

# The Evolving Role of AI in Live Event Marketing

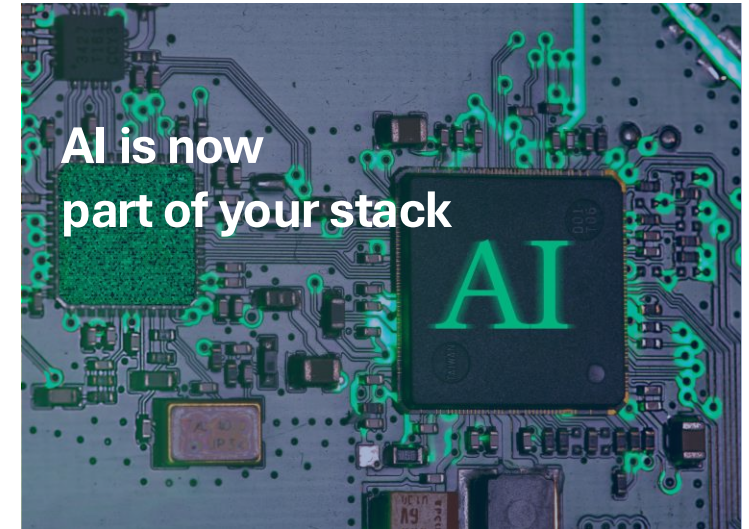
2026 • Southeast Festivals + Events Association Conference

*“AI takes away perspiration to make room for inspiration.”*

# Today's Game Plan

Taking Our Exploration a Step Farther

- **Review:** last year's foundations
- **What's Changed and Updated**
- **Where it's Going**
- **Tools**
- **A Challenge to You**



AI IN MARKETING

# Our Review

# What we covered last year

Foundation that still holds

## RECAP

### 1 AI = partner, not replacement

Narrow AI does specific jobs well. Marketers stay in charge of strategy, taste, and relationships.

### 2 Teach → Prompt → Refine

Give context, ask precisely, iterate. The model improves as your inputs get clearer.

### 3 Oversight is non-negotiable

AI can be confidently wrong. Humans verify facts, tone, brand fit, and community context.

**Big takeaway:** AI needs YOU — creativity, judgment, authenticity, and human connection.

# The Teach–Prompt–Refine loop

A simple workflow that scales

## FRAMEWORK

### 1) TEACH

Share context: audience, brand voice, constraints, examples, success metrics.

### 2) PROMPT

Ask for a specific deliverable: format, length, channel, CTA, tone.

### 3. REFINE

Iterate: tighten, localize, fact-check, add personality, test variations.

**Pro tip:** Save your best prompts as “recipes” your whole team can reuse.

AI IN MARKETING

# Prompt Engineering

## A Deeper Dive

# Prompt Engineering

Why it Matters

Deep Dive



## INSTITUTIONAL ADOPTION

- **Top US universities** (MIT, Stanford, Harvard, Vanderbilt) now offer dedicated prompt engineering programs
- **Vanderbilt's course** is Coursera's #1 AI course with 40% of top courses teaching AI skills
- **Tiffin University** launched full bachelor's degree in AI & Prompt Engineering



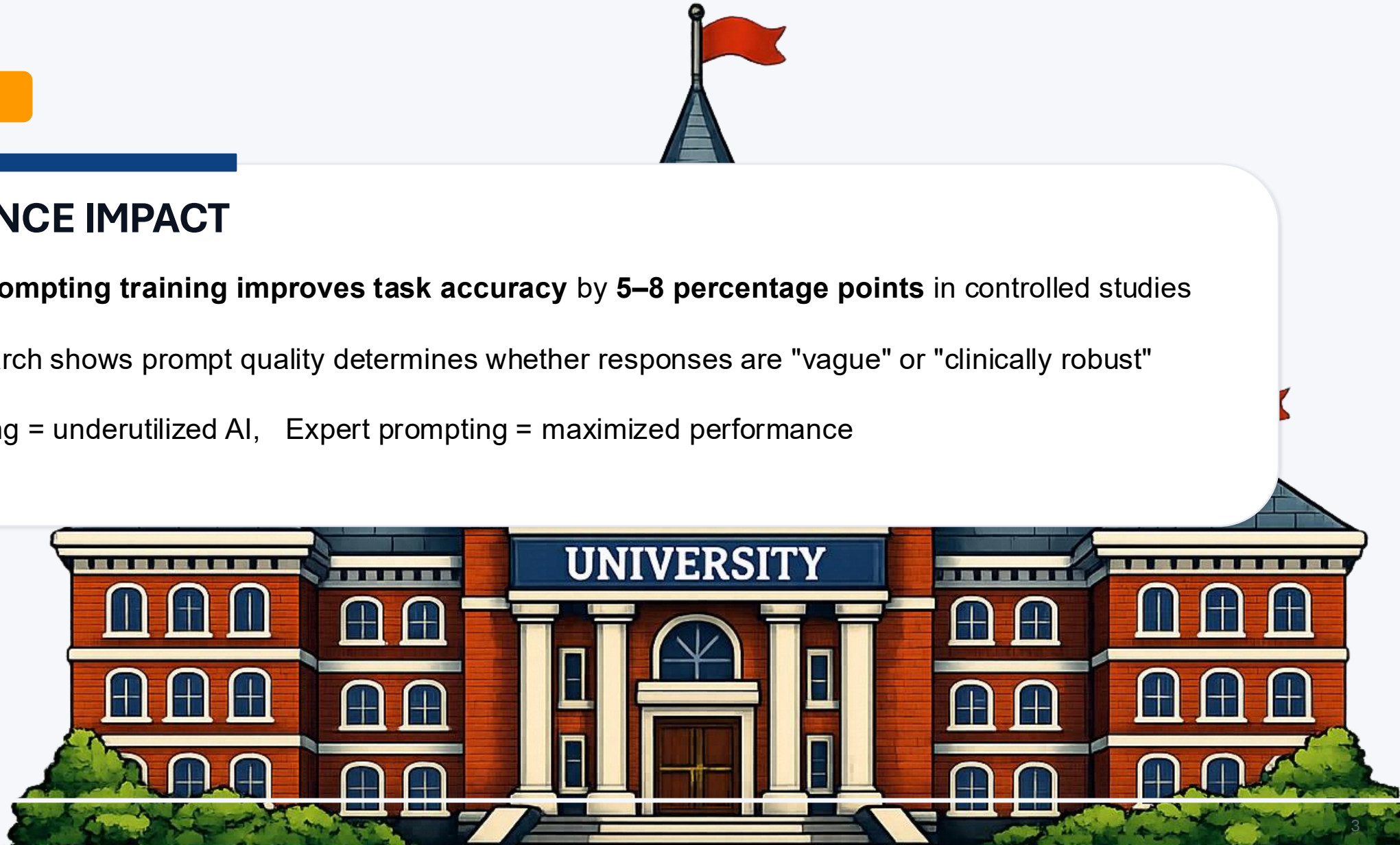
# Prompt Engineering

Why it Matters

Deep Dive

## PERFORMANCE IMPACT

- **Advanced prompting training improves task accuracy by 5–8 percentage points** in controlled studies
- Medical research shows prompt quality determines whether responses are "vague" or "clinically robust"
- Poor prompting = underutilized AI, Expert prompting = maximized performance



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# Our Crash Course Or “Refresher”

AI IN MARKETING



# A Word on “Prompt Architecture”

The building blocks of a great AI communicator

## THE ROADMAP

### Persona

You are an expert in digital marketing and strategy for live entertainment events.



### Task Verb + Clear Objective

State exactly what you want (e.g., “draft a 3-paragraph email persuading...”)



### Audience + Context

Who the output is for + Provide key facts, constraints, and examples the AI should consider

### Desired Format

Bullet points, paragraph form, spreadsheet, docx, pptx



### Tone, Style + Examples

What you want it to sound like, length, detail level + relevant examples or models



### Constraints + Invite Refinement

What information to use, disregard and ask it if it has suggestions

# The Teach–Prompt–Refine loop

Putting it all Together



## THE ROADMAP

### OUR PROMPT

You are a seasoned **live music marketing director** with 15+ years of experience selling out mid-size amphitheatres and festival-style events in secondary markets across the southern U.S.

I am planning a concert for a 6,000-cap outdoor venue in Tupelo, Mississippi, targeting country and country-rock fans ages 24–49. Our budget is mid-range, and our primary goal is to drive profitable ticket sales while also growing our first-party data (email and SMS).

Assume we have basic assets (photos, videos, logo, prior show footage) and standard ad platforms (Meta, Google, TikTok), plus an email/SMS platform.

**Using that context, please:**

Create a 3-phase marketing plan (Awareness, On-Sale, Push to Close).

For each phase, outline:

- Objective in 1 sentence.

- Primary audience segments and targeting ideas.

- 3–5 concrete campaign tactics (paid, organic, partnerships, on-site).

- Recommended channels and rough budget split by channel.

Include at least 5 specific examples of creative hooks or angles (e.g., “You’ll remember this night every time this song comes on in your truck.”).

Format the answer with clear headings, short paragraphs, and bullet points so it can be dropped straight into a Google Doc.

Write in a confident but conversational tone that a time-strapped marketing manager can scan quickly.

**If anything in the brief is unclear or missing, start by asking me up to three clarifying questions before giving the full plan.**

For all the cheaters out there....

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Yes...you.

# If You'd Like Some Help

I've got something for you

THE ASSIST



## PROMPT COWBOY

The screenshot shows a web browser window with the URL 'promptcowboy.ai'. The browser's address bar includes an 'Install' button, a star icon, and a 'New Chrome available' notification. The website's header features the 'Prompt Cowboy' logo (powered by fourday) and a 'New Prompt' button. A sidebar on the left contains a 'Library' section. The main content area has a large heading: 'Turn your lazy prompts into great ones' with the subtext 'Idea to prompt in seconds - get much better results from ChatGPT'. Below this is a large text input field containing the placeholder text 'I want a prompt that will...' and a dropdown menu set to 'Standard Prompt'. A 'Log in' button and a 'Create Account' button are located in the bottom left corner of the page. A 'Help us improve' button is in the bottom right corner.



New Prompt

Library

Log in

Create Account

# Turn your lazy prompts into great ones

Idea to prompt in seconds - get much better results from ChatGPT

I want a prompt that will...

✦ Standard Prompt ▾ ➔

- ✦ Standard Prompt  
Recommended for most tasks ✓
- 🧠 Reasoning Prompt  
For reasoning tasks (GPT-5 model)
- 🔍 Deep Research Prompt  
For web-based research
- 👤 Custom GPT/Agent Prompt  
Design your own Custom GPTs or AI Agents
- 📺 VEO-3 Video Prompt  
Create prompts for VEO-3 video generation

📊 Analyze data

📄 Draft a document

👤 Create custom GPT



New Prompt

Library

Log in

Create Account

Lazy Prompt

Edit

Give me a comprehensive digital marketing plan for the Stagecoach music festival in 2027

Great Prompt

Copy

Situation

You are a senior digital marketing strategist with 15+ years of experience in festival marketing, live entertainment promotion, and large-scale event campaigns. Stagecoach is a premier country music festival held annually in Indio, California, attracting 75,000+ attendees per day over three days. The festival is owned by Goldenvoice (AEG Presents) and takes place at the Empire Polo Club, the same venue as Coachella. The 2027 edition will occur in late April, following the established pattern of being held the weekend after Coachella. The competitive landscape includes other major country festivals like CMA Fest, Tortuga Music Festival, and Faster Horses, as well as regional country concerts and tours.

Task

Develop a comprehensive digital marketing plan for Stagecoach 2027 that covers the full campaign lifecycle from pre-announcement through post-festival engagement. The plan should include specific strategies, channels, tactics, timelines, content themes, audience segmentation, budget allocation recommendations, KPIs, and measurement frameworks. Address all major digital marketing disciplines including social media, content marketing, influencer partnerships, paid advertising, email marketing, SEO/SEM, and emerging platforms.

Objective

Create a strategic roadmap that drives ticket sales to sell out capacity, builds brand awareness and engagement among target demographics, establishes Stagecoach as the premier country music festival experience, maximizes attendee satisfaction and loyalty, and generates measurable ROI across all digital channels while positioning the festival for long-term growth.

Knowledge

The target audience includes country music fans aged 21-45, with strong representation from California, Arizona, Nevada, and Texas. Secondary audiences include crossover pop-country fans, festival enthusiasts, and luxury experience seekers. The festival typically announces its lineup in

Improve Your Prompt

Answer these questions to get better results!

1 Festival objectives and target audience?

2 Previous marketing examples?

3 Budget and channel priorities?

NEW Refine Your Prompt

Make quick edits or add missing details.

Limit length, set tone or style etc.

Improve Prompt



New Prompt

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## Lazy Prompt

Edit

Give me a comprehensive digital marketing plan for the Stagecoach music festival in 2027

## Great Prompt

Copied!

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### Knowledge

The target audience includes country music fans aged 21-45, with strong representation from California, Arizona, Nevada, and Texas. Secondary audiences include crossover pop-country fans, festival enthusiasts, and luxury experience seekers. The festival typically announces its lineup in January, with ticket sales beginning shortly after. Pre-sale access and tiered pricing strategies are

Open ChatGPT

AI Open Claude

Open Gemini

Open Grok

Open Perplexity

Sign in to add custom platforms

## Improve Your Prompt

Answer these questions to get better results!

Festival objectives and target audience?

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Budget and channel priorities?

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Improve Prompt

Help us improve

AI IN MARKETING

# Prompt Engineering

## A Deeper Dive

# What's changed in one year

Four shifts that matter for live events

## SHIFT

### 1 Generative → Predictive

Forecast registration curves, staffing, inventory, and schedule demand — before you commit budget.

### 2 Assistants → Agents

Goal-oriented AI can execute multi-step workflows (draft, schedule, optimize) with less babysitting.

### 3 Standalone → Embedded

AI is baked into your existing stack (email, docs, ads, ticketing). The “tool hunt” is over.

### 4 More AI → More Authenticity

As synthetic content grows, “proof of presence” becomes marketing gold for events.

# Market context: AI + event tech are accelerating

Why the pace is not slowing down

CONTEXT

## BIG INVESTMENTS

“Microsoft, Google, and Meta each plan **tens of billions per year** in AI infrastructure capex, with **Microsoft at \$80B, Google guiding \$175–185B in 2026, and Meta targeting \$64–72B in 2025 plus a \$600B US AI data-center build through 2028.**

# From Generative to Predictive

Future of AI in Marketing



PREDICT

## IN DEVELOPMENT – AI POWERED MARKETING DASHBOARD

Built for festivals & fairs — not generic marketing.

- Campaign ROI + attribution
- Built-In Consumer Psychology Strategies
- Audience segments
- Content performance
- Natural-language questions ("Which channel drove tickets last week?")

## Where predictive AI helps most

- Ticket pacing + demand signals  
Budget Optimization
- Staffing + volunteer scheduling
- F&B + merch inventory estimates
- Session timing + crowd flow
- Real-time sentiment monitoring

Start simple: forecast ONE thing with last year's data.

# Where It Shows Up For Live Entertainment

You will see this in

## IMPACT

### 1 Talent Booking



- Avails and Analytics AI Analysis engines
- Effective Talent Buys
- Artist Comparisons
- Predictive ROI and Success models

### 2 Marketing



- Audience Insights
- Budget Optimizations
- Performance Predictive Models
- Consumer Behavior Strategies

### 3 Sponsorships



- Stronger sponsorship identification
- Tighter ROI use-cases
- Less missed opportunities
- Stronger pitches

### 2 Production



- Better Pricing
- Improved Sourcing

# What it means for festival & fair marketing

Direct implications you can feel this season

## IMPACT

### 1 Operational efficiency

- Faster planning cycles
- Better staffing estimates
- Smarter inventory decisions
- Less “day-of” chaos

**Use AI to surface patterns — humans decide the tradeoffs.**

### 2 Personalized engagement

- Segment by intent (families, foodies, thrill-seekers, pros)
- Tailor offers + reminders
- Recommend “next best” experiences

**Personalization should feel helpful — not creepy.**

### 3 Sponsor ROI that's provable

- App + QR + web engagement
- On-site dwell / flow estimates
- Post-event retargeting audiences

**Turn sponsor conversations from stories → dashboards.**

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# Quality Assurance

With Technology

AUTHENTICITY

# Live events win when digital gets noisy

**80%** say in-person events are  
the most trustworthy source  
of information

**“When people can't trust what they see online, face-to-face becomes  
the proof.”**

— Mark Cuban (the “Milli Vanilli Effect”)

# What hasn't changed

The human fundamentals that make AI work

## CONSTANTS



### Human oversight

Verify facts, dates, pricing, sponsor names. AI can hallucinate with confidence.



### Relationships

Warmth, community, trust, and emotional intelligence are still the differentiators.



### Quality input → quality output

Clear briefs, good data, real examples. Garbage in, garbage out.



### Authenticity

Use AI to scale — but keep your brand's imperfections and local flavor.

# When AI goes wrong... (and it will)

A recent marketer moment to learn from



## WHEN IT BREAKS



### Meta's AI Creative Tools

A marketer reported Meta's Advantage+ creative tools automatically swapping in an AI-generated "grandma" version of their ad — without anyone explicitly asking for it.

*It's funny... until it's your brand voice, your audience, and your budget.*

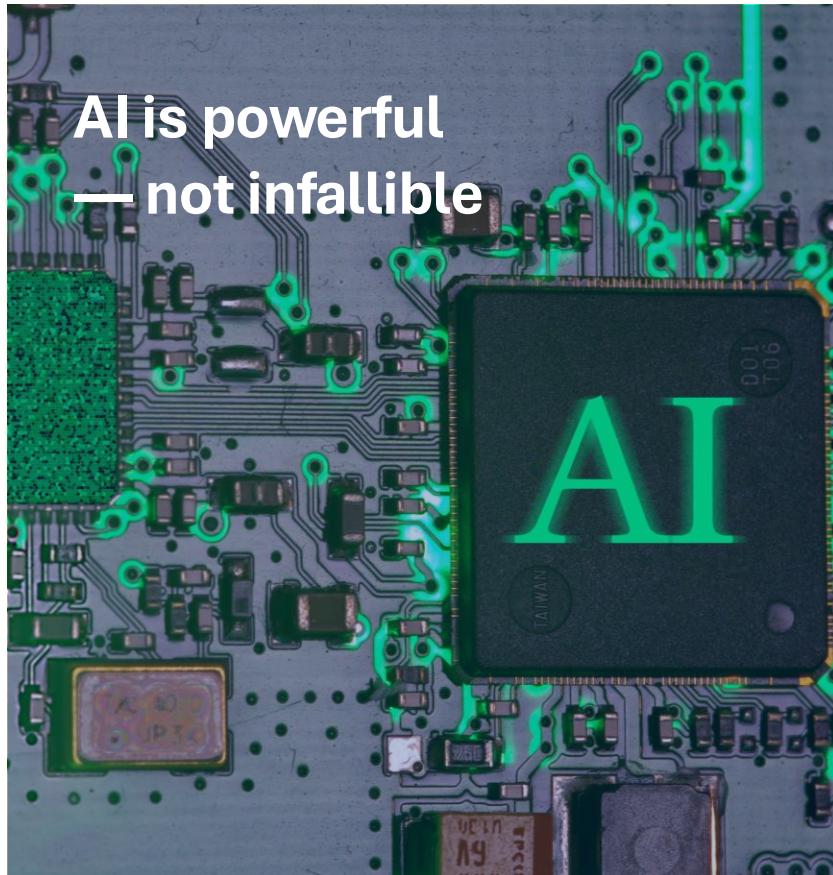
### Lesson for Event Marketers

- Turn off auto-creative features unless you're actively testing.
- Lock brand-safe imagery + language.
- Require human review before scaling spend.

# Where AI still gets it wrong

The guardrails that protect your brand

## RISKS



- Hallucinations: confident wrong facts
- Context collapse: misses local culture & tradition
- Generic “AI look” content → audience blindness
- Over-personalization: helpful vs creepy line
- Bias/accessibility gaps: you must review

QC checklist: facts • brand voice • accessibility • approvals

# OK vs Good vs Great in AI marketing

The difference is system + standards

## MATURITY

**OK**

### One-off use

Occasional emails/posts • Inconsistent prompts • Little QC • "AI slop" risk

**GOOD**

### Repeatable workflows

Shared framework • Human review • Measured time savings • Stable brand voice

**GREAT**

### Integrated system

Predict → Execute → Optimize • Insights-driven decisions • Transparency • Continuous learning

**Bottom line: Great teams build a system — not a pile of prompts.**

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# Tools to Know

## The Fun Stuff

# Tools to know (and actually use)

Pick 2–3 and go deep

## TOOLKIT

### P Prompt Cowboy

Turns rough ideas into crisp prompts. Great for consistency across the team.



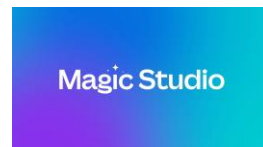
### C Microsoft 365 Copilot or Google Gemini

In Outlook/Word/Excel/PowerPoint. Agent Mode helps build artifacts inside your apps.



### V Canva Magic Studio

Fast social graphics + variations. Use genuine photos; avoid “template fatigue.”



### R Perplexity + ChatGPT (research)

Great for sponsor research + current stats because it searches the web with citations.

Rule: Use AI to speed up the boring parts — then add the human flavor.

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# Your Challenge

# Your action plan (start tomorrow)

A practical ramp for real teams

PLAN



## 24 hours

Try one task or "to do" with Teach–Prompt–Refine

Explore Prompt Cowboy, Copilot / Canva features to help you refine



## 1 week

Audit your current tools for built-in AI, Pick your #1 time sink to automate



## 1 month

Implement one workflow (email, social, or analytics)  
Create a QC checklist – Look for one way it can improve your product or win you time back.



## 3 months

Document wins + time saved  
Expand to a second workflow

**Remember: the future isn't Human OR AI — it's Human AND AI.**





Thank you!  
Questions?