

PROLOGUE:

ACTIONABLE AI FOR EVENTS



Welcome to the beginning of a new era.

We are experiencing a period in history where Artificial Intelligence (AI) is not a concept of the future, but a tangible reality that is transforming various industries, including event management. As we embark on this journey together, it's important to understand the context of AI, including its potential risks and challenges and how it aligns with your company's policies.

AI can be seen as advantageous and disadvantageous. On one hand, it can promise efficiency, accuracy, and automation. However, it also can present challenges such as concerns about privacy, ethical dilemmas, and potential job displacement. It truly is like any tool. Its impact largely depends on how we choose to utilize it.

Before we delve into the details of using AI for event management purposes, it's crucial to maintain a perspective. While AI can undoubtedly streamline your event process, it is vital to address the associated risks. This entails implementing measures to protect data privacy and security while also considering implications and ensuring transparency in how AI systems make decisions.

Furthermore, it is essential that any implementation of AI aligns with your company's overarching policies and values. If customer centricity is highly valued within your organization, you should ensure that your AI solutions enhance the customer experience.

If you prioritize data privacy it is crucial to ensure that your AI tools fully respect and uphold this principle.

As we delve further into each chapter, remember that AI is not a solution. Rather a tool that should be used wisely. It aims to enhance the efforts, not to replace them. Most importantly, it is not just about technology; it encompasses people. Your team, customers, and stakeholders.

Keeping these guiding principles in mind, let's embark on an exploration of the captivating world of AI and its potential to revolutionize your event management process. Welcome aboard event pros!

ACTIONABLE AI:

Leveraging AI for Better Event Registration

Hey there, event prof maestros!

Are you scouting for methods to streamline your event registration process? If juggling registrations feels like a Herculean task, breathe easy - you've landed at the right spot!

In the exhilarating world of event organization, keeping abreast with cutting-edge technology is not just important, but vital. One such technological marvel that's stealing the limelight is Artificial Intelligence (AI).

AI holds the power to redefine how we conduct events, from making registration systems a breeze to offering top-notch customer service. Puzzled about where to start? This guide is your treasure trove. Our mission is to arm you with actionable AI strategies that can upgrade your event registration process.

We're all set to walk you through real-world scenarios, recommend stellar platforms**, and deliberate on key factors to ponder over. Whether you're dipping your toes into AI or a seasoned event maestro seeking that extra edge, this guide will be your reliable ally.

Brace yourselves to delve into the fascinating ways AI can turbocharge your event registration workflow...

Pricing Like a Pro

AI Helper: [Price Optimization by AWS](#)

Use Case: Imagine you're a festival organizer coordinating a big music festival. A major hurdle is determining the optimal ticket prices. Overpricing may deter potential attendees, while underpricing could result in lost potential income. Here's where the Price Optimization service by AWS proves to be useful!

AWS is a resource that employs machine learning to tweak your pricing according to different elements like market demand, competitor pricing, time of acquisition, among others.

Here's how you can leverage AWS Price Optimization for your event:

1. **Sign Up for AWS (Amazon Web Services):** As Price Optimization is part of AWS, your first step is to create an account on AWS if you don't already have one.
2. **Learn About AWS Machine Learning Services:** To effectively use Price Optimization, you need to understand how AWS's machine learning services work. While this may sound daunting, AWS provides plenty of [guides and tutorials](#) that can help you grasp the basics.
3. **Set Up Price Optimization:** Once you've familiarized yourself with AWS machine learning, you can start setting up Price Optimization. This involves feeding the tool with various factors that might affect your pricing, like expected demand, competitor pricing, historical sales data, and cost considerations.

Utilizing this system, AWS Price Optimization will perpetually assess these criteria and recommend the most suitable ticket pricing. For instance, if a spike in demand is anticipated as the event date nears, the tool could suggest a slight elevation in ticket prices.

Take note, dynamic pricing can be complicated, and it's crucial to articulate clearly to your attendees about your pricing structure to avoid any confusion. Vigilantly monitor your pricing and stand ready to make necessary alterations.

Price: AWS provides several cost-efficient payment structures that can be tailored to best fit the financial requirements of your organization. These encompass pay-as-you-go pricing, Spot Instances, and Reserved Instances.

**Have you used any other pricing AI platforms? We would love to hear about it [here](#).*

Automating Registration Processes

AI Helper: [IBM Watson Assistant](#)

Use Case: Picture yourself as a show manager orchestrating a grand conference. One of the most challenging aspects is handling the registration process, particularly when it involves hundreds or even thousands of participants. This is where IBM Watson Assistant steps in and helps your forms be more user-friendly.

It can auto-fill forms based on attendees' previous inputs or social media profiles, saving time and enhancing user experience.

Here's how you can leverage IBM Watson Assistant for your event:

1. **Sign Up for IBM Cloud:** To use Watson Assistant, you first need to create an account on IBM Cloud if you don't already have one.
2. **Learn About IBM Watson Assistant:** To effectively use Watson Assistant, you need to understand how it works. Luckily, IBM provides plenty of [guides and tutorials](#) that can help you grasp the basics.
3. **Set Up Watson Assistant:** Once you're familiar with how Watson Assistant works, you can start setting it up. This involves feeding the tool with various factors such as attendee information, preferences, and past behavior.

With this configuration, IBM Watson Assistant will consistently scrutinize these elements and automatically populate registration forms for your participants. For instance, if an attendee has previously been part of one of your events, the tool could auto-fill their details, thus saving them valuable time during the registration process.

Keep in mind, while automation can greatly streamline the registration process, it's still crucial to allow attendees the option to manually enter or modify their information. Stay vigilant during the registration process and be ready to implement necessary changes as required.

Price: IBM Watson Assistant has various pricing editions. The Plus plan, which is often recommended, starts at \$140 per month for 1,000 users.

**Have you used any other AI platforms to help speed up your registration forms? We would love to hear about it [here](#).*

Personal Touch with AI

AI Helper: [Personalizer by Microsoft Azure](#)

Use Case: Envision you're an event professional planning a large-scale tech conference. You have a diverse array of sessions, workshops, and networking events lined up. But, how do you ensure each attendee gets the most out of your event? Here's where Microsoft Azure's Personalizer can be your magic tool!

Personalizer is an AI tool that uses machine learning to provide personalized recommendations based on individual preferences and behavior. This means each of your attendees can have a unique, tailored event experience.

Here's how you can put this tool to work:

1. **Sign Up for Microsoft Azure:** As Personalizer is part of Microsoft Azure, your first step is to create an account if you don't already have one.
2. **Set Up Personalizer:** Personalizer learns from 'features' (context and actions) and 'rewards' - feedback indicating how well its past recommendations performed. You'll need to define these parameters within the Azure platform.
3. **Train Your Personalizer:** Just like training a genie, Personalizer needs data to learn from. The more information it has about your attendees and their preferences, the better its recommendations will be. You can feed it data from past events, registration forms, and attendee feedback.

With Personalizer, when attendees register for your event, they can receive personalized suggestions for sessions and workshops that align with their interests and goals. Additionally, throughout the event, Personalizer can continue to recommend networking opportunities and activities, enhancing attendee engagement and satisfaction.

Remember, the quality of Personalizer's recommendations depends on the quality of data it receives. If the data is limited or biased, the recommendations may not be accurate. Moreover, since Personalizer handles personal data, it's important to ensure that all data is used responsibly and in compliance with privacy laws.

Price: Microsoft Azure's Personalizer service adopts a tiered pricing approach. Initially, users can enjoy a complimentary allowance of 50,000 transactions every month for a year. After that grace period, users can expect the pricing model to shift: the service charges \$1 for each set of 1,000 transactions up to 1 million, and any transactions beyond that up to 10 million are priced at \$0.35 per 1,000 transactions. Given that prices are subject to change, checking for the latest pricing on Azure's official site is recommended.

**Have you used any other AI platforms to assist in creating a more personalized experience for your registrants? We would love to hear about it [here](#).*

Chatbots for Queries

AI Helper: [Dialogflow by Google Cloud](#)

Use Case: Consider this scenario: you're an event professional organizing a large-scale global conference. One of the challenges you face is providing round-the-clock support to answer various registration-related queries from potential attendees around the world. Here, Dialogflow can be your game-changer.

Dialogflow is an advanced tool that allows you to build conversational interfaces (chatbots) capable of understanding and responding to human language. These chatbots can work tirelessly 24/7, answering queries promptly and accurately.

Here's a step-by-step guide on how to leverage this tool:

- 1. Sign Up for Google Cloud:** Dialogflow is part of Google Cloud, so the first step is to create an account on Google Cloud if you don't already have one.
- 2. Create Agents in Dialogflow:** In Dialogflow, 'agents' are your personal digital assistants that comprehend human language. You can set them up in Dialogflow and then integrate them into your event website or mobile application. Think of them as your 24/7 customer service representatives!
- 3. Train Your Agents:** Just like a new team member, your agents need training. You'll need to provide them with examples of typical questions they might encounter and instruct them on appropriate responses. The more diverse and comprehensive their training, the better they can assist your attendees.

With Dialogflow, not only can you provide immediate responses to registration queries, but you can also handle multiple queries simultaneously, something that would be challenging for a human team. This significantly enhances the attendee experience and frees up your team to focus on other crucial aspects of event planning

Remember, communication is nuanced, and cultural variations can impact how people interact. Make sure to factor these elements when training your agents to ensure they understand and respond effectively to attendees from different backgrounds.

Price: Dialogflow has its pricing based on the edition and the number of requests made during the month. Each voice session costs \$0.001 per second of audio, with a minimum charge of one second. For instance, a 15-second voice session would cost \$0.015. New customers receive a \$600 credit.

**Have you used any other AI platforms for event inquiries? We would love to hear about it [here](#).*

Lead Generation with AI

AI Helper: Einstein by Salesforce

Use Case: Imagine this scenario: You are responsible for organizing a trade show that attracts businesses and individuals from all over the world. The potential for generating leads is enormous. Sorting through such a vast pool of attendees can feel overwhelming. That's when Einstein by Salesforce comes into play as your weapon.

Einstein is an AI tool specifically designed to streamline the process of identifying and prioritizing leads. It achieves this by analyzing attendee data and assigning scores to each lead based on their level of interest in what your exhibitors have to offer.

Here's how you can leverage the power of Einstein:

1. **Register with Salesforce:** To access Einstein you'll need to create an account with Salesforce. They offer a free trial so you can test the waters.
2. **Configure Einstein:** It's crucial to set up your Salesforce account so that Einstein can perform optimally. This involves gathering reliable data and specifying which data fields should be analyzed by Einstein. These fields could include company size, industry type, past purchasing behavior and engagement levels, at the event.
3. **Let Einstein do its magic:** Once everything is set up, Einstein will start examining your data and assigning scores to each lead accordingly. A higher score indicates the likelihood that the lead will engage with your exhibitors. You can provide this information to your exhibitors as a value-add to their registration.

By focusing on these high scoring leads you can improve the efficiency of your event registration process. Attract exhibitors who will benefit from the promising leads they receive.

However, it's important to remember that Einstein's effectiveness heavily relies on the quality of data it processes. If your data is inaccurate or incomplete, it could compromise Einstein's ability to assess lead scores accurately. Additionally, always make sure to comply with privacy laws and obtain consent before collecting and utilizing attendee data.

Price: The price of Einstein varies depending on the product and package. For example, Service Cloud Einstein starts at \$50, per user, per month.

AI Helper: Matchmaking Feature by A2Z Events

Use Case: Picture yourself as an event organizer planning a large-scale industry convention. One of the primary selling points of your convention is the prospects for networking. Yet, creating significant relationships among thousands of attendees and

exhibitors can be an intimidating responsibility. This is the point where the matchmaking capability of A2Z Events proves its worth.

A2Z Events' matchmaking feature uses machine learning to recommend potential connections for both exhibitors and attendees based on their interests, goals, and other data points.

Here's how you can utilize this feature for your event:

1. **Add A2Z Events to Your EventTech Toolkit:** The matchmaking feature is part of A2Z Events, so your first step is to purchase this event management software if you haven't done so already.
2. **Set Up the Matchmaking Feature:** After setting up your account, you'll need to enable the matchmaking feature. This involves inputting data about your exhibitors and attendees, such as their interests, goals, and the types of connections they're looking to make at your event.
3. **Let the AI Do Its Magic:** Once everything is set up, the matchmaking feature will start analyzing your data and meeting recommendations. These recommendations can be shared with your attendees and exhibitors, helping them connect with the right people and maximize their networking opportunities.

Bear in mind, the efficiency of this functionality is largely reliant on the caliber of data it obtains. If the data you provide is imprecise or incomplete, the matchmaking feature may fail to deliver precise suggestions. Additionally, always make sure all data is gathered and utilized ethically, adhering to privacy regulations and securing approval from your participants and exhibitors.

Price: Pricing can vary depending on factors such as the size of the event and the features required. For the most accurate and updated information, it would be best to directly contact A2Z Events.

**Have you used any other AI platforms for lead retrieval? We would love to hear about it [here](#).*

Facial Recognition for Check-In

AI Helper: Zenus Biometrics

Use Case: Imagine you're a show organizer, tasked with managing a large conference. One of the most challenging aspects of hosting such a large-scale event is the registration and check-in process. The traditional methods can be slow and inefficient, leading to long queues and frustrated attendees. This is where facial recognition technology comes in.

Facial recognition technology, like that offered by Zenus Biometrics, uses AI to identify registered attendees, making the check-in process faster, more efficient, and more secure.

Here's how you can leverage this technology for your event:

- 1. Incorporate Zenus Biometrics into Your Event Tech Stack:** Zenus Biometrics offers a facial recognition solution specifically designed for events. The first step is to purchase this software and integrate it with your existing event management system.
- 2. Set Up the Facial Recognition Feature:** Once your account is set up, you'll need to enable the facial recognition feature. This involves setting up cameras at your registration desks and training the system using attendee photos collected during registration. Remember, it's important to get consent from attendees before collecting and using their data.
- 3. Let the AI Do Its Magic:** On the day of the event, as attendees approach the registration desk, the system will automatically recognize their faces, verify their registration, and check them in. This not only speeds up the process but also adds a layer of security by ensuring that only registered attendees are admitted.

Remember, the effectiveness of this technology heavily relies on the quality of the images it receives. If the photos provided by attendees during registration are unclear or inaccurate, the system may struggle to recognize them. Therefore, always ensure that guidelines are provided to attendees on how to submit a proper photo for facial recognition.

Price: The cost of Zenus's services is contingent on various factors of cameras utilized and the level of on-site or remote assistance needed. Visit the [pricing page](#) for more details.

AI Helper: CLEAR

Use Case: You are in charge of registration for the International Technology and Security conference every year, an event that brings together security professionals worldwide. One challenge is making sure that only registered attendees with security clearances can get registered. Checking IDs has always caused frustration among attendees in the registration and check-in process, which often results in queues and unhappy participants. To address this issue, you've made the decision to utilize CLEAR'S facial recognition technology this year.

We all have mostly heard about CLEAR at the airports, but they also partner with businesses that want to leverage their platform. Partnering with CLEAR Facial Recognition AI Software can revolutionize how you manage large-scale events. Traditional methods may lead to long queues and potential attendee dissatisfaction. This is where CLEAR's AI facial recognition software comes into play.

Here's how partnering with CLEAR can bring substantial benefits to your event:

1. **Integration with CLEAR's AI Software:** CLEAR offers a robust facial recognition solution tailored for events. The first step involves procuring this software and integrating it seamlessly with your existing event management system.
2. **Setting Up the Facial Recognition System:** Once your account is established, you'll need to enable the facial recognition feature. This involves strategically placing cameras at your registration desks and training the system using attendee photos collected during registration. It's crucial to obtain consent from attendees before collecting and using their data to respect privacy laws and regulations.
3. **Rely on CLEAR's AI Capabilities:** On the day of the event, as attendees approach the registration desk, the system will automatically recognize their faces, verify their registration, and check them in. This not only accelerates the process but also boosts security by ensuring that only registered attendees gain access.

Remember, the effectiveness of this technology heavily depends on the quality of the images it receives. If the photos provided by attendees during registration are unclear or inaccurate, the system may struggle to identify them. Therefore, always provide clear guidelines to attendees on how to submit an appropriate photo for facial recognition.

Price: The cost of CLEAR'S services is contingent on various factors such as the number of cameras utilized and the level of on-site or remote assistance needed. For a detailed cost breakdown, contact CLEAR directly.

**Have you used any other AI platforms for facial recognition? We would love to hear about it [here](#).*

Summing Up

There it is! Your actionable handbook on some of the best AI tools available for event registration. These tools have been cleverly designed to enhance efficiency, ignite engagement and add a touch of excitement to your event registration processes. Always remember that the real power lies in the hands of the user. By understanding and skillfully utilizing these tools, you can witness results unfolding right in front of you! We are excited to also be working on a new chapter for actionable AI for event session data. Be on the lookout for that very soon!

While AI undeniably revolutionizes event management it's important to acknowledge that it's one part of a framework. To truly streamline your event registration processes and create incredible experiences for attendees, a comprehensive solution like A2Z Events is what you need.

The software offers workflows that seamlessly integrate onsite event registrations. With A2Z Events, you can effortlessly import customized registration forms that perfectly cater to your event's requirements. Furthermore, the customizable reporting dashboards offer insights into registration numbers and the effectiveness of your marketing strategies. Feel free to [reach out to us](#) at A2Z Events today!

***EDITOR'S NOTE: In our quest to provide you with the best possible information, we explore a wide range of platforms, from free options to more premium ones. **Although we aim to offer you guidance and suggestions, please remember that these are merely recommendations. We do not endorse any of the platforms mentioned in this guide.** We understand that every event professional has unique needs and budgets, and our goal is to cater to this diversity. Also, keep in mind that the technology landscape is ever-evolving. New platforms and solutions emerge every day, each with its own innovative features. Therefore, while we strive to keep our recommendations current and relevant, we encourage you to stay updated with the latest advancements in AI for event registration.*