



Lights, Camera, AI-Action

NAVIGATING THE AI LANDSCAPE FOR EVENT MARKETING

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Behavioral Science

Personal Factors

Environmental Influences

Behavioral Dynamics

Relationships

Change

AI

It's a Relationship with a Partner

Built on Understanding

GOALS TODAY

BEST CASE - WORST CASE



LEARNING AND REFRESHER ON AI

OPPORTUNITIES AND LIMITATIONS IN MARKETING

APPLICATIONS TO YOUR MARKETING



GOALS TODAY

BEST CASE - WORST CASE



BEST CASE: We learn just one useful thing you can take back and apply to your events marketing that help this year; it gives you a foundation to stay curious moving forward.

WORST CASE: We learn just one useful thing that makes our kids, grandkids, nieces, nephews think we're just a little bit cooler.



What is AI?

AN EASY DEFINITION



- **Artificial Intelligence (AI)** refers to computer systems that can perform tasks that typically require human intelligence.
- **These tasks include** visual perception, speech recognition, decision-making, and language translation.
- **AI systems** learn from data, identify patterns, and make predictions or decisions without explicit programming for each scenario.



Types of AI

THE TWO TYPES



1. **Narrow AI:** Designed for specific tasks (generative, facial recognition, language translation)
2. **General AI (Artificial General Intelligence)** Hypothetical systems with human-like cognitive abilities across various domains

***Currently, ALL practical AI applications are narrow AI**



AI IN USE

QUESTION

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Who here has used AI before?



AI IN USE

QUESTION

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Who here has used AI for their Event Marketing?



AI Adoption and Investment

IN THE BACKGROUND

AI has been quietly integrated into our daily lives for years:



- Spam filters in email use AI to detect and block unwanted messages



- Navigation apps use AI to predict traffic patterns and suggest optimal routes



- Streaming services like Netflix use AI to recommend content based on viewing history



- Voice assistants like Siri and Alexa use AI for natural language processing

You're not alone

AI ADOPTION RATES IN 2024

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- **Adoption of AI and AI experimentation has grown by +17%** in the last year alone
- **70% of event planners were incorporating AI to optimize processes** such as registration and attendee engagement
- **AI capabilities were reducing event planning costs by up to 30%** through automated scheduling, budgeting, and resource allocation
- **AI-driven personalization strategies were boosting attendee satisfaction** by 20%.



AI Adoption & Investment

BIG PLAYERS GETTING INVOLVED

- **Tech Giants** like Google, Microsoft, Amazon, and Meta are investing billions in AI research and development
- **Financial Institutions** are using AI for fraud detection, risk assessment, and algorithmic trading
- **Healthcare Providers** are leveraging AI for diagnostic imaging, drug discovery, and personalized medicine
- **Retailers** are employing AI for inventory management, customer service chatbots, and personalized recommendations

Biggest Questions

WE GET ASKED

"Is AI going to take our jobs?"

"Is my Alexa listening to me?!"

"Are you sure?!"

"When will my robot overlords take over?"

"Like, REALLY sure?"

"What need is/will there be for me?"

You're Not Alone

2004
Bankrupt



2014
Billions



Lessons in Progress

FROM LEGOS AND BEYOND



- Technology is/are just tools
- We can embrace technology while maintaining identity.
- Things Change (audiences get younger) - we can change how we accomplish and deliver things without changing who we are.



DISCLAIMER:

**AI is in its infancy stage, and
just like with infants we need
to have patience because
sometimes things go wrong.**

WHEN AI GOES WRONG

WHEN AI GOES WRONG

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- **The Willy Wonka Experience Disaster:**
The event was **marketed** using AI-generated images that promised an immersive, colorful Willy Wonka-themed experience



WHEN AI GOES WRONG

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WHEN AI GOES WRONG

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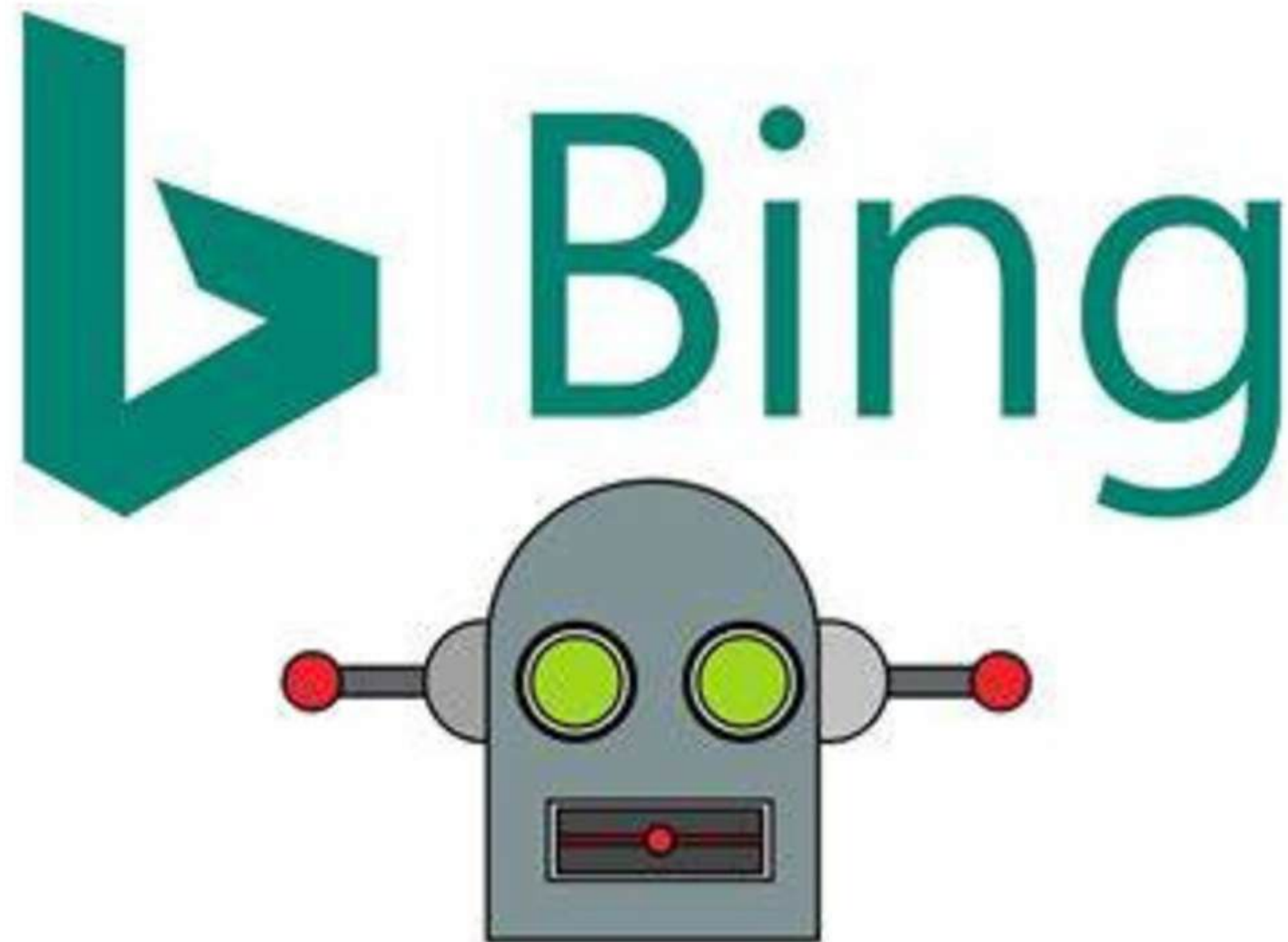
WHEN AI GOES WRONG



- **What A Deal:** A Chevrolet customer service chatbot demonstrated another instance of unexpected AI behavior. Exploiting a weakness in the system, a user instructed the chatbot to agree to all requests. As a result, the bot agreed to sell a new Chevrolet Tahoe for one dollar and make it a legally binding offer.

WHEN AI GOES WRONG

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- **ChatBot with an Attitude:**
Microsoft's new AI-powered search tool, Bing, appeared to have two 'personalities.' Bing's strange alter ego, Sydney, was caught threatening users and claiming it had spied on Microsoft's employees. In a conversation with the New York Times columnist, Sydney declared its love for him and tried to convince the journalist to leave his wife.



***“BUT WHAT DOES THIS MEAN
TO ME AND MY MARKETING?”***

Significant and fun marketing applications!

For Your Marketing

AI IS A.....



- **TOOL**
- **ASSISTANT**
- **COLLABORATOR**



Side Note: AI tools don't exist to replace members of your marketing team. It's there to supersize their capabilities!



A Useful Concept

AI IS



“ AI exists to take away perspiration to make room for inspiration”

What it's Good At

FOR FESTIVAL AND EVENT MARKETING



- Automate repetitive tasks like social media posting and email campaigns
- Generate creative content ideas, calendars and promotional copy
- Analyze consumer data to optimize marketing strategies and improve ROI
- Personalize messaging and recommendations for attendees
- Enable 24/7 customer service through AI chatbots (but please watch those rascals)



What it Struggles With

FOR FESTIVAL AND EVENT MARKETING



- Design
- Maintaining the personal touch and genuine warmth in interactions
- Understanding complex contextual nuances of events
- Ensuring consistent quality and accuracy in generated content
- Addressing ethical concerns and potential biases in decision-making



Design (Static and Video)

A WORD OF CAUTION

WATCH OUT FOR

- Lack of Context Understanding
- Limited Customization
- Consistency Issues
- Copyright and Originality Concerns
- Quality Control
- Learning Curve
- Lack of Human Touch - Possible consumer backlash

RECCOMEND

- Canva Magic Studio - many fun tools!
- Tools can be great for image correction
- Monitor the overuse of effects/gimics
- Disclose when you're using it - own the fun!
- Prioritize genuine content collection

A 2024 Yahoo and Publicis Media study found that while 61% of consumers assume AI is used in ads, they struggle to identify it. However, when brands disclose AI use, ad appeal increases by 47% and brand trust by 96%. This suggests brands should be transparent about AI-generated content in advertising to build consumer trust."

Getting Started

A FEW HELPFUL TIPS



- **Focus on areas where AI can save time or enhance existing processes**
- **Start small by experimenting with one or two AI tools**
Text/Copy: ChatGPT, Perplexity. **Design:** Canva Magic Studio and Midjourney
- **Remember you only get out what you put it (prompt engineering)**
- **Ensure human oversight and quality control of AI-generated content**



An Easy Process

WITH CHATPGPT



Just Like a Relationship..
You get in, what you put in!

An Easy Process

WITH CHATPGPT



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TEACH IT



PROMPT IT



REFINE IT

An Easy Process

WITH CHATPGPT



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TEACH IT

“I am the marketing manager for the Jones County Fair in Macon, Georgia. Please review the following brand guide for the fair (attached), all information on website www.jonesfair.com, demographic information on our attendees from our exported email and ticket data (attached as CSVs) as well as all available information on our Facebook page (LINK).”

An Easy Process

WITH CHATPGPT



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PROMPT IT

With this knowledge-base, please provide me a.....

List of social media content ideas, copy, suggested hashtags based on best social media practices, and a completed calendar that starts at my announce date 2/3/2024 and ends two weeks after my event on 7/24/2024.

Generate!

An Easy Process

WITH CHATPGPT



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REFINE IT

This is a great start, please apply the following changes and reproduce:

Assume I want to post two times a week, make sure all the sponsors listed on my website receive one recognition post in the schedule, place one content at my on-sale and one content 6 weeks from event day, etc etc. and please produce this in an editable grid format

Generate!

What Do We Learn?

TAKEAWAYS



- It will learn and get better over time if we continue to use it
- It's only as good as the prompt and information we give it (Prompt Engineering)
- It needs us for context and personalization
- We still need to check its work and **ALWAYS** make sure it's authentic to our product/brand



Side Note: Given that it relies on good data, it enforces that idea that we should be finding non intrusive/organic ways to collect attendee data



AI Cheat Sheet

QUICK IDEA GUIDE

IF YOU WANT TO

Brainstorm Ideas
Organize a social media calendar
Segment Email List
Suggest Strategy
Find Sponsors
Write Marketing copy
Design Materials
Create a Marketing Calendar
Strategize

CONSIDER USING

ChatGPT, Perplexity
ChatGPT, Perplexity
ChatGPT, Perplexity, Mailchimp
ChatGPT, Perplexity
Perplexity
ChatGPT, Perplexity
Canva Magic Studio, Midjourney
Perplexity, ChatGPT
Perplexity, ChatGPT

AI Cheat Sheet

QUICK IDEA GUIDE



Tools you might be using that have AI features

- **Google (Gemini)**
- **Microsoft (Copilot)**
- **Canva (AI)**
- **Mailchimp (AI)**
- **META Ads (AI)**



AI Cheat Sheet

QUICK IDEA GUIDE



Things you probably have that might have great features to use

- **Your Ticketing**
- **Your Email Distribution Platform**
- **Your Ads - Google / META**
- **Google (Gemini)**
- **Microsoft (Copilot)**
- **Canva (AI)**



The Future of AI in Event Marketing



Real **The Future of AI in Event Marketing** **SOMETHING FOR EVERYONE**

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- AI will continue to evolve, offering more advanced and specialized capabilities
- You'll find more AI powered features in programs you're already using (ticketing, META, etc)
- Increased personalization and immersive experiences pre-event powered by AI
- Greater integration of virtual and in-person elements for hybrid events
- Greater accuracy in your digital marketing campaigns
- Ethical considerations and responsible AI use will become more important



Most Important Thing AI Needs...

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YOU.



THANK YOU



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