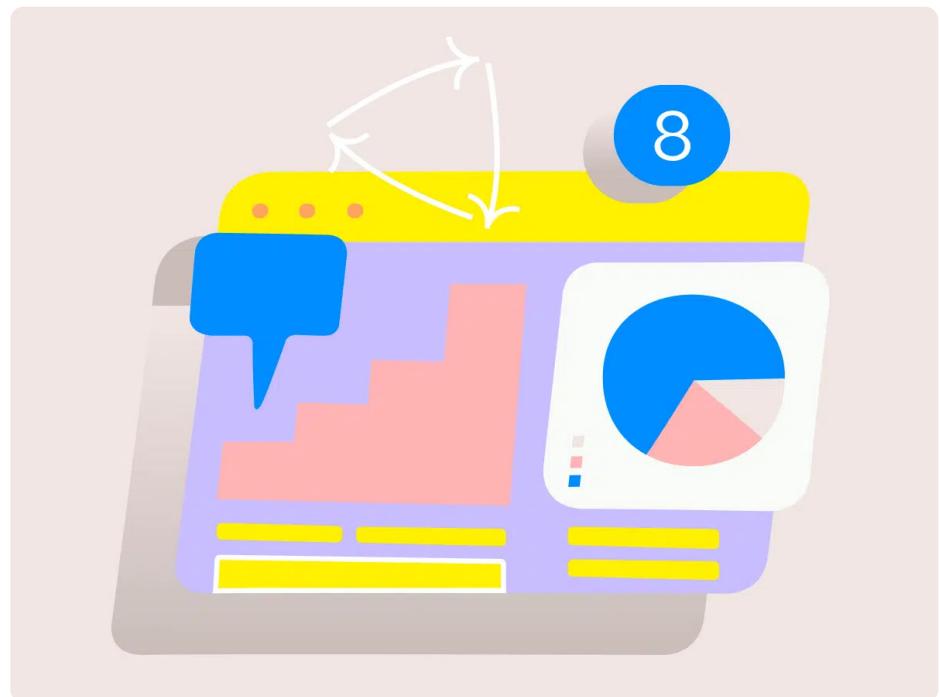
1. "The Future of Partner Channel Management: Trends and Strategies for Success"
2. "Unlocking the Power of Partner Channels: Best Practices and Case Studies"
3. "Building Strong Relationships with Channel Partners: Key Strategies for Effective Collaboration"
4. "Maximizing Revenue and Growth through Partner Channel Management"
5. "Driving Channel Partner Engagement: Tactics for Motivating and Empowering Your Partners"
6. "Effective Partner Onboarding and Training: Ensuring Success from the Start"
7. "Navigating Challenges in Partner Channel Management and How to Overcome Them"
8. "Leveraging Technology for Streamlined Partner Channel Management"
9. "Scaling Your Partner Channel Program: Expansion Strategies and Considerations"
10. "Measuring Success: Key Metrics and KPIs for Evaluating Partner Channel Performance"

These topics cover various aspects of partner channel management, providing valuable insights, strategies, and practical tips to your target audience. By addressing their pain points, offering expert advice, and highlighting the benefits of attending your webinar, you can effectively increase attendance and engagement for your event.

66. We will host an ask-me-anything Zoom call ahead of our event to answer questions from people who are on the fence but haven't decided to come yet. What 20 questions are these people most likely to ask?
67. Summarize this 1,000-word thought leadership article into content for 10 slides for a presentation: [Paste thought leadership piece].
68. Help me figure out some ideas for images that can accompany social media posts about our upcoming event that brings together the top coin collectors in the world.
69. What color schemes can we use on our event website to excite prospects and would-be attendees?

70. Translate this blog article into French and German so we can appeal to an international audience and be more inclusive: [Paste blog post]
71. What SEO keywords should I include when promoting our event about cybersecurity innovations?
72. What questions can I ask speakers during a video interview to give attendees a sneak preview of what their sessions will be about?
73. Write a justification letter that an employee would send their manager to get approval to attend our event about cybersecurity.
74. Write an email I can send to my internal team about our upcoming event, why they should be excited, and what they need to do to help.
75. Help me write ad copy for Facebook, Google, and Reddit campaigns we will launch to promote our upcoming event.
76. Create a list of [common FAQs](#) event attendees might have so I can answer them on our event website.

## **Read: [8 Ways To Repurpose Event Content and Level Up Your Content Strategy](#)**



## Event evaluation prompts

77. What types of content should I create for my upcoming event for HR professionals?
78. What are the most important metrics I should analyze to determine whether my event was a success?
79. Suggest some social media posts we can publish to gather feedback from our audience about the success of our event and what we can do better next time.
80. Create a survey we can send speakers to gauge their experience and figure out how we can improve in the future.
81. Write a survey we can send sponsors to determine whether they believe their investment was worthwhile and what they'd like us to improve upon next year.
82. Our attendance at our event went down 10% this year compared to last year. What strategies can we use to improve attendance next year?
83. We went 15% over budget this year at our event. What can we do to keep costs in check next year?



**We went 15% over budget this year at our event. What can we do to keep costs in check next year?**



Going over budget can happen, but it's essential to learn from the experience and take measures to keep costs in check for future events. Here are some steps you can take to manage costs and stay within budget for your event next year:

1. Evaluate and Analyze Expenses: Conduct a thorough analysis of the expenses incurred during the event that exceeded the budget. Identify the specific areas where costs escalated and examine the reasons behind them. This analysis will provide insights into the factors that contributed to the budget overrun.
2. Set a Realistic Budget: Based on your analysis, establish a realistic budget for the next event. Take into account the lessons learned from the previous year's overspending. Consider all the necessary expenses, including venue, catering, audiovisual equipment, marketing, and staff, and allocate funds accordingly.
3. Prioritize and Trim Costs: Prioritize the elements of your event that are most critical to achieving your goals. Allocate a larger portion of your budget to these areas, while finding opportunities to trim costs in other areas that have less impact. For example, negotiate with vendors for better pricing or explore alternative options that offer cost savings without compromising quality.
4. Conduct a Venue Assessment: The venue is often a significant expense. Evaluate the venue options available and consider factors such as location, capacity, amenities, and cost.

84. We had more attendees at our event this year than any other year, yet we don't have as many leads as last year. How can we accelerate our lead generation efforts at our next event?
85. After sending out our post-event survey, attendees said they'd like to see more exciting speakers next year. Can you recommend some relatively affordable speakers who might appeal to an audience interested in accounting software?
86. Suggest a strategy for regularly communicating with our event attendees over the next year to improve the odds that they will attend our next event.
87. Some attendees expressed concerns over how accessible and inclusive our event was. What can we do to make our event more accessible and inclusive next year?
88. Our post-event survey revealed that our attendees wish we had healthier food options. What dietary restrictions should we consider when planning food and beverage options for our next event?
89. Our attendees are tired of going to Boston annually for our event. Suggest some cities that might appeal to customers primarily based in the northeastern United States that may be more exciting.
90. How can we increase the chances our event content is better received next year?
91. Suggest strategies we can use to generate more organic press coverage and social mentions for our event next year.
92. We had a lot of people registered for our event, but we wish more of them showed up. What are some tactics we can use to get more in-person attendees next year?
93. Our ticket sales weren't as high as we'd like. Recommend some strategies that will help us sell more tickets next year.
94. Tell me how we can ensure our event is more diverse, equitable, and inclusive next year.
95. Our event website bounce rate was higher than we wanted. How can we improve that metric moving forward?
96. We've gotten a lot of great feedback about our event on social media. Tell me how to leverage that feedback to promote future events.

97. Now that our event is over, how can we repurpose our event content? What are five ways to repurpose our event content?



**Now that our event is over, how can we repurpose our event content? What are five ways to repurpose our event content?**



Repurposing event content is an excellent strategy to extend the value and reach of your event beyond its initial timeframe. Here are five ways to repurpose your event content:

1. Create On-Demand Webinars or Videos: Record the event sessions and convert them into on-demand webinars or videos. Edit the footage to create standalone sessions or highlights, making them available for attendees who missed the event or for a broader audience. You can host them on your website, YouTube, or other video platforms.
2. Develop Blog Posts or Articles: Transform the event content into informative blog posts or articles. Identify key insights, takeaways, and valuable information shared during the event and craft engaging written content. You can publish these articles on your blog, industry publications, or guest blog on relevant websites.
3. Produce an Event Recap Podcast: Convert the event content into an audio format by producing a podcast episode or a series of episodes. Recap the highlights, key discussions, and interviews from the event. Promote the podcast on various podcast platforms and share it with your audience through email newsletters and social media.
4. Design Infographics or Visual Summaries: Condense the event content into visually appealing infographics or visual summaries. Highlight key statistics, quotes, or actionable tips from the event. Share these visuals on social media platforms, your website, or include them in email newsletters to engage your audience and attract new ones.
5. Compile an E-Book or Whitepaper: Gather the event content, including presentations, speaker insights, and additional research, to create an e-book or whitepaper. Structure it as a comprehensive guide or resource that addresses a specific topic or theme discussed during the event. Offer it as a downloadable resource on your website or as a lead magnet to capture valuable leads.

99. How can we improve sponsor and partner engagement and increase the chances sponsors and partners return to help us at our next event? Aside from Facebook, Google, and Reddit, what are some channels we should consider launching paid advertising campaigns on next year?

100. How do we build off of our theme of networking and togetherness and make next year's event more engaging?

101. Explain some easy strategies to attract more visitors to our event website.

# 04

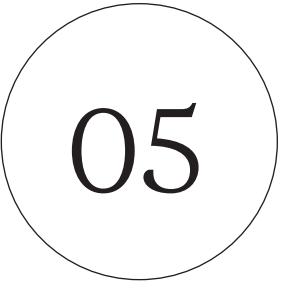
# Don't forget about the limitations of generative AI tools!

As you can see, there's no shortage of ways event teams can use generative AI technology to cover more ground in less time. Even so, you need to remember that generative AI has shortcomings.

For starters, generative AI can create fake news, fake sources, and fake articles, which can cause the unsuspecting user to make the wrong moves by trusting misinformation. Generative AI also has its own biases, which can create offensive and harmful content. And although generative AI can make work easier, it can also automate some people out of a job or change the way we work completely.

To mitigate these risks, double-check and even triple-check suggestions from generative AI tools. While event professionals should be encouraged to use these tools, they must also hold themselves accountable; cutting and pasting won't cut it.

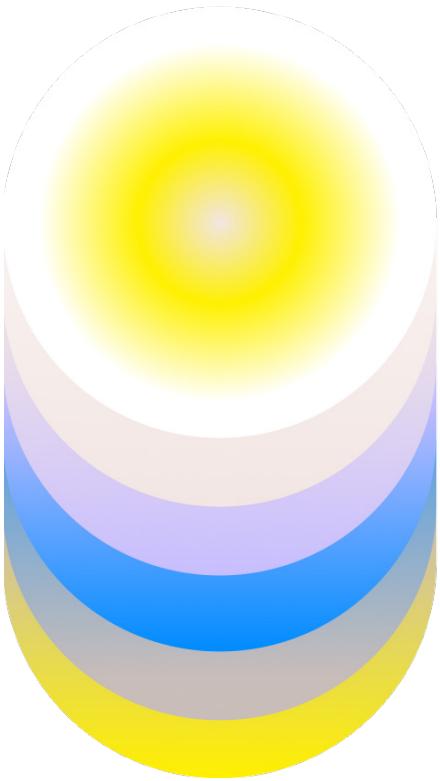
Additionally, organizations should train employees on the benefits and risks of generative AI. Show teammates how they can use the technology to become more impactful at work – and encourage them not to be afraid of using something that's not going away.



05

# Supercharge your event strategy with generative AI

Regardless of whether you're a fan of generative AI tools, they're here to stay. By embracing these cutting-edge technologies and using them to accelerate your event planning, promotion, marketing, and evaluation efforts, you can do more with less and enjoy better event outcomes.



To learn more about using generative AI to supercharge event planning and event marketing, tune into our [two-part, on-demand AI + events webinar series](#), featuring insights from the team at Jasper as well as Dahlia+ Agency's Tech Evangelist and Idea Igniteur Dahlia El Gazzar and techsytalk Inc. CEO Liz Caruso.

Looking for more generative AI guidance? Check out our article on "[9 ChatGPT Alternatives for Event Professionals](#)" and take your prompt-writing skills for a spin.

# Bizzabo

